

Dental products and services

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Insider knowledge to excel in social media

Dental marketing expert Shaz Memon, creative director of Digimax and Digimax Dental, has written *Instagram for dentists*, sharing insider marketing knowledge and influencer secrets designed to power practice growth.

Shaz wanted to show anyone within dentistry that Instagram is easy to master and a lot of fun, too. With this book, dentists can learn to use Instagram to grow a brand effectively, creatively and confidently.

The easy-to-reference book covers a range of essential topics, including:



- Which Instagram account to have
- How to brand an account
- How to be interesting
- How to identify your voice
- How to attract new patients
- How to grow followers authentically
- How to hashtag
- How to use the 'influencer' approach
- How to use Instagram stories
- How to use IGTV
- How to create the right images
- What and when to post – and much, much more.

Specifically tailored to dental professionals, *Instagram for dentists* is a definitive guide designed in an easy-to-follow reference format with bite-size chapters to make learning easier.

All profits go to the charity Wells on Wheels.

Instagram for dentists can be ordered from Amazon.

Prehydrated state-of-the-art material

Trycare Ltd have recently launched OsteoBiol GTO with TSV Gel.

Available in 0.5 and 2.0 cc syringes, OsteoBiol GTO is Tecnos's new ready-to-use pre-hydrated biomaterial that can be easily dispensed into defect sites direct from the syringe. It enables clinicians to skip the hydration phase with saline or blood, saving time and decreasing the risk of accidental exposure to pathogens. OsteoBiol GTO contains Tecnos's innovative OsteoBiol TSV Gel which ensures optimal stickiness of the material, allowing easy adaptability to the recipient site and extreme stability.

Conceived as a universal biomaterial, easily adaptable to any bone defect, it is particularly indicated for horizontal augmentation of two-wall defects and socket preservation with compromised buccal plates. It can also be used in sinus lifting procedures where it can be applied directly through the bony window, helping to stabilise implants during immediate placement. It can also be used to treat peri-implant lesions and severe bony defects.

There will be an opportunity to learn more about OsteoBiol at the Trycare September 2020 Extravaganza, London, 11 September. The speakers are world renowned Patrick Palacci, Ulf Nannmark, Dr Paul Schuh and Marcos White from the UK. It will deliver six hours of enhanced CPD for just £395.00 plus vat.

For more information, call Trycare Ltd on 01274 885544 or visit www.trycare.co.uk/osteobiol.

Stay original!

To keep your equipment safe and your warranties valid, it's essential that you use only original spare parts and recognised technicians for any repairs. This is also a requirement of the Regulations (EU) 2017/745 Article 16.

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Get your leading W&H equipment in perfect working order by using accredited service providers or going direct to W&H. We will ensure you receive the original parts you need, which have been tried and tested to guarantee exceptional results and full compliance with the regulations.

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