

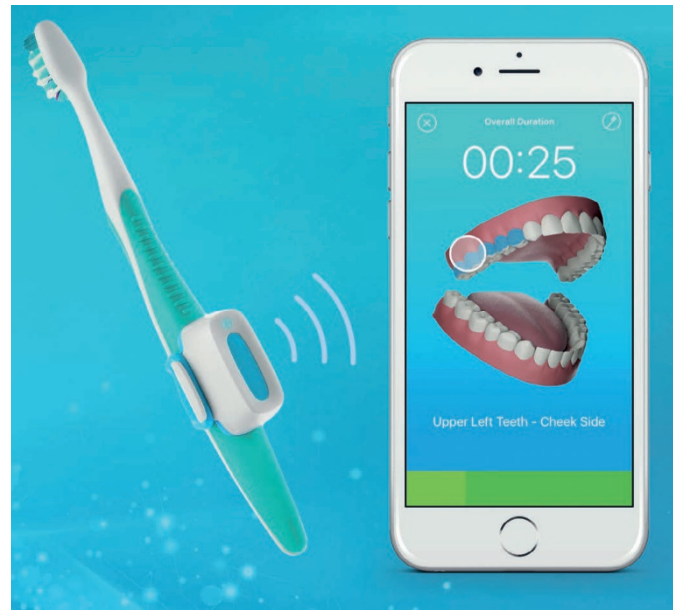
Unique insights into the nation's brushing habits

Award-winning dental care innovation Brushlink has passed its 10,000 sessions milestone, showing that since its soft launch in November last year it is already having positive impact on the oral health of the nation. The 10,000 sessions equate to around 12 million individual brushing data samples, which together give a unique insight to the brushing habits of Brushlink users while providing them with feedback on how to further improve their brushing technique.

Brushlink is the first device of its kind that can track and coach people on brushing frequency, duration and angles while making this data available to dentists if consented – and it works with any toothbrush, manual or electric. Brushlink has also been built to provide a brushing score each time it is used, which makes it great for families – parents and kids can compete with each other to see who is the ‘best brusher’. The score is displayed along with ‘in-brush’ coaching tips and hints via a Bluetooth connection to a smartphone app; however, it also stores data for up to three months in case the user does not have a phone in the bathroom.

The data collected by the device is used by their dentist to create a bespoke dental hygiene plan based on their brushing habits. The care plan is automatically uploaded to the device, helping to make brushing even more effective and efficient and thereby improving oral health.

Dr Dev Patel, CEO and Founder of Brushlink and an award-winning dentist, commented: ‘The amount and quality of our data is giving us a real insight into the brushing habits of the



nation – showing where they are with their brushing routine at a certain point and how they are improving their technique over time. We are working on research relating to the data we are gathering, and early indications show that using Brushlink can reduce dental plaque (the cause of dental decay) by as much as 40%.’

Dental award winners celebrated

The team from Carestream Dental were among the many people to enjoy a fantastic night at The Dental Awards 2018.

Recognising and celebrating the achievements of individuals and teams from the profession, the Awards highlighted the continued commitment to excellence across the country.

Carestream Dental was delighted to sponsor and present two of the award categories. Congratulations to Andrew Wilson from Your Dental Practice, London, on receiving Young Dentist of the Year, South! Very well done also to Andrea Ubhi Dentistry in York on winning Dental Team of the Year, North and Central!

All of the winners were very deserving of their new accolades, particularly with the high standard of entries this year. Thank you also to Purple Media Solutions for hosting such a great night.

For more information please contact Carestream Dental on 0800 169 9692 or visit www.carestreamdental.co.uk.



New injectable composite restorative

Available in 16 shades in three opacities, G-aenial Universal Injectable composite restorative material offers exceptional strength and wear resistance thanks to its combination of ultra-fine Barium fillers and GC's Full-coverage Silane Coating (FSC) technology. Suitable for any cavity class without size limitation, it is strong enough to restore the tooth on its own!

G-aenial Universal Injectable also has a unique thixotropic viscosity which is optimised for free-hand, build-up of cusps. This means shorter finishing steps are required, saving time, because the anatomy is already created.

Plus, the new syringe design of G-aenial Universal Injectable enables easy extrusion without the mess and inconvenience of uncontrolled flow-out. Whilst the material's viscosity is optimised for easy separation of the material from the tip, the tips themselves feature a long bendable needle for unparalleled access to difficult to reach posterior cavities.

For further information contact GC UK Ltd on 01908 218999, e-mail info@gcukltd.co.uk or visit www.gceurope.com.

