Blow Away at the BDTA!

Lucky delegates each day can try the Sonicare AirFloss at one of the brushing stations on stands Philip’s at the BDTA Conference and can take away with them free. This follows a similar initiative at the product’s unveiling at the BDTA Conference earlier in the year where delegates trialled an AirFloss. The early trials evaluated the AirFloss for thirty days and results were beyond Philip’s expectations; 35% per cent would recommend it to their patients, friends or colleagues.

More than 95 per cent agree that AirFloss is easy to use (for their patients) and 90 per cent believe that AirFloss will be effective for use with orthodontic patients.

Other highlights of a stand visit will be a chance to see the new Sonicare FlexCare Platinum - the most innovative sonic toothbrush to be developed by Philip’s and the new Sonicare AirFloss that achieves twice as much plaque from between the teeth than a manual and has a built-in pressure sensor to prevent patients from over brushing.

Healthy, clean, whiter teeth are the ultimate aspiration, so Philips’ coupling of Sonicare with Zoom has created the dream team to help dental professionals achieve patients’ expectations. In 2013 the Company celebrated the launch of a trio of new oral healthcare products which edge customers closer to the pinnacle of oral achievement, and all three will be showcased on stand F06 at the BDTA between 17-19 October in Birmingham.

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Sonicare has launched a Christmas gift giving promotion for patients. Philips is offering gift certificates which they can give to patients to point them in the right direction to purchase a Sonicare toothbrush or AirFloss. The vouchers are redeemable in Boots stores* and can be added incentive to encourage patients to purchase, they offer F10 off each item. This is in addition to any in-store promotions which are running! The vouchers are provided for practices to tear off from a freestanding counter top display unit; one for Sonicare - which achieves twice as much plaque from between the teeth than a manual and has a built-in pressure sensor to prevent patients from over brushing; and the one which achieves the best plaque removal results in its portfolio.

In the run up to Christmas, or call 07825 201657

Christmas gifting wrapped up - In the run up to the Christmas gifting period, the launch of the recommendation voucher scheme could not be more timely, so practices are recommended to contact Philips to obtain the display unit in time for the festive season. For more information please telephone 0800 0557 222.

Health and safety

Ensure your compliance the easy way

Safeguard Touch to be launched at BDTA Dental Show 2013

Launching at this year’s BDTA Dental Showcase, the innovative Safeguard Touch is a complete Sonicare plaque and stain preventive therapy that proves easy to implement with patients.

The device enables you to ensure and demonstrate your practice compliance in all areas of CQC, HIP and patient care. All information you and your patients will need is stored on the device, and programmes can then be accessed and viewed in high quality graphics. For convenience, your patients can also create a secure e-signature on the tablet for your practice requirements. The device is easy to use and is consistent with the recommendations and requirements in the Sonicare range (including PowerSonic); and a separate one for AirFloss.

Quickfire questions

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or visit: www.sparkledentallabs.com
For more information please call 0800 138 6255 or email customerservice@sparkledentallabs.com