

# NEW PRODUCTS AND FOCUS ON ORAL HEALTH AND PROFITABLE PRACTICE

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.

## PROVIDING EXPERT CARE WITH DENTAL PROFESSIONALS

Johnson & Johnson Ltd, the makers of LISTERINE Advanced Defence, were proud to sponsor two presentations at the 2014 British Dental Conference & Exhibition.

Dr Maria Mantzourani offered advice on how to translate complex microbiological concepts into clinical practice and provide factual oral health education and treatment to patients. Professor Anthony Roberts examined common management challenges for patients with periodontitis, offering suggestions on overcoming these issues in practice.

On show was LISTERINE Advanced Defence Gum Treatment, an alternative to chlorhexidine-based remedies. This twice-daily mouthwash is clinically proven to treat gum disease as an adjunct to mechanical cleaning. When used after brushing, it treats gum disease as shown by the reduction of bleeding by 50.9% ( $p < 0.001$ ) in only four weeks. In addition, Advanced Defence Gum Treatment is designed to not cause staining.

LISTERINE Advanced Defence Gum Treatment is part of the Advanced Defence range, a scientifically proven adjunct to professional treatment.

The LISTERINE Advanced Defence range also includes Advanced Defence Sensitive and Advanced Defence Cavity Guard.

Visit [www.dentistry.co.uk/listerine](http://www.dentistry.co.uk/listerine) or call 0800 328 0750.

## A SIMPLE NEW WAY TO SPLINT TEETH

RxShapedChords are a simple new way of splinting teeth. The semi-rigid shaped support fibres clip around the teeth making placement and cementation much easier than conventional splints. RxShapedChords are a patented product developed by Dental Life Science's clinical research.

The splinting system is made from second generation aramid fibre, akin to Kevlar (trademark of E. I. DuPont de Nemours) impregnated with composite resin and preformed to fit around the teeth. The finished restoration is extremely strong and durable. RxShapedCords used with Dental Life Science RxForce composite can support a bite pressure in excess of that of a Great White Shark (such as Jaws), of 700 lbs of force. An animation of the process can be viewed at



[www.dentallifesciences.com/rxshapedchords.html](http://www.dentallifesciences.com/rxshapedchords.html).

For further information email [info@rxdlc.co.uk](mailto:info@rxdlc.co.uk) or call 0800 056 3805.

## LATEX FREE LOCAL ANAESTHETIC

Xylocaine Standard from DENTSPLY is the first choice for dental professionals requiring the adrenaline-based local anaesthetic and is now available latex free.

By introducing a latex free anaesthetic, DENTSPLY aims to support the dentist in helping avoid any potential allergic reactions in patients who require local anaesthetic, thus ensuring a more comfortable dental experience. What's more, latex free Xylocaine Standard (Product code 102, batch number 2219 and above. Prescribing information can be found at [www.dentsply.co.uk/products/pharmaceuticals](http://www.dentsply.co.uk/products/pharmaceuticals)) is the most competitively priced,

value for money local anaesthetic available.

For more details contact DENTSPLY UK on 0800 072 3313 or visit [www.dentsply.co.uk](http://www.dentsply.co.uk). Earn DENTSPLY Rewards £s each time you purchase Xylocaine Standard to spend on more of the products you love at [www.dentsplyrewards.co.uk](http://www.dentsplyrewards.co.uk) and access FREE CPD webinars and product demonstrations at [www.dentsplyacademy.co.uk](http://www.dentsplyacademy.co.uk).

