

# New products and focus on endodontics and orthodontics

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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## SOOTHING DISTRACTIONS IN THE DENTAL CHAIR

Carillon Dental Care on Baxter Gate in Loughborough is the first dental practice in the UK to pilot an innovative new 3D pain distraction technology.

The portable 3D V-pod distraction system has been developed over a number of years by Middlesbrough-based company Amazing Interactives. The system was originally designed to provide a visual distraction for children undergoing surgery in hospital and having received positive feedback from children and medics, is now in regular use at more than 20 of the UK's leading children's hospitals.

A new dedicated system has now been developed aimed at helping children or nervous patients to relax during dental procedures. Using the same distraction techniques, patients can enjoy a selection of entertaining programmes in 3D projection on a portable screen from the treatment chair.

The portable 3D technology features everything from exciting rollercoaster rides and cartoons to capture the attention of children, to relaxing underwater scenes and woodland views to soothe nervous patients.

For further information about the 3D V-pod distraction system, contact Pravin Jethwa at Amazing Interactives on 01642 226693 or visit [www.amazing-int.com](http://www.amazing-int.com).

## HANDY BOTTLE SIZE FOR SUGARFREE GUM

In a poll of 175 dentists and dental hygienists, 79% believed that most patients are failing to follow even the simplest oral care recommendations – such as brushing for two minutes twice a day. Dental professionals' concerns are substantiated by consumer research, with a poll of 1,000 consumers revealing that a fifth of office based

employees (21%) regularly miss brushing their teeth in their rush to get to work.

Wrigley Oral Healthcare says that the findings of their surveys demonstrate that consumers simply don't understand that their teeth come under constant attack and the importance of committing to a daily oral care routine. Wrigley continue to significantly invest in Extra, sugarfree gum that is a vital addition to brushing twice a day, especially when consumers are away from home.

Extra sugarfree gum is launching a brand new 46-pellet bottle. Its convenient size and shape means that it can be carried around in a handbag, placed in the car or placed on the desk, and Wrigley hope to communicate the benefits of chewing sugarfree gum after eating and drinking.

The benefits of chewing sugarfree gum are well documented and it is a clinically proven way to look after oral health while 'on the go'. Chewing sugarfree gum after eating and drinking stimulates the flow of saliva which washes away food debris and it helps neutralise damaging plaque acids and remineralise tooth enamel.

For more information about the Wrigley Oral Healthcare Programme visit the dedicated site for dental professionals [www.wrigleyoralhealthcare.co.uk](http://www.wrigleyoralhealthcare.co.uk).



## HIGHLY VERSATILE ENDODONTIC TOOL

Acteon produces a portfolio of endodontic ultrasonic tips for use in its P5 Newtron ultrasonic unit, to treat a variety of different endodontic cases.

The P5 Newtron is indicated for scaling, removal of pulp stones, removal of secondary dentine, modifying access cavity, removing cements and temporary dressings, locating canals, cleaning canals, removal of fractured instruments, removal of posts, removal of screws and pins, retreatment, obturation, apical micro-surgery and it has restorative applications too.

Ultrasonics is a highly versatile tool that can be employed at all stages of endodontic therapy.

Call 01480 477307 or email [info@acteongroup.co.uk](mailto:info@acteongroup.co.uk) to arrange an on-site demo at a suitable time for you.

