

Please send trade news information and illustrations to Kate Craig at the BDJ, 64 Wimpole Street, London W1G 8YS.

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

## Share in smile-on's future

Dental web site smile-on.com is inviting dental professionals to share in its future by participating in a forthcoming share offering.

The smile-on.com offering will be made through EO (www.eo.net), the online share distribution platform which offers retail investors access to the world of new share issues.

Noam Tamir, smile-on's Chief Executive Officer, told the BDJ, 'smile-on is very new to the industry and we wish to include dentists and dental professionals in our success while we are young.'

Shareholders will receive exclusive benefits, including a 12.5 per cent discount on the smile-on CPD education programs and will receive a five per cent discount on the smile-on e-store.

For further details e-mail shares@smile-on.com and request an information pack and application form.

**Reader response number: 052**

## CephMetrics

After finding success in Europe, CephMetrics, specialists in the analysis of radiographs of the cranium for orthodontists, jaw-surgeons and dentists, is expanding its business into the UK.

Precise and consistent analysis of lateral cephalometrics is an important but time-



## Braun to brush

Braun Oral-B hope their new Disney Power Brush will make cleaning children's teeth less of a battle.

The electric toothbrush features a mystery musical timer which randomly selects one of 16 melodies to play when taken off the charge unit. After a minute brushing, a second tune is selected. The Power Brush features a small cup-shaped brush head to ensure children clean all areas of the mouth competently, and like its adult counterpart, it has blue indicator bristles that fade with wear.

**Reader response number: 051**

consuming process. Cephmetrics can take the pain out of the process for you.

Cephmetrics makes use of the 'Quick Ceph' programme, which offers 11 methods of analysis making it possible to trace and analyse in a tailor-made way.

X-ray analysis costs between £5.90 to £11.90 (+ VAT) per analysis and CephMetrics guarantee they will deliver within one week.

**Reader response number: 053**



## Breaking the cycle

Colgate Neutralize is the new fresh breath system which Colgate claims gives 24-hour protection that helps break the vicious cycle of bad breath.

When plaque builds up in the mouth volatile sulphur compounds (VSCs) are produced, leading to bad breath. Colgate Neutralize converts the VSCs to odourless sulphide compounds.

The system is available as a twice-daily mouth rinse and convenient lozenges.

**Reader response number: 055**



## Prestige reaches Zenith

When Prestige Medical launched their new Zenith autoclave at the recent London Dental Show, managing director Robert Thoburn (left) celebrated in style.

The Zenith is unique as it is a type 'B' autoclave with a fractioned vacuum system that has been designed specifically for sterilizing complex, hollow instruments, including dental handpieces.

Prestige Medical have launched a web site at www.zenithautoclave.com which offers product information and includes a facility to book product demonstrations.

**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 **Infection Control/Surgical Gloves**.

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.

## Keeping clean

Optiprep offers a range of cross infection control products for the whole surgery, including an ultrasonic instrument cleaner, pre-operative surgical scrub, hygienic hand disinfectant and hard surface disinfectant.

The manufacturer claims Optiprep Ultra provides a powerful, safe and effective solution for the cleansing of dental instruments and is also effective for cleaning aspirator tubes and suction pipes.

Optiprep Surgical Scrub and Hygienic Hand Disinfectant are active against pathogens and kind to hands as they do not contain chelating agents found in chlorhexidine based products. They also contain moisturisers to help stop dry skin.

Optiprep Hard Surface lifts contaminants from surfaces and attacks the bacterial cell membrane causing irreversible damage to the cell structure.

The Optiprep Surgery Kit is currently available at a special price of £39.95. The kit contains one 750 gram tub of Optiprep Ultra, and one 600ml bottle each of the Surgical Scrub, Hand Disinfectant and Hard Surface Disinfectant. Contact Optident on 01943 605050.

**Reader response number: 057**



Twenty years industry experience has paved the way for the latest entrant to the SuperGlove Medical range of products from BM Polyco Limited.

With its non-sterile, powder-free, low allergy dental procedure glove, Biotex Pro C provides premium quality, effective barrier protection at a competitive price. Boxes contain 25 hand-specific pairs which offer extra comfort and fit to enhance manual dexterity and reduce hand fatigue.

**Reader response number: 056**

## All in one

Two surgery units in the Estetica range from KaVo have several hygiene and infection control features incorporated into the design.


The KaVo hygiene concept begins with smooth, easy-to-clean surfaces and seam-free cushioning on the chair. The Oxygenol

disinfection system ensures water free of almost all micro-organisms while the KaVo Aquamat system flushes the suction tubing and the Hydroclean function flushes selective valves and suction lines.

Integrated, non-return valves prevent any contaminated fluids from being aspirated back into the system. The detachable handles can be safely autoclaved and the porcelain spittoon bowl can be easily removed for thermo-disinfection.

**Reader response number: 058**

## A million reasons to choose Alkapharm



Alkapharm UK Ltd, specialists in infection control, are offering a choice of 'Who Wants to Be A Millionaire?' games free with every purchase of the following products:

- Alkazyme; Enzymatic dental instrument decontaminant
- Alkaspray Plus; Surface disinfectant/cleaner
- Alkacide; Instrument cold sterilising solution
- System 2 Aspirator Cleaner

You can choose between the traditional board game or the new electronic game. The offer is available through Henry Schein Procure during November and December 2000. (Minimum order quantities apply).

For more information call Henry Schein Procure sales on 08700 10 20 43.

**Reader response number: 059**

## The clean cross code

Dürr Dental manufactures a range of hygiene products that are conveniently colour coded to identify each product's application — blue for instruments, green for surfaces, pink for skin and hands and yellow for special areas such as suction systems and amalgam separators.

Dürr's hygiene products are also designed to be time-saving, practical and gentle on the user. All are pleasantly scented and mainly aldehyde-free.

For further information contact 01933-671990 or visit the Dürr Dental web site at [www.duerr.uk](http://www.duerr.uk).

**Reader response number: 060**

## Allergy free

For thousands of dental professionals glove wearing is an uncomfortable daily chore. Two of the main causes are a reaction to natural rubber latex and a reaction to the residual chemicals on the glove surface.

To help overcome the problem, Schottlander now offer latex-free Nitrile Gloves — providing protection for sensitive hands at affordable prices.

Nitrile is a synthetic material developed especially for people who suffer allergies to natural latex rubber. The new gloves are not only latex free but are also low in residual chemicals. The gloves retail from £6.08 + VAT per box of 100. For a free trial pack call freefone 0500 234200.

**Reader response number:**



**061**

## Glove Club

Glove Club is proud to introduce its first mini brochure for the dental market.

Due to popular demand, the brochure includes not only the gloves which Glove Club is recognized for, but also features everyday disposable items at competitive prices.

As advertisers in every issue, Glove Club includes a mini-brochure for all readers in this edition of the *BDJ*.

Glove Club invites existing customers to take advantage of the new disposable products offered in the brochure and welcomes new customers to come on board.



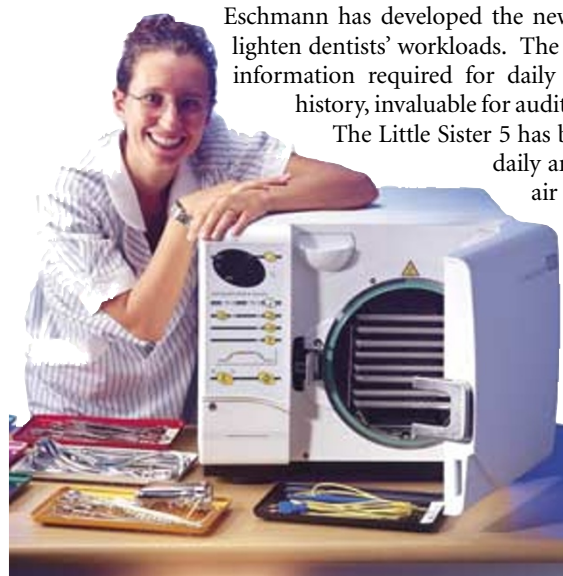
All will benefit from a supplier that has been in business since 1994 and aims to offer good quality products and service.

For free samples please phone 0500 456 832.

**Reader response number:**

**062**

## Hey sister!



Eschmann has developed the new Little Sister 5 autoclave to help lighten dentists' workloads. The printer facility records all relevant information required for daily control tests and provides cycle history, invaluable for audit purposes.

The Little Sister 5 has built-in self-diagnostic systems for daily and weekly tests including leak and air detection — saving time and money at the press of a button.

With no warm-up cycles and a programmable start, the Little Sister 5 can complete its daily tests before you arrive. Eschmann claims its versatile range of benchtop autoclaves can fulfil almost all requirements.

For further details of the Little Sister range, call Customer Service on 01903 753322.

**Reader response number:**

**063**