DENTAL TRIBUNE
United Kingdom Edition - October 12-18, 2009

Private Practice

Sitting Pretty
After 15 Years!

The Rambach Saddle Seat has successfully been in production for 15 years. This market leading seat is the only one of its kind to be endorsed by the Australian Physiotherapy Association and for a very good reason. There are many cheap copies on the market that do not necessarily have the clinical papers or experience to back their claims. Rambach has been proven true and again over the years with more than 50,000 seats sold worldwide.

The correct seating position using the Rambach Saddle Seat can alleviate many of the problems associated with muscle fatigue by encouraging an improved sitting posture. This Seat helps to maintain the natural s-shape of the spine, preventing the discs from being put under pressure. The hips are kept at the optimum angle, so back and thigh muscles are at their most relaxed. Rambach Saddle Seats are fully adjustable to create a bespoke individual stool just for you.

The company are so convinced of the benefits that they are offering you a free 50-day trial in your own practice. For further information please contact Rambach directly on 0800 581 188.

We’ve refocused our vision...

As the UK’s No.1 supplier of loupes and lights, our vision is to supply the very best precision products, combining exceptional quality with outstanding design.

Our new loupes and lights are expertly custom-made by leading supplier ExamVision™. Founded by John Bensig and optometrist Kim Jensen, ExamVision™ offer a welcome commitment to delivering superior design and quality craftsmanship, which perfectly complements our 16 years of untravalled loupes experience and outstanding customer service.

Available in 2 styles, 3 frame colours and 3 frame sizes, each ExamVision™ loupe is individually crafted to your personal measurements at our purpose-built factory on the small, tranquil island of Samsø in Denmark. ExamVision™ produce loupes and lights to the highest standards, providing a quality product that Evident are proud to endorse.

Our vision has always been to exceed our customers’ expectations and we are confident our exceptional service combined with the superb quality of ExamVision™ loupes and lights will refocus your vision too!

Arrange a no- obligation consultation Free Call 0508 521111 or visit our website www.evident.co.uk.

Your Partnership in Practice

Henry Schein Minerva is the ideal partner to help run a profitable private dental practice.

Offering a loyal and committed service, Henry Schein Minerva encourages practitioners to maximise profitability by helping them run a successful business. Providing practices with a great service, reliable delivery and many forms of additional support is all part of Henry Schein Minerva’s commitment to your success.

A profitable private practice does not just relate to the money that it makes, it involves generating high levels of patient satisfaction and achieving practitioner goals.

Henry Schein Minerva has a nationwide network of consultants who have a real desire to help you identify where practice improvements can be made in terms of productivity and efficiency.

So, if you’d like to run your practice more efficiently and profitably come and visit us at stands S06, S08 and T04 at the BDTA Dental Showcase 2009 in Birmingham, or if you are unable to attend please contact Henry Schein Minerva on 0870 10 20 45.

CEREC – Perfect Crowns A Reality

CEREC from Sirona Dental Systems enables practitioners to use a high-tech yet simple to operate device to produce all Swiss made precision machine made crowns. As a result your optimal design, quality materials and exacting engineering enable Predator Turbo burs to cut faster than straight bladed burs and smoother than regular dentate loupes. Predator Burs are the strongest, sharpest and most durable burs available.

All shapes are available in a unique Solo® Peel blaster 10/packs as well as convenient clinic 100 packs.

For further information please contact Prima Dental Group on +44 1442 307171 or www.primadentalgroup.co.uk.

A plus for any practice

You are your practice’s most important asset and maintaining your health is vital. Sirona’s aim is to design our treatment centers for your ergonomic needs and to promote sustained well-being.

Convenience

A relaxed practice team is the ideal basis for an efficient workflow. You can now actively shape your working environment. Thanks to their compact dimensions, our C5 products deliver clear ergonomic benefits, even in compact treatment rooms.

Optimal workflow

The user-friendly features of the C5s, C4s and C5s not only eliminate unhealthy fatigue symptoms, but also promote an optimum workflow. Each model is based on a proven ergonomic concept.

Enhanced comfort for patients

Make sure that your patients feel as comfortable as possible. Thanks to the ErgoMotion system, the thermo upholstery and the anatomically designed headrests, you’ll be uniquely placed to enhance the well-being of your patients – and to achieve optimum treatment outcomes.

Hygiene

Hygiene procedures should be as simple and effective as possible. All the outer surfaces are smooth and easy to wipe. Critical components (e.g. the handpiece rack) can be detached for cleaning and/or disinfection purposes.

For further information please contact: Sirona Dental Systems 0845 071 5040 or e-mail info@sironadental.co.uk.

EXACT™ is currently the most used practice management software in the UK and the latest updates offered by Version 10 includes a range of innovative features designed to improve the efficiency of all dental practices. Features include patient recall through innovative email and SMS communications, computer telephony integration (CTI), 3D teeth charting, multi column appointment books and much more. Combine this with the new patient education resource “Guru”, which enables you to further develop or simplify your patients individual explanations through various forms of media, and you have a practice management system which helps you to stay in complete control of your practice.

Find out all you need to know about EXACT™ at Stands R01, S05 and T04 at the 2009 BDTA Dental Showcase in Birmingham or call 0845 345 5767 today.

Not Just Good Looking

Design Matters

Takara Belmont has successfully managed to improve the old adage “you can’t please all of the people, all of the time” with the launch of Cleo II.

Enhanced specification like all good makeovers, there are many improve- ments, which collectively result in an exquisite transformation. The Cleo already boasts a design of distinction; its’ folding leg rest making it easy as sitting in an armchair. This makes it less intimidating for patients, whilst offering obvious ergonomic benefits to the Operator.

Dental Tribune

(Dental Tribune page 27)
Guarantees – For at least three years on everything the lab sells, including materials

Price – Transparent pricing policy to offer you the most competitive prices in the industry

Birite Dental Laboratory combines the standards and values of the traditional dental laboratory with the contemporary work ethics of today’s dentist. Who provided a fresh approach to cosmetic crown and bridgework solutions?

Call 0208 455 5521 or go to www.bite-rite.co.uk to see the birite difference.

Temporary Restoration with Mr Chewful Molak® Glass-ionomer “He’s slick and non stick!”

For more information or to book an appointment, please contact your local DENTSPLY Product Specialist on: +44 (0)8000 723 255 or visit our website: www.dentsply.co.uk.

Beat the VAT increase and get the best in price, product range and service too with

The Dental Directory!

Remember, the VAT rate* is likely to rise to 17.5% at the end of the year, so beat the increase and buy now to save an extra 2.5%!

With our huge range of 25,000 products, free next day delivery, choice of ordering systems, and our continual campaigns to offer Dentists the very best value for money, The Dental Directory has always been the place to order your dental sundries, consumables and equipment.

Our Equipment Department have a solution team waiting to help you through the minefield of product selection, planning and installation. They can also help to spread the costs with attractive hire purchase agreements that take advantage of the reduced VAT rate, so now really is the time to make that investment in large equipment or a surgery refit.

Dedicated Orthodontic and Oral Hygiene Product Managers are available to offer specialist products and advice that can not only save you money, but also increase your practice revenues.

Is your lab working as part of the team to make sure your patients are satisfied?

Mrs ProTaper Universal lies at the centre of most of the Endodontic procedures in the UK. Due to her unique shape, she cuts quickly ensuring efficiency, whilst maintaining flexibility, whether you are heading straight or into a curve. She doesn’t mind how experienced you are, whether you are a GDP who hasn’t used her before or an Endodontist, she’s high quality and easy to work with, ensuring excellent and consistent results every time. She’s a true exception – let her be at the heart of your endodontic success.

So, while all dental dealers can give you the 15% VAT rate until December 31st, don’t you want the best in price, range and service too? Start saving now call us on 0800 585 586.

Healthy gumss are easy to handle!

Healthy gums are easy to handle, thanks to Curaprox’s innovative interdental brushes.

Invented by Curaprox over 50 years ago, interdental brushes are the most effective method of tackling periodontal disease. With a range of brush sizes, colour coded for convenience, patients will find oral healthcare easier than ever.

The ergonomic design of the brush handles means they’re simple to manoeuvre, reaching any part of the mouth with ease. For optimum access, Curaprox brushes are also interchangeable with the range of robust aluminium handles.

Featuring a strong, durable yet flexible wire core and soft bristles, Curaprox’s range of interdental brushes offers a simple, practical and effective method of oral healthcare: with regular use patients will see a rapid improvement.

With 50 years of experience, Curaprox offer the most durable and cost-effective brushes on the market.

For more information please call 01480 862041, email info@curaprox.co.uk or visit www.curaprox.co.uk.
Visitors to the BDSHT Oral Health Conference & Exhibition at the Bournemouth International Centre on the 10th–17th October will have the chance to sample this innovative new addition to the Sensodyne Pronamel brand.

Samples of GSK’s product range can be requested by visiting the dental professionals website www.gsk-dentalfrofessional.co.uk or alternatively by calling 0845 600 441.

Nobel Biocare Implant Education Centre

The Implant Education Centre, based in Leicester, in conjunction with Nobel Biocare, is pleased to welcome delegates to the outstanding One Year Dental Implant training programme.

Designed for dentists with a basic knowledge of implants who want guidance through simple and safe implant treatments, the course also offers support on more complex and advanced cases. GDC registered delegates will benefit from the many highlights of this programme including:

- 158 CDP Hours
- 12 modules over 12 months – 15 days training
- Exceeds the GDC training standards in implant dentistry
- 60% hands-on live surgery and 40% theory
- A 5 day, hands-on, cadaver module in Washington DC

Lead by Chris Lucas BDS, and a 26 strong training team, delegate feedback has been exceptional with comments such as: “Very clinically focused, exactly what I wanted” and “A very different experience from any other training or development I have been involved in within dentistry.”

Nobel Biocare continues its commitment to dentistry by supporting outstanding education and events programmes offering quality-training solutions for the entire dental team.

For more information call +44 (0)116 240 6441 or visit www.implanteducationcentre.com.

Save the planet and money!

Personally, more and more of us are recycling glass, cardboard and many other regular household items. Why can’t we recycle more at the practice?

Wouldn’t it be great if there was one place that you could buy and sell used equipment? Where you could buy to stock up on dental sundries before they are out-of-date? Or buy returned and refurbished supplies?

There is – www.inventorycircle.com. Why not visit today and register for free? You can buy and sell:

- Time sensitive (soon to expire) supplies
- Returned equipment & supplies
- Used equipment
- Refurbished equipment
- End of line supplies

Your practice can make money out of equipment or supplies that were just going to be thrown away. Recycling in its truest sense! And, unlike advertising, you pay nothing to list your equipment or supplies for sale on Inventory Circle – you only pay a small commission once the items are sold.

Denti-Brush™ Wire-Free Interdental Brushes

Denti-Brush interdental brushes are uniquely designed for a more effective approach to cleaning between the teeth. They are wire-free helping to eliminate gingival trauma and galvanic shock. The rubber-like tips are coated with Sodium Fluoride with obvious oral health benefits. The brushes adapt to different interdental spaces up to 0.5mm.

For further information please contact Periproducts Ltd, Tel 020 8868 1500, E mail denti-brush@periproducts.co.uk.

Vizilite Plus™ Screening Test for Oral cancer

Vizilite Plus™ is a simple technology to assist in the early detection of oral abnormalities including premalignant lesions and oral cancer.

Vizilite Plus™ comprises of a chemoluminescent light source (Vizilite) to improve the identification of lesions and a blue phenolohazine dye (TRBlue) to mark those lesions identified by Vizilite. Carried out as a general check up, Vizilite Plus™ is a safe, low cost, pain free and 100% sensitive test that can help save lives or give Patients peace of mind.

Pack of 40 Vizilite Plus™ £62.78 plus VAT Pack of 20 Vizilite Plus™ £360.55 plus VAT

For more information, please contact Panadent 01689 88 7887 or visit www.panadent.net.

Dentsply

Mr SmartCem™ loves working with his indirect restorative system as the margins they always do a brilliant job together in preparing the final tooth, to ensure the final restoration fits perfectly. When it comes to cementing the final restoration, the reliably strong Mr SmartCem2 uses his SMART thinking and quick action to stick the crown in place. Mr SmartCem2 is so smooth, he turns to stick the crown in place. Mr SmartCem2 is so smooth, he turns to stick the crown in place. Mr SmartCem™2 uses his SMART thinking and quick action to stick the crown in place. Mr SmartCem™2 uses his SMART thinking and quick action to stick the crown in place.

DENTSPSYL’s Indirect Restorative Team understand that crown & bridge restorations are amongst the most demanding procedures carried out by a dentist, with high expectations from their patients.

- Preparation with Miss Hi-D® diamond burs “A Bur’s Best Friend”
- Impression Taking with Mr Aquisiu Ultra “Always makes a Great Impression”
- Temporary/ Provisional Restorations with Mrs Integrity™ “Looks that Last”
- Restorative Hand Instruments with Mr Artio™ “Tools for a True Artist”
- Permanent Concretion with Mr SmartCem2™ “Strength in Simplicity”

For more information, please contact your local DENTSPYL Practice Specialist on: +44 (0)900 072 5315 or visit our website: www.dentspyl.co.uk.

Good for Patients, Good for Practices

Smoking cessation services can be offered via the practice, with patients paying each visit and no long term commitment. Dentists can carry out participation with a simple 30-day notice period.

Patients pay each time they visit the dentist

Simple, effective and tried and tested by millions of Americans. Munroe Sutton offers increased profitability for UK dentists with no extra outlay.

For more information call 020 7887 6884 or visit www.munroesutton.co.uk.dentist.

Sonicare has the X-Factor

A survey by the British Association of Cosmetic Dentistry revealed that 10% of respondents ranked Simon Cowell’s smile most highly and it is no secret that Cowell advocates all his co-stars and protégés have their teeth sorted out. This should be no problem for his X-Factor panellist Cheryl Cole, who along with the other members of Girls Aloud, were provided with Sonicare toothbrushes and replacement brush heads by Philips, through their dentist Wyman Chan of The Smile Studio, after he whitened their teeth.

Star of the show

Now, as the finalists are styled en route to stardom, Philips will be offering the X-Factor winners top of the range Sonicare FlexCare toothbrushes to help them sparkle on their close ups. FlexCare’s cleaning power is so effective that it removes 80% of red wine, cola, coffee, tea and tobacco stains so will be perfect for erasing the signs of star excess, yet is clinically proven to be extremely gentle and safe to use on crowns and implants.

To give patients’ teeth the X-Factor, visit www.sonicare.co.uk/dtg or by call 0800 0567 222.

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Mobile Asepto Chair

Velopex continue to have success with the Asepto portable chair, delivered with its own padded carry case is at the forefront of ‘mobile’ dentistry.

The easy clean fabric covered chair can support patients of up to 227kg at 5 adjustable heights from 28 to 56cm.

Mark Chapman, Director of Sales and Marketing commented: “We’re very excited about the way that our Asepto range has taken off and the portable chair is a key element.”

The Asepto range provides the ability to create a ‘dentalsurgery’ in any room anywhere – all you will need is power. The equipment combines comfortable dental chairs (now both Standard and Child) with operators stools, convenient lights as well as delivery systems. The delivery systems includes high and low volume powerful suction as well as 5-in-1 syringe and an electric motor (with 5:1 increase this can achieve 550.00 rpm or very high speed turbines – as required).

You can see the chair for yourself at the Velopex stand, L22, at the BITA Dental Showcase L2-14 November at the NEC.

Mark Chapman, Medicine Instruments Ltd, Barretts Green Road, LONDON, NW10 7AP, Tel 08775 041877.
Clean injection with Rotor

Blackwell Supplies’ innova-
tive and fully autoclavable Rotor
Syringe range uses quality stain-
less steel and unique Peek ther-
mosplastics.

These light, moulded com-
ponents, with a secure snap-fit
assembly, maintain mechanical
strength, stability and stress
-cracking resistance when ex-
posed to the repeated, long-term
high temperature autoclave cy-
cycles necessary for infection
prevention.

Therapy has pride of place in the local area, with staff
able to hit the ground running from the first moment.

With a state of the art practice
fitted with the most suitable high quality equipment the dentist
will be perfectly placed to offer supe-
rior care. Wraparound services from
Genus, including Site Loca-
tion and Move Management, will
ensure that the practice has a
broad reach and provides a
way forward.

For more information on Design and Build please call
Genus on 01582 840484 or email
info@genusgroup.co.uk.

www.genusinteriors.co.uk

New and Innovative

Ivoclar Vivadent, Stand Q11

From the brand new Empress Direct Composite System to mar-
ket leading IPS e.max System – this year we really have the prod-
ucts and solutions to help you in your Practice and Laboratory.

We will also have details of over 15 new product additions,
including: iSmile. One F, in the brand new Vivapers – designed
with simplicity in mind. Once you try it you guarantee you will not
return back to mixing & bottles!

New technology will be on show including developments with our CAD/CAM materials, a new and unique Denture Tool
Phoners as well as additions to our award winning curing light
range, Diastore.

We know how important CPA is to Ivoclar Vivadent, invested more than ever before in Courses for Dentists, Hygienists and Technicians... We
have further expanded the course calendar for 2010 to include a
number of special events, details at the show...

Finally, every hour, Ivoclar Vivadent will give away a prize,
from a New Empress Direct Kit to
to IPOTOL:CIL Just visit the stand
and enter!

State-of-the-Art Educational Facilities in the North East

Dedicated to providing excel-
ence in dental education, the Complete Smile Academy now offers its impressive purpose-
built training facilities for hire.

Those wishing to host semi-
rars, courses, and Hands On
meetings in the North of England now have access to some of the best-equipped teaching space in the country.

The teaching facility at the Complete Smile Academy offers:

• Pioneering technology to en-
able hands-on learning.
• Fully equipped phantom head
facility enabling dentists to prac-
tise clinical work realistically.
• Clinical surgeries equipped
with cameras, enabling dele-
ates to view live cases in detail
at their workstation.

The cost to hire the facilities is
only £46 per day (including VAT),
which also includes lunch and re-
freshments.

This is an excellent opportu-
nity for dental companies, educa-
tion companies, associations and
dental professionals to take ad-
vantage of outstanding educa-
tional surroundings to further
their dental professional development.

For further information or ad-
vice, please contact the Educa-
tion Facilitator, Jason Hanson, on
0191 427 1029, or visit the web-
site at www.complete smile
academy.co.uk.

Supporting

The Entire Dental Team!

Smile-on in conjunction with the NHS West Midlands Work-
force Department was delighted with the response from the recent
DNSFARTE free program and training package that was given to
all practices in the West Midlands region.

To help the teams get started, there were also several free infor-
mation and training evenings around the West Midlands Region
with delegates receiving a com-
plementary buffet and 3 hours of CPD. One lucky delegate was
also fortunate enough to win a brand new laptop pre loaded
with training software worth over 2000 pounds!

NEW Kodak

Ryg 6500

Leaders in digital imaging and software innovation, Practice-
Works is proud to present Kodak RYG 6500, the latest in its impres-
sive line of intraoral x-ray sen-
sors. Developed to provide opti-
imum quality digital images and
improve image portability, RYG
6500 enables adaptable position-
ing and connectivity. Intuitive
features include:

• Wireless Freedom – Portable, wireless Kodak RYG sensor,
utilising state-of-the-art Wi-Fi technology (image upload time
<5 seconds).

• Intelligent Positioning System – Streamlining workflow, exclu-
sive technology enables proper sensor alignment and angula-
tion whilst IPS controls X-ray and X-3 beam placement to prevent
distortions.

DNSFARTE was designed pri-
marily for new dental nursesands
also an excellent refresher course
for the entire team. Offering 10 hours of verifiable CPD, DNSFARTE
explores the role of the Dental Nurse within the following areas:

• Health And Safety
• Infection Control
• Medical Emergencies
• Radiography
• Record Keeping
• Surgery Routine
• Working Within The Dental Team

Smile-on is proud to support all dental professionals by offer-
ing flexible education and possi-
ble learning to help build fulfill-
ing and successful dental careers

For more information on DNSFARTE call 020 7400 8989 or email info@smile-on.com.

Industry News

Superior Image Quality

Industry leading image resolu-
tion (to 20 lp/mm) based

on approved YRG tech-
nology of Cercon, scintilla-
tion and optic fibre

Improved Integration – Com-
pact, lightweight design fea-
tures eliminate cables and fit
y any practice décor. Enhanced
computer interface system and
specific FMS interface provide
improved productivity

PracticeWorks deliver superior innovation without comprom-
ising quality or ease of use. RYG 6500 is robust and reliable, compatible with the majority of X-ray generators, its Wi-Fi tech-
nology even enables digital im-
ages to be transferred to an iPod.

For more information call Pract-
iceWorks on 0800 169 9092 or visit
www.practiceworks.co.uk.