

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

For details see the 'How to use' section of the contents page.

Philips optimistic over Optiva bid

Philips' Domestic Appliances and Personal Care (DAP), a division of Royal Philips Electronics, recently announced it is to acquire Optiva Corporation, the manufacturer of the Sonicare sonic toothbrush. The acquisition is subject to regulatory and other approvals.

With approximately 600 employees and annual sales of \$US 175 million, Optiva has the number one dollar share (46 per cent) of the US power toothbrush market, due to its unique patented technology and professional relations programme.

Philips DAP CEO A. Veenhof said, 'This agreement demonstrates Philips DAP's long-term commitment to personal health and oral care and will make us number two worldwide in the rapidly growing dental appliance market.'

Reader response number

052

Signal of success for Cigna

Cigna Healthcare has been recognised as one of the country's top employers as well as a leading healthcare company.

Cigna has been nominated as one of the six best companies in Scotland, for achieving the highest standards during the company's recent re-accreditation for the Investors in People award.



Wrigley Oral Healthcare in Action (OHA) helps dental professionals to educate their patients, providing educational literature to members.

OHA claim latest research indicates that the majority of dentists and hygienists chew sugarfree gum, with over half (53 per cent) chewing regularly. OHA members recognise the oral healthcare benefits of chewing sugarfree gum and pass the information on to their patients. For membership details call 0800 0 564 563.

Reader response number

051

Cigna employs over 200 people in its UK Head Office and first achieved the Investors in People award in 1997.

Since 1995 Cigna has been accredited as a training centre by the Scottish Qualification Authority. In support of this programme, Cigna provides young Skillseekers in the Renfrewshire region with a detailed training programme, and has consistently offered full-time employment to a number of Skillseekers each year.

Reader response number

053



Boxed up

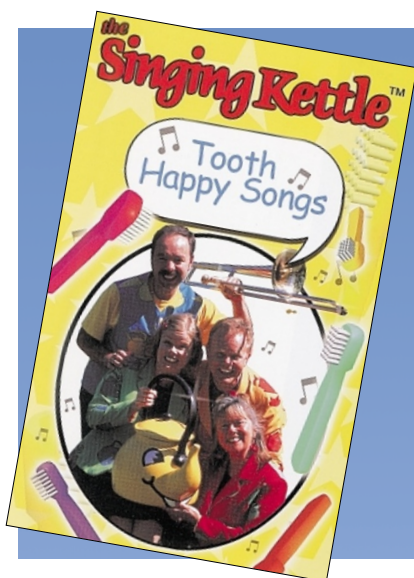
The new Allibert six-litre attached-lid plastic container offers a robust, safe way to store and transport drugs, samples, surgical equipment, dental supplies and other small, delicate items.

Allibert Handling claim the container is ideal for distribution from manufacturer to hospitals, clinics or central stores, or to store and transport items in hospitals and health centres.

Allibert's tamper-evident security seal system uses seals that can be colour coded for easy identification.

Reader response number

055



Keeping teeth happy

The Minister for Health and Community Care, Ms Susan Deacon MSP, recently launched the video 'Tooth Happy Songs'.

The dental health video is aimed at young children and has been produced by the Community Dental Department of Forth Valley Primary Care NHS Trust in liaison with the group the Singing Kettle. The video covers important aspects of dental health — toothbrushing, visiting the dentist and healthy eating.

The video features children from Bowhouse Primary School, Grangemouth.

Reader response number

054

Please send trade news information and illustrations to Kate Craig at the BDJ, 64 Wimpole Street, London W1M 8AL. This issue the trade focus is **Periodontics**.

Trade news is supplied as a service to the reader and does not imply endorsement by the BDJ. Normal and prudent research should be exercised before purchase of use of any product mentioned.

The Fab Four

The Gracey Curettes range is designed for easy access to tooth surfaces. The 'Fabulous Four' range of Gracey Curettes from American Eagle is a good starting point for new users.

The Fabulous Four range features 'deep pocket' design giving greater reach into pockets of 5mm or more and 'access' design allowing better access to narrow pockets and root furcations.

The Eaglelite handles on the instruments are larger in diameter and lighter than standard models, helping to alleviate the risk of carpal tunnel syndrome.

Reader response number: 057



Flexi time

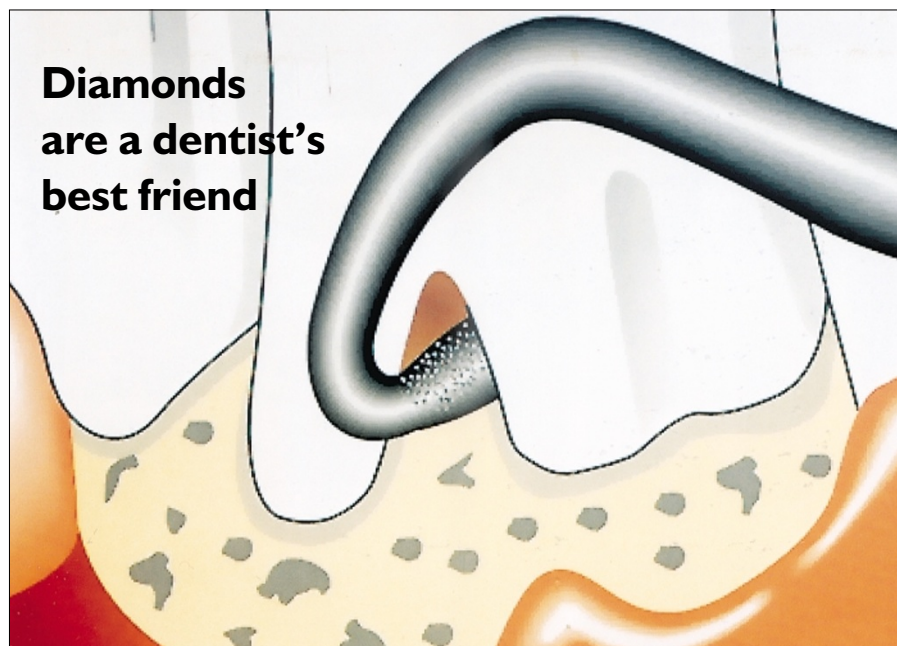
The Prophyflex 2 air-polishing cleaning system snap-fits on to any KaVo Multiflex coupling and can be used on any dental unit.

KaVo Prophyflex 2 is useful for plaque removal, cleaning enamel prior to fissure sealing, cleaning of implants, final polishing and the removal of shine from metallic prostheses.

The KaVo Prophyflex 2 has an integral powder reservoir. When the powder/air mixture emerges from the instrument tip it is enveloped by spray water from a separate duct, preventing clogging of the instrument.

The Prophyflex 2 can be fully autoclaved.

Reader response number: 058



Time-consuming hand instrumentation or heavy-handed use of ultra-sonic scaler tips often leaves score marks on the root surface. But KaVo claim their fine-grained diamond tips are perfect for treating gingival root surfaces.

The bulb-shaped rootplainer tips allow larger surface areas to be treated at one time. They are shaped to improve access into all areas and the fine diamond coating polishes the root surface.

Reader response number

056

Taking the direct approach

The 2000 catalogue from the Dental Directory features a selection of preventive products.

Newcomers to the range are Periotape, Nylon Floss, Periostix, Periomints and the Perioprox interdental brush system.

All products are competitively priced. For further information. Call free on 0800 585586.

Reader response number: 059

Nupro

Dentsply have announced that the RRP of Nupro cleaning and polishing paste has been reduced.

With its original non-splatter formulation, Nupro is available in three different grit sizes. Every pack of Nupro also contains the novel Nupro Prophy Grip, an autoclavable prophy paste holder, which the manufacturers claim provides effortless and relaxed working.

Nupro is also now available in a variety of packs containing 100 cups in four flavours — mint, cherry, grape and bubblegum.

To receive a free sample of Nupro cups contact Sharon Collins on 01932 837 297.

Dentsply are also pleased to announce the

arrival of the Seal&Protect refill pack.

Seal&Protect provides protection against mechanical, chemical and bacterial trauma. It protects against toothbrush abrasion and acid consumption and because it contains Triclosan it slows down the growth of bacteria.

Reader response number: 060

Brains and Braun...

Braun Oral-B have launched their new 3D Results Programme.

The programme is part of a field-based study allowing practitioners to offer patients substantially reduced prices on the Braun Oral-B Solo Plaque Remover. In turn patients and their dentists assess the effectiveness of the product.

A similar programme carried out in the United States involving over 80,000 patients found that 81 per cent of dentists saw an improvement in their patients' oral health.

Participation in the programme is easy — simply enrol with your Oral-B professional representative who will give you a package containing 24 certificates allowing your patients to order a 3D Solo Plaque Remover at the special price of £13.99 (RRP £49.99.) Dentists are then asked to complete a brief evaluation at the subsequent check-up.

Reader response number: 061

Go Pro

Busch have developed the *Longlife Perio Pro* for gentle, trauma-free treatment when cleaning roots and smoothing root surfaces.

The Perio Pro (right) can also be used safely in areas that are anatomically difficult to reach such as molar furcations. The cosmetically sensitive anterior dentition is also easily reached with the Perio Pro.

The instrument comes in a choice of two lengths, is made from tungsten carbide and has a long life-span as it is corrosion resistant.

Reader response number 062



Spray plaque away

Eludril mouthwash, spray and Elgydium toothpaste all contain the active ingredient chlorhexidine, which Pharma Consumer Care claim has been shown in clinical studies to be effective in reducing and inhibiting dental plaque.

Eludril Mouthwash has antiseptic and anti-inflammatory properties. The mouthwash produces less characteristic tooth staining but remains effective in reducing bacterial loading and gingivitis. Eludril Mouthwash can also be used in the treatment of mouth ulcers, oral thrush and minor throat infections.

Reader response number 063

Treat yourself

Over the last seven years, Dentomycin has established itself as a leading adjunctive treatment for adult patients with active periodontal disease.

Blackwell supplies claim Dentomycin, in conjunction with mechanical treatment, can produce significant improvements in periodontal pathogen counts and plaque index.

Reader response number: 064



Victory with Vector

Vector is a new device that Durr Dental claim uses ultrasonics in a completely different way from a conventional ultrasonic scaler.

The resonating ring in the handpiece transfers the ultrasonic energy to slim probe-like tips which do not require water cooling in the same way as a conventional ultrasonic instrument.

The tip movement only oscillates in the vertical plane unlike conventional scalers. This linear movement, combined with minimal use of fluid, means that when operating within the confines of a periodontal pocket the tip will not flex against the sides, making it more comfortable for the patient.

Five instruments are available to cover all areas. Vector removes biofilm, plaque, calculus, endotoxins and bacteria quickly and reliably, working with a sensitive touch right into the last corner, even in 11mm pockets.

Reader response number

065

