

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. Product news is provided as a service to readers using text and images from the manufacturer, supplier or distributor and does not imply endorsement by the *BDJ*. Normal and prudent research should be exercised before purchase or use of any product mentioned.

# New products and focus on oral health and imaging

## DEEP, LASTING PROTECTION FROM DENTINE HYPERSENSITIVITY



At this year's BDTA Dental Showcase, held at ExCel London on 4-6 October, Johnson & Johnson unveiled the first in a new expert range of oral care products: Listerine Advanced Defence Sensitive is a twice-daily

mouthwash which blocks 92% of dentine tubules in just six rinses for lasting protection from dentine hypersensitivity. The mouthwash, which is built on potassium oxalate crystal technology, can be used alone for lasting protection or in combination with the most recommended toothpaste from the leading sensitivity brand, to significantly increase the number of tubules the toothpaste blocks *in vitro*. For further information on Listerine Advanced Defence Sensitive, contact Johnson & Johnson on 0800 328 0750.

## HIGHLY RELIABLE DIGITAL PANORAMIC UNIT

If you're looking for a high quality and reliable digital panoramic unit, look no further than Planmeca's ProMax 3D and 2D, available exclusively from Plandent and its associates. Patient positioning is made incredibly easy with the triple laser beam system that shows the correct anatomical positioning. In 3D programs, positioning lasers and joystick are used for fine adjustments. With full view open patient positioning there is direct visual contact, without the need for mirrors, ensuring a relaxed patient. ProMax provides side entry for easy access, whether the patient is standing

or sitting, and wheelchairs are easily accommodated. The graphical user interface offers pre-programmed target sites and exposure values for different image types and targets. Intuitive controls provide efficient workflow and the clear commands and graphic icons make the graphical user interface (GUI) very easy to use which allows the user to focus on positioning and communicating with the patient. When imaging is completed a preview image shows on the main display. For further information call Plandent free on 0500 500 322.

## FLEXIBLE AND DYNAMIC TRAINING

E-learning solutions provider ProDentalCPD offers courses that are designed to stimulate and challenge, while also helping members grow professionally. Guided by a philosophy that encourages continual improvement, all of ProDentalCPD's world-class training courses are both flexible and dynamic, and have been designed by international experts to provide users with a truly world-class online learning experience. At October's Dental Showcase, ProDentalCPD launched its official partnership with the British Association of Dental Nurses (BADN), and also revealed its latest charity collaborations, which include Bridge2Aid, Dentaid and the new Global Oral Health Initiative. To learn more about how you and your dental team can benefit from high quality e-learning solutions, contact ProDentalCPD today on 0114 282 3509 or visit [www.prodentalcpd.com](http://www.prodentalcpd.com).

## NATURALLY SWEET; NO SUGAR

Spry manufactures natural xylitol-based dentifrices, mints and gums. A naturally-occurring sweetener, xylitol is renowned around the world for its anti-plaque properties and its positive effects on oral health. Delegates at this year's BDTA Dental Showcase were keen to visit the Spry stand to learn more about the many scientifically proven benefits of xylitol and how it can be used in the prevention and treatment of dental caries. Delegates were also keen to try samples of Spry Chewing Gum and Spry Mints, while finding out more about Spry's range of oral hygiene products that include toothpastes and toothgels, oral rinses and a specially-designed dental floss.



Call Anyone 4 Tea Ltd on 01428 652131.