

# Dental products and services

Please send product news information and images to Kate Quinlan at [k.quinlan@nature.com](mailto: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.

## Unique co-ownership model launches

Launching to the dental community this May, Dentex is a UK partnership group for the dental profession. Working to a unique co-ownership model, which encourages clinical excellence and growth in profitability, the organisation provides the support that independent dental practitioners need to achieve their full potential, without encroaching on their autonomy.

Established in 2014, the organisation already works with a number of strategically selected partner dentists. It was founded by Mark Cockburn, a Chartered Accountant with more than 30 years' experience, and William Bowen-Davies, an entrepreneur with a successful history in business management and extensive experience in the dental industry.

Dentex works with two partner types:

- Dentex Regional Partners – For dentists who wish to expand and grow their own group of practices, but need support to realise their ambitions. Taking a minority share the business, Dentex provide financial, legal, regulatory, business and management support necessary to drive practices forward
- Dentex Practice Partners – Practice Partners gain the support needed to refocus their efforts on the areas of work which they find most rewarding. The practice becomes part of a Regional Partner's group, helping to realise the practice's potential, both clinically and financially.

Dentex supports dentists in running their practices by providing mentoring, guidance, technical, financial, regulatory, legal and clinical help as needed. Partners retain full clinical control of their businesses and gain the reassurance of a safety net.

[www.dentexhealth.co.uk](http://www.dentexhealth.co.uk)

## Brand new brushing system for children

Buddies is an innovative range of oral care products designed for children aged from two years. The dentist-approved toothpaste formula comes in gentle flavours that have been developed with young taste buds in mind: Hint of Mint has a mild butter mint flavour and Apple Fresh is a zingy flavour for children who aren't keen on mint.

Buddies also offer a rechargeable toothbrush for children aged from three which come in two eye-catching designs featuring the Buddies characters, Hint of Mint and Apple Fresh. When loaded with a toothpaste cartridge, pushing down on the collar of the brush automatically dispenses just the right amount of toothpaste onto the bristles. What's more, the charging base not only charges the electric toothbrush but also lights up with a comforting glow as a night-light for children's bedrooms.

The Buddies toothbrush head gently vibrates for two minutes, getting children used to the sensation of electric toothbrushes.

Buddies toothpaste contains 1,450 ppm fluoride, which is within the recommended amount for children aged three plus using the pea-sized amount as dispensed by the Buddies toothbrush. Children under three should use a smear of Buddies toothpaste.

CTS Dental Supplies are the exclusive UK distributor of the Buddies range of oral care products. To place an order, call 01737 765400 or visit [www.buddiestoothpaste.com](http://www.buddiestoothpaste.com).



## Italian design for a family-friendly surgery

Make your treatment room welcoming and inviting for patients of all ages with a dental unit from Castellini.

Castellini is one of the world's leading producers of electro-medical equipment for dental surgeries. It successfully combines traditional values, cutting-edge technology and first class quality to create stylish and reliable dental units for treating patients of all ages.

The Puma Eli Ambidextrous is an elegant, modern dental unit available in a choice of attractive colours. It looks and feels comfortable, allowing both children and adults to feel safe and relaxed.

Puma Eli Ambidextrous is compact but adaptable. It can be perfectly positioned for both left and right working styles whilst optimising your workspace with advanced ergonomics and flexibility. The state of the

art technology and integrated instruments provide fast, intuitive control for quick and efficient appointments and superior manoeuvrability allows practitioners to work easily without leaning over or getting too close to patients.

For further information contact RPA Dental Equipment Ltd; for London and Manchester Sales and Service Centres call 08000 933 975. [www.rpadental.net](http://www.rpadental.net).