

### BRITISH MADE AND HALF THE PRICE OF OTHER LASERS

Quicklase have launched a 'recession free' laser, the dentaLase. It is British made, calibrated and serviced here in the UK and is designed to appeal to and be obtainable by all dental practices. It comes fully loaded with features and eight programmable pre-sets,

including troughing, gum recontouring, perio, endo and teeth whitening. There is a colour coded screen for ease of use and built in fibre caddy to protect the fibre. In addition there is a wall mounted bracket option.

The dentaLase Laser is half the price of its competitors.

For more information call 01227 780009 or visit [www.Quicklase.com](http://www.Quicklase.com).

### A 'WOW' FEELING WITHOUT SENSITIVITY

Church & Dwight UK Ltd, the makers of Arm & Hammer toothpaste, have relaunched Enamel Care Sensitive toothpaste with an improved formula that fixes the cause of sensitive teeth and is clinically proven to provide pain relief for up to 16 weeks. With 73% of adults in Britain suffering from sensitive

teeth, Enamel Care Sensitive provides lasting pain relief. Unlike other sensitive toothpastes that temporarily mask the symptoms of sensitive teeth, Enamel Care Sensitive is the only sensitive toothpaste with Liquid Calcium proven to fix the cause.

The improved Arm & Hammer Enamel Care Sensitive formula uses the simple science of baking soda to give you a 'wow' deep clean that you can really feel, for visibly healthy white teeth and fresh breath.

Baking soda is a natural cleansing agent that breaks down in brushing to reach deep down into the microscopic crevices on the tooth surface,

giving stain removal and whitening without the abrasive silica that other toothpastes use.

[www.armandhammer.co.uk](http://www.armandhammer.co.uk)



### BRING SUPPORT TO BRUXISM SUFFERERS

Bruxism Awareness Week takes place on 22-28 October 2012 and provides a vital opportunity for both patients and dental professionals to learn lessons about the condition, according to the dental splint professionals at S4S.

The condition is believed to affect between 8-10% of the UK population. Characterised by teeth grinding and clenching, bruxism causes migraines, jaw pain and poor sleep quality for sufferers. It can often go undiagnosed for years.

A number of proven treatments, such as the NTI-tss occlusal splint system from S4S, are now available to offer hope for sufferers.

Bruxism Awareness Week will see initiatives to raise awareness of the condition, and to help sufferers understand that their suffering can be brought to an end with the right help.

The event will include a series of seminars and promotional events to draw attention to the scale of the suffering brought about by bruxism.

For further details on bruxism, its effects, management and dental splint technology, visit [www.s4sdental.com/](http://www.s4sdental.com/).

### ORTHODONTIC ANALYSIS MADE EASY

The new Planmeca Romexis Cephalometric Analysis module of the Planmeca Romexis software provides flexible features for creating cephalometric analyses and composing superimpositions of 2D cephalometric images, facial photos and images of the dental arch. This new module will facilitate the daily work of orthodontists,



bringing benefits to orthodontic planning and treatment.

The Cephalometric module renders routine analyses fast and easy. An analysis can be performed in minutes and the results are displayed and shared effortlessly. During a treatment process, superimposing patient images from different time points can be used for follow-up purposes. The concept also offers various possibilities for customising the analysis and software properties in order to meet the needs and requirements of each dental professional.

The mobile Planmeca iRomexis application and Planmeca's cloud service allow sharing of images and viewing results anywhere.

[www.planmeca.com](http://www.planmeca.com)

### LOSS ADJUSTMENT WITHIN HOURS

DAS has launched Loss Assist to provide dentists with their own loss adjuster to process their side of the claim should a major event such as a fire or flood occur.

Events such as these are covered under business interruption and material damage insurance policies and, in the event of a claim under these policies, insurance companies will appoint their own loss adjusters to assess the damage and extent of the claim from their perspective.

Loss Assist gives dentists the support of a dedicated loss adjuster within 24 hours of reporting a claim, right through to settlement by their insurer.

Advantages include a year-round 24 hour loss adjuster response; claims submission, negotiation and administration; and up to £100,000 in expert fees to support a claim.

The policy usually costs around 5% of the existing commercial insurance premium.

[www.das.co.uk](http://www.das.co.uk)