Clean up

As a second present idea, Philips is offering a Stand Alone Sanitiser with any Sonicare FlexCare or HealthyWhite brush and patients will receive a £25 cash back bonus.

The promotional gift offers are time limited and are only available for dental practices until 31 December 2008. Visit www.sonicare.co.uk or call 0800 0567 222.

PerioBalance hits the streets

Sunstar is celebrating further success – it’s unique oral prophylaxis, 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.geucroce.com.

Gift wrapped smiles

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 have 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.

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 that 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.

GC’s Saliva Testing Kit is designed to test the saliva at both rest and stimulated sites, and the characteristics of these forms of saliva are different.

Hot Deals from The Dental Directory

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

Buy 12 FlexCare with Sanitiser and get an In-Car DVD Player System FREE (offer limited to one per customer).

For these and other great promotions available from The Dental Directory (valid until 3rd December 2008), visit www.dental-directory.co.uk or call 0800 585 866 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 caries 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 adhesives tightly, simplifying application; and penetrates particularly caries susceptible complex surface structures (tis- sues 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.

Rejuvenate your smile

The advanced Bio-Technology formula of SensiShield is toothpaste for individual with sensitive teeth.

The active ingredient in SensiShield replicates the way saliva in the mouth naturally re-calculates dentine and tooth surface enamel and achieves this more quickly and more effectively than nature itself.

54,000 people in the UK are being treated for end stage renal failure (ESRF) 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 probiotics theoretically may be beneficial to the renal patient. There is obviously considerable potential for the benefits of probiotics in the care of oral health conditions.”

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