

RECRUIT DCP STAFF FOR FREE ONLINE

British Dental Association (BDA) members can now advertise their dental care professional (DCP) roles for free online at bdjobs.com, the *BDJ's* dental jobs and classified listings website. Qualifying DCP roles include dental nurses, practice managers, dental technicians, and receptionists, but exclude dental hygienists and dental therapists.

The starting price for DCP advertisements are normally

£100 + VAT, so this represents a great opportunity to promote your DCP vacancies to the 27,646 (WebTrends data, Jan-Aug 2014) dental professionals that, each month, visit bdjobs.com, which is also cited as the most used online resource for dental job searching (QA Research, Dentists' ICT Use, 2011).

To make a booking or for more information contact the BDJ Jobs sales team at bdj@nature.com or

TAKE ACTION AGAINST PERIODONTITIS

Brand new from oral healthcare specialist Curaprox is the perfect pocket minimiser for the treatment of chronic and aggressive periodontitis.

Adjusan combines the active ingredient doxycycline with a novel design for easy subgingival application, high tolerability and optimum efficiency.

The effective and uncomplicated single administration is easily applied via the practical cylinder cartridge. The local

antibiotic has the ability to kill key microorganisms whilst remaining safe for the patient, as systemic exposure to doxycycline is minimal.

The most impressive characteristic of Adjusan is its innovative gel-like consistency. The initial flowable form allows you to reach the deep areas of the periodontal pocket, remaining in place as its viscosity increases in the aqueous environment. The active ingredient is released continuously at a sufficiently high concentration over 12 days, enabling pocket depth to be reduced and the attachment level to be enhanced.

Adjusan is also biodegradable to glycolic acid and lactic acid so there is no need for removal following treatment.

Take action against periodontitis gently but resolutely – contact the knowledgeable team at Curaprox today to find out more on 01480 862084 or visit [www.curaprox.co.uk](http://www.curaprox.co.uk).



SUPPORTING DENTAL STUDENTS' INCOME

Income protection specialist Dentists' Provident have launched a unique plan for dental students which will pay a one-off sum of £45,000 if a dental student suffers an accident or long term illness which prevents them from finishing their degree and working as a dentist. No other product supports

dental students in this way.

With tuition fees at £9,000 a year, and the cost of living increasing, it is no surprise that over 80% of students who answered a survey last year said they would be willing to pay for some form of insurance. To find out more just go to [www.dentistsprovident.co.uk](http://www.dentistsprovident.co.uk).

ARE YOU 5D ENABLED?

**Are you 5D Enabled?** Dental experts and UltraDEX are calling for the nation to adopt the 5D routine for a healthy, sparkling, whiter smile

**10% of adults in the UK are following the recommended regime of brushing, cleaning in-between the teeth, and rinsing with mouthwash**

**Only 50% of UK adults are keeping to the recommended biannual dental check-ups.**

**88% of people not attending regular check-ups are likely to develop gum disease**

**25% of UK adults look for the cheapest brand of toothpaste on the shelf, rather than a product with the appropriate benefits for their oral health needs**

**People miss cleaning 35% of their tooth surfaces by not flossing**

**Are your patients cleaning all 5 surfaces, do they even know they have 5 surfaces?**

Are your patients effectively cleaning all FIVE tooth surfaces with their oral health routine? Dental experts and UltraDEX are calling for the nation to adopt a '5D' routine for healthier, sparkling, whiter smiles.

A recent survey from UltraDEX confirms the need for action, with only 10% following the recommended regime of brushing, cleaning in between the teeth and rinsing with mouthwash. Only 50% of respondents are keeping to the recommended biannual dental check-ups. A quarter of respondents also admitted that they look for the cheapest brand of toothpaste on the shelf, rather than a product with the appropriate benefits for their oral health needs.

Check that your patients' oral health routine is '5D enabled' and contact [dental@periproducts.co.uk](mailto:dental@periproducts.co.uk) for posters, samples and further information.

The clinically proven UltraDEX Performance Oral Care range bridges the gap between professional and home care. *UltraDEX* PROTECTS teeth and gums, RESTORES the natural whiteness of a smile and instantly ELIMINATES bad breath compounds (VSC) for 12 hours. Developed by dental professionals, *UltraDEX* guarantees exceptional oral care for the 363 days a year when your patients are not in your care.

For more information on 5D and the 5D challenge visit [www.ultradex.co.uk/5D](http://www.ultradex.co.uk/5D). On that same webpage you will find an infographic displaying the main statistics and 5D approach and part of it is also pictured here (above).