Industry News

PHILIPS

Three new studies show increased benefits for oral health professionals with the Philips Sonicare ProResults sonic toothbrush

Philips is challenging dental professionals with the question “Do your patients love their toothbrush?” If they are using a manual toothbrush, the answer is probably a resounding “no.” If proof were needed that encouraging patients to switch from a manual toothbrush to a Philips Sonicare power toothbrush can significantly improve their oral health, a set of new clinical studies show even more reasons. The data from these three studies reinforces the effect of using a Philips Sonicare power toothbrush to clean teeth and reduce gingivitis.

The Philips Sonicare brand is a leader in oral health care, and is backed by more than 175 publications and abstracts representing clinical and laboratory studies conducted at many universities and research institutions worldwide. Philips Sonicare power toothbrushes are proven to promote and improve oral health outcomes and can significantly improve patients’ oral hygiene compared to manual toothbrushing. In addition, there is evidence that Philips Sonicare toothbrushes have a positive impact on certain systemic health conditions and can improve cardiovascular health outcomes.

For more information, or a demonstration of the Quickvision imaging software, please contact:

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A third of patients let their children skip brushing

Worrying new research shows that many parents are ignoring the warnings of dental professionals, as it finds that millions of British parents are letting their children off brushing their teeth simply because they’re too rushed or stressed.

The study found that nearly a third of parents let their children skip brushing if they’re in too much of a rush, while one in five says they let their kids off part of their morning brushing routine, simply to avoid the hassle.

To date, results have shown that having once tried the technology the majority of patients are more inclined to recommend to others. Clearly, having seen the improvements themselves in their own oral health, a third of parents are ignoring the warnings of dental professionals, as it finds that millions of British parents are letting their children off brushing their teeth simply because they’re too rushed or stressed.

For more information about Sonicare For Kids and the ways in which it encourages compliance by children aged 4 -10 years can be obtained on www.sonicare.co.uk.

NSK’s Neo-Ledared Linear Lm Up

NSK is delighted to launch an extension to their LED range that now encompasses options across a full range of standard micromotor handpieces. Many practitioners are already experiencing the powerful benefits of LED using NSK LED coupling systems. The Neo-Ledared Linear Lm Up is the NSK’s premium Ti-Max X Series turbines are available in 4 sizes and features a unique LED coupling. Improved illumination helps the clinician to clearly see the cutting instrument on the market.

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To start working with The Dental Directory call 0800 585 586 or speak to your Local Dental Directory Business Consultant.

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The Dental Directory Launches Biggest Christmas Special Offer Sheet Ever!

Topdental are a leading specialist provider of GDC registered dentists, specialists and dental professionals. This November Topdental have launched a 2-month Christmas Special Offer Sheet. As well as being packed with great offers they are also offering 2 major seasonal give-aways.

FILEX and latest iPad Pro 12.9" tablets.

This year you are offering a choice of a FREE £100 High Street Voucher with all orders over £510 AND a package deal which includes a FREE £200 iPad mini (16GB) and the latest iPad Pro 12.9" tablets. For more information or to order online at www.topdental.com, where you will receive a 3% discount on all on-line orders.

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