**Industry News**

**Wear Centre® for consultation and treatment planning advice only or for presenting with tooth wear. Professional help is available at The London Tooth Wear Centre as successful as they can be.**

**The London Tooth Wear Centre is a specialist referral practice in Central London www.bkh.co.uk**

To supplement the benefits of the OXYjet LEO De Luxe, OXYjet Hygienist, Dental Nurse or Beauty Consultant specifically employed for the Luxe can be used easily by any member of the Dental Team (Dentist, Therapist, Hygienist, Dental Nurse). The OXYjet Personal Care System is used by both the public and the dental professional. The new product is suitable for use in the “bottom-line”.

To reserve your free place visit www.oxyjetuk.co.uk or call 01775 722243, email sales@oxyjetuk.co.uk

**A CEREC Data for Your Diary – March 21st 2013**

A free webinar will take place on Thursday 21st March at 7.30pm hosted by Dr Alex Amery as Clinical Director of Prestige Medical. The webinar will focus on CEREC Omnicam in the UK from Ceramic Systems.

For further information contact Ian Pinner on 01932 582905, e-mail ian.pinner@cericsystems.co.uk

**Discover the Secret Wonders of India**

As a country it is culturally and medically diverse, country and home to many secret wonders, and the AGG is offering you the opportunity to discover them.

On 5th April this year, AGG volunteers will make the journey to India. The volunteers’ challenge is to walk from Delhi in the North to Agra in the South. They will be walking a gruelling 730 miles and will be raising money on behalf of the AGG to support medical campaigns in India. The AGG is helping to lead health care development of the world, and already provides dental care to educational and medical centres in India, Sri Lanka and Tanzania. If you want to get involved and really experience how different communities live, contact the AGG today.

For more information about the AGG, or if on any of the following charity tours, please visit www.agguk.org

**Recommendation for OXYjet**

**Alex Amery orders first CEREC® Omnicam in the UK**

Alex Amery from A & J Amery & Associates Ltd, Buntingford, ordered the first powder-free CEREC® Omnicam in the UK from Ceramic Systems, the UK CEREC® Specialists, before they were even officially launched The CEREC® Omnicam enables continuous data acquisition for the generation of full colour 3D virtual models of a single tooth, quadrants and full arches. Powder-free, it saves time and eliminates the inconvenience associated with the powdering stage. The instrument can take a full mouth camera over the desired area it generates full colour natural shaded 3D virtual models, which can be used to design an immediate restoration with the CEREC® production of CEREC® restorations via a milling unit. Used in combination, the CEREC® Omnicam and CEREC® System enables Practitioners to cut down their Laboratory Bills by up to 40%. With over 30 years experience of working exclusively in partnership with Sirona, to promote the world’s premier brand of CAD-CAM and metal-free restorations becoming so popular, G-Cem was developed with the aim of combining improved handling and self-adhesion of composite resins with the superior mechanical properties, adhesion and aesthetic qualities of resin cements.

**Two successful practices and helping dentists to realise their potential and be really good reputation. I've nearly completed the MSc module with the Eastman Dental Institute.**

For further information please call GC UK on 01908 215488.
SDI Polyclay and Polargel

Polyclay and Polargel from SDI are two cosmetic wetting systems that will help your patients achieve a whiter and healthier smile. Both Polyclay and Polargel are acidophilic which ensures the full release of the porogen, allowing the patient discomfort. “A high water content is important as it helps reduce dehydration,” says Dr. Hooligan. “It’s also important that the material can be worked through the entire process.”

For more information, contact The Dental Directory on 0800 585 586, or visit www.dental-directory.co.uk.

A CLASSIC FOR IMPANT HANDPIECES

The Sinora 51 Classic handpieces are manufactured from high-grade titanium to provide a smooth, robust and extremely balanced instrument ideally designed for implant dentistry. The ergo-optic light guide provides optimum illumination with a long-lasting light source. This allows easy access to every area within the operating site.

Together with the Sinora51, electric motor, the Sinora 51 Classic handpieces are designed to run in all implant applications. Each motor can be provided with the necessary treatment for implantology with just one handpiece. Easiset is delivered directly to the operating area with the Kirschner/Nepper principle for optimum treatment with irrigation.

Noise levels for the Classic implant handpieces have been reduced giving less stress to you and patient whilst treatment is carried out. The smooth titanium surface is free of all potential dirt traps making the handpiece easy to repeatedly clean and sterilize in an autoclave at up to 130°C.

For more details please contact Sinora Dental Systems Ltd: 0845 071 5401 or info@sinoradental.co.uk

A FREE WEBINAR WILL TAKE PLACE ON THURSDAY 21ST MARCH AT 7.30PM HOSTED BY SIDENT DENTAL SYSTEMS

An Invitation To Lunch

Oral-B®’s popular lunch and learn sessions are CPD accredited so all team members can earn their lunch hour of verifiable CPD in the comfort of their own practice.

The meetings are ideal for those who want to learn more about the latest developments in power brushing and toothpaste including clinical support and marketing opportunities. Samples for patient and personal use will also be available.

Oral-B will endeavour to visit on the most convenient day for the practice and will provide a summary of the presentation focusing on clinical data behind their products. As the presentation takes place at lunchtime, Oral-B will provide lunch for all team members present. Access to the internet has led to an increased interest and awareness amongst consumers regarding matters of oral hygiene, and it is hoped that these informal sessions will allow staff to learn about Oral-B products and ask any questions they might have in a relaxed environment with as little disruption as possible to their normal working day. These events will be held at the practice soon.

To request a lunch and learn demonstration you will need to contact your local Oral-B business development manager or you can phone the local office to make an appointment. As a member of a customer service team you will be there. As demand is high, reps will allocate appointments on a first come, first served basis.

ECLÁSTIC:

ECLÁSTIC is a biocompatible flexible composite designed for use in implant dentistry.

ECLÁSTIC is a 45% hybrid glass ionomer material that is extremely dentin-like. ECLÁSTIC’s glass-ceramic filler particles are the key to its biocompatibility and biostability. ECLÁSTIC’s surface chemistry and its ability to bond to both enamel and dentin allow it to be used to build all types of restorations including substructures for implant crowns.

ECLÁSTIC’s outstanding adhesion to dentin and enamel allows it to bond to a wide variety of clinical situations such as endodontic retreatments, direct restorations, and mucogingival procedures. ECLÁSTIC’s unique ability to mimic the depth of the dentinal tubules allows for unparalleled bonding to the dentin surface, providing excellent marginal integrity.

ECLÁSTIC is the only material that is capable of actuating in situ, responding to the oral environment by hardening through polymerization and dehydration. This ensures a high bond strength to dentin and enamel.

ECLÁSTIC’s excellent compressive and tensile strength makes it an excellent choice for use in implant dentistry, ensuring that the restorations are long lasting and durable.

ECLÁSTIC’s excellent polishability allows for flawless esthetics, even in the most demanding situations.

ECLÁSTIC’s outstanding biocompatibility ensures that it can be used in the oral environment with confidence.

For more information please contact Victoria Banks, Programme Administrator, on 0333 003 1215, email sbanks@uea.ac.uk or visit www.uea.ac.uk/eclastic/pd

A FREE WEBINAR WILL TAKE PLACE ON THURSDAY 21ST MARCH AT 7.30PM HOSTED BY SIDENT DENTAL SYSTEMS

A free webinar will take place on Thursday 21st March at 7.30pm hosted by Sident Dental Systems on the use of their new digital panoramic imaging machine — the Orthophos XG 3D. This webinar will provide an insight into the new Orthophos XG 3D machine, and how it can be used within your dental practice in order to increase patient satisfaction.

For more information call Sident Dental Systems on 01932 582900 or email michelle@ab-communications.com

SIDENT DENTAL SYSTEMS

Over 30 years experience with power products

With over 30 years experience of working exclusively in partnership with SDI, the leading supplier of high tech dental equipment and support their many loyal customers, when you buy SDI equipment from Sident you can be assured of the very best price and service, and special offers. But you also get access to the best sales support in the UK. SDI Specially trained engineers offer the choice from the complete range of Sinora Treatment Centres, 2D and 3D-ITL and film based vas equipment – including the very latest Orthobest RIG 2D digital panoramic machine, their extensive range of Sinora handpieces, and auxiliary items including SinLase, SinRinse and SinATAC unit. Whatever possible power clients are invited to visit the Court Yard’s Specially the state of the art training and showroom facility in Chester, where they will be able to see the complete product range in action. Finally Sident will undertake a complete Project Management Service, including installation and post installation service support, to enable these dreams to become reality.

For further information please contact Sident Dental Systems on 01522 580000 or info@sdident.co.uk

2 Years Reassurance

Dentists looking to purchase new Treatment Centres have a wealth of choice before them and in the current climate, additional costs for service and repair may be a key factor in the decision making process. Takara Belmont are so confident in the quality and reliability of their products that they offer an unrivalled 2 year extended warranty on their Chairs, Units and Operating Lights. With a commitment to reliability and durability, the manufacturers are certain that offering the extended warranty will give customers peace of mind and offer additional confidence in the products’ longevity.

Stephen Price, Director said, “Having taken the time to research what equipment is most suitable for their practice, it is good to know that choice is covered under the terms of the manufacturer’s warranty. Our chairs are one of the most popular choices for dental teaching hospitals, with over 250 treatment centres in Guy’s hospital alone!” For full details on their warranty policies, please contact Takara Belmont directly on 020 7151 0333.