

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.

All you need to know

The Professional from Professional Mailing Ltd, is a vehicle for manufacturers to showcase their products to the dental profession. This gives them the opportunity to request further samples or information without having to interrupt their busy schedule.

It includes a simple fax back form, which is then passed to the relevant company to service the request. The Professional claims to be full of clinically relevant information including case histories, recent research and the latest technology.

The Professional is designed to give up to date information quickly, whilst offering dental professionals the opportunity to request further information. For more information phone 0870 735 5385.

Reader response number 52

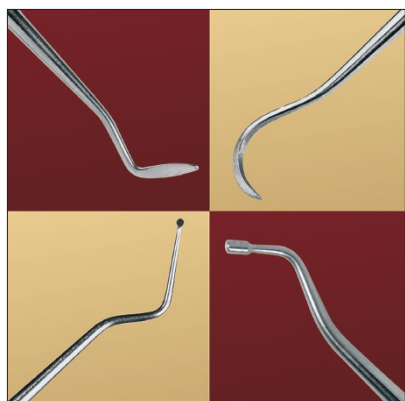
Dentsply are refined

The new Refinement Range from Dentsply has combined selected periodontal and restorative instruments to meet the varied needs of clinicians practising modern techniques in both restorative dentistry and periodontal therapy.

There are 10 instruments in the Refinement Restorative Range available on both Flexichange and Ceramicolor handles. There are 13 instruments in the Refinement Periodontal Range.

Dentsply claims the new Refinement Range will help to gain greater access in deep pockets. For more information phone 01932 837205.

Reader response number 53



Steradent freshen you up in 3 minutes

Steradent is pleased to launch the new formula Steradent 3 Minutes. Steradent claims the new formula has been proven to offer better cleaning versus brushing in just 3 minutes. By offering both a chemical and mechanical mode of action it leaves dentures hygienically clean and fresh.

The primary cleansing action is an active oxygen system, which kills bacteria, bleaches stains and solubilises plaque, thereby eliminating those elements which can cause bad breath and infections of the oral mucosa. In addition a mechanical action, caused by the release of CO2 in the form of millions of micro-bubbles, loosens and removes debris and plaque.

Steradent also claims that when used daily, Steradent 3 Minutes will remove plaque, bacteria and most stains to leave the wearer with a hygienic fresh feeling everyday. For more information email steradent@inkfish.co.uk.

Reader response number 51

A "no-compromise" aesthetic from Degussa

Degussa is pleased to announce the launch of Cercon which they claim is a "no-compromise" in aesthetics. Used in medicine for over twenty years, the qualities of zirconium oxide are now being harnessed for use in dentistry.

Degussa claims Cercon smart ceramics is hard enough to eliminate the need for metal, is naturally white and non-allergenic.

The framework material Cercon base and the bonding porcelain Cercon Ceram combine to form a single unit almost identical to a natural tooth, with excellent translucency. All restorations using Cercon smart ceramics can be shaped naturally.

For more information visit www.degussa-dental.com.

Reader response number 54

