

### FLEXIBLY PRICED DENTAL IMPLANTS

With their wide range of material options including titanium, zirconia and alumina, Nobel Biocare enables practitioners to offer more flexible pricing plans for dental implants.

NobelProcera from Nobel Biocare encompasses several advanced technologies such as conoscopic holography and the latest 3D prosthetic software, along with a seamless, automated industrialised manufacturing process. The

NobelProcera system uses cutting-edge computed aided design (CAD) software, allowing clinicians to create accurate and aesthetically pleasing restorations.

With the ability to provide patients with such high quality, bespoke restorations, dentists will enjoy increased patient interest and greater financial rewards.

Dedicated representatives from Nobel Biocare are always available to clinicians to offer support and advice wherever needed.

**Reader response number 53**

### MATCHING PURCHASERS TO VENDORS

practices4dentists is the creation of money4dentists, the Dental Practice Consultancy Service and leading independent financial advisers.

There have been significant changes in the dental practice market due to increasing amounts of selectivity among purchasers.

The economic downturn has resulted in limited growth prospects and realistic values and expectations are now vital in private dental practices. Purchasers are looking at the main points in assessing financial performance, for example, the business must demonstrate a solid track record and good profitability. However, many practices are resilient to the changes,

particularly those offering family services. Specialist and cosmetic services, on the other hand, have been adversely affected as patients are delaying treatment or are looking for cheaper options.

Moreover, associates' expectations are being constrained by the new NHS dental contract introduced later this year. This will limit earning ability, forcing leading principals to offer lower percentages. Associates, therefore, are considering practice purchase more strongly as a career move to generate higher levels of income.

Professional agents will have increased importance in matching purchasers to vendors and in the presentations of businesses to prospective lenders.

**Reader response number 54**

### INTEGRATED LASER MECHANISM

Syneron Dental's LiteTouch is the world's first non-fibre Erbium YAG dental laser for hard and soft tissue dental treatments. This revolutionary technology has been commercially available since 2007 and has been in use by numerous dental clinics across Asia and Europe.

Its unique 'Laser-in-Handpiece' technology integrates the entire laser mechanism within a small chamber (12 cm long by 2.3 cm diameter), which mimics the widely used turbine handpiece. It is the only dental laser that makes it possible for dentists to enjoy a complete expression of their dental expertise and mastery.

Syneron Dental Lasers (formerly Light Instruments Ltd) is the world's lead-

ing provider of next generation dental laser technology for hard and soft tissue treatments.

**Reader response number 55**



### SLEEP WELL WITH A COMFORTABLE SPLINT

The team at S4S have been working towards producing devices to help sufferers of snoring. Their specialist laboratory now offers a range of dental splints for you to recommend to your patients, such as Sleepwell, the latest most effective long-term treatment for snoring. This adjustable and comfortable two-piece splint is designed to maximise comfort for your patient and is suitable for simple snorers as well as mild to moderate obstructive sleep apnoea sufferers.

Snorers often suffer daytime sleepiness as a result of Obstructive Sleep Apnoea (OSA). This can be very dangerous as it can result in the sufferer inadvertently falling asleep at unexpected times. OSA occurs when the airway narrows so much that it closes, briefly stopping the sleeper's breath. This reduces the oxygen level in the blood causing adrenaline to be released into the body, sometimes partially waking the snorer without their knowledge. Sleepwell is the most clinically proven mandibular advancement splint available for snorers.

**Reader response number 56**

### RELIABLE, EFFECTIVE PAIN RELIEF

In the emergency management of irreversible pulpitis, pain relief is the first thing patients will need. Blackwell Supplies has the solution in a tube.

Ledermix Dental Paste offers reliable and effective pain relief for patients until definitive root canal therapy can be performed. The paste is completely water-soluble and when canal preparation begins, it is easily rinsed out.

Ledermix is available in combination kits which include the dental paste, the dental cement and hardeners for fast or slow setting. The cement is excellent as a pulp-capping agent and can be used as a temporary sublingual for deep cavities where no exposure has occurred.

**Reader response number 57**