At the BDA Conference in Manchester between 20 and 24 April 2012 delegates are encouraged to try the Philips' latest innovations for themselves on its Stand. On display will be Sirona AirFlow which dispenses rapid bursts of air with micro-droplets of water to permeate the interproximal spaces. The water is propelled between the teeth at 45 mph per hour dislodging plaque biofilm, while leaving the gums unscathed.

Just when it was thought that toothbrush technology could not be enhanced, Philips unveiled Sirona's Diamond Clean Smart; progressing sonic toothbrushing to a new height of tech-soothisation. Its fine brushing modes and astonishing new-to-the-world technology-glass-vanes and 0.97mm travel vanes)

Farallon Universal Flow fits the dynamic performance of your unique toothpaste. Unlike other flowable composites, its unique high flowability results in a higher load factor and a homogenous dispersion of fillers. The improved strength and wear resistance are two key features.

In June 2008, Dr Greenwall launched the BDBS, which aims to lobby for the dental profession and improve facilities for patients. Last year, she fulfilled her lifelong dream of establishing a dental charity for people who can't afford to pay for treatment. Dr Greenwall is a published author on the subject of tooth whitening and is a voting member of the British Dental Association.

All via the internet? No problem. Dentinal Tubules – a vision for online collaboration among the dental community. The page also includes a bespoke section where members can communicate directly. This can often prove quicker than sending an email, and is yet another example of how Dentinal Tubules continues to lead the way in online innovation in dentistry.

For further information please contact Sirona Dental Systems on 0845 071 5040 or 0800 057 7222

For more information visit the Philips stand or www.philipsoralhealthcare.com. For more information visit the Phillips stand or www.philipsoralhealthcare.com.
**EDLA Process Water, a Veolia Water Solutions & Technologies company, is proud to announce the launch of its online loyalty programme for UK customers.**

**ELGA Process Water**

**Website:** [www.shop.elgaprocesswater.co.uk](http://www.shop.elgaprocesswater.co.uk)

**Information:**

The loyalty programme is designed to encourage customers to purchase online, with the aim of improving customer engagement and increasing sales. The programme offers reward points for online purchases, which can be redeemed for future purchases or other benefits.

**Contact:**

Haroon Rashid, Digital Marketing Executive, says: "The loyalty programme enables us to enhance our customer's online experience and develop offers that are relevant to their needs."

For further information visit the website or contact Haroon Rashid at [haroon.rashid@elgaprocesswater.co.uk](mailto:haroon.rashid@elgaprocesswater.co.uk).

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**Triumph with SmartGuide**

Oral-B has the exclusive rights to market their Triumph with SmartGuide system, a new toothbrushing system that uses Bluetooth technology to monitor brushing habits and provide real-time feedback.

**Features:**

- Real-time feedback on brushing effectiveness
- Customizable brushing patterns
- Reminders for missed areas
- Data tracking for personal improvement

**Contact:**

For more information or to purchase, contact Oral-B at [oralb.com](http://oralb.com) or [0800 123 4567](tel:08001234567).

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**Diamond Care**

Diamond Care is a revolutionary solution for edentulous patients, who receive an attractively priced, high-quality implant system with four implants.

**Features:**

- All-on-4TM system
- Immediate load capability
- Single surgical procedure
- High success rate

**Contact:**

For more information or to purchase, contact Diamond Care at [diamondcare.com](http://diamondcare.com).

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**Oral-B and Nobel Biocare**

Oral-B and Nobel Biocare have joined forces to create a new subscription-based delivery service for toothbrushes and other Oral Health Care Kits.

**Features:**

- 10% of order value to each practice
- Monthly or quarterly delivery options
- Wide range of products

**Contact:**

For more information or to register, contact Nobel Biocare at [nobelbiocare.com](http://nobelbiocare.com).

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**Oral-B**

Oral-B has launched a new range of electric toothbrushes, the Triumph with SmartGuide, which uses Bluetooth technology to monitor brushing habits and provide real-time feedback.

**Features:**

- Real-time feedback on brushing effectiveness
- Customizable brushing patterns
- Reminders for missed areas
- Data tracking for personal improvement

**Contact:**

For more information or to purchase, contact Oral-B at [oralb.com](http://oralb.com) or [0800 123 4567](tel:08001234567).

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**Diamond Carve**

Diamond Carve is a glass ionomer cement that is ideal for use in anterior and posterior teeth. It is highly effective and clinically proven to reduce the number of bacteria associated with plaque, tooth decay and gum disease.

**Features:**

- Highly effective and clinically proven
- Reduces the number of bacteria associated with plaque, tooth decay and gum disease
- Easy to use with a unique syringe system

**Contact:**

For more information or to purchase, contact Diamond Carve at [diamondcarve.com](http://diamondcarve.com) or [0800 123 4567](tel:08001234567).

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