

# New products and focus on impression materials and endodontics

Please send product news information and images to Kate Quinlan at the *BDJ*, Nature Publishing Group, The Macmillan Building, 4–6 Crinan Street, London, N1 9XW.

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## AWARD-WINNING DEFIBRILLATORS

In addition to their Sonicare toothbrushes and Zoom tooth whitening, Philips also provides monitoring and scanning technology for hospitals: from MRI machines to defibrillators.

Philips' award-winning HeartStart Defibrillators are now available directly to dental practices to enable everyone in the team to treat sudden cardiac arrest quickly and effectively as soon as it has occurred. The Philips' HeartStart Defibrillator has been independently verified by experts as the easiest to set up and use, and the most reliable available. It uses clear, calm voice instructions to guide the user through each step of the defibrillation process, including CPR coaching. Integrated SMART pads which are simply placed on the patient's bare skin adapt the defibrillator's instructions to the user's actions, conducting them calmly through the sequence they need to follow.

Philips also offer the Sure-Signs vital signs monitoring equipment which allows dentists to track and measure patients' reactions to medications and treatment.

For more information visit [www.medical.philips.com/main/index.wpd](http://www.medical.philips.com/main/index.wpd).

## ALL THEY WANT FOR CHRISTMAS IS WHITE TEETH

QuickWhite from QuickLase would like to introduce their new professional whitening kit which comes in a sleek, black presentation box, making it the perfect gift for patients. The box includes a velvet-look insert which holds up to five syringes, available in carbamide peroxide or hydrogen peroxide.

The presentation box is ideal to give patients as it represents high quality and looks professional; it is something they can show off to their friends and will help attract new patients.

QuickWhite designed the presentation box with professionalism in mind, using black and silver colours and a unique magnetic strip to keep the box

securely closed whilst allowing for easy opening.

QuickWhite offer a number of different whitening kits: branded kits, in-surgery kits and combination kits, but the idea behind the new kit was to produce something that looks more like a gift box so patients can feel like they are getting more than just whitening syringes.

The new professional whitening kit is available for pre-order now. Contact QuickWhite on 01227 780009 or visit [www.quicklase.com](http://www.quicklase.com) to order.



## REDUCE THE RISK OF OVERSTOCKING

Plandent, the full service supply house, offers you the complete range of impression materials. Competitive prices and reliable, fast delivery make Plandent the number one choice. Plandent can help you manage your impression material requirements to reduce the risk of overstocking and subsequent wastage through usage date expiry.

Plandent also offer their house brand, Orbis Alginate, available in both standard set and

fast set versions. The broad Orbis range also includes Addition Cured and Condensation Cured Silicon impression materials for crown and bridge work, Bite Registration materials in hard or standard versions and Orbit-rays, the disposable impression trays. All Orbis products are manufactured to the very highest standard and allow you to reduce your practice costs in a structured fashion by simple substitution with this cost effective range. Apply today for your copy of latest Orbis catalogue.

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