

New products and focus on oral health and profitable practice

Please send product news information and images to Kate Maynard at the *BDJ*, Nature Publishing Group, The Macmillan Building, 4–6 Crinan Street, London, N1 9XW.

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SUCCESSFUL SENSITIVE TOOTHPASTE EXPANDS RANGE

GSK is building on the success of Sensodyne Repair & Protect with the introduction of two new toothpastes: Sensodyne Repair & Protect Extra Fresh and Sensodyne Repair & Protect Whitening.

Aimed at accelerating growth in the sensitivity category, the new Sensodyne Repair & Protect toothpastes will target 25–44-year-



olds. Extending the Repair & Protect platform, the Whitening and Extra Fresh variants are set to add value to the sector whilst the original Sensodyne Repair & Protect product continues to attract consumers.

Sensodyne Repair & Protect was introduced to the market in 2011 when an opportunity was identified to develop a unique product for the sensitivity category that actually repairs sensitive teeth. Using advanced NovaMin technology, Sensodyne developed an everyday fluoride toothpaste that offered users a product which can continuously help to repair,

strengthen and protect their teeth from sensitivity.

Sensodyne is also introducing three new toothbrushes to its portfolio this July: Sensodyne Precision Medium, Sensodyne Precision Soft and Sensodyne Daily Care. Specially designed for consumers with sensitive teeth, the new toothbrushes will fill a current regime gap. Both the soft and medium textures are gentle on teeth and gums and therefore aid gentle cleaning whilst the small, angled heads provides effective cleaning in hard to reach areas.

www.sensodyne.co.uk

INSTRUMENT CLEANING IN THREE MINUTES

Alkzyme enzymatic is a combined cleansing and disinfecting agent for the thorough cleaning/pre-disinfection of all reusable, immersible dental instruments prior to sterilisation. When used in conjunction with an ultrasonic cleaner, a three-minute contact time is usually all that is required to render even heavily soiled dental instruments thoroughly clean and shining bright.

Alkzyme solution continually disinfects the contaminated 'wash water' as created through the cleaning action.

www.alkapharm.com

NEW CAMPAIGN WARNS ON SPITTING BLOOD

Medicated mouthwash Corsodyl has a visually arresting new television campaign designed to drive awareness of and educate consumers about gum disease and its symptoms.

The new adverts communicate to consumers that if they continue to ignore spitting blood when brushing their teeth, the ultimate consequence could be tooth loss.

The hard-hitting creative features a woman getting ready for a night out. As she applies mascara in her bathroom, a trickle of blood emerges at the corner of her eye and the voice over says 'we wouldn't ignore blood from any other part of our body'. She is then seen brushing her teeth and, as she spits into the basin, there are spots of

blood as the voice over continues 'so why do we ignore it from our gums'. The ad concludes as the woman is walking out the door; she is seen looking into the mirror as she lifts up the side of her mouth with a finger where a missing tooth is revealed.

According to Corsodyl, 83% of UK adults are showing signs of gum disease right now yet only 11% are doing anything about it.

This year's advertising is designed to be disruptive as well as educational, encouraging consumers to take action.

Corsodyl is encouraging retailers to maximise this opportunity and stock up on the Corsodyl range.

For more information on Corsodyl please visit www.gumsmart.co.uk.



WIN JOHN LEWIS VOUCHERS

Mr Graham Browning of South Coast Dental Specialists,



Wimbourne, won £100 of John Lewis vouchers in a monthly prize draw held by Braemar Finance as part of its 20th anniversary celebrations.

Mr Browning will go through to a main draw in November to win £2,000.

All dental professionals have the opportunity to enter Braemar Finance's monthly prize draw to win £100 of John Lewis vouchers and receive an automatic entry into the main draw.

To enter visit www.braemarfinance.co.uk.

CREATE INSTANT NAME BADGES

Badgemaster, the UK's leading manufacturer of engraved, ready-to-wear employee name badges, has launched a new product range to fulfil the needs of the re-usable name badge market. 'InstaBadge', as its name suggests, enables employers themselves to create instant name badges for new starters.

The wearer's name is held within the badge rather than engraved onto it, so employers can control costs by reusing the badge frames when staff leave. The design of the badge frames means that customers who prefer the re-usable option needn't sacrifice either choice or visual appeal for economy. The new range includes nine different styles, all available in any base colour and with plenty of space for company logos and corporate designs to be accurately reproduced.

For more information about InstaBadge and other Badgemaster products call 01623 723112 or visit www.badgemaster.co.uk.

A BLAST THAT LASTS

Beverly Hills Formula's NEW Total Breath Whitening Mouthwash has been developed to fight plaque, harden enamel and freshen breath.

By recommending Total Breath Whitening Mouthwash after brushing (with Beverly Hills Formula whitening toothpaste), your patients will experience a great, fresh, minty flavour. Furthermore, a study conducted at Bristol University Dental School has proved that Total Breath Whitening Mouthwash removes stains in just one minute, with over 90% of staining removed during a five-minute period, restoring patients' smiles to a natural white colour.

Give your patients a 'blast that lasts' with Beverly Hills Formula Total Breath Whitening Mouthwash, the one-minute aid to a fresh breath experience after brushing.

www.beverlyhillsformula.com



ALIGNMENT FOR MINOR TOOTH MOVEMENT

From 10 June 2012 dental professionals and patients in the UK will have more to smile about with the introduction of Invisalign i7, a new addition to the virtually invisible aligner products within the Align Technology family. Invisalign i7, which will be available from the Invisalign Doctor Site, offers an easy and convenient solution that is specifically designed for minor tooth movement, providing results in as little as three months.

Invisalign i7 uses the superior proprietary technology of the Invisalign system to provide a virtually invisible solution specifically designed to treat minor tooth movements. It is a convenient and effective treatment for patients with minor crowding, spacing or orthodontic relapse and it requires just seven or fewer stages of aligners per arch. By treating from first

premolar to first premolar, Invisalign i7 is a simple option, with a shorter treatment time for minor orthodontic treatments.

Like all other Invisalign treatments, Invisalign i7 includes a ClinCheck treatment plan and SmartForce features, including Optimized Attachments and Power Ridge features, designed for more predictable results. Additional benefits include the option to switch to Invisalign Lite, Full or Teen prior to ClinCheck treatment acceptance.

Visit www.invisalign.co.uk/i7 for more information.

A SELECT RANGE OF SCANDINAVIAN CHAIRS

Plinth 2000 of Suffolk has sourced a select range of Scandinavian-designed, ergonomically-engineered work chairs to complement its clinical grade treatment couches and dental chairs. The Activ, with a backrest that adapts automatically to movement, is ideal for clinicians, consultants and reception staff; the saddle-seated Sup-

portiv is especially suited to dentists and others requiring flexible seating; while the Alternativ serves as a sit-stand stool or chest support, for those who work standing up or leaning close to the patient.

Offered with a ten-year guarantee and, for an introductory period, free delivery in mainland UK, Plinth's work chairs come in a wide variety of upholstery colours and textures or can be fitted with its latest washable vinyl to match the company's own treatment couches and chairs.

For further information visit www.plinth2000.com or telephone 01449 767 887.

FIGHT PLAQUE WITH XYLITOL

While fluoride has long reigned supreme in preventive dentistry, there is another name gaining support from dentists across the world: xylitol.

Xylitol is a white crystalline sugar alcohol sweetener that looks and tastes just like sugar, but with 40% fewer calories. Thanks to its unique composition xylitol is unfavourable in the metabolism of *S. mutans* – the

bacteria most closely associated with dental plaque.

To take advantage of xylitol's unique properties, Spry manufactures a range of xylitol-based oral hygiene products including Spry Dental Floss and Spry Toothpaste.

Each tube of Spry Toothpaste is made with all-natural xylitol and is designed to leave teeth feeling clean, smooth and extra fresh. With a variety of flavours including Spearmint, Peppermint and now also Cinnamon, Spry Toothpaste gives users a powerful new weapon in the war on dental plaque and is available both with and without fluoride.

For further information contact Anyone 4 Tea Ltd on 01428 652131 or visit www.anyone4tea.com.



NEEDLE-FREE SYRINGE

INJEX UK has signed an exclusive distribution agreement for UK and Ireland with INJEX Pharma GmbH for its needle-free syringe. With the INJEX30, an extremely fine jet of medication is pushed through a micro-orifice in the syringe ampoule, using precise pressure in a fraction of a second. As well as making injections virtually pain free, the INJEX30 offers tremendous help to patients who are uncomfortable with normal injections or fear the use of needles.

A single lightweight and durable stainless-steel INJEX30 can be used for over 5,000 injections. The micro jet of medication gently penetrates the subcutaneous fatty tissue and selects the path of least resistance, avoiding damage to blood vessels, nerve fibres or osseous tissues.

The INJEX has CE, FDA and NHS approval and is already being adopted in other countries and regions.

For more information, please visit www.injexuk.com.



STREAMLINE YOUR BUSINESS

If running a business is interfering with the treatment of your patients, R4 Back-Office can streamline your workflow, allowing you to get back to what's really important. Back-Office can provide you with everything you need for efficient practice management and best practice compliance in one easy to use package.

Developed to allow practitioners to take control of their own finances, Back-Office gives easy access to individual components of practice management such as: payroll, purchase ledger, nominal ledger, bank, stock control, petty cash, and staff records.

Back-Office even allows you to create detailed staff records for all your employees, which in turn helps you comply with outcomes 12 (Requirements relating to workers) and 14 (Supporting workers) of the CQC.

With features that enable you to automatically generate reports and maximise your income potential, R4 Back-Office can help you take care of the 'business' side of your business.

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

EASY ARREST OF EARLY ENAMEL LESIONS

Icon, from DMG UK, is an innovative caries infiltration therapy. It represents a breakthrough in micro-invasive technology that reinforces and stabilises demineralised enamel without the need for drilling or sacrificing healthy tooth structure. The first product to bridge the gap between preven-



tion (fluoride therapy) and caries restoration, Icon's micro-invasive infiltration technology can be used to treat smooth surface and proximal carious lesions up to the first third of dentine. In just one visit Icon can arrest the progression of early enamel lesions and remove carious white spot lesions.

Icon prevents lesion progression and increases life expectancy for the tooth. Providing a highly aesthetic solution, carious white spot lesions treated with Icon take on the appearance of the surrounding healthy enamel. Total treatment time is about 15 minutes.

For additional information visit www.drilling-no-thanks.co.uk.

IDENTIFY THREE AREAS OF PLAQUE

New to GC UK's product range is Tri Plaque ID Gel which allows you and your patients to identify areas of plaque in three easy steps.

GC's Tri Plaque ID Gel quickly identifies new, mature and acid-producing biofilms. This unique gel also highlights exactly where the bacteria are most active by disclosing the acidic pH. This additional information will be a great help in your daily practice to motivate your patients to improve their oral hygiene. After all, people often need to see something before they believe it.

The Gel is colour coded for easy identification:

- Blue/purple – old plaque (more than 48 hours)
- Red/pink – newly formed plaque
- Light blue – high risk plaque.

Tri Plaque ID Gel encourages patients to be more precise with their toothbrushing technique. For further information contact GC UK on 01908 218 999.

EXCHANGE LOYALTY POINTS FOR REWARDS

With the Lava Loyalty Scheme from 3M ESPE, every time you place a Lava restoration you will be supplied, via your laboratory, with a card incorporating the appropriate number of Lava Loyalty labels. The labels have unique codes and represent one Lava Loyalty Point for each unit of the restoration. After registering on the www.3mespe.co.uk/loyalty

website, you can simply enter the unique code and watch your points grow. When you have reached the target for your desired reward you simply click on your item of choice.

Lava Loyalty Points can be redeemed against a wide range of options including 3M ESPE products, £100 Professional Development Course Fee Sponsorships, Customised Lava Promotional Materials, Lava Demonstration Models and even a Flat Screen TV including a Lava Patient DVD.

Similarly patients will soon be able to register their Lava five-year guarantee by visiting the www.3mespe.co.uk/guarantee website.

For further information contact Techceram Ltd on 01274 416664 or visit www.techceram.com.

FIGHT BACTERIA WITHOUT STAINING

The Curasept Anti-Discoloration System (ADS) range of oral healthcare products from Curaprox is a winning combination for effective long-term control of plaque. Harnessing the benefits of chlorhexidine (CHX) without the drawbacks, Curasept ADS is a powerful ally in the fight against disease-inducing oral bacteria.

Side effects typically associated with CHX-based products include staining of the teeth and tongue, altered taste perception and unsettling tingling sensations. Available in two strengths (0.2% or 0.05% CHX), Curasept ADS mouth rinse avoids these unwanted effects while providing gentle yet efficient treatment for gingivitis. The unique formula eases sore, swollen gums and effectively reduces plaque formation.

Sensitive patients, or those who have undergone oral surgery, will particularly appreciate Curasept ADS mouth rinse, as it is alcohol-free and won't irritate the oral mucosa.

The Curasept ADS family of products also includes a gel formation (0.5% CHX) and toothpaste, which is sodium lauryl sulphate-free. Easy to use and mild on patients' mouths, Curasept ADS helps patients of all ages and abilities to achieve first class oral health.

For free samples or for more information call 01480 862084 or visit www.curaprox.co.uk.

