

TRUSTED IMPLANT SYSTEMS FOR OVER 25 YEARS

A new company has been formed which will accelerate growth in dental implantology in the UK and Ireland. DENTSPLY Implants is already providing stronger support to help dental professionals increase implant treatment volumes. The company is improving patient access to dental implants, introducing new prosthetic solutions and providing more postgraduate skills development for every member of the dental implant team.

DENTSPLY Implants combines the strengths of DENTSPLY Friadent and Astra Tech Dental. The new company offers a comprehensive product range including trusted implant systems backed by more than a quarter of a century of continuous development: ANKYLOS, ASTRA TECH Implant System and XiVE. Its portfolio incorporates some of the latest clinical and prosthetic innovations for the replacement of missing natural

teeth, not least ATLANTIS patient-specific CAD/CAM abutments and ATLANTIS ISUS CAD/CAM superstructures.

Direct access to dental implant treatment will be further expanded during 2013, when the number of clinics featured on DENTSPLY Implants' dentists4implants.com swells to more than 200. General dental practitioners around the UK who wish to offer implant treatment will have the choice of more local 'RELAX' events, to learn how easy it can be to complete the restorative phase of the treatment for their own patients. Meanwhile, for clinicians who want to begin placing implants, and any dental professional who wants to gain new skills and learn techniques, there is a wider range of postgraduate training and development to choose from on courses4implants.com.

INCREDIBLY EASY PATIENT POSITIONING

Looking for a high quality and reliable digital panoramic unit? With Planmeca's ProMax 3D and 2D, 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 intuitive graphical user interface offers pre-programmed target sites and exposure values for different image types and targets. Intuitive controls provide efficient workflow, the clear commands and graphic icons make the graphical user interface (GUI) very easy to use which allows for 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 on Freecall 0500 500 322.

TAKE EFFECTIVE ACTION ON ACID WEAR

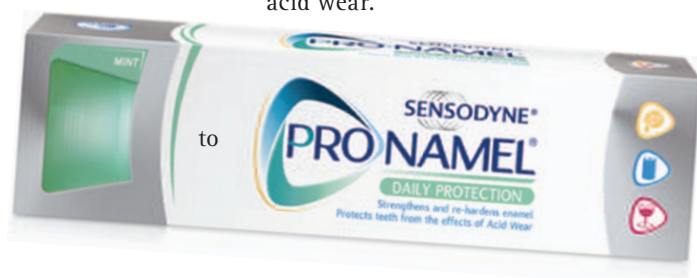
Pronamel toothpaste can help protect your patients from the effects of acid wear. Pronamel is proven to re-harden acid-softened enamel and build protection against future acid challenges. The unique low abrasion, pH neutral formula is optimised to deliver maximum fluoride to a patient's enamel.

In a survey of 200 dental professionals, completed in January 2013, 83.5% said that they saw acid wear among their patients on a weekly basis, and 86% felt that the condition was on the increase. Eighty-nine percent of dentists agreed that acid wear posed a significant threat to patients' oral health.

Patients are also aware of the problem: nearly 60% of dentists reported that an increasing number of patients were expressing concerns them about acid wear. It's worth bearing in mind that patients are more and more likely to

ask you for information on the condition – you can refresh your own knowledge at www.gsk-dentalprofessionals.co.uk.

Patients at risk of the effects of acid wear should be given dietary advice and educated on habits to avoid, like holding acidic drinks in the mouth for long periods. They can also be recommended a toothpaste, like Pronamel, specifically designed to protect against the effects of acid wear.



GRANTING ALL YOUR EQUIPMENT WISHES

The all new General Medical Specialist Catalogue Issue 11 is out now. It includes everything the modern dental practice could wish for, and is designed to make the provision of treatment quicker, easier and more profitable. It now includes an even wider selection of innovations including the Quicksleeper 4 digitally controlled local anaes-

thetic delivery system, the revolutionary iChiropro from Bien Air and the complete range of Mectron curing lights and prophylaxis units.

Other highlights include the latest in advanced instruments from Helmut Zepf including specialised implant and microsurgery sections.

In addition to the catalogue all of these products are detailed on www.generalmedical.co.uk with an online ordering facility.

To obtain your copy of the catalogue visit the website, or call 01380 734 990.