

NEW PRODUCTS AND FOCUS ON ORAL HEALTH AND PRACTICE MARKETING

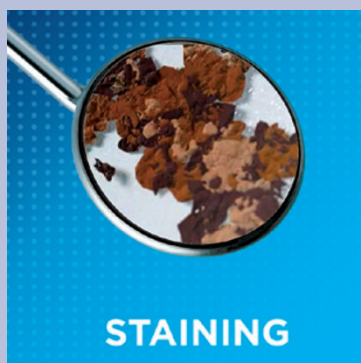
Please send product news information and images to Kate Quinlan at the *BDJ*, Nature Publishing Group, The Macmillan Building, 4-6 Crinan Street, London, N1 9XW. Product news is provided as a service to readers using text and images from the manufacturer, supplier or distributor and does not imply endorsement by the *BDJ*. Normal and prudent research should be exercised before purchase or use of any product mentioned.

FOR THE ALL IMPORTANT WINNING SMILE

'Whiter teeth' is probably the most common request made by patients. The polymer included within Oral-B Pro-Expert toothpaste, sodium hexametaphosphate, is proven to help give that all important winning smile by reducing extrinsic staining. It works by combining both stain prevention and stain removal mechanisms.

Due to its strong affinity for the calcium hydroxyapatite contained in tooth enamel, sodium hexametaphosphate significantly influences the binding properties of the chromogens responsible for stains. By disrupting the pellicle it is able to remove extrinsic staining and its ability to be retained on tooth surfaces prevents new extrinsic stains forming, providing up to 96% reduction in staining within two weeks *vs.* baseline.¹

Whilst aesthetic considerations are obviously significant, the health and functionality of the teeth is naturally of great importance. Users of Pro-Expert



will also benefit from the oral health advantages imparted by the synergistic partnership of sodium hexametaphosphate and stabilised stannous fluoride. By inhibiting plaque growth and adhesion, as well as promoting remineralisation, the advanced fluoride agent ensures that teeth not only look good but are also healthy and functional too. Stabilised stannous fluoride and sodium hexametaphosphate are a match made in heaven.

1. Térézhalmy G, Chaves E, Bsoul S, Baker R, He T. Clinical evaluation of the stain removal efficacy of a novel stannous fluoride and sodium hexametaphosphate dentifrice. *Am J Dent* 2007; 20: 53-58.

MAXIMUM CLINICAL EFFICIENCY

DENTSPLY's Cavitron with its extensive range of inserts assures maximum clinical efficiency. As the leading ultrasonic scaler brand DENTSPLY's Cavitron offers sustained performance technology for easy removal of supra and subgingival calculus and staining.

Used with DENTSPLY's newest insert range, FITGRIP, the Cavitron scaler provides optimum performance and comfort. FITGRIP inserts have been ergonomically designed to offer a better grip during scaling proce-

dures. Tackling different levels of deposits, this stylish yet unique one-piece design allows your fingers to naturally conform to the larger diameter grip, lessening muscle load and pinch force during treatment.

Available in nine Cavitron inserts, FITGRIP helps to remove heavy deposits, calculus bridges and extrinsic staining, whilst

adapting to the root anatomy and successfully improving subgingival access. DENTSPLY's Cavitron family of products is well placed to offer everything you need to achieve optimum performance across a variety of procedures.

To find out more contact Dentsply UK on 0800 072 3313 or visit dentsply.co.uk.

CLINICALLY PROVEN TO TREAT GUM DISEASE

Advanced Defence Gum Treatment is a twice-daily mouthwash clinically proven to treat gum disease as an adjunct to mechanical cleaning and to offer an alternative to chlorhexidine-based remedies.

It's formulated with unique ethyl lauroyl arginate (LAE) technology that forms a physical coating on the pellicle to prevent bacteria attaching, and so interrupts biofilm formation. 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.

Advanced Defence Gum Treatment is part of the LISTERINE Advanced Defence range from Johnson & Johnson, a scientifically proven adjunct to your professional treatment to help treat and/or prevent specific oral care conditions. The range also includes LISTERINE Advanced Defence Sensitive and LISTERINE Advanced Defence Cavity Guard.

With this range of expert daily mouthwashes, Johnson & Johnson is looking forward to working more closely with dental professionals to help deliver advanced treatment outcomes for patients.

For more information on LISTERINE Advanced Defence, visit www.listerineprofessional.co.uk or call 0800 328 0750.

