

# New products and focus on imaging and periodontology

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## PATIENT-FRIENDLY, EU COMPLIANT WHITENING SYSTEM LAUNCHED

Philips have launched a new light activated tooth whitening system which introduces a new 6% whitening solution formulated specifically to be used with its pioneering Zoom WhiteSpeed LED lamp. The new whitening gel contains a 6% H<sub>2</sub>O<sub>2</sub> formulation which is combined with a pH booster and, like all Zoom products,



also contains amorphous calcium phosphate (ACP), which reduces sensitivity, protects enamel and helps improve the lustre of the teeth, while added fluoride helps to reduce tooth decay.

A new protocol developed by Philips recommends 4 × 15 minute cycles with pH booster using Zoom WhiteSpeed during an in-practice session and this is coupled with the provision of a Zoom DayWhite or NiteWhite home whitening kit (the latter has just won the prestigious Product of the Year award). The ideal scenario is that the patient leaves the practice wearing their custom made trays so that the whitening process started in practice can continue without interruption.

Invited guests witnessed a demonstration of Philips' new tooth whitening system being carried out on two patients at Dr Mani Bhardwaj's Smile Studios in Richmond, Surrey, in February. Patient Amy, pictured here, was 3-4 shades lighter after the whitening treatment and reported no discomfort.

## DISCUSSING THE LATEST ISSUES IN DENTISTRY

This year, as Talking Points in Dentistry celebrates its 28th year of excellence in learning, the popular lecture series has been refreshed. In addition to the traditional speaker lecture from one of the leading experts in the field, a brand new debate format is being launched. A panel of private and NHS dental professional experts will be discussing the latest issues in the dental industry and allowing you to have your say.

Once again, Talking Points in Dentistry will be visiting ten venues across the UK and will be free for practice teams to attend.

To register for your ticket, contact your GSK representative or visit [www.gsk-dentalprofessionals.co.uk](http://www.gsk-dentalprofessionals.co.uk).

## DENTAL SHOWCASE LAUNCHES THEME FOR 2013

The theme of this year's British Dental Trade Association (BDTA) Dental Showcase is all about seeing what is new in dentistry, reflecting the many exciting opportunities the annual show provides for every member of the dental team.

This year's show will be held at the NEC Birmingham on 17-19 October 2013 and over

350 exhibitors are expected to attend, offering a comprehensive range of dental products and services backed up with expert advice on how to get the best out of them. Ten thousand visitors from the profession and trade are expected to attend the three-day event.

A visit to this year's BDTA Dental Showcase also promises to offer visitors the chance to see the latest innovations, with face-to-face discussion and trial; track down the best offers from leading manufacturers and suppliers all under one roof; and gain continuing professional development (CPD) through a series of mini lectures and live theatre demonstrations.

For further information and to register visit [www.dentalshowcase.com](http://www.dentalshowcase.com). You could win four tickets to visit the viewing deck of the Shard if you register before the end of March!

## EVERYTHING DENTAL

Henry Schein Dental has released a new video featuring vox pops from their account managers, representatives from their specialist teams and other members of staff.

The video, which promotes their 'Everything Dental' message, uses live footage to showcase products and services.

You can view the video on Henry Schein Dental's YouTube channel <http://www.youtube.com/henryscheinuk> or alternatively by visiting [www.henryschein.co.uk](http://www.henryschein.co.uk)

