

New products and focus on Periodontology and Patient/ Customer Care

Please send trade news information and illustrations to Arveen Bajaj at the *BDJ*, Nature Publishing Group, The Macmillan Building, 4-6 Crinan Street, London N1 9XW.

Trade news is provided as a service to readers using text and images from the manufacturer, supplier or distributor and does not imply endorsement by the *BDJ*. Normal and prudent research should be exercised before purchase or use of any product mentioned.

IMPROVING COMMUNICATION SKILLS

The Ethical Sales and Communication Programme by Ashley Latter, The Selling Coach, is designed to help dentists and their teams improve their communication skills and build stronger relationships with their patients, which ultimately leads to an improvement in uptake of treatment plans by helping patients to say 'yes' ethically.

In addition, the programme also coaches dental professionals to develop new skills so that they can become more comfortable talking money and achieving the prices their services deserve, help to receive more referrals, deal effectively with patients' reservations and objections and develop a more positive attitude and self-confidence.

Each delegate receives in excess of 14 hours CPD, a 120 page manual, a copy of the book *Helping patients to say yes* and other support materials. Course fees



for dentists are £895.00 plus VAT. Additional team members' fees are £595.00 plus VAT each.

For more details please visit www.the-sellingcoach.co.uk or ring Carol Golcher on 0161 280 5837.

Reader response number 50

BESPOKE CABINETRY TO SUIT ALL BUDGETS

Classic Dental Cabinetry (CDC) offers a range of bespoke surgery cabinetry, stools and reception furniture. Their reception furniture is supplied in a split level design and is disabled access compliant.

Designed on a bespoke basis to satisfy the demands of any potential or existing reception area, it is available with a choice of solid surface, granite or laminate worktops.

They can also build bespoke filing systems to maximise storage space and efficiency irrespective of the size and quantity of files you need to store. Like the rest of their range, their reception furniture is designed to suit every budget without compromising on form or function. The range features quality post-formed worktops, PVC edged doors and carcass fronts, quality sinks and mixer taps.

CDC can include split height designs for superior ergonomics, custom instrument drawers which lock in the open position, custom suction motor housings, CVS tip support modules, tray storage and single cabinetry runs for smaller surgeries.

Reader response number 53



REVERSE THE DISEASE PROCESS

Periostat provides an adjunctive therapy for treating cases of chronic periodontitis. Distributed in the UK by Oraldent, Periostat is a prescription-only film-coated tablet containing a sub-antimicrobial dose of 20 mg doxycycline.

Because the underlying risk factors of periodontitis provide a boost for the enzymes that damage the periodontium

and progress the disease, potentially leading to tooth loss, Periostat has been specifically formulated to suppress these enzymes.

Taken twice a day for at least three months as an adjunct to scaling and root planing procedures, it can reverse the disease process and inhibit the damaging collagenases that adversely affect tooth attachment.

Reader response number 51

GUIDANCE AND SUPPORT

Whether you are selling, or buying into a practice, the Frank Taylor & Associates team develops an understanding of your ambitions to guide you to the practice of

your dreams. When selling a practice, the team provides marketing assistance, filters out buyers without genuine intentions and finds the best price, not the first price.

Reader response number 52

FREE BOOK OFFER

Shofu are offering the first ten readers to call the opportunity to win a full colour glossy educational book. This 232 page book entitled *A clinical guide to direct cosmetic restorations*, written by Sushil Koirala and Adrian Yap, clearly illustrates actual case studies.

It takes you through smile design, demonstrating the principles and

protocols from current restorative materials, bonding to enamel and dentine, and the giomer concept to techniques and clinical applications, culminating in patient communication.

Shofu will also send you a generous sample of Beautiful II giomer. The composite restorative material is based on pre-reacted glass ionomer technology that combines the benefits of

glass ionomers with those of composite resins to produce a biocompatible, fluoride releasing, high strength, aesthetic material.

To claim your free book and Beautiful II sample, which includes 3 × single dose A2, 3 × single dose A3 and instructions for use, or for further information please contact Shofu on 01892 870800.

Reader response number 54

SHARPER HAND SCALING INSTRUMENTS

PDT periodontal hand instruments are sharp and light offering you the best



in hand scaling instrument design. The USA made instruments are made of cryogenically treated 440A stainless steel, guaranteed harder, sharper and tougher, and it will hold its edge 4-7 times longer than other steels may.

PDT's light, large solid resin handle gives you tactile sensitivity and the exclusive extended knurling pattern gives you maximum control for leverage as well as torque, whilst helping to reduce the risk of carpal tunnel syndrome.

Reader response number 55

NEW VALUE LINE LAUNCHED

Cefla Dental Group has introduced a new line of 'value' equipment branded Victor Dental, manufactured by the Group subsidiary company Suzhou Victor Medical Equipment.

Victor Dental equipment is for those dentists who are looking for simple, reliable equipment either for themselves, their associates or for their dental team colleagues, which will provide value for money whilst being supported by an after sales system which ensures spare parts and technical support are readily available across the UK.

In the current economic climate Victor Dental equipment will allow those practices with limited budgets the opportunity to re-equip with reliable, affordable equipment.

The initial introduction of the Victor range comprises chair mounted equipment packages in both International and Continental versions with both Basic and Plus instrumentation packages. A full twelve month manufacturer's parts warranty is standard, with sales and technical support being provided through authorised dealers across the UK.

Reader response number 57

RELIABLE LASER TECHNOLOGY

Periowave is a broad-spectrum antimicrobial that combines advanced non-thermal diode laser technology, which is safe and non-damaging to host tissues, with wavelength-matched photosensitisers to target the pathogens that scaling and root planing leave behind.

Periowave photodynamic disinfection system can be used in both periodontic and endodontic treatment. Its other features include no patient compliance issues, it attacks only the bad bacteria, no known resistance development, no



antibiotic side effects and virtually no treatment discomfort.

Reader response number 56

EASILY TOLERATED TREATMENT FOR PERIODONTAL DISEASE

Dentomycin from Blackwell Supplies provides an adjunctive treatment for moderate to severe chronic adult periodontal disease. Dentomycin is non-interactive with alcohol and easily tolerated, and the active ingredient Minocycline binds to the tooth.

By applying Dentomycin every 14 days for a course of 3 or 4 applications, key periodontal pathogens are significantly reduced according to its makers.

Dentomycin is practical and easy to use. The pre-filled applicator enables you to apply Dentomycin directly to



the pocket base, and also lets you treat plaque and calculus in deep, irregular pockets and molar furcations.

Reader response number 58

EASY TO HANDLE DIAGNOSTIC TOOL

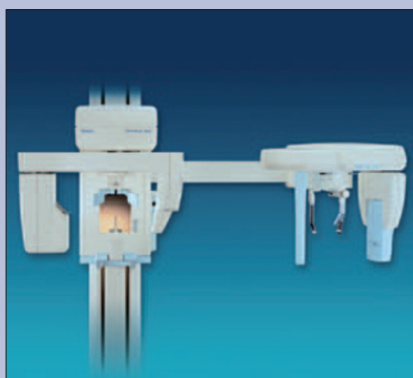
Gendex Orthoralix 9200 DDE from DB Dental Equipment is a diagnostic tool that offers a constant magnification factor and minimised distortion effects which can be operated either stand alone or as part of a network.

The Orthoralix 9200 DDE features simple operation and patient positioning, facilitating quick diagnosis and easy setting up. It is available in two versions, both with an optional cephalometric capability.

The Standard version includes basic panoramic programs plus an additional program for patients with malocclusion and orthodontic requirements. The Plus version incorporates additional programs and is ideal for more advanced procedures.

The core DDE innovation is the ergonomic sensor module which replaces the X-ray film cassette. Compact and easy to handle, it facilitates accurate and safe coupling and release using two buttons – confirmed by tactile and audible feedback.

Its user-friendly interface, positioned close to the rotating arm, features



a control panel combining single and logical graphical indicators. An LCD display shows the technical factors and positioning references.

Fitted as standard, Automatic Exposure Control provides optimised image quality and enables real time correction of technical factors to ensure an optimum balance between contrast and image blackening.

Its Remote Diagnosis Service enables remote direct investigation to minimise service time in case of maintenance or repair and facilitate factory upgrades.

Reader response number 59

HIGH PRECISION TISSUE REMOVAL

The Sirona SiroLaser, from Sident Dental Systems, enables the safe and effective disinfection of periodontal pockets. Clinically effective, gentle and practical, it is also ideal for removing granular tissue almost without causing any secondary bleeding. Requiring only low doses of anaesthetic, it helps reduce treatment time, minimises secondary bleeding and reduces the number of post-operative complaints in all periodontal applications.



With an adjustable output, the product is small, powerful and weighs just 450 g, making it easy to transport between surgeries. Incorporating the latest maintenance-free diode technology it can be used for soft tissue surgery, disinfection of endodontic canals, crown lengthening, disinfection of periodontal pockets and peri-implant sites, and bleaching.

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, reduced need for anaesthesia and virtually no post-operative pain. The base unit's well laid out LED display shows all the different treatment parameters in an easy to read format. The ergonomically designed, fully autoclavable handpiece is operated using either a removable finger switch or foot control.

Reader response number 60

SAFE BONE CUTTING

The Mectron Piezosurgery II, from General Medical, is the safe way to cut bone and other mineralised tissues without any risk to adjacent soft tissues. It has built in programmes for bone surgery (bone Types D1-D3 plus 'Special') together with one-touch power settings for Perio and Endo inserts, variable fluid control and an automated cleaning cycle.

Piezosurgery II has the widest range of insert tips for all types of bone cutting and harvesting. It can be used in oral surgery, implantology, surgical orthodontics, endodontics and periodontology.

Its modulated ultrasonics ensure that no damage occurs to soft tissue increasing the safety level of intra-oral surgery in such procedures as sinus lifts and

nerve transpositions as well as in less complex cases. Competitively priced, it can be sterilised up to 135°C and has a two year warranty.

Reader response number 61



MANAGE PERIODONTAL POCKETS

Chlo-Site from Oraldent is an easy way to manage periodontal pockets. This non-surgical option for efficient healing of periodontal wounds and related problems is composed of a new type of xanthan gel.

The accessory action of chlorhexidine is capable of maintaining the gel free



of contamination for at least 15 days. Thanks to the muco-adhesive properties of the xanthan, Chlo-Site adheres to the mucosal tissues acting as a sterile barrier that physically impedes the re-colonisation of bacteria.

Chlorhexidine is present in the gel at a concentration of 1.5%, of which 0.5% is in the form of a fast releasing digluconate and the remaining 1% is in the form of a slow releasing dihydrochloride to maintain the microbiological integrity of the xanthan gum. Supplied in ready to use disposable syringes, Chlo-Site is easily applied into the deepest portion of the periodontal pocket with the specifically designed rounded tip needle to minimise trauma to the tissues.

Reader response number 62

LIGHTWEIGHT COMFORT

Castellini's Goldspeed is a series of handpieces that combine quality and performance with manoeuvrability.

The handpieces are designed to satisfy the most stringent requirements in all fields of dentistry, from restoration to implant surgery to endodontics. Lightweight technology provides comfort to the user, even during the most intricate and complicated procedures.

Manufactured according to the highest standards of micro-mechanics, Goldspeed instruments offer working



COMPUTERISED PROBING STATION

Florida Probe delivers constant force even when passed between operators in different surgeries. Available exclusively from Clark Dental, this device combines easily with a PC to create a computerised probing station.

A sole operator can complete full examinations in around 10-12 minutes, or opt for a 30-minute examination for superior patient education.

Treatment acceptance rates are boosted by full-colour printed reports, and periodontal charting lets the user compare past and present results to accurately pinpoint deterioration and improvement. Risk of infection and re-infection is calculated, based on specific risk factors.

Able to record missing teeth, recession, pocket depth, bleeding, suppuration, furcation and more, Florida Probe supports early treatment to prevent bone loss and reduce the need for surgery. The voice call-out facility keeps the patient informed throughout, with a range of multi-lingual options to cater for everyone.

The product is supported by a team of factory-trained and certified engineers dedicated to the best standard of service.

Reader response number 63



precision, broad visibility of the operating field, extremely low noise level, optimal balance on the wrist, lightweight with good grip and made of hardwearing titanium. Goldspeed is compatible with all micromotors with a standard ISO 3964 coupling. The Goldspeed range is also suitable for sterilisation in steam autoclaves up to 130°C. Castellini's range of instruments includes micromotors, turbines, scalers and bistouries.

Reader response number 64