

# PERIODONTICS

## Britons are fresher!

Research carried out by TNS European Toiletries and Cosmetics Database (ETCD) compared perceived levels of bad breath amongst men and women in France, Germany, Italy, Spain and Britain.

The findings show that 28 million people in Europe use mouthwash at least once a week. British women are slightly more concerned about having fresh breath than British men, with three million women using mouthwash compared to 2.7 million men.

Additional findings also indicate that on average, Britons buy a new toothbrush twice a year, with people in the South buying the highest number of toothbrushes.

**Reader response number 56**



## Neutralize bad breath

Colgate is pleased to add Colgate Neutralize to its already extensive range of oral products. Colgate Neutralize contains a combination of ingredients, which work together to reduce sulphur gases and bacteria in the mouth.

Colgate claims Colgate Neutralize effectively tackles the transient odours caused by strong flavours such as garlic, used in conjunction with good brushing and flossing increases patients' fresh breath confidence.

For more information phone 08700 10 20 43.

**Reader response number 57**



## Get your Gengigel display box from Dexcel

Hyaluronic acid is the most physiologically important component of periodontal connective tissue. To help combat periodontal disease Dexcel Dental have introduced Gengigel. Recent studies have demonstrated the beneficial action of high molecular weight hyaluronic acid when used in a topical gel.

Dexcel claims Gengigel should be used as part of a co-ordinated programme of care by the dental practice. Gengigel is not bacteriacidal, so is not a substitute for SRP and PerioChip in periodontitis.

For a limited time, Dexcel Dental are offering a new display box containing twelve each of the gel and mouthrinse, along with patient leaflets and a waiting room poster for £97.90 + vat and the complete Gengigel kit with all of the above plus twelve professional syringes is £165.90 + vat.

For more information free phone 0800 013 2333.

**Reader response number 55**

## Combat halitosis with the Dentyl pH range

The partnership of Dentyl pH toothpaste and mouthwash has been designed to combat the unpleasant effects of halitosis. Grafton claims the Dentyl pH range is technically advanced and has been designed to play an important part in the oral hygiene routine.

The advanced Dentyl pH gel toothpaste contains micro-capsules filled with an effective antibacterial agent. The soft capsules



burst on brushing to deliver this agent directly to the areas that matter, combining with other complementary ingredients to ensure a reduction in harmful bacteria and the ultimate in cleaning, whitening, protection and care.

For further information or to order your own supplies call Grafton International free on 0800 581303.

**Reader response number 58**

## Kitty 2 in 1 combines for your patients

A new tooth whitening kit available only from dentists, the Kitty 2 in 1, combines a tube each of carbamide peroxide and bicarbonate polyphosphate. When mixed together, the formulation releases oxygen radicals, which lift stains but may also improve gum health.

Kitty 2 in 1 combines solutions that are used in bleaching kits and that have also been shown to have an indirect and beneficial effect on gum health. Kitty Professional claims they work by blasting and destroying anaerobic pathogens.

To find out more about where you can obtain the whitening system call the

Kitty 2 in 1 Helpline on 0845 130 4210.  
**Reader response number 59**



## An applicator that delivers with less waste

As a result of research carried out through its customers, Dentomycin have designed an easy-to-use applicator. The applicator delivers the Dentomycin gel directly into the periodontal pocket with minimum wastage.

Dentomycin claims the active ingredient minocycline binds to tooth surfaces and is slowly released over time to provide a simple adjunctive treatment. They also say it is has a broad-spectrum antibacterial action which is particularly effective against periodontal pathogens.



Dentomycin also claims to produce a positive effect on tissue and bone regeneration by inhibiting destructive collagenases, exerting a positive anti-inflammatory action, conditioning the root surface and promoting connective tissue attachment.

For more information phone Blackwell Supplies on 01634 877 620.

**Reader response number 60**

## Could your surgery do with some gold?

For more than 170 years Ash Instruments have manufactured British dental instruments world-wide. This tradition is still adhered to today and carried on in the Ash Hi-Di Gold - the high density multi-layered diamond bur.

Ash Hi-Di Gold diamond burs are offered in the most popular patterns and Dentsply claims are proven to be highly efficient and longer lasting, due to the density of natural diamonds and multi-layered coating. The gold plated shank and head has a colour code banding to easily identify the grit type. These precision manufactured shanks exceed ISO specifications.

The range is offered in a variety of patterns to meet all clinical needs - cavity and crown preparations and all finishing procedures.

For further information on the Hi-Di Gold range and Ash products, please contact

Sharon Collins on 01932 837297.

**Reader response number 61**

