

New products and focus on implants 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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HIGH FILAMENT TIP VELOCITY AND MICRO-DROPLET TECHNOLOGY

Philips launched the latest addition in its portfolio of award-winning sonic toothbrushes at the recent British Dental Conference and Exhibition: the Sonicare FlexCare Platinum.

The FlexCare Platinum is an advanced sonic toothbrush designed to give patients an even deeper interproximal clean and remove up to six times more plaque between teeth than a manual toothbrush. It has a built-in pressure sensor to guide users to adopt a better brushing technique: apply too much pressure and the handle vibrates. The brush also has a variety of brushing modes and intensity settings: Clean, White and Gum Care, and three adjustable intensity levels for maximum control and comfort.

Due to patented sonic technology, Sonicare brush heads move in a side-to-side sweeping motion using high filament tip velocity which is able to drive fluid between and behind teeth, and along the gum lines.

Philips also launched a new improved Sonicare AirFloss at the conference, an interproximal cleaning device which effectively but gently removes plaque in hard-to-reach areas, making it easy for patients who do not floss to reduce gingivitis and improve gum health. Building on the success of the first model, the new version uses the same propri-

etary air and micro-droplet technology which dispenses rapid bursts of air and water droplets between teeth, but has a new auto-burst function which provides a continuous stream of automatic pulses to clean between the teeth in less than 30 seconds (half the time of its predecessor). It also features a new nozzle to improve targeting and reduce any splash-back. A new easy-to-fill reservoir can be filled with either mouth rinse or water and the nozzles now come in different colours for easy identification between family members.



A COMPLETE BUSINESS TOOL FOR YOUR PRACTICE

Software of Excellence (SOE) has created what they believe to be the most important development in dental practice management for a decade: EXACT v11.

The new developments within EXACT v11 retain all the clinical elements for which SOE is well known: Quick Charts, improved X-ray viewing and use, seamless integration and less need to individually configure the software. But in v11 SOE has improved the medical history functions, automated many of the patient communication functions and integrated online appointment booking, text message replies, and introduced the ability to automatically connect with a mailing house to print and post letters and postcards.

No longer is practice management simply a case of maintaining patient records or integrating front desk and surgery processes; v11 is a complete business tool that automates many critical business processes and provides important business data. With EXACT v11 principals and practice managers can make informed decisions with regards to practice efficiency and productivity.

To find out more visit www.soeidental.com/Europe/Home.php.

SKILLED TECHNICIANS BASED IN THE UK

A recent audit report from ISO Quality Services found that Sparkle Dental Labs Ltd 'has implemented an excellent Qual-

ity Management System, which in many ways, far surpasses the requirements of the ISO 9001:2008 Standard'. The audit also recommended that Sparkle Dental Labs Ltd be retained on the ISO Quality Services Limited List of Approved companies.

Sparkle Dental Labs is working hard to provide an excellent service that supports the British laboratory technician profession. Operating from a state of the art laboratory in Leeds, Sparkle ensures that you always receive a unique, affordable service that is of the highest quality.

www.sparkledentallabs.com

