

ORAL HEALTH

Sonicare receives the FHM Award

Sonicare has announced that it has been voted winner of the coveted FHM (For Him Magazine) Grooming awards.

The panel of judges, which included dentists and readers, examined a huge range of products before voting Sonicare as one of the joint winners in the best dental product category.

Sonicare shared first place with Glide dental floss, although they both received an award. For more information on the Sonicare toothbrush range, call your local representative on 0800 0567222.

Reader response number 56



Minerva offers the complete system

Minerva Dental Ltd offers a wide choice of oral health products designed for use and sale within the modern dental practice.

Within its product range Minerva offers various disclosing materials, flosses, toothbrushes, fissure sealants, mouthwashes, toothpastes, motivator badges and accessories from all the major manufacturers.

The range is competitively priced and attracts an additional discount when ordered via Mentor, Minervas easy to use computer ordering system.

Mentor is a powerful and versatile programme developed to make ordering all your sundries easy yet accurate. It is a CD based system complete with product images that can be set up to meet the individual ordering requirements of any practice. Suitable for single/multiple surgery practices, dental body corporate and local authorities, compatible with Windows 95, 98 and NT.

For further information about the full range of oral health products available from Minerva Dental Ltd or Mentor ask your local Minerva representative or phone 02920 490 504.

Reader response number 57

The 2 in 1 kitty we have all been waiting for

Bridge House Laboratories is pleased to announce the launch of Kitty 2 in 1. This is a brand new product that is aimed at giving the patient that bright attractive smile that can make all the difference.

The two main ingredients in Kitty 2 in 1 are 10% carbamide peroxide and CO₂. The system is made up of a tube of carbamide peroxide gel and a tube of bicarbonate polyphosphate paste which must be blended together and applied to the teeth for around 10 minutes.

The bicarbonate polyphosphate paste also contains phosphates that act as chelating agents and trap the staining molecules, thus preventing them from reattaching to the teeth. For more information phone 0191 384 3983.

Reader response number 55

The 3M Mouth Modeller from Medivision

Medivision is pleased to announce its new 3D virtual Mouth Modeller programme. For the first time dentists can present the patient with a 3D dimensional virtual mouth to illustrate complicated treatments quickly and simply.

Medivision claims the Mouth Modeller boasts eight unrivalled features, providing the dentist and their team the ultimate patient education tool.

These features include: a realistic 3D chart, instantly recognised by patients; full



gum display; a 3D image which allows transparency of the gums, showing root structure when required; the 3D image also allows transparency of the teeth, ideal for illustrating all root canal endodontic treatments.

The Mouth Modeller is quick and easy to use and understand, incorporates a

full range of treatments and dental conditions.

For more information phone 01908 366607.

Reader response number 58

The new Sensodyne Gentle

Sensodyne offers a wide range of products to assist with the problem of sensitive teeth, and now extends this range with the new Sensodyne Gentle Ultra toothbrush.

All cases of dental sensitivity have one common feature: some of the tooth dentine is exposed or eroded due to loss of enamel or cementum. When the dentine at the neck of the tooth becomes exposed sensitivity occurs, inhibiting the patient from proper brushing. In cases of sensitivity it is important to recommend a suitable toothbrush which will not aggravate the condition.

The Sensodyne Gentle Ultra is presented in one size and features a compact head with ultra soft, end rounded filaments sympathetic to sensitive teeth and tender gums; a slim neck to enable easy access to all areas of the mouth; a broad handle to offer a safe comfortable grip. Sensodyne claims that when used in conjunction with Sensodyne Total Care F toothpaste the Sensodyne Gentle offers all day protection from the discomfort of sensitive teeth.

For more information phone 0208 975 5693.

Reader response number 59



Colgate goes nationwide with the fun packs

Colgate has announced the nationwide launch of the new My First Colgate Nursery Pack. Aimed at 0-5 year olds, the new My First Colgate Nursery Pack has been designed to encourage children and their parents to develop good oral hygiene from an early age.

The fun packs are free to all nursery staff and include top tips for tiny teeth, dental health booklets for parents and My First Colgate samples. As well as a fun poster, packs include crayons and tooth tips colouring pads, to make taking care of teeth fun for young children. The packs have been developed in association with dental professionals to provide up-to-date information and advice for parents and nursery staff.

During this year Colgate aims to reach 150,000 children aged 0-5 years old with the new My first Colgate Nursery packs. The packs were well received during a pilot scheme in the Guildford area and Colgate are delighted to now make the packs available nationwide as part of Colgates continuing commitment to improving childrens oral health.

The new nursery pack initiative is an extension of the successful Colgate **Bright Smiles Bright Futures** campaign which was first launched in 1993. By the middle of 2002 Colgate aims to reach 800,000 children aged 6-11 years, which represents 90% of all children in this age group in the UK.

For more information or a pack phone 01483 464 637.

Reader response number 60

The mouthwash that helps fight gingivitis



Corsodyl mouthwash from GlaxoSmithKline is recommended by 99% of dentists for the front line prevention and treatment of gingivitis.

Corsodyl contains 0.2% chlorhexidine gluconate which makes it particularly effective as a treatment for gingivitis and other oral disorders such as the management of recurrent oral ulceration and oral candidal infections.

GlaxoSmithKline claims that Corsodyl is well known and highly regarded throughout general practice and trusted by both dentists and their dental teams.

In spite of being easily and effectively treated, gingivitis is a common oral condition, which affects over 80% of the population at some time during their lives. It is particularly common among pregnant women, teenagers and the elderly.

Corsodyl is available in original or mint flavour in 300ml bottles (also mint flavour 600ml bottle) and also for localised use as a 50g gel or 60ml dental spray.

For more information phone 0208 047 6783.

Reader response Number 61