

Please send trade news information and illustrations to Kate Craig at the BDJ, 64 Wimpole Street, London W1G 8YS. This issue the trade focus is **Implants**.

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.

Freedom with Frios Unit S

General Medical Equipment Co Ltd provides implantology units, abutments, implants and implant systems.

General Medical Equipment describes its Frios Unit 'S' (pictured) as a simple to operate, reliable and robust surgical unit for implantology and minor oral surgery.

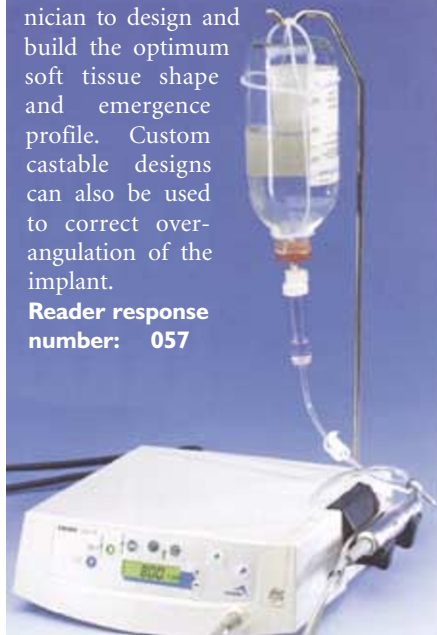
There are five programmes which can be adjusted manually to suit the individual operatives requirements.

During surgery, speed and torque values are clearly visible on the front panel. The foot controller allows for adjustment of fluid flow (on/off), forward and reverse movement, programme selection and in the case of the Vario version gives variable speed control. Reverse movement is indicated through an audible signal.

Frios Unit 'S' uses an induction driven, autoclavable, maintenance free motor which maintains pre-set torque independently of speed.

AuroBase customisable abutments, also from General Medical Equipment, have a base of only 0.6mm in height which allows the technician to design and build the optimum soft tissue shape and emergence profile. Custom castable designs can also be used to correct over-angulation of the implant.

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Trips and treatment with Astra Tech



Caroline Harvey, Rebecca Grime and Mark Edmonson were the winners of the second Astra Tech Scholarship to Gothenburg earlier this year. The winners are pictured with Professor Karl-Erik Kahnberg.

The scholarship trip provided an opportunity to visit a leading maxillofacial unit and observe orthognathic and dental implant surgery being performed by Professor Kahnberg and his team.

Astra Tech's dental implant system incorporates an internal conical connection that provides a larger interfacial surface area to resist lateral prosthetic loads, which Astra Tech claims makes the system less likely to suffer the problems associated with hex top designs, of screw fracture and screw loosening.

Astra Tech will be launching its new implant CPD events programme at this year's Dental Showcase in October. The programme, with Professor Richard Palmer, looks at assessing the patient, treatment planning, surgical and prosthetic procedures.

Reader response number

056



3i implant innovations strikes gold

3i implant innovations manufacture oral reconstructive products including the Osseotite range and GingiHue Posts.

3i claims the Osseotite implant, with its patented microtextured surface, has been proven in multi-centre human clinical studies of over 2,500 implants, to significantly increase the rate and extent of bone growth.

Bone-implant contact and its rate of occurrence is key to implant function and clinical success. The biologically driven surface design of the Osseotite range promotes clot retention and contact osteogenesis for rapid and extensive bone formation directly on the implant surface.

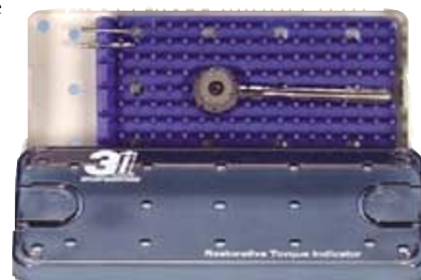
When patients invest in dental implants they will predictably have high aesthetic expectations. 3i claims that in cases where titanium abutments are used, the grey projection though the gingiva can compromise these expectations.

However, 3i believes the GingiHue Post is the solution to this problem as its gold coloured titanium nitride coating provides a warm, natural colour through the gingiva. This in turn blends naturally with the soft tissue, giving greater patient satisfaction.

For details call 01682 829 314.

Reader response number:

058



PerioGlas in its own class

PerioGlas is a synthetic bioactive glass for the treatment of periodontal, periapical and intrabony defects together with defects associated with implant placement.

PerioGlas is osteoproduktive and Hayley Ltd claims it results in predictable and rapid regeneration but has none of the risk elements associated with biologically sourced materials.

PerioGlas is shown being placed into the defect with minimal bleeding (top right) and 24 months later (bottom right).

Haley Ltd is running a number of special offers on the purchase of PerioGlas and information packs are available. Call 01380 870 820 or visit the website at www.haley.co.uk.

Reader response number:

059



ADI welcomes new members

The Association of Dental Implantology UK (ADI) welcomes and encourages dental practices and laboratories with an interest in implants to become new members of the Association and join over 750 private practitioners, hospital practitioners, consultants, technicians and academics.

The ADI has a comprehensive continuing education programme and a two day international implant symposium is planned for the forthcoming London 2001 Congress in London on 12-13 October.

The symposium theme is 'Building foundations for aesthetic solutions' and features Dr Alan Meltzer, Professor Israel

Finger and Dr Steven Wheeler from the USA, Dr Pascal Valentini of France, Dr Konrad Meyenberg and Mr Walter Gebherd from Switzerland, Professor Maurizio Tonetti from the UK, Dr Denis Cecchinato of Italy, Professor Thomas Albrektsson of Sweden and Dr Knut Schuppan from Germany.

New members of the ADI are able to offset their membership fees against the booking rates for the Congress.

For further information on the ADI contact Cherry Wilson on 020 8332 0321 or visit the Association's website at www.adi.org.uk.

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W&H finds Smart way to celebrate success

To mark 10 years of successful business in the UK, dental instruments supplier W&H has launched a competition offering customers the chance to win a top of the range Smart Car.

The Austrian company, founded in 1890, is family owned and run and aims to maintain traditional family values, such as openness, honesty and respect.

For W&H products purchased between 1st August and 15th November 2001, customers will receive a competition entry form giving them the chance to win a 'Passion' Smart Car. This top of the range model comes with air conditioning, front and side airbags and alloy wheels. Customers must answer two questions, complete the tie break and send the form in to W&H. The lucky winner will be chosen on November 28th 2001.

UK Managing Director Charles Meadows is pictured with the car.

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