Philips Oral Healthcare has launched three seasonal promotions to encourage patients to give a gift wrapped smile this Christmas.

One for you, one for me

Philips has produced a gift box containing two FlexCare handles at a special festive price. As well as the extra handle, the pack contains three ProResults brush heads, hard and soft travel cases and a travel charger, so more people than ever can benefit from FlexCare.

PerioBalance hits the streets

Sunstar is celebrating further success – it’s unique oral probiotic, PerioBalance will be stocked in all leading Boots stores nationwide as well as 750 Lloyds, all UnChem and Day Lewis pharmacies, as well as some highly respected independent pharmacies, which also stock other products from the 80 strong Sunstar GUM range.

PerioBalance has also been shortlisted for The Product of the Year in the Oral Health Category and has been featured in the national press and radio interviews co-starting Dr Nigel Carter and hygienists Juliette Reeves.

For further information please contact GC UK Ltd on 01908 218999, e-mail gcuk@btinternet.com or visit www.geucrope.com.

Gift wrapped smiles

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A healthy interest

At the BDIA more practices than ever signed up to Sunstar and asked to evaluate PerioloBalance with their periodontal patients. They also rated the company’s unique interdental products most highly.

If you would like to join their growing ranks, GUM products are available from dental wholesalers or visit www.den talshopwholesale.co.uk or telephone 01677 424 446. More information: www.sunstar-gum.co.uk

Saliva Testing Protecting Your Patients

GC strongly believes that dentists should use saliva routinely as a diagnostic tool. It is well known that saliva protects the teeth from demineralisation. When a patient presents with sensitivity, caries or eroded lesions a solution can be found to correct or control these problems when it has been determined why the saliva is not adequately protecting the teeth.

Once the problem has been recognised you are able to implement an appropriate prevention and remineralisation programme to rebalance the oral environment, thus helping to prevent further effects from demineralisation of the tooth structure.

GCG’s Saliva Testing Kit is designed to test the saliva at both resting and stimulated states, and the characteristics of these forms of saliva are different.

Clean up

As a second present idea, Philips is offering patients £25 cashback when they purchase a Stand Alone Sanitiser with any Sonicare FlexCare or HealthyWhite. Hot Deals from The Dental Director

Buy 6 FlexCare without Sanitiser and get a Senseo Coffee Machine FREE! HURRY whilst stocks last!

For these and other great promotions available from The Dental Directory (valid until 31st December 2008), visit www.dental-directory.co.uk or call 0800 585 856 now to receive your Big Bite or place your order.

Ivoclar Vivadent Ltd

Cervitec Plus and Cervitec Gel Optimum targeted protection from bacterial attack

Ivoclar Vivadent’s New Cervitec Plus and Cervitec Gel provides targeted protection for carry prone patients where conventional oral hygiene procedures are not enough.

Containing chlorhexidine and thymol, Cervitec Plus varnish provides protection against decay by reducing the risk and incidence of bacterial activity on dental surfaces. With a high moisture tolerance it thoroughly wets tooth surfaces and adheres tightly, simplifying application; and penetrates particularly caries susceptible complex surface structures (tissues and exposed dentine etc.), where it forms a depot. Accurately and economically applied for effective targeted protection, it is easy to use, invisible, quick, painless and does not produce staining usually associated with chlorhexidine.

Cervitec Gel is for patients who are a high caries risk, or who suffer from gingivitis, periodontitis or denture stomatitis. It contains 0.2% chlorhexidine and 0.2% sodium fluoride. It can be applied directly to the gingiva and mucosa or the inner surfaces of dentures using a toothbrush or interdental brush.

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SensiShield toothpaste has a pleasant spearmint taste and is intended for everyday use.

For further information and samples please visit our website at www.periproducts.co.uk Or telephone the office on 0208 868 1506.

Oral Health and the Renal Patient

54,000 people in the UK are being treated for end stage renal failure (ESF) with 19,000 of these receiving dialysis and since 2001 there has been a 4.5% increase in the number of patients with ESRF.

A recent study reported in the Journal of Clinical Periodontology has revealed that patients suffering from ESRF and those receiving dialysis are more prone to periodontal disease and other oral health problems. Davidovich et al found that the renal failure groups had higher gingival index and bleeding, probing depths, and attachment loss than the control. Plaque was higher in the dialysis and dialysis groups. The research concluded that dialysis duration and ESRF significantly correlated with gingivitis, probing depth, attachment loss and enamel hypoplasia.

According to hygienist and nutritionist Juliette Reeves “The oral administration of probiotic therapies can be beneficial to the renal patient. There is obviously considerable potential for the benefits of probiotics in the treatment of oral health conditions.”

GUM PeriоloBalance

• November 10–16, 2008