

Please send trade news information and illustrations to Terry Mordecai at the BDJ, 64 Wimpole Street, London W1G 8YS. For details see the 'How to use' section of the contents page.

## Patients get a voice

A research company in Shaftesbury (The Phoenix Research Centre) has specifically created a patient survey which they claim help dentists understand their patients needs and expectations better.

The survey offers patients the opportunity to express views on a wide range of aspects such as perceptions on dental health, treatment received, general service provisions, views on costs, pain management and much more. For an information pack telephone 01747 855020

**Reader response number: 052**

## Vita just shade it

Panadent is pleased to announce the launch of the new VITA 3D shade it system. Unlike other versions of shade guides VITA 3D has 26 shades instead of 16.

Panadent claims that the 3D system equally disperses shades in a 3D manner, making predictions more precise, and making it easier to differentiate. For further information call 01689 881788

**Reader response number: 053**



## Colgate chew their way to a whiter future



Colgate-Palmolive has launched two new products in the form of Colgate Total Plus Whitening toothpaste and Colgate Dental gum.

Colgate claims the whitening toothpaste is clinically proven to visibly reduce the stain area and its intensity by as much as 50% in six weeks. The new sugar free Colgate dental gum comes in three varieties; peppermint, menthol and sparkling mint whitening. For more information call 01483 302 222

**Reader response number:**

**051**

## Touch it, go to Florida

Touch-It Dental is the UK distributor for the Florida Probe dental software package. It has been designed specifically for periodontists. The software interface is complemented with a special periodontal probe designed by the Florida Probe Corporation.

The Florida Probe system records the main characteristics of a periodontal examination; recession, pocket depth, and any bleeding sites, mobility and plaque assessment. The software then records the results and generates a printout which is designed as a visual aid to the patient to ensure improved dental hygiene is carried out on a routine basis. In addition, this documentation can be added to the patient records for detailed reference at a later stage to measure improvement of oral hygiene.

The full examination can be carried out in 10-12 minutes, or alternatively it can be extended to a longer period where more patient education is required. The product can be linked to most of the practice management systems that are available.

For further information call 01274 878 094

**Reader Response Number:**

**054**



## Go loupie with DP Medical

D P Medical Systems Ltd has announced a new range of magnifying loupes from Surgitel. Ergo-Vision loupes are lighter than before, with flip-ups weighing less than conventional through the lens designs.

Ergo-Vision loupes give the user an increased depth of focus and an extra large field of view, which D P Medical claims results in crystal clear magnified images. Phone 01372 747334 or visit D P Medical's website at [www.dental-loupes.com](http://www.dental-loupes.com) for details.

**Reader Response Number: 055**



The BDJ would like to apologise for any confusion caused when in the August 11th issue (BDJ 191: 160), DP Medical and Keeler products appeared in the same article. DP Medical Systems and Keeler are separate companies and supply separate products.