

# New products and focus on oral health and profitable practice

Please send product news information and images to Kate Maynard at the *BDJ*, Nature Publishing Group, The Macmillan Building, 4-6 Crinan Street, London, N1 9XW.

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## SUCCESSFUL SENSITIVE TOOTHPASTE EXPANDS RANGE

GSK is building on the success of Sensodyne Repair & Protect with the introduction of two new toothpastes: Sensodyne Repair & Protect Extra Fresh and Sensodyne Repair & Protect Whitening.

Aimed at accelerating growth in the sensitivity category, the new Sensodyne Repair & Protect toothpastes will target 25-44-year-



olds. Extending the Repair & Protect platform, the Whitening and Extra Fresh variants are set to add value to the sector whilst the original Sensodyne Repair & Protect product continues to attract consumers.

Sensodyne Repair & Protect was introduced to the market in 2011 when an opportunity was identified to develop a unique product for the sensitivity category that actually repairs sensitive teeth. Using advanced NovaMin technology, Sensodyne developed an everyday fluoride toothpaste that offered users a product which can continuously help to repair,

strengthen and protect their teeth from sensitivity.

Sensodyne is also introducing three new toothbrushes to its portfolio this July: Sensodyne Precision Medium, Sensodyne Precision Soft and Sensodyne Daily Care. Specially designed for consumers with sensitive teeth, the new toothbrushes will fill a current regime gap. Both the soft and medium textures are gentle on teeth and gums and therefore aid gentle cleaning whilst the small, angled heads provides effective cleaning in hard to reach areas.

[www.sensodyne.co.uk](http://www.sensodyne.co.uk)

## INSTRUMENT CLEANING IN THREE MINUTES

Alkzyme enzymatic is a combined cleansing and disinfecting agent for the thorough cleaning/pre-disinfection of all reusable, immersible dental instruments prior to sterilisation. When used in conjunction with an ultrasonic cleaner, a three-minute contact time is usually all that is required to render even heavily soiled dental instruments thoroughly clean and shining bright.

Alkzyme solution continually disinfects the contaminated 'wash water' as created through the cleaning action.

[www.alkapharm.com](http://www.alkapharm.com)

## NEW CAMPAIGN WARNS ON SPITTING BLOOD

Medicated mouthwash Corsodyl has a visually arresting new television campaign designed to drive awareness of and educate consumers about gum disease and its symptoms.

The new adverts communicate to consumers that if they continue to ignore spitting blood when brushing their teeth, the ultimate consequence could be tooth loss.

The hard-hitting creative features a woman getting ready for a night out. As she applies mascara in her bathroom, a trickle of blood emerges at the corner of her eye and the voice over says 'we wouldn't ignore blood from any other part of our body'. She is then seen brushing her teeth and, as she spits into the basin, there are spots of

blood as the voice over continues 'so why do we ignore it from our gums'. The ad concludes as the woman is walking out the door; she is seen looking into the mirror as she lifts up the side of her mouth with a finger where a missing tooth is revealed.

According to Corsodyl, 83% of UK adults are showing signs of gum disease right now yet only 11% are doing anything about it.

This year's advertising is designed to be disruptive as well as educational, encouraging consumers to take action.

Corsodyl is encouraging retailers to maximise this opportunity and stock up on the Corsodyl range.

For more information on Corsodyl please visit [www.gumsmart.co.uk](http://www.gumsmart.co.uk).

