

# New products and focus on restoratives and implants

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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## FUCHSIA UPHOLSTERY TAKES STAR TURN ON TV SHOW

When Channel Five's *The Gadget Show* needed dental equipment for their latest product testing segment, they chose A-dec. The purpose of the piece was to test the latest electronic toothbrushes on the market with celebrity dentist, James Russell, and A-dec were happy to help by providing the dental chair, light and delivery system for the filming of the show.

The ten product testers were instructed to eat a sandwich and then each would use a different toothbrush to clean their teeth with James Russell monitoring the results using a disclosing dye. The results showed there were four clear leaders including the Philips DiamondClean and Oral-B Tri-Zone5000 brushes.

The presenters then took on the toothbrush challenge themselves with A-dec creating the perfect surgery environment for the test. Using the latest Red Dot award winning A-dec LED light along with the premium quality A-dec 500 chair, the presenters were able to test the products in a more suitable environment.

Sitting in the A-dec 500 chair with fuchsia sewn upholstery, *The Gadget Show*'s presenters thoroughly tested the remaining brushes. Sitting on a fuchsia A-dec stool, dentist James Russell helped the team decide which was the best brush to buy.



## RIGOROUSLY TESTED, EVIDENCE-BASED MOUTHRINSE

Oral-B has launched a mouthrinse to complement its Pro-Expert toothpaste: Oral-B Pro-Expert Clinic Line Rinse.

This alcohol-free rinse contains cetylpyridinium chloride (CPC) making it effective against a broad range of bacteria commonly associated with plaque and gingivitis. Moreover, the CPC in Oral-B Pro-Expert Clinic Line Rinse has a high level of bioavailability which increases both its efficacy and its durability; Oral-B's rinse is effective for up to 12 hours offering all day protection against plaque and gum problems. This makes it

appealing to a broad range of your patients, including children (6 years+) and those with sensitivity issues.

As with all Oral-B products, Pro-Expert Clinic Line Rinse has undergone rigorous clinical scrutiny. In clinical trials this rinse was found to reduce gingival inflammation by 15% and gingival bleeding by 33%. A reduction in plaque can also be observed. The findings from clinical research were also consistent with Digital Plaque

Image Analysis (DPIA). When compared to brushing alone, it was found that using Oral-B Pro-Expert Clinic Rinse resulted in 42% less plaque re-growth and 34% more plaque removal post-brushing.

Pro-Expert Clinic Line Rinse provides you with the confidence that you're recommending a rigorously tested, evidence-based product, and will ensure your patients brushing efforts are maximised so that oral hygiene can be maintained between appointments.

