**United Kingdom Edition**

**October 2013**

*Source: Simplyhealth/HPI brand tracking research, October 2012 based on new products revealed first at the BDTA show.*

**Masterstrokes of innovation showcased at the BDTA**

Healthy, clean, white 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 17.10–October in Birmingham.

**QuickLase**

**QuickLase**

Shoe offers will be available on the following products, the new **QuickLase laser** and the **Inexpensive QuickLase whitening kits**, NeoCare into Oral cameras $5.00 and Incl built in colour screens.

Make sure you visit us on stand J11 to take advantage of these offers as well as new products revealed first at the BDTA show.

**Visit QED Stand P13 for all your endodontic requirements**

Visitors to Stand D26 will be able to see these jewels from Trycare – the ADIN implant System, Estelite and Steralow. The ADIN Implant System is the new era in ortho implantology. Independently judged to be one of the most effective implants evaluated by New York University. ADIN implants are available from a little as £12.50 plus VAT including the implant, healing abutment, analogue, transfer and cement retention abutment. Estelite is the product of choice for patients who desire a great aesthetic outcome with excellent strength characteristics and good polymerisation process that ensures rapid, controlled cure with no shade variation. Steralow is a thermal and microwave tested streak free instrument that delivers reliable, long lasting restorations simply and effectively. Tokuyama has established itself as the market leader in the field of aesthetic and function, and complete in a very timely manner. The team at Smilelign have clearly done the hard work for you, straight from your iPhone or iPod Touch, ensuring smooth patient workflow while meeting all the regulations, the SafeSeen Touch is the ultimate embodiment of feedback from patients, doctors and service engineers, its inviting appearance and carefully thought through function allows the perfect environment for a pleasant dental visit. Designed by Dr. Navin, UNIC is the epitome of ergonomic design. Everything – instruments, toys, light, a sun ray – is in the easy reach. Heka Dental call it intuitive design and functionality – everything is exactly what you would expect it to be, making even complex clinical procedures easier. Move more efficiently and comfortably for the patient and dental team. Their unique bespoke design capability, UNIC treatment centres can be built to individual specifications, relaxing the operator’s creative genius in every aspect of dentistry.

**QuickLase Amazing Offers for the BDTA 2013**

**QuickLase**

**QuickLase**

**QuickLase**

**Exclusive October offers for the BDTA show attendees,**

**Visit QED Stand P13 to find out more.**

**Blow Away at the BDTA!**

Luckily delegates each day can try the Sonicare Airfloss at one of the breathing stations on Philips’ stand (F06) at the BDTA Conference and can take it away with them free. This follows a similar initiative at the product’s unveiling at the BDA Conference earlier in the year, where delegations tried on an Airfloss. The early trials evaluated the Airfloss for thirty days and results were beyond Philips’ expectations. In fact, 95% would recommend it to their friends, family, or colleagues. More than 59% of patients report that Airfloss is easy to use for (their patients) and 76% of those 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 Philips – and the new Sonicare Airfloss, which removes two times more plaque from between the teeth than a manual and has a built-in pressure sensor to prevent patients from over brushing.

Lightening has struck twice with the launch of the latest Zoom light activated chairside whitening system which when combined with new DayWhite/ NiteWhite home teeth whitening products from Philips have achieved the impossible – double-digit organic growth.

Dental professionals are recommended to plan to visit stand F06 early to beat the queues, or if they are unable to attend the BDTA Showcase but would like to speak to a Philips representative directly or to place an order, they can call the Company direct on 0800 0567 222.

**Visit QED Stand P13 to find out more.**

**Plan for success with Plandent**

Plan for success with Plandent.

Clare Mohindra, inventor of the innovative Oralift and founder of Bespoke UNIC Treatment Centres, will be delivering a mini lecture on its benefits on the Thursday (13.00 – 14.00) and Friday (15.30 – 16.30). They will also have an opportunity to speak directly to Nick on Stand F15 throughout the Showcase. The Oralift device is designed to reduce and delay the signs of facial ageing (crow’s feet, wrinkles, loss of skin tone, sagging jowls etc) without the need for surgery, needles or artificial filler. Oralift is a therapeutic into-oral device which is easy to fit over the mandibulary teeth similarly to a small mouthguard. Requiring no exercise programme, the facial muscles are simply activated to combine aesthetic beauty with state-of-the-art technology. Oralift is easy to fit over the teeth and comfortable to wear. Requiring no exercise programme, the facial muscles are simply activated to combine aesthetic beauty with state-of-the-art technology.

**USP**

**USP**

**USP**

**Orality Sensational facial rejuvenation …**

**Orality**

**Orality**

**Orality**

**O**n the Thursday 11.00 on Friday 10th October and 12.30 on Saturday 10th October. There will also be the opportunity to attend a Practical Demonstration in the Live Theatre on the Thursday 11.00 – 14.00 and Friday 11.00 – 14.00. The session will be an opportunity to speak directly to Nick on Stand F15 throughout the Showcase.

**Photo**

**Photo**

Orality is looking forward to the BDTA Showcase, a great opportunity to introduce new products and concepts to Dentists to help them to cut feedback from existing customers, so please visit Stand P13. Endodontists, or if you would like to participate, please visit Stand J11 to stand F10 to enjoy an ice cream and find out how. And that’s not all – we’ll also be announcing some exciting new product enhancements at this year’s Showcase to benefit both practices and patients alike, so come and talk to one of the friendly team at our stand to find out more.

For more information about Denplan, please visit www.denplan.co.uk or call us on 0800 159 9962.

**For further information on Oralift email info@dentallifeline.co.uk or visit www.orality.co.uk**

**SafeTouch**

**SafeTouch**

**SafeTouch**

**Learn more about**

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**Ensuring your compliance the easy way**

**SafeTouch**

**SafeTouch**

**SafeTouch**

**Sensible Wipe**

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**Essential for all your endodontic requirements**

**QED**

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**For further information on QED visit Stand P13 or contact QED on advance on 01733 404999, email sales@ qedendodontics.co.uk or via your local salesperson.**

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**For further information contact Chloe Booth on 01245 210517 email: claire@totaldental.co.uk**

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Get the most out of your business

Covident Imaging has been providing specialist imaging service to dentists, maxillofacial surgeons, dental implant surgeons, orthodontists and facial plastic surgeons for more than 35 years. It is keen to ensure the centres use the most up-to-date equipment and have the most experienced staff in the industry. Dr Alexander Davies, managing director of Covident Dental, recently sourced the latest NewTom 5G CBCT scanner from Tavom, through IRWA Dental. “Since purchasing the scanner we have had a lot of support we have received from Tavom – they have been great – the IRWA Dental engineers are able to visit Italy, where the scanner is manufactured, regularly to refresh their training and therefore ensure we really get the most out of the equipment,” Dr Davies said. “A happy customer. IRWA Dental is responsive to our needs and they get back to us quickly. The team also help us develop an efficient interior design to accommodate the new equipment in the space we had available.” Dr Davies said. “We knew you need experience and a complete re-design of your premises, Tavom has the team. The experts have all the experience and skills to ensure you get the most out of your business.

For more information on how Tavom can help you, please see www.spaclare.com or call 08000 933 975 or visit www.pradental.net

Conetic self-etching and adhesive flowable composite is a new 3-in-1 flowable composite which combines etching gel, bonding agent and flowable composite in one product. Conetic is easy to handle and allows the clinician to quickly carry out all the bonding steps and the associated time expenditure. Possible sources of error are also minimised – appropriate condensation during bonding and therefore ensures we really get the most out of the equipment – Dr Vincentere Santicciari-Jackson, “a happy customer. IRWA Dental is responsive to our needs and they get back to us quickly. The team also help us develop an efficient interior design to accommodate the new equipment in the space we had available.” Dr Davies said. “We knew you need experience and a complete re-design of your premises, Tavom has the team. The experts have all the experience and skills to ensure you get the most out of your business.

For more information on Tavom International to exhibit at the BDTA Dental Showcase 2013, please call 0345 404 0000 or visit www.tavomuk.com

Are you looking for competitive teeth whitening products? Zesty are an online booking service that makes finding new patients simple. The service allows patients looking for cosmetic services to find your practice and book an appointment with only a few of clicks of a button. With enquiries about teeth whitening growing dramatically, now is the time to let Zesty help you bring patients looking for whitening and other cosmetic treatments to your practice.

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