

## KILL 99.9999% OF PATHOGENS

Are you looking for a comprehensive range of top quality cleaning and disinfectant products you can trust to protect your team and your patients from harm? Then look no further than the new Steri-7 Xtra range from Initial Medical.

A breakthrough in the fight against infection, this innovative solution will kill 99.9999% of a huge array of pathogens, including *Clostridium difficile*, *E.Coli*, Hep C, HIV, Influenza, Legionella, MRSA

*Mycobacterium terrae* (TB), Norovirus, Parvovirus, Salmonella and Streptococcus, to name but a few.

The Steri-7 Xtra High Level Surface Disinfectant Cleaner is available as a concentrate solution, a ready to use spray and as a surface wipe. Totally non-corrosive, it is suitable for use on nearly all surface materials.

The Steri-7 Xtra Personal Care Range includes a dermatologically tested, clinical grade hand wash and a hand rub, both with re-moisturising properties that are kind to the skin. Highly effective against a huge range of pathogens and active for up to three hours after application, these products bring an extraordinary high level of hygienic protection to your everyday protocols.

For further information visit [www.initial.co.uk/medical](http://www.initial.co.uk/medical) or call 0870 850 4045.



## CARE AND PROTECTION FOR ORTHODONTIC APPLIANCE WEARERS

During orthodontic treatment patients will experience difficulty keeping their mouths clean and are prone to high levels of plaque accumulation. This can result in tooth decay, gum disease, bad breath and ulcers.

The VITIS Orthodontic range contains a unique combination of four active ingredients which helps patients achieve exceptional all-round protection:

Cetylpyridinium chloride (CPC) is a broad spectrum oral antiseptic which reduces dental bio-film formation by eliminating bacteria. CPC is active against pro-inflammatory toxins released by bacteria, thereby preventing gingivitis

Fluoride prevents caries by increasing enamel resistance to demineralisation and by increasing remineralisation of initial lesions. VITIS Orthodontic mouthwash and toothpaste contain the recommended level for adult teeth

Allantoin stimulates cell proliferation, helping to produce rapid tissue regeneration of damaged tissues as well as protecting and exerting an anti-irritant effect on oral mucosa.

Aloe vera soothes inflamed gums and helps to alleviate gum pain associated with moving teeth.

For more information call 0208 459 7550 or email [marketing@dentocare.co.uk](mailto:marketing@dentocare.co.uk).

## HEADLINING THIS YEAR'S EVENT

Oral-B is once again the Headline Sponsor at this year's Dental Showcase (19-21 October 2017).

Much interest is expected in the company's flagship power toothbrush, Oral-B Genius. By combining motion sensor technology located in the brush, and video recognition using a smartphone's camera, all areas of the user's mouth can be tracked so that they know exactly where they've brushed and where they've missed! Patients receive instant feedback on the brushing of each zone of the mouth via the Oral-B App 4.1, including guidance on pressure applied and brushing duration.

The mechanical benefits of Oral-B's power toothbrushes complement the chemical efficacy afforded by their toothpaste. The new Oral-B Gum & Enamel Repair Toothpaste will help patients address the increasing prevalence of gum or enamel issues. Featuring unique ActivRepair technology (with two sources of stannous: stannous fluoride and stannous chloride), it is the best clinically-proven toothpaste from Oral-B to help restore gum health and prevent enamel erosion.

Oral B will be on stands L2 and K10 at this year's BDIA Dental Showcase.

## COME AND EXPERIENCE THE DIFFERENCE YOURSELF



Dürr Dental will be exhibiting a range of their equipment at this year's BDIA Dental Showcase. Their panoramic device is so easy to use you won't need a second take, as the first one will almost certainly be perfect. Unlike other devices this unit does not rely on experience or expertise. Come and experience the difference yourself. You'll also get a chance to experiment with a totally new piece of imaging equipment!

Visitors might also be interested in the latest networking systems that can be used with your compressor and suction system. By linking them to the network, practices can see the performance of each piece of equipment at a glance. Linking the compressor, for example, to the digital network yields numerous benefits: current status, faults or messages, such as for filter changes, are immediately displayed.

Visit Dürr Dental on stand D30.



If you would like to promote your products or services direct to the dental industry in *BDJ Team*, call Andy May on 020 7843 4785 or email [a.may@nature.com](mailto:a.may@nature.com).