

New products and focus on ergonomics 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.

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ERGONOMIC DENTAL WORK

The Salli saddle chair is designed to eliminate the discomfort and health risks caused by long-term sitting. Sitting on a saddle stool is based on the sitting bones carrying the weight of the upper body. This keeps the buttocks and thighs from being pressed against the seat, improving blood and fluid circulation.



When the thighs are pointing down at a 45-degree angle and the pelvis is tilted slightly forwards, this allows the lower back and upper body to find an upright, natural posture without need for a backrest, as when standing. The feet rest on the floor on both sides of the body making it effortless to operate pedals.

Apart from relieving low back pain, the upright posture gained on the Salli saddle chair eliminates shoulder and neck tensions. Salli enables dentists to work close to the patient, improving visibility to the patient's mouth. The chair is also well suited for the users of prism spectacles or loupes, since it enables optimal neck posture.

Due to the wide angles in the hip and knee joint, arthrosis and other joint symptoms can be prevented. Reaching as well as moving and rolling on the stool is easy and fast. The divided seat feels comfortable as pressure on the nerves, veins and soft tissues is relieved and the position of the hip becomes healthy and comfortable.

Reader response number 50

CONVENIENT ROOT CANAL TREATMENT



Version 5.2 of Sirona Dental Systems' SiroEndo software is designed for more effective and convenient root canal treatment. As soon as the dentist reaches the apex, he or she can reverse the rotation of the file either on the SiroEndo unit or via the foot control. Just one brief touch is enough to change from clockwise to counterclockwise rotation and *vice versa*.

Introduced six months ago, the new apex indicator keeps the user informed at all times. The exponential progress bar now consists of eighteen blocks as opposed to six. It indicates the distance between the file tip and the apex. When the file tip reaches the apex an A is displayed.

The message -1 is shown as soon as the tip extends beyond the apex. This is accompanied by differentiated acoustic signals. A series of short beeps can be heard as the file approaches the apex. This changes to a continuous tone when the file tip goes beyond the apex.

Reader response number 52

SITTING IN STYLE

Sitting in comfort whilst working is easy to achieve with the ergonomically designed DynamoSeat and InCharge stools from Evident. The stools automatically correct your seating position, providing balance and maximum support and ensuring you work in comfort all day long.

The company are so confident you will benefit from sitting on a DynamoSeat or InCharge stool that they are offering a free two week in-practice trial. The DynamoSeat and InCharge stools are also available



in a variety of styles and colours.

Reader response number 51

BDTA SHOWCASE RETURNS TO BIRMINGHAM

The BDTA Dental Showcase is to return to the NEC, Birmingham in 2009. The three day event, which represents the UK's largest dental exhibition, will take place from Thursday 12 November to Saturday 14 November 2009.

The theme for this year's event will be 'Treasures of Dentistry'. Members of the dental team will be able to discover their own dental treasure at the exhibition and cloud-free skies, pure white sand and deep blue sea imagery may help to brighten up the image of usually dull November.

A new dimension has been added to the Show Guide which accompanies the event in 2009. This year for the first time, members of the dental team who attend Showcase will be able to gain verifiable CPD hours by reading and answering questions on a selection of specially crafted dental and business articles.

Five relevant and educational articles will feature in the CPD section of the guide and will cover clinical dentistry, innovations in equipment and materials, business and finance and customer satisfaction. The articles will complement the information already contained in the guide, which includes exhibitor contact details, a product locator

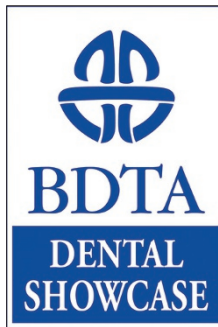
and the latest news about the event.

In keeping with the 'Treasures of Dentistry', BDTA is also offering visitors a chance to win a trip for two to Treasure Beach hotel in Barbados.

To take part in this prize draw all you have to do is register in advance for your complimentary ticket by visiting the website, www.dentalshowcase.com, calling the telephone registration hotline on 01494 729959 or texting your name, postal address, occupation and GDC number to 07786 206276.

Remove your Showcase visitor ticket from the entry form and ensure it is scanned as you arrive at the exhibition and leave your complimentary entry form in the box by the BDTA help point just inside the entrance. The winning entry will be selected at random after the exhibition has closed on Saturday 14 November 2009. Advance registration closes 6 November 2009 and on-the-day registration is £10 per person.

Reader response number 53



NEW POLISHING PASTE

Shofu have recently introduced the Super Buff paste-impregnated felt disk. The disk is simply moistened with water or the patient's saliva to release the unique polishing paste that helps to achieve an outstanding finish to your composites.

Super Buff means you do not have the mess of a syringe, and the polishing material will not splash you or the patient. It is easily activated and works with all composites on multiple surfaces. Complete with two mandrels, Super Buff is available in a handy kit that contains 25 disposable disks or a refill pack of 50 polishers.

Reader response number 54

GIVING STAFF MORE CONTROL

Long and frustrating conversations with patients, asking for clarification of contact details and previous dental history are



now a thing of the past thanks to Software of Excellence's new Computer Telephony Integration (CTI).

Software of Excellence's practice management system Exact Version 10 now offers you the opportunity to improve practice efficiency by automatically recognising the identification of every in-coming telephone call. CTI reduces the amount of unnecessary time spent on the telephone, saving on average 30 seconds per call.

At a time when patient retention is critical, CTI makes relationship building

NEW WAND STYLE LIGHT

Kerr has introduced Demi to the UK market, a new wand-style, ergonomic LED curing light from Demetron with Periodic Level Shifting (PLS) technology that delivers a true five-second cure for universal composite shades A3 and lighter.

With PLS, Demi pulses from a baseline output of 1,100 mW/cm² to a peak of 1,330 mW/cm² for 1/4 second of each one second exposure.

Additional Demi features include multiple time settings, timer mode recall, an eight-minute sleep mode and a low battery indicator. The unit includes an interchangeable lithium-ion battery and charger that can charge two batteries simultaneously. As with all Demetron lights, a whisper-quiet fan prevents the unit from overheating and extends the overall life of the LEDs.

All Demetron light guides are compatible with the new Demi. The full range of Demetron units, replacement parts and accessories are available from Kerr dental distributors.

Reader response number 55



considerably easier, automatically identifying the caller and displaying individual details including treatment records, scheduled appointments, personal information and even digital images and X-rays.

Patients no longer have to explain who they are – your reception staff will know who is calling as soon as the call comes through. By giving more control to your receptionist, Software of Excellence's new time-saving technology ensures your patients feel valued every time they call your practice.

Reader response number 56

GREATER COMFORT FOR PRACTITIONERS

Classic Dental Cabinetry is pleased to announce the addition of two new stools to their Classic range of Classic Dentist Stools and Saddle Seats, which offer an economical solution to surgery refurbishment.

Designed to meet stringent budget criteria in modern dental practices without compromising on quality or aesthetics, Classic Dental Stools have a five star base with a choice of soft castors or flat glides as appropriate. They are available in a wide range of colours.

The Classic Dental Dentist Stool has a 9" gas lift and soft castors, while the

Classic Dental Stool Nurse has an 11" gas lift, flat glides (as recommended by health and safety guidelines) and a foot ring. The new Classic Dentist Stool Plus features optional back-rest and base tilt functions, allowing even greater comfort for practitioners.

Classic Saddle Seats are available in either vinyl, leather or textile finish—esand are now available in a Plus version featuring optional tilt function. With a very small footprint of only 500 mm, this stool is ideal for compact working environments.

Reader response number 57



ECOLOGICAL ALGINATE LAUNCHED

Developed to be ecologically sound without compromising strength, Oraldent's Eco range is a series of naturally sourced dental materials. The Eco Fast Alginate has an active ingredient sourced from Horse Chestnut, a new thixotropic alginate that has numerous benefits.

Its astringent and capillary protective action prevents bleeding and vomiting and its rapid hardening ensures immediate reproduction of the impression, thereby effectively reducing working time (two minutes). It is dust free with a pleasant mint flavour, making it suitable for children, and is non-toxic and compatible with other dental equipment, with a shelf life of up to five years.

Naturally efficient, Oraldent's Eco products only contain clinically proven active ingredients that guarantee the



highest standard of care for both patient and the environment.

Reader response number 58

FULL FACE PROTECTION

Dental professionals can enjoy high quality and reliable full-face protection with the Hogies Visor. The refined design provides peace of mind for the wearer, preventing the debris, bio-aerosols, saliva and nasal droplets produced during clinical work from coming into contact with the wearer's face and eyes.

Lightweight and adjustable, the Hogies Visor promotes optimum comfort with the perfect fit, even for clinicians who wear prescription spectacles. Also, to guarantee the perfect condition of the shields themselves, they are packaged with a protective coating, to ensure optimum quality. Every Hogies Visor frame comes complete with ten disposable shields (refill packs of ten shields are available).

Reader response number 59

FREE FLOWING PORE FREE POWDER

GC Fujirock EP OptiFlow is an ideal material for bubble-free base work with stable edges because of its homogeneity and flow properties. With 20 ml liquid, the powder becomes free-flowing and flows precisely under the dental arch and around the pins. Thanks to its low expansion value of only about 0.08%, the thixotropic stone can be combined with GC Fujirock EP and GC Fujirock EP OptiX-scan for tension-free models and dental arches. At the same time it has a smooth,

pore-free surface and improved pigment distribution after setting. For simple and efficient handling, the modified type 4 dental stone can be mixed quickly and worked for a long time.

Available in four shades, it also meets the demands for individuality and aesthetics, especially when interacting with the four GC Fujirock EP shades. The resealable container pack means the powder is protected for a good shelf life.

Reader response number 60



FIRST IMPRESSIONS COUNT

Classic Dental Cabinetry have recently launched their new 'first Impression' range of reception furniture. Manufactured to the highest standards and incorporating solid surface work surfaces with seamless joints, the range provides a stunning first impression to potential dental clients, reassuring them of the quality of workmanship that any specialist dental practice aims to deliver in their day-to-day work.



The range augments Classic Dental Cabinetry Ltd's existing range of bespoke surgery cabinetry, stools and reception furniture. 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.

The Classic Dental Cabinetry range features quality post-formed worktops, PVC edged doors and carcass fronts, and quality sinks and mixer taps, all designed on a bespoke basis. 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.

Competitively priced, it is available either supply only or with full installation support.

Reader response number 61

NON-DRIPPING TECHNOLOGY

Ionoseal, an efficient lining material, is now available in the specially designed NDT syringe. VOCO has developed a non-running, non-dripping syringe based on the innovative non-dripping technology (NDT) especially for highly flowable materials. The syringe permits Ionoseal to be applied in exactly the desired amount without material waste. This means a procedure that is not only safe and clean, but also economical.

Ionoseal is a light-curing, ready-for-use, glass ionomer composite cement and it can be used under all restoratives, for extended fissure sealing and treating small lesions.

As a one-component material, Ionoseal is immediately ready to use and can be quickly as well as hygienically applied in the new NDT syringe.

VOCO has lowered the viscosity through an additional improvement in the formula. The material can thus be



placed in the prepared application cavity even better and poorly accessible areas can be wetted more easily. With its short light-curing time of 20 seconds, Ionoseal also succeeds at being a time-saving liner. It has high compressive strength (226 MPa) and transverse strength (95 MPa). The material is radiopaque, exhibits high biocompatibility and contributes to the prevention of secondary caries with its release of fluoride.

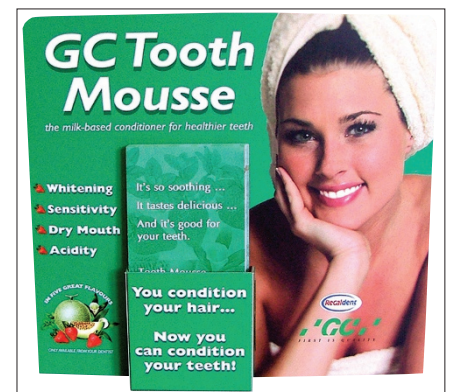
Reader response number 62

REMOVABLE WASTE TANK

The SpectruM6 steriliser from Yoyo features dual temperature and pressure sensors with independent processors ensure

reliability, accuracy and performance, sensors for safety, a removable waste tank with a water cooling system ensuring that the waste is at a safe temperature and a space-saving stackable design, bat-

MARKETING AID LAUNCHED



GC has brought out a new special sales aid to be used in conjunction with its Tooth Mousse in order to help you to achieve higher sales of the product. The eye-catching Tooth Mousse stand carries a quantity of patient leaflets. The leaflets give simple details as to the benefits of the product and by placing the stand in the reception area, your patients could be given a leaflet by your receptionist to browse through whilst waiting for their appointment.

GC Tooth Mousse is a water-based, sugar free topical cream that contains Recaldent CPP-ACP (caesin phosphopeptide-amorphous calcium phosphate). This topical paste provides extra protection for patients' teeth.

It can be used to provide protection for teeth and to help neutralise an acidic oral environment. Additional professional applications of the mousse include immediately following bleaching, after ultrasonic, hand scaling or root planing, after removal of orthodontic brackets, following professional tooth cleaning, after application of topical fluoride and also to provide a topical coating for patients suffering from erosion, caries and conditions arising from xerostomia.

GC are giving away the Tooth Mousse stand free with every 10-pack of Tooth Mousse ordered. It is available in a variety of delicious flavours – Strawberry, Melon, Vanilla, Mint and Tutti Frutti.

Reader response number 63

tery backup system and unique chamber filling that is quick and economic. Extensive bespoke service packages minimise downtime and ensure peace of mind.

Reader response number 64