

Dental products and services

Please send product news information and images to Kate Quinlan at k.quinlan@nature.com, 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.

The perfect periodontal partner

When it comes to preventing or treating gingivitis and periodontal disease, Wisdom Toothbrushes offers an array of ideal oral health adjuncts for all your patients.

The Wisdom Clean Between Rubber Interdental Brushes are clinically proven to reduce gingivitis.^{1,2} With super soft, micro-fine filaments, the tapered, flexible brushes slide easily between the teeth for a gentle clean whilst also massaging the gingiva. Available in three sizes, the brushes are ideal for use in interdental spaces of various dimensions.



Wire-free, these adjuncts are also ideal for patients with dexterity problems or those who have previously found wire interdental brushes difficult or uncomfortable to use.

In addition, the Wisdom Super Slim Interspace Brush offers a longer and thinner soft tuft that is perfect for cleaning deeper periodontal pockets, as well as around crowns, bridges and orthodontic appliances.

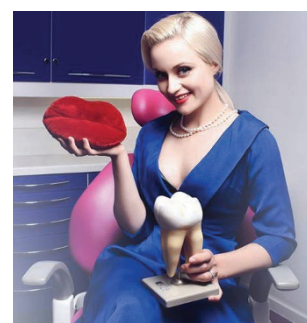
With more than 235 years of experience, Wisdom is the perfect periodontal partner – find out more today.

To find out more, visit www.wisdomtoothbrushes.com or call 01440 714800.

1. Yost K G, Mallatt M E, Liebman J. Interproximal gingivitis and plaque reduction by four interdental products. *J Clin Dent* 2006; **17**: 79–83.
2. Ratka-Krüger P *et al*. Clinical trial of a metal-free interdental brush. Germany: University Medical Centre Freiburg, Germany, Nov 2010.

For the love of a dental chair

Between September and December 2016, dental practices up and down the country have been sharing their love of Belmont Dental chairs taking pride of place in their surgeries as part of the latest #MyBelmontChair campaign.



Centred around the important role of colour within the modern dental practice, and in relation to the patient experience, the #MyBelmontChair campaign celebrates just how special, functional and colourful Belmont chairs and treatment centres look in practice.

By simply posting or tweeting a picture of their chair in all its glory across Facebook and Twitter using the hashtag #MyBelmontChair, and with the chance to win a top prize, the response has been amazing. From sophisticated black and grey, through shades of calming blues, greens and purples, to stunning red and vivid pink, it's easy to see how a colourful Belmont chair can take centre stage in the treatment process.

With such a high standard of entries it has been no easy task to pick a winner. However, congratulations go to Phil Eisenberg, owner of Sparklysmile Dental Practice in Blackheath Village, London who is delighted to have won £250 in High Street vouchers (entry pictured).

To see all the entries or to find out more about Belmont chairs and pick up some colourful practice design tips along the way, visit www.mybelmontchair.co.uk.

Make the most of your business

Make the most of your relationship with Henry Schein by becoming a member of its innovative loyalty programme, Henry Schein Rewards (hsdrewards.co.uk).

Henry Schein Rewards is free to join, and once enrolled, members can gain valuable points for every pound spent on almost all Henry Schein Dental and Software of Excellence products and services. In addition, as a member

you can also benefit from exclusive special offers which attract double or triple points to boost your total. Members will be the first to hear about new products at special member previews and receive Early Bird discounts for member-only events.

Managing your Rewards account is simple. Just visit the Rewards website hsdrewards.co.uk, log in to check your balance and set points goals, then sit back and watch as your

points total grows.

Since its launch eight months ago Rewards has been incredibly well-received by Henry Schein customers who have quickly seen the value and signed up to start earning points.

Get your Rewards total rolling by applying today for free at hsdrewards.co.uk. All new successful applicants will automatically receive 1,000 bonus points.