

NEW PRODUCTS AND FOCUS ON ORTHODONTICS AND ORAL HEALTH

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.

REMEDY THE DEEP SEATED EFFECTS OF BAD BREATH

The psychological effects of chronic bad breath can be remedied by recommending CB12.

CB12 is a scientifically formulated mouth rinse with low concentrations of chlorhexidine and zinc acetate. This combination has been proven especially effective at neutralising all three volatile sulphur compounds (VSCs) that cause bad breath, and is more effective than 18 leading mouthwash brands at eliminating foul mouth odours.

The next time you encounter a patient with chronic halitosis, you can help them improve their breath but also their confidence and social life by simply recommending CB12.

For more information about CB12, visit www.cb12.com.

BRUSHING APP HITS 1 MILLION NUDGES

The free and NHS-approved Brush DJ app has reached a milestone with over 1 million 'nudges' sent to users to encourage twice daily brushing.

The app motivates users to brush for two minutes whilst listening to songs taken at random from their device or from a playlist of favourite tunes. Downloaded in 171 countries, the app has evolved to include animated videos showing how to use floss, interdental brushes and a manual toothbrush.

Brush DJ contains the evidence-based information found in the latest *Delivering better oral health* toolkit and is an innovative patient-facing extension of the document, which appeals especially to young people.

Ben Underwood, the dentist who developed the multi-award-winning Brush DJ app, is delighted with its growth. He told the *BDJ* that he hopes the app will go some way towards reducing the estimated £1.5 billion of NHS dental budget in England that is spent on the direct treatment of preventable disease.

Sponsorship is being sought to help fund the further development of the app and reach an even larger

audience who could benefit from the information and be motivated to carry out basic daily oral health tasks effectively.

The top 5 most voted for songs to brush to can be found on the website www.brushdj.com along with printable posters for waiting rooms and links to download the app.



ARTIFICIAL BONE WINS MAJOR AWARD

Scientists developing SIRAKOSS MaxSi Graft technology, a material that mimics bone, have won a major prize that takes their pioneering product a step closer to being used in patients.

The technology, which produces purely synthetic material, with no variability in performance, has the potential to treat many thousands of patients who need spinal fusion surgery for back pain, or repairs for bone injuries. The technology can also be considered for applications in dental surgery. The advances

seen in early bone formation, for procedures such as ridge augmentation, are a step change from the use of bovine or cadaveric materials and there is potential to deliver this early bone formation in weeks, not



months, without the need to harvest bone marrow aspirate or use pharmacological compounds.

The innovation has won SIRAKOSS, a University of Aberdeen spin-out company, the £25,000 Venture Prize from The Worshipful Company of Armourers and Brasiers. Funding from the prize will help bring the unique synthetic bone material closer to market.

The Prize will progress efforts in achieving regulatory approval for clinical use. The aim is to have MaxSi Graft technology approved for use in patients in two years' time.