

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.

WhiterSmile.co.uk

WhiterSmile.co.uk is a new website designed to bring interested patients and dentists together. WhiterSmiles has been set up to actively promote the benefits of cosmetic dentistry. It uses visuals and photography to demonstrate the range of cosmetic dental treatments available whilst allowing patients to search for a treatment centre within their locality.

WhiterSmile.co.uk allows dental practitioners to promote their practices and services directly to potential and interested consumers. Registration on the WhiterSmile website is simple and inclusion is free until 31st January 2002, after which the cost will be £99 per annum. Visit WhiterSmile.co.uk for details.

Reader response number: 052

Family favourites to promote oral health

A portfolio of children's oral care products featuring Disney characters will be introduced to families across the globe under an exclusive license agreement between The Walt Disney Company and The Gillette Company.

The products, including manual, battery and rechargeable power toothbrushes, will be launched under Gillette's Oral-B and Braun Oral-B trademarks and will showcase Mickey Mouse, Winnie the Pooh, Buzz Lightyear and Disney Princesses.

The line is designed to meet the special dental needs of children, while the characters are on hand to inspire children to develop healthy oral care habits at an early age.

Racing ahead with quality quartz



Heraeus Kulzer claims its new quartz glass ceramic HeraCeram is a time saving material which can be processed more easily and reliably than traditional porcelain.

HeraCeram's shorter firing cycle provides a time saving of around 30% compared with traditional veneering ceramic, plus improved quality and life-like aesthetics. The faster processing speed is a result of the material's short pre-drying time, a high starting temperature, a fast heat up rate, low firing temperature and the fact there is no need for prolonged cooling. In general just a single opaque firing cycle is required.

Heraeus quartz glass is already widely used for optical mirrors, prisms and lenses employed in scientific research, laser technology and space travel. The purity of the glass enables fibre optic cables to transport voice, data and TV signals over long distance without loss of accuracy (above left).

Reader response number: 051

"Gillette is excited to combine its powerful oral care brands with the familiarity and fun of Disney characters to create a portfolio of new, innovative products that introduce children to healthy oral care habits that will last a lifetime," said Bruce Cleverly, president of Gillette Oral Care.

The Braun Oral-B brand includes power toothbrushes for adults and children, as well as interdental products such as dental floss, oral irrigators and oral care centres.

Reader response number: 053



HSS has testing off pat

Dental practices can ensure they comply with portable appliance testing (PAT) guidelines through tool hire company HSS.

PAT testing is available in any of 400 plus HSS outlets across the UK, many of them in high street locations. Single items for testing can be taken into any HSS Hire Shop while multiple items and larger equipment should be taken to an HSS Workshop. Workshops offer an on-site testing service for computer and general office equipment, x-ray machines and dentistry equipment. Phone 01376 563 156 for details.

Reader response number: 055

Tip to toe from Hejco

The new Hejco 2001 catalogue from Kent Express is now available, featuring made-to-measure, high quality uniforms to suit the whole dental team.

Hejco says its uniforms are designed for comfort, ease of wear and durability and they are available in a range of colours and fabrics, including crisp 100% cotton, a soft jersey or hard wearing polyester mixes.

The catalogue includes a range of styles and features professional footwear.

Reader response number: 054

