

## BRIGHTER SMILES MAKE FOR HAPPIER PATIENTS

For a natural solution that delivers extraordinary smiles to your patients, consider options from the 100% Natural Baking Soda Toothpaste range from Arm & Hammer.

Clinically proven to whiten teeth in three days, this toothpaste features baking soda in order to rebalance oral pH with the aid of its alkaline properties. With a return to neutral, patients can avoid demineralisation of their enamel, and maintain an aesthetic and protected smile.

Stain removal is superior with the 100% Natural Baking Soda Toothpaste range when compared to other products that do not contain baking soda, gently lifting stains for a noticeable result.

Patients can choose from toothpastes that are tailored to whitening or gum protection, meaning they can find the solution that suits their needs the most.

To learn more about the toothpaste that can effortlessly reinvigorate your patients' smiles, contact the team today.

For more information about the carefully formulated Arm & Hammer toothpaste range, visit <https://www.armandhammer.co.uk/> or email: [ukenquiries@churchdwright.com](mailto:ukenquiries@churchdwright.com).

Arm & Hammer oral healthcare products can now be purchased from Boots, Amazon, Superdrug, ASDA, Sainsbury's, Tesco, Morrison's, Waitrose & Partners and Ocado.



## EXCLUSIVE CUSTOMER DISCOUNTS ON ORAL HYGIENE PRODUCTS

Leading UK provider of dental operations technology, Agilio Software, has announced a new partnership with the Swedish oral hygiene company, TePe, to bring exclusive discounts on oral hygiene products to thousands of people around the UK.

Established in 1965, with the introduction of the triangular dental stick, TePe was founded as a clinical approach to delivering cost-effective solutions for good oral health and well-being for people worldwide – ‘from the first tooth and throughout life’.

Agilio Software's latest partnership is designed to provide dental plan customers not only comprehensive dental plans but also to support them in maintaining optimal oral care by providing access to quality products at a special rate. iPlan customers will now be given an exclusive discount code for savings on TePe products, including interdental brushes – a proven way of reaching the 40% of the tooth surface that is missed by brushing alone.

For more information about Agilio Software, visit <https://agiliosoftware.com/>, and for more information about TePe, visit <https://TePedirect.com/pages/about-TePe>.



## MIRANDA STEEPLES TO SPEAK AT DENTAL SHOWCASE THIS MARCH



‘I will discuss how to weave this into a typical appointment, largely from my personal perspective as a dental hygienist, but it is easily transferable to a general oral health review, or an oral hygiene session with a dental nurse.

‘I’ve always really enjoyed BDIA Dental Showcase and found it to be very worthwhile. As one of the first shows in the year, it’s a great opportunity to get some CPD and to visit the trade stands to see what the new year launches have been.’

Miranda Steeples, President of the British Society of Dental Hygiene and Therapy (BSDHT), will be speaking in the Oral Health Theatre on Friday 22 March at BDIA Dental Showcase 2024. Offering a taster of what she hopes to cover, Miranda said:

‘My presentation is about MECC, “Making Every Contact Count”. This is a Public Health England initiative and the core messages are to encourage patients to stop smoking, reduce alcohol intake, improve their diet, increase their exercise, and try to lose weight.

Plus, don’t miss the BSDHT team in the exhibition who will be discussing the upcoming Oral Health Conference 2024, their Coaching and Mentoring programme, Regional Group Spring Study Days and more.

BDIA Dental Showcase 2024 will take place on 22–23 March 2024 at ExCeL London. To find out more and to register visit <https://dental-showcase-2024.reg.buzz/register-free-pr>.

*Miranda tells us more about MECC in this issue of BDJ Team (March 2024).*

If you would like to promote your products or services direct to the dental industry in BDJ Team, call Paul Darragh on 020 7014 4122 or email [paul.darragh@springernature.com](mailto:paul.darragh@springernature.com).