

# NEW PRODUCTS AND FOCUS ON SURGERY EQUIPMENT AND COSMETIC DENTISTRY

Please send product news information and images to Kate Quinlan at the *BDJ*, Nature Publishing Group, The Macmillan Building, 4-6 Crinan Street, London, N1 9XW. Product news is provided as a service to readers using text and images from the manufacturer, supplier or distributor and does not imply endorsement by the *BDJ*. Normal and prudent research should be exercised before purchase or use of any product mentioned.

## DELEGATES TEST DRIVE FIRST TOOTHBRUSH WITH BLUETOOTH

At this year's British Dental Conference and Exhibition in Manchester Oral-B introduced the new TEST DRIVE power brush trial programme; the SmartSeries electric toothbrush with Bluetooth 4.0 connectivity; and the CROSS ACTION brush head.

TEST DRIVE allows multiple users to experience Oral-B power and Oral-B toothpaste using a shared handle in a hygienic way. Oral-B has designed and produced specialised handles and refills that feature a Triple Protection-System: a sealing insert within the refill brush head works with the handle to help prevent saliva entering the handle; a specially designed protective covering works in combination with the sealing system to help provide extra protection against soiling of the handle; and the cleaning and disinfection procedure ensures a hygienic next use.

The new CROSS ACTION brush head is Oral-B's most advanced power brush head to date that has perfectly angled bristles for a superior clean. Oral-B's new SmartSeries electric toothbrush is the world's first interactive electric toothbrush with Bluetooth 4.0 connectivity. The new toothbrush connects to the Oral-B App to provide real-time guidance while brushing – recording brushing activity as data – which patients can then share with their dental professional, helping to create a smarter, more personalised brushing routine.



The CROSS ACTION brush head will be available from July 2014 in the UK, and the SmartSeries electric toothbrush with Bluetooth 4.0 connectivity will be sold at limited retailers in the UK beginning in May.

## ARE YOU A DENTAL SUPER HERO?

Philips is launching a challenge to find the Nation's Dental Super Hero. Philips' contest is being run between the middle of May and the middle of June 2014 during National Smile Month in collaboration with the British Dental Health Foundation, as Philips is a sponsor of this year's National Smile Month campaign.

To coincide with the launch of its newest toothbrush, the Philips Sonicare for Kids, which features a caped Super Hero on its box, Philips and the British Dental Health Foundation are asking dental professionals who don fancy dress costumes in order to engage with their young (and not

so young) patients, to upload a photograph showing them in costume to the National Smile Month Facebook page [www.facebook.com/nationalsmilemonth](http://www.facebook.com/nationalsmilemonth). The winning dental professional or dental practice will be awarded three Philips Sonicare for Kids toothbrushes and three Philips AirFloss to dispense to patients.

Philips has also created a Family Oral Healthcare bundle of products for dental practices to enable them to offer families they treat extra help during National Smile Month. The promotional package which is available from April includes a new Sonicare for Kids, a Sonicare FlexCare Platinum and an AirFloss which they can offer patients for an all in price.

For more information about Sonicare for Kids visit [www.sonicare.com](http://www sonicare.com); email [philipsoralhealthcare@philips.com](mailto:philipsoralhealthcare@philips.com) or telephone 0800 0567 222 to find out how to participate in Philips' National Smile Month initiatives.

## FIRST CHOICE FOR CERAMIC RESTORATIONS

CEREC is fast becoming the first choice for all ceramic restorations in dental practices throughout the UK. Sirona Dental Systems trains CEREC users of all levels, experienced or someone who has just taken delivery of their CEREC. Sirona's training is designed to ensure new users quickly gain confidence whilst those more experienced users look to carry out more complicated cases.

To understand the CEREC CAD/CAM technology, contact a member of the Sirona team to find out just how easy CEREC is to use.

CEREC courses take place close to Heathrow and are CPD-accredited. To reserve your place contact Sirona UK on 0845 071 5040.