

# New products and focus on cosmetic dentistry

Please send trade news information and illustrations to Joanna Lyall at the BDJ, Nature Publishing Group, The Macmillan Building, 4–6 Crinan Street, London N1 9XW.

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## SENSITIVE TEETH TREATMENT

Savodent sensitive is the new treatment for sensitive teeth. It is quick and easy to use – two active foam strips are placed in a double tray, which is then worn for just 10 minutes per treatment – giving immediate relief from the pain of sensitive teeth. A single application gives relief for up to one month. The active ingredient, potassium oxalate, has been shown to be the best formula for occluding exposed dentinal tubules and reducing pain by modifying the nerve excitability. Savodent™ provides



significantly faster and longer lasting results than sensitive teeth toothpastes. **Reader response number 50**

## CHOICE OF SHADES

Ivoclar Vivadent offer a choice of all-ceramic options in four new bleach shades, enabling dentists to provide their patients with the perfect all-ceramic restoration for every indication.

The IPS e.max system enables dentists to provide beautiful single or multiple unit all-ceramic restorations using a range of high strength materials including zirconium oxide, the final restorations offering an exceptional balance between strength (up to 900 MPa), colour saturation and translucency. Their polishability, surface gloss and wear behaviour are equally impressive. It is recommended for crowns, bridges, inlays and onlays.

Dentists can provide their patients with the benefits of IPS e.max either at the chairside using IPS e.max CAD LT blocks or indirectly via their laboratory.

The IPS Empress system is another popular choice for crowns, inlays, onlays and veneers. It is available as IPS Empress Esthetic, the laboratory-pressed ceramic system and IPS Empress CAD blocks for use with Cerec and InLab CAD/CAM technology.

Both IPS e.max and IPS Empress are available in a wide number of A-D shades including four new BL Bleach shades.

**Reader response number 52**

## SLEEK INTRAORAL CAMERA

The Digital Doc Icon intraoral camera from Digital Dental is simple, smart and sharp. It illustrates a patient's existing dental condition, areas for



improvement and the final aesthetic results of your cosmetic dentistry.

Everything is integrated within the handpiece, including a USB 2.0 connector that plugs into your computer for fast image downloading and easy viewing. It is the only USB camera designed to sit next to your high speed handpiece. It is smart because it has dual capture buttons for right or left hand use, plus a newly designed slide focus that lets the operator adjust from macro to full smile with a touch of the finger. Its advanced LED optics and digital technology deliver the clearest, most detailed images currently available.

The Icon can be used with any digital imaging software and USB2-equipped PC or laptop.

**Reader response number 51**

## BRITISH ASSOCIATION OF COSMETIC DENTISTRY

The British Academy of Cosmetic Dentistry (BACD), in conjunction with the British Society of Occlusal Studies (BSOS), will be holding a three-day

meeting in Edinburgh, June 19-21 2008.

Speakers include Pascal Magne, Michael Magne, James Mckee, John Tiernan and Bob Winter. The course will

cover topics in occlusion and aesthetic dentistry. The meeting will be held at the Royal College of Physicians conference centre.

**Reader response number 53**

### ACHIEVING A NATURAL LOOK

Trycare Dental Linkline is the UK distributor of Artiste Nano Composite from Pentron Clinical Technologies.

Through careful shade formulation, a true polychromatic restoration can be created with just two materials, dentine/body and enamel. No excessive layering, materials or chair time is involved. A simple technique and intuitively named shades take all the guesswork out of achieving a natural, vital look that blends easily and effectively into the natural dentition.

The clinician simply applies the dentine/body layer followed by the translucent enamel layer to complete the full contour. This technique mimics the natural anatomy of teeth to provide truly natural looking restorations.

Artiste Nano Composite is a universal material that delivers superior performance in both the high stress posterior and aesthetically demanding anterior



region. Its exceptional strength and polishability make for beautiful, long-lasting restorations. It is supplied in a variety of kits in both syringe and single dose presentations.

**Reader response number 54**

### NEW SHADES FOR CROWNS

Nobel Biocare has expanded its portfolio of all-ceramic solutions with



new shades of Procera Crown Zirconia. With Procera, dental professionals can apply an all-ceramic solution on every natural tooth and implant restoration. Every Crown Zirconia features exceptional flexural strength, excellent marginal fit and is easily placed using traditional techniques.

**Reader response number 55**

### FREE FIXATIVE SAMPLES

P&G Professional Oral Health's Fixodent is a fixative which inhibits the build of plaque, prevents soreness and reduces odour, giving users increased confidence.

P&G Professional is offering each practice 20 free sample kits to give away. The kit includes a patient information

pack for new denture wearers, a denture brush and a sample of Fixodent.

Every dental practice in the UK will receive a mailer in April. Only one application per practice is permitted. The kits will be sent within three weeks of the request being received.

**Reader response number 56**

### NEW RANGE OF INFECTION CONTROL PRODUCTS

Dentisan is launching a new range of products at the BDA Conference next week.

Dentisan offers a one stop shop solution for dental practices with a range of products, each designed for a spe-

cific task. Most recently Dentisan Biocleanse has been developed in conjunction with the Health Protection Agency and the Hospital Infection Research Laboratory. The Dentisan range also includes wide spectrum

### IMPROVING TREATMENT RESULTS

Minerva Dental's Sirona SIROLaser can enhance aesthetic results by improving impression taking procedures. It facilitates quicker exposure of crown margins and eliminates bleeding due to its strong haemostatic effect, creating more predictable results and reducing the number of post-operative complaints.

The SIROLaser can be used for soft tissue surgery in a variety of cosmetic dentistry applications as well as for disinfection in endodontic treatment, crown lengthening, treating periodontal pockets, resolving peri-implantitis and bleaching applications.

In surgical applications it offers high precision tissue removal with minimal trauma to surrounding tissues, minimised bleeding for clearer visibility, protection against post-operative infection, minimised scar formation, an enhanced healing response and virtually no post-operative pain. Weighing 450 g, it features the latest diode technology which means that the unit size is kept to a minimum. The control unit has a clear menu of easy to select functions, while its LED display shows all the treatment parameters.

The ergonomically designed, fully autoclavable handpiece can be operated by either finger switch or foot control.

**Reader response number 57**



disinfectant cleaners in wipe and concentrate forms, a non-foaming disinfectant detergent for suction systems and a cleaner for instruments which can be used with ultrasonics or for manual cleaning. The products ensure outstanding hygiene.

**Reader response number 58**

## PLEASANT PROPHYLACTIC TREATMENT

Sident's ProSmile Handy is designed for efficient and minimally invasive removal of plaque, soft calcified deposits and staining on tooth surfaces, fissures and interdental spaces. Easy to install and use, it provides an extremely cost-effective prophylactic treatment option. It can be attached to most standard quick couplings for high-speed handpieces, saving time and additional expense.

ProSmile Handy has a stylish, practical, ergonomically balanced design that enables clinicians to work without stress or fatigue. It is easily adjustable and offers a choice of 90° or 120° spray jets, facilitating easy access throughout the mouth. It has an impressive flow rate which is easily controlled using the quick coupling.



The prophylactic powder has a pleasant, fresh minty taste and is stored in a large reservoir, which enables several patients to be treated without refilling. The handpiece is supplied with the 120° swivel spray jet as standard in a wide range of couplings. Powder refills and 120° or 90° spray jets are available separately. To enable easy cleaning and sterilisation, all of its components are manufactured from high quality materials.

**Reader response number 59**

## WIN £1,000 AT BDA CONFERENCE

Kemdent is offering dentists a chance to win £1,000. There is still time to register before the draw is made on stand C68 at the British Dental Conference in Manchester on May 3 at 2pm.

To be included in the prize draw, simply register online at [www.kemdent.co.uk](http://www.kemdent.co.uk). An electronic ticket is created for

each registration.

You can also enter the draw during the BDA exhibition.

Kemdent manufactures products and materials for dental laboratories and the dental surgery including modelling wax, base plates, silicones, acrylics and tilling materials.

**Reader response number 60**

## REDUCE SENSITIVITY

Exposed dentine can often cause sensitivity for patients, especially if they are having their teeth whitened. This can often put the patient off whitening their teeth again, and can deter them from further dental treatment. Professionals will want to ensure patients are protected from possible discomfort.

Dentsply's Seal&Protect is a protective sealant for exposed dentine. It is simply brushed on to the area that has been exposed due to abrasion or erosion, and then forms a protective barrier to stop the pain. The protective effect usually lasts around 12 months and it resists acids in food and beverages and helps towards reducing sensitivity when whitening teeth.

Whitening is a great way to attract

new patients to your practice, and to keep your existing patients happy with the services that you provide. Dentsply's Illuminé is a simple and effective whitening system that you can incorporate into your practice almost immediately, as no light or heat equipment is required.

**Reader response number 61**

