

RAISING AWARENESS OF CHILD ORAL HEALTH



Colgate and the British Dental Association are partnering during Oral Health Month 2014 to raise awareness of the importance of oral health in children. During Oral Health Month Colgate is re-launching its *Bright Smiles, Bright Futures* campaign in the UK. This campaign is already running in other countries around the world.

Colgate *Bright Smiles, Bright Futures* programme targets improving the oral health of children globally through education and prevention and, since 1991, has helped educate 700 million children across 80 countries worldwide.

As part of the UK Campaign, Colgate is distributing 300,000 oral health packs to teachers of five to seven-year-old children. These packs contain resources designed to help children understand the importance of good oral health from an early age, and build self-esteem and good oral health practices for a lifetime.

During September Colgate has been providing Oral Health Month-registered dental practices with *Bright Smiles, Bright Futures* educational materials. The 2014 practice pack contains materials to help dental teams engage with children and their families about the importance of oral health and how it contributes to overall health, as part of their ongoing delivery of care.

Additionally, the 2014 online verifiable CPD programme *Delivering Caries Prevention in Children* is available to all dental professionals. This interactive programme is available to download by visiting [www.colgateprofessional.co.uk](http://www.colgateprofessional.co.uk).

SHARE TIPS AND TRICKS FOR STRAIGHTENING TEETH

At this year's BDIA Showcase visit stand C19 and meet the team behind the training for the Inman Aligner, the fast and simple appliance that straightens anterior teeth safely and predictably.

Learn how to treat patients with the Inman Aligner: a removable appliance that is both comfortable and cost-effective.

At stand C19, you will be able to ask the experts any questions you wish about the renowned hands-on training course. Even if you have

little or no orthodontic experience, the course will have you certified to provide the Inman Aligner and tackle your first case after just one day. The course is available at locations all across the UK and there is also an online option.

Current users can also drop by to share tips and tricks about how they have found the Inman Aligner in practice.

For queries, go to [www.inmanalignertraining.com](http://www.inmanalignertraining.com) or telephone 0845 366 5477.

A UNIQUE FIRST LINE ALTERNATIVE TREATMENT

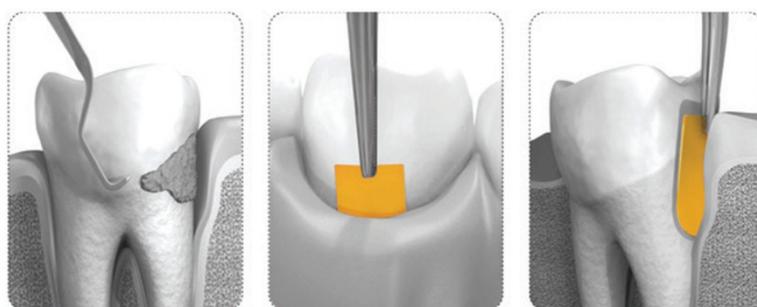
Designed as a first line treatment for all periodontal pockets  $\geq 5$  mm, PerioChip takes just 30 seconds to apply and is easy to use and clinically effective. Once placed, the chip immediately releases a high local concentration of chlorhexidine digluconate, killing 99% of bacteria in the pocket as it biodegrades over approximately a 7-10 day period. The antimicrobial effects continue to suppress bacterial flora for up to 11 weeks.

With growing concerns over the increase in antibiotic resistant bac-

teria, PerioChip provides a unique first line alternative treatment adjunct for periodontitis.

The PerioChip team will be available throughout the three-day BDIA Dental Showcase, ready to provide all the information you need as well as practical hands-on demonstrations for all delegates. PerioChip will also be hosting three 20 minute educational CPD speaker mini-sessions over the three day event.

Visit PerioChip on stand N08 or call free on 0800 013 2333.



CUTTING EDGE TECHNOLOGY FOR YOUR PRACTICE

Whether you're looking to upgrade your equipment, enhance your patient service or streamline your workflow, Carestream Dental has a solution for you.

Demonstrating the full range of cutting edge technologies at this year's BDIA Dental Showcase, the team of experts will be on hand

to offer all the information or advice you may need.

The brand new CS R4 Clinical+ practice management software will be available for all to see, designed to provide a fully integrated and exceptionally efficient workflow while also helping you create and achieve your KPIs. Additional features such as the Online Appointment Booking System, AutoPost and eSignatures ensure you provide a superior service to all your patients.

You can then discover the CS 8100 system, the CS 9300 CBCT and panoramic imaging system and the popular CS 3500 intraoral scanner. Also on display will be the new CS 8100 3D extraoral imaging system, proving that and high quality 3D imaging is possible in every general practice.

Visit stand M08 at Showcase. [www.carestreamdental.co.uk](http://www.carestreamdental.co.uk)