Oral-B®'s new Pro-Expert toothbrush line is a key part of the combination of the two main ingredients which provide the united strengths of stain-fighting antimicrobials and polypolyphosphate—a gentle cleaning action to aid calculus and etch.

Oral-B® also manufactures a range of electric toothbrushes and refill heads. Their flagship model, the Oral-B® Triumph with SmartGuide incorporates novel compliance-enhancing technology using a unique remote display and comes with a broad range of oscillating-rotating refill heads. Oral-B® also have the TriZone power brush refill heads, giving you a complete daily cleaning experience with a manual feeling whilst taking advantage of the benefits afforded by power technology.

Dental professionals are also encouraged to visit Oral-B’s websites, DentalCare.com, or Oral-B®UK.com. Case studies that provide evidence across a wide range of resources relevant to each aspect of UK dentistry. It is a complete on-line platform where dental professionals can find all the resources they need.

New Loupes & Lights - Extend Your Stand G30

Whether you need a single pair of loupes or a complete range for your surgery, we have the solution for you! Our new LitenSight® Lenses provide great light output over their projected lifetime, which is up to 10 years! LitenSight® Lenses have a unique two-layer epoxy base lens which provides a superior optical quality, which is not affected by the patient’s unique individual needs. Whatever your requirements, simply choose from the New Essential cost-effective 2.5x loupes, the New powerful yet compact Fusion loupes or for any new very high magnification needs in 5.5x, 4.7x, 5.7x, or even the existing stylish and lightweight HD loupes available from 2.3x to 4.2x magnification. Completing the loup package experience, Edentech® also supply ExamVision™ lamps. Essential and PRO range now join Focus and XP in providing light in exactly the right concentration or each compatible with the NEW Essential and existing Premium batteries. Additionally, Edentech® will be showcasing their Danielle contamination control system. Danielle Mini includes Soralux® LED radioapex, flexible composite and the Arcadent® PV-veneer placement system. Also on display will be a range of Worldwide Cleaning Clothes - cloth Professional – a simple way to save money and be compliant.

Visit us in all action at stand G30 The Dentistry Show 2013 or if you are unable to attend FreePress@0529317 or visit www.eva.co.uk

Facebook: Extend

**twitter:** Extend

**A Brighter, Healthier Show with Beverly Hills Formula – Stand C22**

The Dental Show 2013 is set to be bigger and better than ever! Beverly Hills Formula continues to develop its ever-growing range of advanced, at-home, whitening solutions with their latest innovation Perfect White tooth whitening System.

Those looking for a whitening boost will appreciate the high-performance given by Perfect White. The system contains 3% Carbamide Peroxide allowing for a safe and effective treatment which reduces sensitivity, protects enamel and helps improve the lustre of the teeth. The gel is then activated by Philips’ Zoom WhiteSpeed lamp. A new protocol developed by Philips recommends a 5 minute cycle with 30 second interval cycle which reduces sensitivity, protects enamel and enhances the system's benefits. Beverly Hills Formula continues to develop its ever-growing range of advanced, at-home, whitening solutions with their latest innovation Perfect White tooth whitening System.

Visit Beverly Hills Formula at stand C22/G40.

For more information visit Beverly Hills Formula - Stand C22/G40. If you are unable to attend please call +353 1942 6611, email info@beverlyhillsformula.com, or visit www.beverlyhillsformula.com. Follow us on Twitter: @BHF_Whitening

**Shine a Light on EU Compliant Light activated tooth Whitening**

To highlight the positive opportunities tooth whitening presents for dental professionals following EU regulation changes Philips will be running its real time whitening workshops at the Dentistry Show. The workshops coincide with the UK launch of Philips® new light activated tooth whitening system which introduces a new six per cent whitening solution formulated specifically to be used with its pioneering Zoom® Whitelight® LED lamp. The new whitening gel contains a per cent H2O2 formulation which is combined with a pH booster and Free Pulp Protection (FPP); which reduces sensitivity, protects enamel and helps improve the lustre of the teeth. The gel is then activated by Philips’ Zoom WhiteSpeed lamp. A new protocol developed by Philips recommends a 5 minute cycle with 30 second interval cycle which reduces sensitivity, protects enamel and enhances the system's benefits.

Visit us on Stand K35 at The Dentistry Show 2013 or call 0208 756 3300.

**For more information contact Nobel Biocare on 0208 756 3300 or visit www.nobelbiocare.com**

Visit Healthcare Learning: Smile-on – Stand B52

Widely recognised as a leading provider for online dental learning and education, Healthcare Learning: Smile-on will be exhibiting all their qualifications and programmes at The Dentistry Show 2013. The expert team will be on hand to provide delegates with all the information they need to discover their career. In addition, Healthcare Learning: Smile-on will also be working in partnership with ThisDentistCan, with both organisations attending The Academy’s conference on the first day of the Show. Created specifically for tomorrow’s leader, the conference will offer insight into the latest clinical and professional thinking in the industry, providing the knowledge and inspiration young dentists need to fulfil their ambitions. Those in attendance will be in with a chance to win a trip to Paris each of the five sessions, in addition to the exclusive content access to a wealth of learning resources, exclusive offers and promotions and discount tickets for the Heart Your Smile party. The conference will in part be presented by and better, with brand new features and a line-up of world-class speakers. Find out how you could be the next big thing in dentistry, and visit Healthcare Learning: Smile-on at the Dentistry Show 2013.

For more information about Healthcare Learning: Smile-on, call 020 7440 8999 or email info@healthcarelearning.com

**Everything Underneath The Table**

Henry Schein Dental understands that running a successful practice, dentists and their teams need to have access to a wide assortment of products, services and support.

**Henry Schein Dental**

To help practices achieve their aims we offer local account managers supported by teams of dedicated product specialists. Our team has years of expertise across a range of disciplines, making them the perfect choice to ensure your needs, ensuring we deliver the solutions best suited to your practice.

So whether you need help with depreciation, digital imaging, surgical equipment, implants, whitening products, service and repairs or even business support, we can provide the help you need to run a more efficient and profitable practice.

Visit us on Stand K35 at The Dentistry Show 1st – 2nd March 2013 and find out more about how maximise the benefits of integrating 3D imaging, CEREC and implants into your practice.

For great deals, special offers and more about Henry Schein Dental visit us on Twitter @HenryScheinUK, and like us on Facebook HenryScheinUK.

**Plan For Success with Plandent**

Planning is central to running a successful dental practice, and this is where Plandent offer a full service, whether it’s new capital equipment, ordering your everyday consumables and for advice on new dental products incorporating Cumulus Air. Plandent’s fully trained team are here to help with all your dental needs and wants. Plandent is the second largest dental distributor in Europe allowing the Company to provide you with the very best value for money.

Recently launched is Plandent’s innovative inventory management system – the unique Plan Kit. The way to use on-system does all the hard work for you, ensuring you never run out of vital materials, whilst maintaining an affordable level of stock for your practice.

As well as the renowned Flannexa units and chairs, Plandent will be demonstrating the very latest developments in 2D and 3D imaging, essential for all improved diagnostics and practice development. During your visit, come and try the revolutionary solutions from Plandent’s Cumulus Air. Plandent’s revolutionary solutions – 3 Smarts – throw out your impression materials and trays for good!

The Starm autowasher and Hydram washinf/defoctor from Sc1ar will be showcased and supported with Plandent’s accredited nationwide service network – come and ask for details.

Visit Plandent’s Stand L19 for exhibition special offers. Alternatively, call Plandent on Freephone 0500 500 322.

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**No brainer offers!**

QuickWhite launched their new QuickWhite® interest combined kit, using 6% hydrogen peroxide for in-surgery and 10% carbamide peroxide for home use, to conform to the new whitening regulations, for in-surgery it comes as 6% gel syringes or in a proprietary form, this is such a famous competitive in-expensive QuickWhite carbamide to boost up your surgery income. The teeth whitening system is fast acting whitening brand is well known for its effectiveness, leaving teeth not only appearing brighter but also enabling you to start enjoying acidic foods once again.

To highlight the positive opportunities tooth whitening presents for dental professionals following EU regulation changes Philips will be running six real time whitening workshops at the Dentistry Show. The workshops coincide with the UK launch of Philips® new light activated tooth whitening system which introduces a new six per cent whitening solution formulated specifically to be used with its pioneering Zoom® Whitelight® LED lamp. The new whitening gel contains a per cent H2O2 formulation which is combined with a pH booster and Free Pulp Protection (FPP); which reduces sensitivity, protects enamel and helps improve the lustre of the teeth. The gel is then activated by Philips’ Zoom WhiteSpeed lamp. A new protocol developed by Philips recommends a 5 minute cycle with 30 second interval cycle which reduces sensitivity, protects enamel and enhances the system's benefits.

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