

Please send trade news information and illustrations to Kate Craig at the BDJ, 64 Wimpole Street, London W1M 8AL.

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St Paul shines at ceremony

The St Paul was named General Insurer of the Year and Underwriter of the Year at the British Insurance Awards at The Royal Albert Hall in London on June 28.

The Underwriter of the Year title was awarded for The St Paul's medico-legal protection programme, which provides guaranteed insurance cover for doctors and dentists at individually underwritten premiums.

The General Insurer of the Year award was presented with the judging panel commenting on The St Paul's customer focused product range.

The St Paul provides a range of property and liability insurance products for health care professionals.

Reader response number 052

Keeping caries under control with Xylitol

Xylitol claim a recent study shows significant reductions in a key factor of dental caries in children as a direct result of the consumption of xylitol chewing gum by their mothers.

The study, published in the *Journal of Dental*

Taking a schott at training



The Schottlander Training Centre recently opened 35 miles north of London and Schottlander claim it is the perfect venue for dental training courses and seminars.

The purpose built venue is situated on the A1 (M) at Letchworth and offers two separate areas — the lecture theatre, seating up to 70 people, and the laboratory, suited to a more hands-on approach.

For information contact Freecall 0500 234 200.

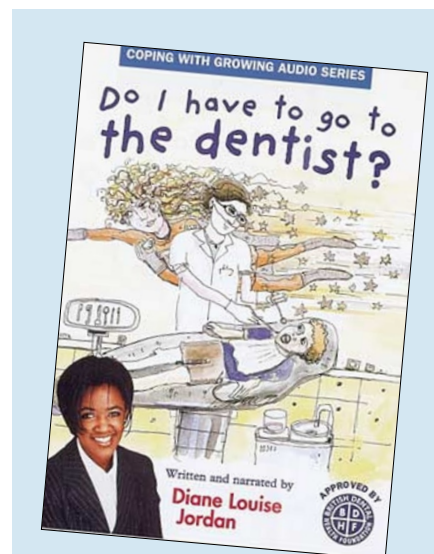
Reader response number

051

Research, showed that regular use of Xylitol chewing gum by the mothers of newborn children reduces mother-child transmission of mutans streptococci. The reduced streptococci colonisation observed in these children should extrapolate into a reduction in tooth decay.

Xylitol is a naturally occurring sweetener derived from plants and trees such as the silver birch. With its active anti-caries properties, Xylitol is widely used to sweeten sugar free confectionery and oral hygiene products.

Reader response number 053



Dental therapy

A new series of entertaining therapeutic story tapes for children, including one about going to the dentist, is to be launched on September 4.

The Coping with Growing Audio series of five initial titles has been written and narrated by media personality Diane Louise Jordan.

Reader response number 055



It's a steel...

Order Fuji II LC direct and GC UK will send you a stainless steel thermos flask.

Fuji II LC light activated, resin reinforced glass ionomer is suitable for Class III and V restorations where aesthetics are important. Fuji II LC is versatile and can be used as a base liner beneath composite or amalgam restorations and as a core build-up material. GC claim it is perfect for paediatric dentistry.

To qualify for this special deal order three bottles of Fuji II LC powder and one bottle of liquid, or two boxes of Fuji II LC capsules.

Contact GC Direct on 01908 218999.

Reader response number

054

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This issue, the Trade News focus is **Oral Health/Hygiene**. Our regular 'what's new' section, for new trade products and services, appears on page 168.

Gently does it

Sensitive teeth can now be whiter teeth with new Sensodyne Gentle Whitening, claim Stafford Miller.

Sensodyne Gentle Whitening has been specially formulated for people with sensitive teeth and gums to gently, yet effectively, restore teeth to their natural whiteness while still offering an effective level of fluoride (1400 ppm F).

Exposed dentine can be more susceptible to staining due to the accumulation of adhering films and stains from diet. Stafford Miller claim that tetrapotassium pyrophosphate (TKPP), the special cleaning and whitening ingredient in Sensodyne Gentle Whitening, has been shown to reduce these stains.

While many whitening toothpastes are effective due to their high abrasivity factor, Sensodyne Gentle Whitening maintains the low abrasivity of the Sensodyne line to ensure that the toothpaste remains gentle for sensitive teeth.

Reader response number 057

The perfect probe

PDT Perio and Sensor Probes are available from Professional Dental Supplies.

The probes are the result of the latest in thermoplastic technology. They are made of white plastic with easy to read black markings to provide high contrast for more accurate pocket measurements.

Professional Dental Supplies claim research has shown that probing forces range from three grams to 130 grams between clinicians and can differ by a ratio of 2:1 for the same clinician from one examination to another. The Sensor Probe makes it possible to maintain consistency of probing force therefore giving a more accurate reading.

Contact 01480 407123 for details.

Reader response number 058

Student award winner



Jane Pratt has won the Oral Health care in Action Dental Student Award in association with the British Dental Association. She is pictured receiving the award from BDA president Bill Allen.

Jane, a student hygienist at the Birmingham School of Dental Hygiene, designed a practice poster 'How to care for a dry mouth.' The poster will be developed and distributed to members of Oral Health Care In Action later this year.

Jane was presented with £500 for the award and the dental school also received £1000.

Reader response number

056

Keep it clean

A recent report from the University of Rochester Medical Centre, New York State, has suggested that the increasing use of benzoates as preservatives in modern foods may be acting as a positive agent in the reduction of dental caries, enhancing the effect of fluoride in drinking water and toothpastes.

Brushtox antiseptic toothbrush spray contains benzoates which, the manufacturers claim, have a preservative effect on the bristles in addition to killing the cariogenic bacteria on the toothbrush.

Brushtox also contains zinc chloride which Warner Lambert (makers of New Tartar Control Listerine Mouthwash) claim to have shown helps to prevent crystals forming by displacing the calcium and phosphate ions which adhere to dental plaque during calculus formation.

Brushtox kills the bacteria on the toothbrush, hence preventing re-infection when the toothbrush is reused.

Reader response number 059

Starting early

Colgate recently produced a range of oral health education booklets, aimed at pregnant women and new mothers, that are currently being distributed via midwives and health visitors.

The booklets talk about registering the baby with a dentist and the importance of getting the infant used to visiting the dentist routinely — not just for emergencies. The 1995 General Household Survey *Living in Britain* suggested that only 32% of children aged 0-4 years had attended a dentist for a routine check-up.

Reader response number 060



The natural choice

Combining natural ingredients with technical advances in oral care, Rembrandt have released their new range of natural whitening toothpastes.

Rembrandt Naturals ingredients contain naturally occurring properties, no artificial flavours, colour, sweeteners or harmful chemicals.

Using the patented Citroxin to break up stains, Grafton International claim non-abrasive Rembrandt toothpaste is the perfect paste for every day use and has been proved to significantly whiten teeth up to two shades.

New Rembrandt Naturals whitening toothpaste is available in three fresh flavours — raspberry leaf and mint, papaya and ginseng and aloe vera and echinacea.

The tubes are available, for a short time only, in a mixed dozen pack. If you buy 11 tubes you will receive the 12th tube free.

Contact Grafton International on Freephone 0800 581303 for details.

Reader response number

061



B educated

Oral-B has produced a range of educational literature and display material to support the launch of their new CrossAction toothbrush.

The leaflets offer advice on daily oral hygiene as well as information about how the unique brush head design of Cross Action maximises tooth brushing efficacy.

The adult toothbrush range complements the

new children's range, aiming to provide better oral health for all ages.

Educational material is also available to support Oral-B's range of children's toothbrushes. This material is available free of charge to dental practices ordering six dozen Oral-B children's toothbrushes.

The material includes an activity poster and height chart for display in surgery, together with a booklet of games and puzzles for children to take home.

Reader response number

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