

TRADE NEWS

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.

NASDA's new site

The National Association of Specialist Dental Accountants (NASDA) has recently launched a new website which is aimed at the dental profession.

The new site offers advice on tax, business, financial and legal issues as well as containing information on all NASDA member firms. By going on to the site, dentists can find a local NASDA accountant in their area.

NASDA claims dentists will find the site an invaluable resource tool when it comes to finding hints and tips on all aspects of accountancy, financial, tax and business planning.

For more information visit their website at www.nasda.org.uk.

Reader response number 52

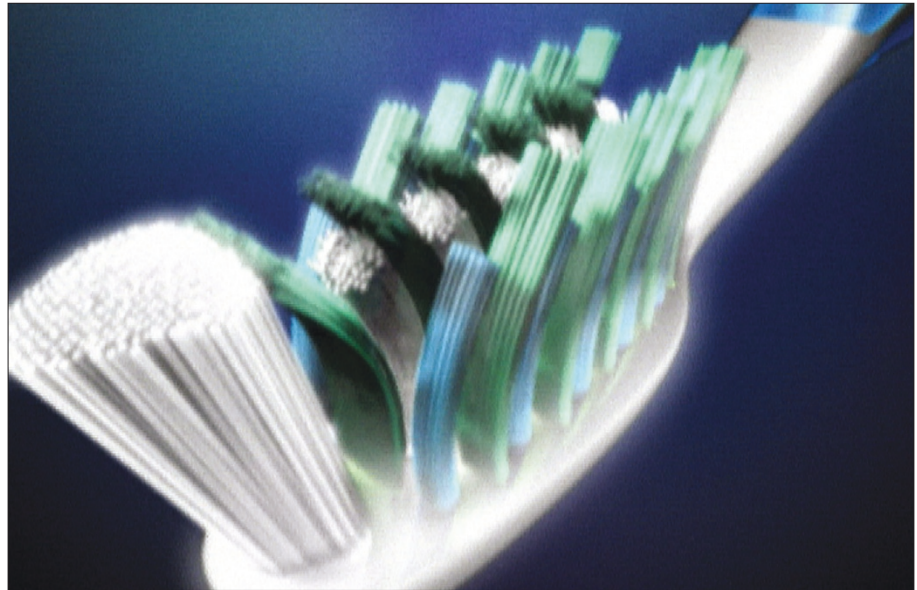
Kerry's new bath

Kerry is pleased to announce the launch of the bench-top ultrasonic cleaning baths which can be programmed to maximise the quality and repeatability of results. Kerry claims MKC baths allow the user to pre-set exact cleaning times and temperatures, ensuring consistent level of cleanliness from batch to batch.

MKC baths are available in capacities of 6, 14 and 22 litres to suit different workloads. Each unit is designed with a small footprint to maximise the working area.

To find out more visit www.kerry.co.uk.

Reader response number 53



The CrissCross from Oral-B on your tv

Oral-B's flagship toothbrush, the CrossAction, will be featured in a national TV campaign in January to ensure that it retains its popularity. The ad will highlight the products efficacy and its enviable claim that it removes more plaque than today's leading manual toothbrush and battery toothbrushes.

Oral-B claims the CrissCross filaments penetrate deeper between teeth and sweep plaque away for improved interproximal cleaning. The filaments are also trimmed to four different heights and are shaped to improve access and provide better surface cleaning.

Oral-B is also pleased announce that make-up artist and model, Jemma Kidd, will be working with Oral-B to increase the profile of oral care, and in particular, the use of power toothbrushes amongst consumers. The campaign focuses on the importance of looking after your smile and how this should be integrated into an individual's daily regime.

Reader response number 51

Two new easy to use distillers from Ecowater

Ecowater, one of the world's largest manufacturers of water treatment equipment has introduced two new, easy-to-use distillers that are ideal for dental practices.

Ecowater claims both distillers ensure that dentists can have pure water for their autoclaves at a very competitive price per litre. In addition the purified water is ideal for use in clean water systems, reducing hand piece problems caused by mineralisation.

Contaminants such as bacteria, chemicals and heavy metals are reduced so the water has less than 4 ppm of dissolved solids compared with typical tap water at 400-600ppm and up to 99.9% of all contaminants. For more information phone 01494 484 396.



Reader response number 54