

Please send trade news information and illustrations to Terry Mordecai at the BDJ, 64 Wimpole Street, London W1G 8YS. Trade news is supplied as a service to the reader and does not imply endorsement by the BDJ. Normal and prudent research should be exercised before purchase or use of any product mentioned.

Admor do well online

Dental Stationers Admor Ltd claims to have experienced a windfall of orders since launching their new product directory and on-line ordering website last autumn.

The new products on offer include a children's range featuring educational yet fun quarterly comics called 'SMILE!' a large range of fun stickers and numerous colouring sheets.

Via the Directory and website, Admor now offers corporate identities for dental practices, and design and production of full colour practice brochures. This is in addition to a new range of full colour appointment and reminder cards.

For more details call Admor on 01243 553078 or visit www.admor.co.uk.

Reader response number 52



Electric for a fiver!

Colgate is pleased to announce the launch of the Colgate Motion battery toothbrush. It is a low cost addition to the Colgate bat-



tery brush range.

The Colgate Motion toothbrush is priced at just £4.99, it provides a great introduction to power brushing for people who have not used an electric toothbrush before.

The Colgate Motion toothbrush has a dual action head, combining oscillating and static filaments and is available from leading supermarkets.

Reader response number 53

GSK to aim for the more mature person

GSK is pleased to announce the launch of the Macleans 40+ toothpaste. Macleans 40+ is a new toothpaste that has been specifically created for mature teeth and gums.

GSK claims Macleans 40+ is an age defying toothpaste with a balance of ingredients to fight the bacteria that can lead to gum problems. Macleans 40+ gently and effectively cleans areas exposed by gum recession and helps to protect against root decay.

Macleans 40+ helps ageing teeth and gums by carefully balancing the three distinct features of its formulation. It has low abrasion to be gentle on dentine exposed by receding gums, it is fluoride rich to help protect against root decay, and it has the antibacterial action to fight the bacteria that can lead to gum problems.

Macleans 40+ toothpaste is a new total care formula offering a number of benefits to older patients including; antibacterial action, effective and gentle cleaning, it is fluoride rich, helps to keep gums healthy and freshens breath. Please contact your local GSK representative for more information.

Reader response number 51

Stephen Hancocks is the new face of CPD TV

CPD Dental TV has announced the *BDJ'S* Commissioning Editor Dr Stephen Hancocks OBE as the new face for the Dental Channel. Dr Hancocks, who is also Editor of the *International Dental Journal*, starts with immediate effect.

Already roving, Dr Hancocks has managed to clinch interviews with the winners of the Dental Awards 2002. For more information on CPD Dental TV, call the customer management team on 0800 316 1556. **Reader response number 54**

