

New products and focus on surgery equipment and practice marketing

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.

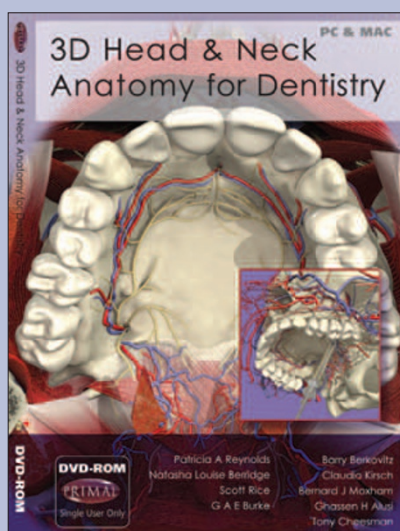
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3D SOFTWARE WINS AWARD

A DVD-ROM produced by UK-based Primal Pictures and featuring interactive, 3-dimensional images of the head and neck has won the 'Michael E. DeBakey, MD award for Outstanding Educational Entry' in the 34th International Health & Medical Education Media Awards – also known as the FREDDIES.

The *3D head & neck anatomy with special senses and basic neuroanatomy* software took first place in the Health Education category.

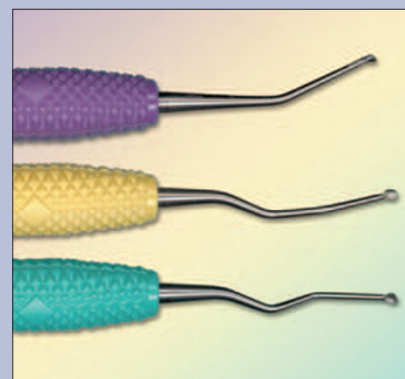
Reader response number 50



EFFECTIVELY REMOVE DEPOSITS

The O'Hehir New Millennium series of curettes includes the 3D-SRP with a 310° bilateral cutting edge that will effectively remove deposits with any motion, push, pull or side-to-side and diagonally. The smooth angles and tiny scooped blades gently and smoothly insert subgingivally, and consistently and easily adapt to tooth surfaces. For instance, the OH 1-2 can be used for lingual stain removal, but also for anterior scaling and root planing as well. The O'Hehir range has recently been extended and now includes eight exclusive designs.

Reader response number 52



SPECIALIST DENTAL RECRUITMENT BUSINESS LAUNCHED

A new dental recruitment business has opened in Northern Ireland and is first to specialise in the Northern Ireland dental market. It was set up by local recruitment specialist, Kevin McShane, to help solve the shortage of dentists in the area. Its range of services will cover both permanent and locum roles and will recruit for staff at all levels to include specialist dentists, associate dentists, dental hygienists, dental therapists, dental technicians, dental

nurses, dental practice managers and dental receptionists.

The company's main aim is to attract experienced, qualified dentists to Northern Ireland from Britain and further afield. This will add to the existing pool of local dentists and ensure easier access to dental services for local people throughout Northern Ireland. For further information visit www.kmsdental-recruitment.com.

Reader response number 51

REGENERATION MATERIAL



BIOMET 3i has expanded its regenerative portfolio to offer a variety of options for building bone. Endobon Xenograft Granules are bovine derived hydroxyapatite that enables bone to grow directly on the ceramic surface and through the entire graft.

The mineralised nature of Endobon Xenograft Granules provides a non-

resorbable osseoconductive scaffold that is ideally suited for regeneration of defects when effective space maintenance is required.

Endobon Xenograft Granules are fully deproteinated by a two-step high temperature manufacturing process for safety from bacteria, viruses and prions.

Reader response number 53

LIFESTYLE BENEFIT SCHEME LAUNCHED

NSK Advantage is a lifestyle benefit scheme developed to give NSK customers savings of up to 40% on leading high street brands. You simply purchase any NSK products, to a minimum value of £245.22 + VAT, from your preferred dental dealer and you will automatically be entitled to three months access to NSK Advantage.

Once you have received your dealer's invoice, send a copy to NSK United Kingdom via the free fax number, 0800 634 1910, confirming your contact details and personal email address. NSK will then forward you your unique log-in details by email with a link to the NSK Advantage website.

The savings can be applied to major

high street brands such as Sharp, Apple, Selfridges and M&S, and NSK Advantage can also be used to purchase gift vouchers within the chosen brand/retailer, which enables the customer to use the discount when shopping on the high street and in supermarkets. Visit www.peoplevalue.co.uk/nsk-advantage for more information.

Reader response number 54

NEW INTERDENTAL BRUSHES LAUNCHED

New Colgate Total interdental brushes have a unique triangular bristle shape in cross section. The Tri-Proxi brush has longer filaments which sit at a 120° angle to the surrounding shorter filaments at the centre of the brush.

This triangular shape adapts to the natural anatomy of interdental spaces, providing a higher cleaning performance. The product also has a unique handle configuration that can be adapted to individual patient needs. The handle extension improves access to posterior teeth and doubles as a cap for storage in between use for improved hygiene and portability. Four brush sizes are available.

A patient recommendation pad is also available from Colgate which enables dental professionals to highlight the specific plaque retentive areas where focus is required. The recommendation pad also includes information on the benefits of interdental cleaning, interdental space sizes, and reinforces the learning that for



effective cleaning in different areas of their mouths, patients may need to use more than one brush size.

Reader response number 55

MANAGE YOUR PRACTICE EFFICIENTLY

Software of Excellence has developed and refined a practice management software system that provides the exact tools required to operate, manage and market practices efficiently and profitably.

Exact dental practice management system efficiently delivers the information necessary to manage a successful dental business. Offering document management, email and SMS communication, 3D teeth charting and multi-column appointment book as well as many other features, Exact can help you take control of your practice management so that it will run smoothly and efficiently, delivering time-saving features in surgery that allow you to spend more time with the patient.

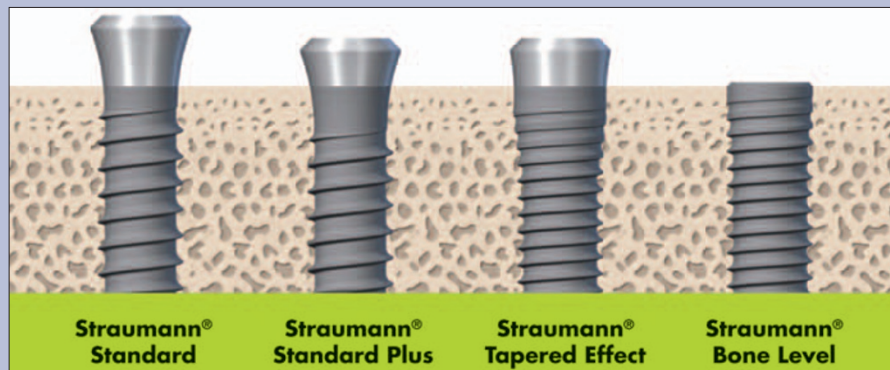
Reader response number 56

FOUR-IN-ONE COMBINATION

Straumann have developed a range of implants to offer treatment flexibility, so you can use the same surgical kit, prosthetic kit and procedure whichever implant is demanded by the clinical situation.

The Straumann Dental Implant System provides a unique combination of reduced healing time, long-term reliability, simplicity of use and a high degree of versatility. And the company now offers every type of implant choice thanks to the recent addition of Straumann Bone Level.

This new-generation implant respects



key biological principles, facilitates predictable aesthetic results and offers straightforward handling in all indications. In addition, the Straumann Dental Implant System requires only one

surgical procedure and if appropriate, can be 'immediately loaded', to help you achieve predictable results in any clinical indication.

Reader response number 57

CAPTURE CLEARER IMAGES

The lightweight Cammy is Evident's new USB intraoral camera. Capturing a clear image of your patient's mouth, the advanced Cammy is an aid to patient discussion, instantly enabling the patient to see what you see and reassuring them when explaining complex procedures.

In addition, its distinctive mini-head design enables you to access even the hardest to reach areas, helping you identify cracks and find root canals. Capturing images of your patient's mouth with its zoom toggle and freeze button means you can enlarge, freeze and store pictures.

Connecting directly to your computer via a USB port, these images can be



easily stored, retrieved and transmitted, offering you a visual reference for all patient cases and helping patients better understand their oral health. A clip-on zoom lens worth £50 is currently being provided free.

Reader response number 58

REDUCE OPERATOR WORKLOADS

Sirona has introduced the Teneo treatment centre which is based on the concepts of reliability, individual adaptability and comfort. It offers comprehensive access to PC functions via the self-explanatory Easy-Touch user interface.

Secondly, the new Ethernet port caters for future technological developments and software updates providing the basis for remote Internet-based diagnosis. There is also the option of integrating endodontic and implantology motors and it features the new dentist's stool Hugo, which promotes ergonomic sitting posture.

Reader response number 61



LATEX-FREE DENTAL INJECTION

Citanest 3% with Octapressin dental injection from Dentsply (prilocaine hydrochloride and octapressin corresponding to felypressin) is available in 1.8 ml, self-aspirating cartridges. It is compatible with patient medications where plain and adrenaline-containing solutions are not, and avoids the cardiovascular effects of adrenaline. It contains prilocaine, which is 40% less toxic than lignocaine yet still provides the depth and duration demanded by routine dental procedures. Citanest is also



latex-free (containing a 4 or 6 digit LOT number), making it significantly safer for patients with latex allergies.

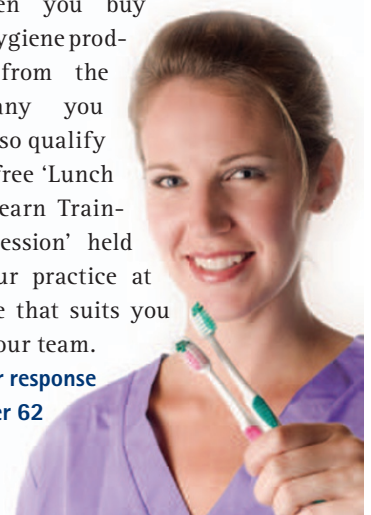
Reader response number 59

ADVICE KEY TO SUCCESS

Henry Schein Minerva offers a Practice Retailing Programme which provides expert advice on every aspect of retailing within your practice. It offers team training, staff motivation and incentives as well as advice and guidance on product merchandising.

When you buy oral hygiene products from the company you can also qualify for a free 'Lunch and Learn Training Session' held at your practice at a time that suits you and your team.

Reader response number 62



FIND HIDDEN CARIES

The KaVo Dental Ltd range includes the gentle ray 980 diode laser which offers a



large touch screen display with intuitive user interface. It can be used in a variety of applications.

This particular laser therapy reduces bleeding and pain during procedures and after. It is easy to disinfect and lightweight so it can be transported easily.

The Diagnodent laser caries detector can find hidden caries, eliminating any added stress. It ensures a precise measurement, detecting incipient or sub-surface lesions. Customers now have the choice of the Diagnodent Classic or the Pen version.

All the laser equipment from KaVo is user-friendly, compact and portable.

Reader response number 60

CHAIR WITH TWIN ARTICULATING HEADREST

The Clesta II Treatment Centre from Takara Belmont has a number of different delivery options. The Cabinet Module, Mobile Cart and Over the Patient versions are all available in both air and electric as well as the electric only Continental model and can be ordered in either left or right handed format.

It is comfortable for patients and the

chair is also available in new ultrasoft upholstery, for enhanced elegance as well as comfort. Other key attributes include twin articulating headrest, integrated micromotor as standard (on electric models only), a stylish glass cuspidor that rotates 180° and quick 'plug in' connections for all services.

Reader response number 63

DENTAL DEEP CLEAN

Using the Waterpik dental water jet with a Pik Pocket subgingival delivery tip will allow easy and gentle deep cleaning, even in 6 mm periodontal pockets.

Using a dental water jet with brushing can be a fast and effective way to achieve healthier gingival tissue and help prevent the progression of periodontal disease. It has the ideal combination of pulsation and pressure to clean where brushing and floss cannot reach.

Reader response number 64



HIGH QUALITY SCIENCE

The ADI Biennial Team Congress is to take place 7-9 May 2009, at the ICC Birmingham and brings together a combination of high quality science and dedicated streamed programmes for the entire dental implant team.

The extensive technical exhibition and evening social events attract over 1,000 attendees every two years and enables members, implant team staff and professional colleagues to renew friendships, discuss topical issues and catch up with

the latest developments in this specialty.

Twelve key international speakers have been invited to present the plenary scientific programme with 11 international and national speakers presenting the specialised DCP programmes for the two full days 7 and 8 May. On Saturday 9 May, delegates have a further opportunity to extend their knowledge by attending a choice of tailored industry workshops and masterclasses. For further information visit www.adi.org.uk.

Reader response number 65

TRACK PATIENT RECORDS

It can be increasingly difficult to track the whereabouts of hospital patients' case-notes and also very time-consuming and labour-intensive. Diversified technology company 3M has announced the launch of its new RFID enabled Patient Record Tracking Solution which will allow staff to quickly and easily locate any of their patient records.

An RFID tag, linked to a 3M database, is placed on each patient record and a network of strategically placed tracking pads

is created around the hospital or clinic. Each pad is connected to a computer enabling staff to locate any given record at the click of a button. The RFID Patient Record Tracking solution allows hospitals to have total control of their library of records.

The benefits of the new tracking system include a reduction in the cancellation of appointments and case-note tracking will enhance the quality of auditing and reporting. A free review of the product is available from 3M.

Reader response number 66

RANGE STREAMLINED

P&G Professional Oral Health wants to ensure dental professionals have the best available products to simplify recommendation as well as giving them confidence that they're making the right choice. For this reason the Oral-B manual range will now consist of Pulsar, CrossAction Complete, CrossAction and Indicator toothbrushes. The Oral-B Advantage will no longer be available.

The design of the CrossAction toothbrush provides optimal cleaning so that its performance is not totally dependent on the user's ability to apply a perfect technique. It incorporates multitufted, flat trimmed, end-rounded filaments which have been angled at 16° in both directions to provide a brushing action that penetrates, lifts and sweeps plaque away on both forwards and backwards strokes. This enhanced capability removes plaque specifically from the areas normally least well served by brushing; the gingival margins, approximal surfaces and distal molars.

Its successor, CrossAction Complete, also benefits from the addition of rubber filaments on the right and left side of the brush to stimulate the gingivae whilst the new textured surface on the reverse of the brush-head can be used to clean the tongue and remove odour-causing bacteria.

Reader response number 67

