

GSK ANNOUNCES NEW LOOK TALKING POINTS 2013



This year, as Talking Points in Dentistry celebrates its 28th year of excellence in learning, the popular lecture series has been refreshed. In addition to the traditional speaker lecture from one of the leading experts in the field, a brand new debate format is being launched. A panel of private and NHS dental professional experts will be discussing the latest issues in the dental industry and allowing you to have your say.

Talking Points in Dentistry

Once again, Talking Points in Dentistry will be visiting ten venues across the UK and will be free for practice teams to attend.

Don't miss out! For further information and to register for your ticket for the hugely popular event, contact your GSK representative or visit www.gsk-dentalprofessionals.co.uk.

ORAL FLOSS PRODUCT OF THE YEAR

Periproducts was delighted when its UltraDEX Anti-Bacterial Coated Interdental Tape won the Product of the Year Award 2013 - Winner of the Oral Floss Category (independent consumer survey of 10,005 people by TNS).

Launched in July 2012, the winning UltraDEX Anti-Bacterial Coated Interdental Tape is a breakthrough in superior interdental cleaning. With its unique advanced anti-bacterial technology it helps to eliminate bacteria and destroys odour-causing compounds (VSCs), keeping teeth and gums healthy and the breath fresh. The waxed, shred-resistant fibre slides comfortably between teeth to effectively remove plaque and food debris, which cannot be reached with brushing alone.

Periproducts produces a full range of high performance oral care products to meet the needs of consumers' daily oral care routines, including: UltraDEX Low-Abrasion Toothpaste, UltraDEX Recalifying & Whitening Toothpaste, UltraDEX Wire-Free Interdental Brushes, UltraDEX Daily Oral Rinse, UltraDEX Fresh Breath Oral Spray and UltraDEX Mint Flavoured Daily Oral Rinse. The clinically proven advanced range has been developed, used and recommended by dental professionals to deliver fresh breath confidence, a naturally white smile and healthy teeth and gums.

The full range is stocked at Boots and is stocked on www.amazon.co.uk (except Recalifying & Whitening Toothpaste).



'I AM DELIGHTED WITH WATER FLOSSER'

The lightweight, cordless Waterpik Water Flosser is easy to use and makes it simple to maintain a healthy mouth. It removes bacteria deep between teeth and below the gum line, where brushing and flossing cannot reach, as well as massaging and stimulating the gums.

'I am delighted with the Waterpik Water Flosser', says Dr Peter Winter-Moore, principal dentist at Moore Dental Practice in Kings Heath, Birmingham. 'I use tincture of myrrh as a mouthwash in the Water Flosser and I flush it through with clear water after use.'

The Waterpik Water Flosser is available with four unique tips, including the Plaque Seeker tip. The unit is designed so the tips can rotate 360 degrees to reach all areas of the mouth.

Waterpik products are widely available in Boots stores and selected Lloyds Pharmacies. waterpik.co.uk

ASK ABOUT YOUR PATIENTS' MEDICATION

Were you aware that your patients' medication could be impacting on their oral health? Research shows that taking three or more drugs means there is around a 50% chance of suffering from dry mouth (xerostomia).¹

Dental hygienist Rhiannon Jones tackled the subject of 'Dry mouth and its impact' in a lecture sponsored by GlaxoSmithKline Consumer Healthcare at the British Society of Dental Hygiene & Therapy (BSDHT) Conference and Exhibition in Liverpool which took place in November 2012. As part of her presentation she focused on the importance of talking to patients about xerostomia using direct quotes from an 82-year-old patient to demonstrate the extensive impact of dry mouth on quality of life.

The Biotène range of products has been specifically developed for patients with dry mouth and can be recommended for daily use. Biotène Oralbalance Saliva Replacement Gel offers long lasting dry mouth relief, soothes and provides lubrication and moisture for dry mouth sufferers.

For further information about GSK products and to request samples visit www.gsk-dentalprofessionals.co.uk.

1. Sreebny L M, Valdini A, Yu A. Xerostomia. Part II: Relationship to non-oral symptoms, drugs, and diseases. *Oral Surg Oral Med Oral Pathol* 1989; **68**: 419-427.

WITHDRAWAL NOTICE

The Sharps Terminator, featured in *Vital Update* in winter 2012 (*Terminate your needles*; page 53), has been withdrawn from sale in the UK and Germany by VLA Healthcare.

The decision to remove the product from sale and to cease all promotional activity was taken due to concerns over reliability and performance issues pertaining to the product, which were uncovered during NHS testing and evaluation.

The company said that it was 'committed to supplying high quality products and services and as such, is working with other manufacturers to develop alternative solutions to Sharps Terminator'.

Feedback on the product had been positive but the product could only destroy certain types of needles.



If you would like to promote your products or services direct to the dental industry through VITAL UPDATE telephone Andy on 020 7843 4729.