

Product news

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THE LATEST INNOVATION IN TEETH WHITENING



whitening treatment that mitigates the typically expected adverse effects from tooth bleaching. With active ingredient PAP, this method produces accelerated whitening results without compromising the tooth's mineral or protein structure. PAP is not irritant to oral soft tissues, which means there is no requirement for a gingival barrier to protect the soft tissues. The inclusion of a nano-particle apatite (Nano-hydroxyapatite) and potassium citrate, offer certain additional benefits to the teeth during the whitening

Leading global smile care brand Hismile has introduced a new tooth whitening treatment endorsed by the world's top dentists, setting a new standard for professional smile care.

Continuing to cement their reputation as the leader in the category with the launch of PAP+'s in-clinic treatment, Hismile have addressed the usual concerns around teeth whitening, offering a product which doesn't cause sensitivity or tooth and gum damage.

PAP+ is a whitening formulation created by Hismile that includes active ingredients Phthalimidoperoxycaproic acid (PAP), Hydroxyapatite (Nano), and Potassium Citrate. The PAP+ formulation offers a

process such as improved enamel structure and the reduction of pre-existing tooth sensitivity.

The PAP+ treatment is unique as it doesn't use peroxide, the traditional ingredient used to whiten teeth. Peroxide is known to demineralise teeth and leave them weak, exposed and sensitive. Instead, Hismile has used PAP, this magic ingredient for whitening works in tandem with their new Vio405 ultraviolet light technology to not only leave your smile brighter and healthier but add the guarantee of no pain or sensitivity.

www.hismileteeth.com

EXCITING CHARITY NEWS TO SHARE WITH DELEGATES

The British Dental Conference and Dentistry Show Birmingham 2022 will be supported by an array of professional organisations, associations and charities. Among them will be Dentaaid, with the team keen to meet new people and share their latest news.

Andy Evans, Dentaaid CEO, commented:

'We're so excited to be returning to the British Dental Conference and Dentistry Show Birmingham. As a charity that relies on the generosity of our supporters and volunteers, it's so important for us to meet people in the dental industry and tell them how our projects change people's lives. We've got so much exciting news – new mobile dental units, additional clinics for homeless and vulnerable people across the UK, the restart of our overseas volunteering programme – so it will be a great opportunity for us to let people know how they can volunteer their time and get involved.

'In the last two years, demand for our charitable services has skyrocketed and we're helping more people than ever before. Our mobile dental units travel from Weymouth to York and Exeter to Norfolk helping the most vulnerable people in our communities to access dental care.

'We're also excited to be inviting people to sign up for our overseas volunteering programmes as our support for our dental partners overseas is more important than ever. There's always something going on at Dentaaid and the British Dental Conference and Dentistry Show Birmingham will be the perfect opportunity for us to tell the dental profession about it.'

The next British Dental Conference and Dentistry Show Birmingham will be held on Friday 13 and Saturday 14 May 2022, Birmingham NEC, co-located with DTS.

For more information, visit <https://birmingham.dentistryshow.co.uk/>, or email dentistry@closerstillmedia.com.

If you would like to promote your products or services direct to the dental industry in BDJ Team, contact Paul Darragh, paul.darragh@springernature.com.