Dental phobia is a common fear experienced by many patients and can lead to an increased perception of pain during treatment. However, with the right care and attention, this can be avoided and the experience of treatment can be made a pleasurable one.

The highly experienced and empathetic team at EndoCare works hard to prove to your patients that endodontic treatment need not be something to be afraid of.

Patients referred to us are fully informed as to what they can expect during treatment and will be offered a comprehensive explanation of the procedures, or can listen to the music of their choice through headphones. In addition, EndoCare uses the latest equipment to make treatment as pain free as possible. As part of Denplan’s “The Healing and Winning Team” EndoCare was voted Denplan’s Best Referral Practice and promises to provide the referring practitioner with support during and after the procedure.

For free samples or for more information please call 01480 826884, email info@curaprox.co.uk or visit www.endocare.co.uk

EndoCare endures to ease patient pain

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New activesess validation kit helps dentists meet best practice requirements

Data logging experts, Sigmetrol have launched a quick and easy-to-use data logger designed specifically to meet the daily needs of dentists for an efficient validation check of products such as that required by 1 January 2011 by dentists under Health Technical Memorandum 01-01. "Decontamination of Dental Equipment and Instruments". Sigmetrol’s new HESSA Activesess Validation Kit has been designed to test that the temperature inside the autoclave is above 134ºC for the required time and can be easily used on any DSR (Team Issue) or Tandex E50, E70 and E80 units. The log provides a visual indication of the temperature recorded over the duration of the cycle and the time and date the cycle was started and ended. Reading are stored in encrypted form that cannot be altered or ignored. Sigmetrol believe that all practices need to ensure thorough and efficient validation to help keep the start and end of the sterilisation temperature (normally 134°C) and the time over this temperature can easily be read off. The software will automatically indicate if the measured cycle passes or fails the test.

For more information on the HESSA Autodrive Validation Kit or to purchase one visit www.sigmetrol.com

The Cråkog Lid

The Cråkog Lid is a one in a while new product comes along that really makes dentists up and take notice this year. This lid is the Cråkog Lid orthodontic appliance orthodontic appliance to tackle overcrowding in one or both arches, the Cråkog Lid can be used to straighten anterior teeth in less than 14 weeks when worn 14 hours a day including overnight. The Cråkog Lid system uses a unique method of orthodontic treatment that removes a removable appliance that doesn’t interfere with the rest of the mouth. During consultation simply take a x-ray, photos and full mouth impressions and Orthodontics Ltd will do the rest. With a full treatment plan and projected outcomes provided together with costings, you can offer your patients a satisfactory outcome every time. The Cråkog Lid is a contra-indication appliance, both adult and younger patients can have a straight, beautiful smile in less than four months, making orthodontics available to all. The best self-esteem and confidence in patients, An excellent source of revenue for every dentist, Orthodontics Ltd is the ideal orthodontic solution. For more information please contact Dr Ross Hobson on 07711 243660 or email: Ross@orthoeng.co.uk

For information on administration please contact Dr Lester Billman on 07935 857 533 or email: lester@orthoeng.co.uk. Visit: www.crakog.co.uk

The Nano™ Water Flosser

The Nano™ Water Flosser is smaller and more powerful than any other water flosser on the market. The Nano™ can benefit from the efficiency and performance of traditional string floss to be twice as effective as traditional string floss at improving periodontal health. The Nano™ Water Flosser features a patented design that has shown to be twice as effective as traditional string floss at improving periodontal health. Now patients can benefit from the efficiency and performance of the Water Flosser in a new compact design. The Nano™ Water Flosser is ideal for cleaning hard to reach areas, as it works internally or externally on the teeth and gums. It is saving and user-friendly features such as - The space saving design allows for easy storage. - Three pressure settings, so that patients can adjust it to suit their level of sensitivity. - Two different tips: the Classic Tip and the Plaque Seeker® Tip for all on over clean. - For patients who want effective plaque biofilm removal and reduced gingival bleeding, but are short on space, the Waterpik® Nano™ Water Flosser is the ideal solution.

For more information on Waterpik® Water Flossers speak to your wholesaler or visit www.waterpik.co.uk. Waterpik® products are widely available in both Boots stores and selected Lloyds Pharmacies.

Sirona DAC UNIVERSAL - SUPERFANT and BIELLAGEN

The Sirona DAC Universal integrated instrument cleanser cilius and autolubrication has 27 adaptors to suit any handpiece and takes approximately 12 minutes to thoroughly clean all your surgical instruments, just a fraction of the time spend with the traditional cleaning methods. Simply insert the DAC Universal handpiece and separate. Simple to use, the Sirona DAC Universal can take the guess work out of cleaning surgical instruments. Because its so efficient, the Sirona DAC Universal is also highly cost effective. Thoroughly clean tools can be placed back on the steriliser for the next day in just 12 minutes so there is no need to buy extra handpieces to replace those that are undergoing the slow process of separate cleaning, sterilising and storing. Sirona DAC Universal, from Sirona is the perfect partner to Sirona handpieces including; - T1 Line and Classic - T2 REVO - SIRONETI Apex Ann + ARIUS - SIRONUM - Impianti 201/1 - Motor SL and SILOT - The Sirona L.

For more on a wide range of cutting-edge equipment solutions to suit every budget, please call Clark Dental on 01268 733 146 or email: enquiries@clarkdental.co.uk

Biomet 3i, the world leader in implant dentistry and since joining has given significant input and direction to the team’s performance has moved to even higher levels due to Andy’s flexibility. This unit allows for permanent installation in either the right or left-hand side of the surgical field. The Nanotec™ platform has enjoyed worldwide acclaim for the microtextured surface and superior clinical success rates of the Osseotite implant.

Biomet 3i are proud to announce two new organisational changes for the UK & Ireland, Andy Smith has been promoted to President of all of Biomet 3i UK, Ireland and Benelux. For the last 18 months Andy has been responsible for the development of our business in Ireland and the Benelux markets. In that time the fourth quarter has moved to even higher levels due to Andy’s entrepreneurial approach to new business development.

Welcome to John Aiken who has been appointed as Sales Manager for the UK and Ireland. John joined the Company at the end of 2010 at Head of Dental Directory and since joining has spoken at a number of conferences and held the key position of Business Development Director. Andy Smith is also responsible for the global Dental Directory strategy as well as achieving significant growth in the 100+ business. Dental technical and laboratory team. John has held highly successful sales management positions with competitive implant companies over the past 10 years.

For further information please contact John Aiken on 0800 652 1233.

Sirona Biocare's SpeedyGroovy™ implants with the All-on-4® technique since 1997. The aggressive thread and solid nature of SpeedyGroovy™ implants provides strong and reliable primary stability. The external hex coupled with a wide variety of gingival heights and angles of multi-unit abutments makes it possible to utilise the All-on-4® approach.

The “All-on-4® technique” is a life changing experience that restores our patients’ confidence, self-esteem and quality of life. I would recommend it to other practitioners without hesitation.

For more information, contact Nicola Boccone on 0208 795 5300, or visit www.nicolaboccone.co.uk.