

Please send trade news information and illustrations to Terry Mordecai at the BDJ, 64 Wimpole Street, London W1G 8YS.

For details see the 'How to use' section of the contents page.

Prestige launches purchasing initiative

Dental supplier and service provider Prestige Dental are launching a new surgery catalogue. Available to dentists as a CD ROM, online at www.prestige-dental.co.uk or in a traditional 'paper based' format, the new catalogue covers areas including advanced restorative products and procedures, advanced endodontic practice, small equipment, hand instruments, oral hygiene and oral surgery and implant accessories.

Each sector includes an explanation of the product area, benefits and clinical applications, and features brands from the leading manufacturers that Prestige Dental represent in the UK, for example J.Morita, Unident, Pulpdent, Waterpik and NTI.

New consumer oral care products such as an electric flosser from Waterpik are also available from the catalogue. For a free copy call 0800 5911 75.

Reader response number:

052

Dental double act sell Sirona



Straight man Dr Richard Insley (left), from Macclesfield and exuberant Dr Steve Sharma of Tenby, Wales have kept their customers laughing during training courses in Sirona's Cerec restorative technology for Ceramic Systems Ltd.

Cerec aims to transform the way dentists think about dentistry, a *raison d'etre* of why they became dentists in the first place. Cerec provides chairside, economical, restorative aesthetic ceramics in one patient visit. For more information contact Ceramic Systems Ltd on 01932 577076, or e-mail: m.bosworth@ceramicsystems.co.uk

Reader response number:

051

TV station dedicated to dentists goes live

With the need to begin Continuing Professional Development (CPD) about to start in earnest, help is at hand, literally, through the TV remote control, connecting dentists to the new channel, *CPD Dental TV*.

Launched on 7th December 2001, *CPD Dental TV* is broadcast every evening on digital satellite television, for two hours Monday to Friday and for three hours on Saturdays and Sundays, on channel 952.

CPD Dental TV will be a subscription only channel from January 2002, however for its first month the channel is available to the general public. The channel founders are both practising dentists, Drs Sonny Handa and Brian Halvorsen.

Through the integration of digital tech-

nologies, *CPD Dental TV* will eventually allow dentists to answer questions about programmes

viewed via their remote controls or an integrated website. Accreditation standards will be set in accordance with the GDC's requirements.

Programmes include exclusive coverage of the recent *Focus Awards* for innovation in NHS dental patient care, interviews with, amongst others, Chief Dental Officer Dame Margaret Seward and promotional material created in association with lecturers. Phone 0800 3161556, tune into channel 952 or visit www.cpdental.tv for details.

Reader response number:

054



Win oral cancer patient programmes

To win a set of 10 new CD-ROMs from Redbus CPD worth £15.00, simply register on the www.keep-up-to-date.tv website.

After registration, e-mail your name and contact details to Redbus at contact@cpd.redbus.co.uk. Your contact details will be compared with your registration on the site and the first entry to be drawn on 2nd January 2002 will win a complete set of oral cancer patient programmes.

Redbus CPD's patient education CD ROM is entitled 'Everything you want to know about Oral Cancer, but were afraid to ask'. This television quality, four-minute programme has been created using the expertise of specialists from the Eastman Dental Institute, experienced in the field of diagnosing oral cancer and working with oral cancer patients.

For more information please call 0845 200 8712.

Reader response number:

053

Fiesta colour coded clamps

Fiesta colour coded clamps provide easy identification and selection during the dental dam procedure, and feature a non reflective matt finish for better visibility during clinical use.

There is a selection of nine clamps available, both winged and wingless, supplied on a stainless steel organiser (pictured) which provides easy storage and cleaning.

Freephone 0500 295454 for further information and presentation details.

Reader response number:

055

