

Please send trade news information and illustrations to Terry Mordecai at the BDJ, 64 Wimpole Street, London W1G 8YS. 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 or use of any product mentioned.

## 3i go to the patient

3i Implant Innovations is pleased to announce a new initiative aimed at selling direct to the patient. 3i plans to advertise the Locator Abutment and OSSEOTITE dental implants to the over 50's.

The campaign will commence with advertising in Saga Magazine this autumn. 3i claims that patients do not have to settle for crowns and bridges or dentures any more, they have the option of implants.

Patients that are interested will be provided with details of their local 3i Implant dentist and an informative Fact Sheet. If you require any more information contact your local 3i representative.

**Reader response number 52**

## Need a new colour?

Vantico is pleased to announce the launch of the colourable material H-C 9100R. It has been designed to produce dental models of a patient's lower jaw, highlighting the teeth and nerve structures as red sections.

Vantico claims that the colourable RenShape SL material and a companion lacquer enables the rapid production of three-dimensional, plastic-like anatomical models direct from the CAD data.

For more information on RenShape materials or any other RenShape solutions visit [www.tooling.vantico.com](http://www.tooling.vantico.com).

**Reader response number 53**



## Colgate aims to increase awareness in the UK

Colgate is pleased to launch a new initiative in association with the BDA. With an investment of nearly one million pounds the Colgate Healthy Teeth For Life initiative is designed to raise awareness of the importance of oral health, especially in areas where inequalities of oral health exist.

During Oral Health Month in September, there will be nationwide activity, highlighting the key issues and encouraging the nation to take better care of their mouths. The dental profession will be an important contributor to the initiative and there are several ways in which you, your practice or clinic and your patients can become involved.

As part of the nationwide programme, Colgate will be hosting Roadshows. They will visit; Kent Bluewater, 31st Aug, Bristol, Galleries Shopping Centre, 7th Sept, Manchester, The Trafford Centre, 14th Sept, Dudley, Merryhill, 21st Sept, Newcastle, The Metro Centre, 28th Sept, Glasgow, Buchanan Galleries, 5th Oct.

For more information write to Colgate-Palmolive Ltd, Oral Health Month, Guildford Business Park, Middleton Road, Guildford, Surrey, GU2 8LZ.

**Reader response number 51**

## Light up for free with Alkapharm

Alkapharm is delighted to announce a special promotion of a free Coolflame Safety Gas Lighter for all dental practices who order the Alkaspray-Plus professional surface decontaminant throughout September and October.

Alkapharm claims the Coolflame Safety Lighter is a versatile, refillable gas lighter, ideal for lighting bunsen burners as well as for heating instruments for endodontic procedures. This offer is available throughout September and October whilst stocks last. To order phone 0121 544 3337.

**Reader response number 54**

