

# NEW PRODUCTS AND FOCUS ON COSMETIC DENTISTRY AND FINANCIAL & LEGAL SERVICES

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.

## B1 SHADE GUARANTEE ON EVERY PATIENT

Enlighten's Evolution3 is the only tooth whitening system available that guarantees a VITA shade B1 on every patient, irrespective of starter shade.

The Evolution3 system uses state of the art materials that are so good that even the highest concentration of gel used is safe on the gums.

Enlighten's whitening gels are pH neutral and temperature stabilised through continuous refrigeration which enables consistent maximum performance.

For more information on the Evolution3 system contact Enlighten Smiles on 020 7424 3270, visit [www.enlightensmiles.com](http://www.enlightensmiles.com), or email [info@enlightensmiles.com](mailto:info@enlightensmiles.com).

## BLACK TOOTHPASTE WITH ACTIVATED CHARCOAL

Beverly Hills Formula Perfect White Black toothpaste is formulated with activated charcoal, an ingredient that has been used in oral hygiene for centuries and is proven to whiten teeth and help combat bad breath.

Perfect White Black is Beverly Hills Formula's latest and most innovative product yet and is set to revolutionise tooth whitening toothpastes, most of which, until now, have been white.

The new toothpaste joins Beverly Hills Formula Perfect White and Perfect White Sensitive toothpastes, all designed to make teeth whiter and brighter in just five minutes.

Perfect White and Perfect White Sensitive toothpastes are enriched with key ingredients such as advanced hydrated silica which offers high performance whitening enhancement, whilst the stain solvent agent pentasodium triphosphate prevents food particles from settling on your teeth.

Perfect White also provides a protective coating of tetrasodium pyrophosphate, an extra stain removal anti-tartar ingredient, and triclosan which kills plaque-forming bacteria. If you suffer from sensitive

teeth, the Perfect White Sensitive offers you all the benefits of Perfect White but with the added assistance of potassium citrate, for immediate sensitivity relief.

Beverly Hills Formula have also been shown to be one of the least abrasive whitening toothpastes on the market compared to other leading brands.

<http://beverlyhillsformula.com/>



## INSURANCE SCHEME CELEBRATES 1000TH MEMBER

BDA member David Pannell has become the 1,000th member to join the BDA Home Insurance Scheme.

The scheme, which is administered by BDA-appointed broker Lloyd & Whyte, takes advantage of the fact that dentists claim less than the general public to offer members high cover at low premiums.

The purpose of the scheme is to provide a quality home insurance solution that helps members avoid some basic home insurance pitfalls.

Research suggests that 6.8 million British households are underinsured, so homeowners are at risk of an unwanted shock in the event of a claim.



As the BDA Home Insurance Scheme includes high standard sums insured of £100,000 contents and £500,000 buildings, members are significantly reducing the risk of underinsurance. These limits can be increased if required.

As the scheme continues to go from strength to strength, Lloyd & Whyte look forward to the next thousand, and hope to offer even stronger cover at better rates.

Contact Joseph Rich on 01823 250746 or [j.rich@lloydwhyte.com](mailto:j.rich@lloydwhyte.com).