

New products and focus on cosmetic dentistry and leisure

Please send trade news information and illustrations to Arveen Bajaj at the *BDJ*, Nature Publishing Group, The Macmillan Building, 4-6 Crinan Street, London N1 9XW.

Trade news is provided as a service to readers using text and images from the manufacturer, supplier or distributor and does not imply endorsement by the *BDJ*. Normal and prudent research should be exercised before purchase or use of any product mentioned.

INNOVATIONS IN ORTHODONTIC TREATMENT

The Clearstep System lets general dental practitioners treat mild to severe malocclusions. Structured into five key elements, the system consists of Pre-Alignment, Space Closure, Alignment, Finishing & Detailing and Extras.

With support from experienced orthodontists and specialists throughout, the Clearstep System provides access to a range of devices designed to promote the best results and optimum patient care.

Space can be created using the CODA expansion device, and the Clearstep Closing Spring enables the closure of extraction spaces. The Closing Spring consists of a clear positioner in the anterior section, with spring-loaded

NiTi (nickel titanium) wire in the Buccal segment surrounded by acrylic. Molars are pulled forward by the spring, which is pre-activated for the dentist's convenience.

Clear medical-grade polymer positioners align teeth incrementally, and perfect occlusion can be achieved using the Buccal Segment Settling appliance and elastic mechanics. Multiple and precise occlusal refinement is effected using the FORD appliance and with a range of options for anchorage reinforcement, composite attachments, bite opening and more, the Clearstep System offers the comprehensive solution to GDP-friendly orthodontic treatment.

Reader response number 50

VERSATILE BLEACHING KIT

The QuickWhite system offers the benefit of rapid whitening of both upper and lower arches simultaneously at an economical price with low operation and maintenance expense.

All systems and kits come with all the accessories and consumables needed for complete whitening procedures, as

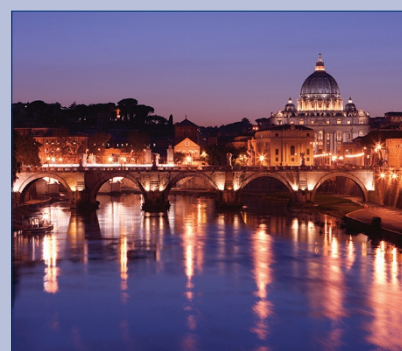


well as full patient marketing including posters, leaflets, window stickers and totems. There are two systems you can choose from: the WIS LED neat system for power bleaching, which is mounted on the dental chair or floor stand with a pre-set timer, or the WIS Combined, which has a dual bleaching head, pulsation and LED. It consists of an LED bleaching head for power bleaching and sonic custom bleaching for soft bleaching.

You can also compliment the whitening with take-home maintenance kits and whitening syringes, both Carbamide and Hydrogen peroxide, for competitive prices. If you buy six In-Surgery Kits (18 patient procedures) for £534 inc vat, you receive a free WIS whitening system.

Reader response number 51

CPD AT YOUR LEISURE



Jon Baines Tours are offering clinicians the chance to gain CPD in the comfort of a luxurious cruise ship while sailing around the Mediterranean. The cruise is ten days in five-star accommodation, travelling through Italy, Croatia, Greece and Turkey. Around 18 hours of CPD is available, and the lecture programme gives you insights into streamlining your practice to make it more profitable.

On the leisure side, there are several escorted, private shore visits to beautiful coastal towns and cities, as well as the sites of historical interest that you would expect with an itinerary of Rome, Dubrovnik, Corfu, Olympia, Santorini, Ephesus, Athens, Messina and then back to Rome.

The company is experienced at running professional study tours. The aim is to make sure you are treated to variety at every level – accommodation, food, modes of transport and visits – so that you come away with a balanced, multi-faceted view. You can expect experiences from the sublime to the humble, in the company of intelligent, curious, like-minded people.

Reader response number 52

STREAMLINED DIAGNOSTIC TOOL

To further enhance GC's Minimal Intervention programme, the company have developed GC Saliva-Check Mutans. This chair-side diagnostic tool adds another dimension by showing whether a patient carries a high level of *Streptococcus mutans* in their saliva and helps to demonstrate whether a patient is at further risk of caries development

without the need for bacterial cultures.

Once diagnosed, the practitioner can act upon this knowledge by prescribing effective oral hygiene measures accordingly. It takes 15 minutes to achieve a result with GC Saliva-Check Mutans, which will show the number of colony-forming caries bacteria in the saliva and is suitable for all age groups.

Reader response number 53

IMPROVED COMPOSITE



Nano-composite technology is now available in the new Herculite XRV Ultra from Kerr.

Herculite XRV Ultra nanohybrid composite is an extension in Kerr's composite line that offers an aesthetic composite restorative for anterior and posterior use. The popular original Herculite XRV micro hybrid composite will not be discontinued.

Reader response number 56

INTENSIVE AT HOME TREATMENT LAUNCHED

BlanX, makers of professional whitening toothpaste, have introduced a new home whitening treatment, BlanX Extrawhite. Distributed in the UK by Acdoco, it is available on the shelf at £9.99.

The treatment works by brushing teeth twice a day for two minutes over a two-week period, four times a year and comes with a free BlanXometer allowing the consumer to watch their teeth whiten naturally by the day.

The formula is based on a higher concentration of Arctic lichen, is fast-acting and safe to use without being aggressive on the enamel, while the



whitening agent makes it especially suitable for smokers and drinkers of tea, coffee and red wine.

Reader response number 54

FASTER BONE REGENERATION

General Medical are UK distributors for OsteoBiol bone graft materials and membranes including MP3. Ideally suited to lateral access sinus lift procedures, MP3 offers a choice of either porcine or equine prehydrated OsteoBiol granules in a sterile syringe.

It facilitates easier and more convenient handling with minimal waste compared with conventional granules. With a recommended re-entry time of five months, MP3 is competitively priced and fully resorbable within a clinically defined timescale with total conversion to natural bone guaranteed.

The OsteoBiol range offers a choice of Genos granules for traditional applications, Putty for post-extraction alveolar regeneration, Gel 40 for periodontal defects and crestal access sinus lift procedures, as well as MP3, all in a choice of porcine or equine derived options.

They are unique because they retain

their natural collagen to ensure faster and complete new bone formation within a clinically defined timescale. This collagen attracts the osteoblastic precursors, accelerates the physiological activity of osteoblasts by two to three times, resulting in faster bone regeneration, and provides a vital substrate for platelet activation and aggregation while optimising the tissue healing process.

Reader response number 55



TRUE-TO-LIFE RESTORATIVES

GC's restorative materials include the GC Gradia micro-ceramic composite crown and bridge system. The product is a laboratory composite used for the indirect method suitable for crowns, bridges, inlays and veneers where aesthetics are of prime importance.

Available in a comprehensive range of shades, it exhibits high strength combined with minimal shrinkage and low water uptake and is ideal for use in both anterior and posterior situations. The result is a restoration with aesthetics close to natural teeth.

To convey the benefits of Gradia to your patients, GC has produced a full colour, high gloss booklet designed specifically for you to show to your patients. This high quality marketing tool describes in detail and with full colour photographs how the technician is able to faithfully reproduce an exact colour match to the existing dentition, with attention to detail being paid to the depth of body colour and the creation of subtle hues, resulting in a true-to-life highly aesthetic crown, bridge, inlay or veneer. Included is a case study, which will enable you to explain the entire procedure to your patients.

Reader response number 57

COMPOSITE WITH CHAMELEON EFFECT

New from Shofu is Beautifil II Gionomer. The composite restorative material is based on pre-reacted glass ionomer technology (PRG). PRG technology combines the benefits of glass ionomers with those of composite resins to produce a biocompatible, fluoride releasing, high strength, aesthetic material.

Due to the on-going release and recharge of the fluoride particles within Beautifil II, secondary caries is no longer a concern with the added benefit that plaque will not adhere to the surface of a Beautifil II restoration. Saliva forms a material film on the surface of Beautifil II that is reported to minimise plaque adhesion

and inhibit bacterial colonisation as an on-going process.

The chameleon effect makes it suitable for all restorations as the material takes on the colour of the surrounding tooth tissue. With a highly translucent finish this radiopaque, versatile material exhibits wear resistance combined with a high filler load to ensure longevity of the final restoration.

To claim your free Beautifil II sample (without obligation), which includes 3 × single dose A2, 3 × single dose A3 and instructions for use, or for further information please contact Shofu on 01892 870800. Stocks are limited.

Reader response number 58

NEW CARBIDE BUR LAUNCHED

Prima Dental Group has commercialised the new AccuPrep tungsten carbide bur with Predator AccuPrep. Crown and bridge preparation has traditionally used diamond tipped burs, and Prima has developed a parallel product with its tungsten carbide fluted drills. These

burs deliver a faster, more efficient cut and better preparation surface.

With the minimum of clogging for precision, with less friction and therefore little heat generated, Prima's AccuPrep burs match the most popular diamond patterns, so you need not change your technique.

Reader response number 59



NEW ADDITION TO ALCOHOL FREE MOUTHWASH RANGE

Alcohol free Dentyl pH mouthwash has expanded its range of flavours by introducing Minty Citrus Splash. With a smooth action, it leaves the user with a fresh, citrus flavour in the mouth.

The entire alcohol free Dentyl pH mouthwash range has a distinctive working action. The advanced formula consists of two stages, a water-based phase incorporating the antibacterial agent Cetylpyridinium Chloride (CPC), and an oil-based solution with natural essential oils, that has to be shaken before use.

When shaken, Dentyl pH forms a

temporary emulsion and the oils mix with the CPC. As the mouthwash is swished and gargled around the mouth, it lifts and absorbs oral bacteria and debris, such as food particles, proteinaceous particles, epithelial cells and bacteria from the mouth.

This can efficiently remove an adherent bacterial layer from a solid surface, and exhibits a continuing inhibitory effect on bacterial activity. When Dentyl pH is expelled from the mouth, resulting debris such as food particles and bacteria can be clearly seen in the sink.

Reader response number 60

SHARPER, CLEARER IMAGES

The Digital Doc Icon intraoral camera from independent digital imaging company Digital Dental is simpler, smarter



and sharper to use. With it you can graphically illustrate a patient's existing dental condition, areas for improvement and the final aesthetic results of your cosmetic dentistry.

The Digital Doc Icon is simpler because everything is integrated within the handpiece. This includes a USB 2.0 connector that plugs into your computer for fast image downloading and easy viewing.

It is designed to sit next to your high speed handpiece and has dual capture buttons for right or left hand use, plus a newly designed slide focus that lets the operator adjust from macro to full smile with a touch of the finger.

Finally it is sharper because of its advanced LED optics and digital technology which can deliver clear, detailed images. The Icon can be used with any digital imaging software and USB2 equipped PC or laptop.

Reader response number 61

DELAY THE SIGNS OF AGEING

Oralift is a non-invasive way to address and delay the signs of ageing and is now available to dentists looking to expand into the anti-ageing sector. Dr Nick Mohindra, pioneer of the ADD Dentalfacelift, Oralift's predecessor believes treatments such as Oralift are perfect practice builders for dentists in an 'age-obsessed' market place.

Facial ageing causes sagging of the soft tissues, altering what is termed by many cosmetic surgeons as the 'facial ageing triangle'. In youth the triangle is pointed downwards from the cheekbones to the chin. As we age, this triangle reverses, with the base formed by jowls and the tip directing upwards towards the nose.

Oralift seems to reverse this ageing triangle by creating a larger freeway space between the upper and lower

jaws, redefining muscles that have to alter to allow the jaw to rest in a new position. Oralift consists of a thermo-plastic material and two polycarbonate pivots (blocks) that are fitted on the lower back teeth to create a raised platform. Worn for a couple of hours every two or three days, the appliance can be moulded to fit any mouth where all or most of the lower teeth are present.

When adapting to this new resting position (preventing the top row of teeth touching the pivots) muscles seem to become more toned, counter-acting the effects of facial ageing. Most patients report benefits from using Oralift to include reduced lines around the mouth, eyes and face, reduced bags under the eyes, increased fullness of the lips and strengthening and firming of the jaw line and neck.

Reader response number 62



ENHANCE AESTHETIC RESULTS WITH SIROLASER



Sirona SiroLaser from Sident Dental Systems, provider of Sirona equipment, can enhance aesthetic results by improving impression taking procedures. By facilitating quicker exposure of crown margins and eliminating bleeding due to its strong haemostatic effect, it can create more predictable results and reduce the number of post-operative complaints.

SiroLaser can be used for soft tissue surgery in a variety of cosmetic dentistry applications as well as for disinfection in endodontic treatment, crown lengthening, treating periodontal pockets, resolving peri-implantitis and bleaching applications.

In surgical applications it offers high precision tissue removal with minimal trauma to surrounding tissues, minimised bleeding for clearer visibility, protection against post-operative infection, minimised scar formation, an enhanced healing response and virtually no post-operative pain.

Weighing 450 g, it features the very latest diode technology which means that the unit size is kept to a minimum. The control unit has a clear menu of easy to select functions, while its LED display shows all the treatment parameters. The ergonomically designed, fully autoclaveable handpiece can be operated by either finger switch or foot control.

Reader response number 63