

# NEW PRODUCTS AND FOCUS ON INFECTION CONTROL AND SURGERY DESIGN

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. Product 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.

## WHEN COLD AIR MAKES YOU GASP

Not everyone welcomes crisp cold mornings; those suffering from dental hypersensitivity can find this time of year challenging to say the least. Experienced by a wide cross-section of the population, most notably when eating or drinking cold or sweet food, or taking a gasp of cold air, hypersensitivity is caused by nerves which are stimulated in the dentine layer of teeth exposed by tooth wear or periodontal disease.

A minefield of products are available to help a sensitivity sufferer, such as numbing products containing ingredients like potassium nitrate to provide instant but temporary relief. Other popular ingredients include strontium chloride, arginine and Novamin known to provide a temporary surface film over the exposed tubules until the next acid attack or vigorous brush.

Oral-B's Pro-Expert All Around Protection toothpaste brings long lasting relief to thousands of dentine hypersensitivity sufferers thanks to the inclusion of stabilised stannous fluoride. This ingredient acts by partially or completely blocking the tiny dentinal tubules of which dentine is composed, thereby also blocking the stimuli causing the painful nerve impulses. Repeated use helps to build a strong barrier by occluding the tubules more and more, leading to a decrease in sensitivity.

## MAXIMISE YOUR FINANCIAL POSITION IN 2015

Are you kick-starting 2015 with plans to move house? Do you have a mortgage requirement? Or maybe you want to build on your retirement plan next year with a buy-to-let property?

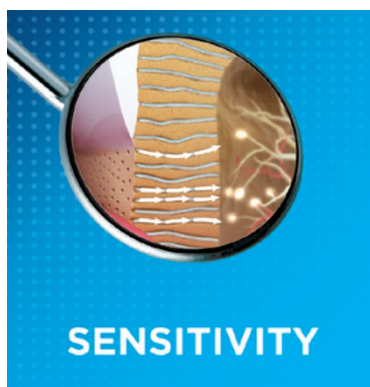
Mortgage rates are always a topical subject: will they rise, will they fall, should I buy or should I wait? 2015 suggests a rise. Ensure you get your situation reviewed to maximise your financial position.

Whatever your question or concern, take advice from a specialist

firm who dedicate their time to improving the financial affairs of dental professionals. Dental & Medical Financial Services offer a bespoke specialist service and have built up a reputation for providing sound financial and mortgage advice to thousands of UK dentists in over 20 years of trading as Medics Financial Services.

Dental & Medical Financial Services' key aim is to build and protect your wealth and offer a range of professional financial services including mortgages, commercial loans, savings and investments, wealth and income protection, and taxation and trusts.

Visit [www.dentalandmedical.com](http://www.dentalandmedical.com) or call 01403 780 770 for more information.



While reducing hypersensitivity is just one of the comprehensive range of oral health benefits delivered by Oral-B Pro-Expert toothpaste, for sufferers of the painful condition, it will probably be enough by itself! Thanks to Oral-B Pro-Expert, the sudden pain of this preventable condition can be reduced. Rigorous laboratory and clinical research supports the benefits of stabilised stannous fluoride toothpaste in controlling dentinal hypersensitivity.

## START THE NEW YEAR WITH A GOOD DEED

For many New Year can be an extremely difficult time. Whether through illness, injury, bereavement or extreme stress, many dentists find they can no longer cope.

At such a time the BDA Benevolent Fund is available to offer vital financial support to dentists and their families. The charity provides one-off or regular payments to help fund food and clothes, pay bills, replace household items, or help with nursing fees and respite care.

As a registered charity, the Fund relies entirely on your generous donations to continue its crucial work. Each bequest, large or small, goes to those that desperately need it, so please donate this New Year to help change someone's life for the better.

Please email [administrator@dentistshelp.org](mailto:administrator@dentistshelp.org) or visit [www.bdabenevolentfund.org.uk](http://www.bdabenevolentfund.org.uk)

If you are in need of help yourself, please contact the Benevolent Fund now. *All enquiries are considered in confidence.*



**HAPPY  
NEW YEAR**