

### TO CLEANSE YOUR PATIENTS' DEEP-PILE TONGUES

The AMANO Tongue Cleanser has officially launched. Based on a 2,000-year-old Roman design, the Tongue Cleanser has a nickel and chrome alloy head. By gently drawing the cleanser down the tongue's surface from back to front, it elegantly removes debris in two or three strokes without causing the user to gag.

The Italian-crafted AMANO Tongue Cleanser is a re-launch of a product originally sold 20 years ago, according to Mano Manoharan, Managing Director of A Mano Products. Mano refers to the surface of the tongue as being 'rather like a deep-pile carpet, trapping food debris and bacteria. This noxious cocktail has been medically shown to increase bad breath, dental decay and plaque'. The AMANO Tongue Cleanser not only reduces the source of bad breath and caries,

but also unclogs the taste buds so that food will taste better.

The Tongue Cleanser originally appeared in the *BDJ* product news in 2013, when the product appeared on UK crowdfunder site Seedrs, hoping to raise enough capital for the launch.

The Tongue Cleanser comes in a variety of striking, artistic designs, such as the Amazing Grace, Ophelia Rising, and Savile Row. Each cleanser costs £12. To find out more and to order, visit [www.amanotonguecleanser.com](http://www.amanotonguecleanser.com).



### DO YOU HAVE A CRISIS PLAN?

Gillfine PR are launching a crisis communications plan for dental practices.

Many practices that Gillfine have spoken to have no procedures in place to respond to a crisis beyond the business continuity plan required by the CQC. With Gillfine PR's new crisis communications plan practices can be CQC compliant and acquire sophisticated protection from the dangers of social media and the Internet.

A crisis communication plan provides guidance in the event of negative coverage by putting in place agreed procedures. It identifies your key stakeholders and

why they need to be considered in any communication, what approach your company should take in the event of being contacted by the media and also what steps will be taken by us to manage the issue. It includes:

- Audit identifying risks and mitigation for staff
- Social media policy for staff
- On-call consultancy and media support
- Media law training.

Gillfine PR have worked with dental practices all over the UK and offer a combination of clinical insight, experience as national journalists and social media *savoir faire*. They have handled situations as diverse as data loss, fire, a lottery win where the staff wanted to remain anonymous, loss of key staff, bad weather and a chemical spill.

Call 0113 345 2648 or visit [www.gillfine.co.uk](http://www.gillfine.co.uk).

### NON-STICK SEALING AND PROTECTION FOR TEETH AND DENTURES

KISSCARE ULTRA creates a non-stick surface that seals and protects natural teeth and dentures from stains, sticky foods and plaque for up to six months.

KISSCARE ULTRA, from WDR Scientific in the US, resists acid, reducing the damaging effects of dental caries. It has also been shown to seal newly bleached tooth surfaces while acting as a desensitiser, protecting teeth from sensitivity.

KISSCARE ULTRA can easily be applied to natural or artificial teeth. It is a tasteless, non-toxic and non-flammable self-bonding polymer gel that works by turning the surface it is applied to into inert silicone. The gel can be applied without complicated tools or procedures on two full arches in less than ten minutes, using only a cotton swab, floss or a prophylaxis cup. The product does not eliminate the need for normal oral hygiene.

More information about KISSCARE ULTRA can be found at [www.wdrscientific.com](http://www.wdrscientific.com), where the product is also available for purchase and delivery worldwide.

### AN ATTRACTIVE, COMFORTABLE PATIENT EXPERIENCE

Sirona's INTEGO treatment centre has ergonomic design and high quality and all at great value. INTEGO offers more than any other treatment centre in its class, with the choice for individual configurations, a range of colours to suit all tastes and exceptional hygiene standards: INTEGO can

be configured with an integrated disinfection system.

With the intuitive interfaces, the Easypad and Easytouch, workflow has never been more straight-

forward. Variable footrests for taller patients, synchronised backrest and flexible headrest and the option of whip arm or hanging hoses makes the INTEGO the perfect choice.

INTEGO reliability and durability offers an outstanding treatment centre with improved workflow and the patient an attractive and comfortable experience.

You can test drive the new INTEGO on 17-18 July 2014. For further information call Sirona Dental Systems on 0845 071 5040 or email [info@sironadental.co.uk](mailto:info@sironadental.co.uk).

