

New products and focus on implants and orthodontics

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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PAIN-FREE ANAESTHESIA WITHIN REACH

Research shows that one in four patients fear injections – and for one in ten, this fear is so strong that they avoid dental treatment altogether. The good news for dentists is that it is now possible to completely eliminate the pain of injections by using a simple, reliable and inexpensive device called Vibraject.

Vibraject, which attaches to a conventional dental syringe, has been used successfully in the USA for many years and is now on sale on this side of the Atlantic too through Vibraject UK.

The device is a little battery-operated vibrator which clips onto any dental syringe. When the needle pierces the gum two messages are simultaneously transmitted to the patient's brain – the vibration message and the painful 'needle prick' message. The vibration message



arrives at the brain first – probably because it is carried on thicker and better insulated nerve fibres. The brain cannot cope with two messages arriving so close together and only registers the vibration.

With an entry price of just £299, Vibraject puts affordable, pain-free anaesthesia within the reach of every dentist in the UK and will finally remove one of the greatest barriers to the uptake of dental treatment.

Reader response number 50

ENGINEERED SPORTS MOUTHWEAR

There are many types of sports mouthwear that offer oral protection during contact sports, but only Under Armour Performance Mouthwear (UAPM) is engineered to offer your sporting patients so much more.

The patented Armourbite reverse wedge technology incorporated into each UAPM product helps to prevent teeth and jaw clenching, thus relieving pressure on the temporomandibular joint – a known trigger for increased cortisol.

This new Under Armour mouthwear also enlarges airway openings, resulting in less lactic acid build up and helping the body to cope with stress,

allowing the user to benefit from greater focus, stamina and strength. UAPM is available as an upper mouthguard for contact sports, and a lower mouthpiece for non-contact sports and training.

Custom-fitted by dentists, UAPM products benefit all active patients over the age of eight who participate in contact and non-contact sports.

Reader response number 51



FLEXIBLE LEARNING

Dentists and doctors can now access high-quality e-learning at any time of the day or night thanks to a new system from learning specialist Miad. To celebrate the launch of this facility – called *Miad learning direct* – a 50% discount off the cost of any e-learning course is being offered to the first 50 customers to book online.

Miad learning direct was developed in response to feedback by clinicians who said that they most value ease, convenience and flexibility when learning. The ability to choose, book and pay for any e-learning course at the touch of a button offers them a greater degree of control over their own learning and development. Once they have paid for their course they are free to get going on their learning whenever they choose, rather than having to wait for their Trust to organise a group course.

The system is fully secure as well as quick and easy to use. Shortly after completing the transaction, customers receive an email with their username and password and are able to start work on their course as soon as they wish. Afterwards they receive an online CPD certificate which they can print off for their portfolio. Miad offers e-learning solutions in a variety of subjects including appraisal and revalidation, leadership, educational supervision and job planning. The material is broken down into short and easily digestible components while the system is designed to enable users who are called away at short notice mid module to pick up where they left off once they log back in.

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