

**THE NEXT GENERATION SUPERBUG BEATING TECHNOLOGY HAS ARRIVED**

Smaller, faster and with the gold standard in pathogen killing efficacy, the next generation of microbial eradication technology has just been launched by the world leader in bio-decontamination.

The Bioquell BQ-50 is the result of an innovative R&D endeavour conducted by Bioquell following in-depth market research. Using the latest hydrogen peroxide vapour (HPV) technology to eradicate pathogens, the company has been developing this new system to provide the healthcare sector with an even more efficient and flexible bio-decontamination process.

The BQ-50 works by depositing an even layer of 'micro-condensation' of HPV over all surfaces to eradicate the bugs. It now offers short cycle times, is simple to use and is a compact/portable size. These innovations enable hospitals to decontaminate patient rooms more quickly hence enhancing patient flow without compromising infection control practices. The system is now ready to work at the touch of a button, no more data entry is required as the machine automatically assesses all the influencing variables including room size and humidity level.

Ease of use has also been improved by reducing the number of cables and enabling wifi communication between the master vapourising generator, the aeration units and the command centre lectern. The size of the units has been significantly reduced to help provide easier handling around the hospital. Finally, the process of using the liquid sterilant has also been optimised to avoid any wastage.



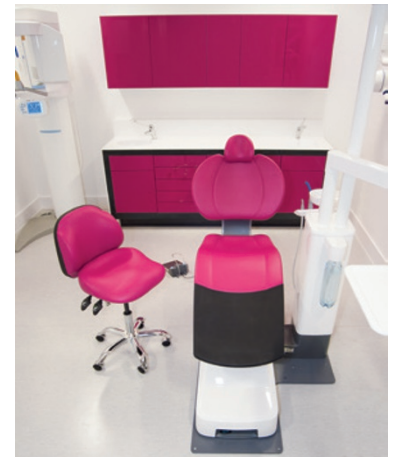
**TOTAL PATIENT COMFORT**

Henry Schein Dental is delighted to introduce the INTEGO – the very latest in high-quality treatment centres from Sirona.

You may think a treatment centre of this quality would come with an extravagant price tag, but the INTEGO is very affordable and provides a flexible, functional and stylish addition to any surgery.

Beautifully built, compact and available in a range of vibrant colours to suit all surgery configurations and styles, the INTEGO effortlessly combines high-quality, hard-wearing materials with an award winning design.

INTEGO's innovative features focus on ergonomic operating procedures and total patient comfort. A user-friendly and intuitive EasyPad interface means managing your workflow has never been easier. It also features a flexible compact water unit for optimal use of space and controlled water quality, giving assurance of hygiene and infection control. Call 08700 10 20 41 to find out more.



**MAXIMISING YOUR POTENTIAL**

7connections create collateral and systems to ensure you clear your dental marketing hurdles and win the race.

The bespoke services they offer to enhance your marketing activities and maximise your return on marketing on investment include:

**Artisan Lifecycle Marketing** – an innovative, automated email marketing solution that combines exceptional software from InfusionSoft with the expertise of 7connections. Focusing on the seven key phases of lifecycle marketing, the comprehensive package

could help you increase new business enquiry conversion rates from an average of 18% to 80%.

**MagicBox** – delivers a box of pre-designed and branded marketing tools to your practice door including posters, referral cards, TV loops, social media banners and patient smile evaluations. These physical and digital solutions will help drive sales and increase revenue with minimal cost and hassle for and the 12-month planner and tracker will ensure you head in the right direction.

**Ultimate Marketing Academy** – a one-year programme involving quarterly meetings and 24/7 access to the 7connections library of knowledge. You'll receive a personalised dental marketing strategy, alongside all the skills and support you need to implement it successfully. For more information call 01647 478145, email [phillippa.goodwin@7connections.com](mailto:phillippa.goodwin@7connections.com) or visit [www.7connections.com](http://www.7connections.com).

**INCORPORATING TECHNOLOGY COULD BE EASIER THAN YOU THINK**

The Carl Zeiss OPMI Pico dental microscope combines maximum functionality and high specification with user-friendly operational features.

The OPMI Pico makes fine details visible, and provides support for the most challenging treatments whether in restoration, endodontics or periodontics.

The OPMI Pico dental microscope offers fine focusing and a five-step magnification changer for quality vision and it is exactly tailored to the needs of

dentistry. Objective lenses with focal lengths of 200 mm, 250 mm 300 mm and 350 mm are available to match the microscope to the dentist's preferred position. Practitioners can integrate a digital or video camera with the OPMI Pico dental microscope to produce brilliant images bringing benefits to the patient and

improving the quality of examinations and treatment available.

A high performance dental microscope with integrated camera equipment will produce fast, efficient results adding value to the dental practice.

For more information call 01453 872266 or email [info@nuview-ltd.com](mailto:info@nuview-ltd.com) or visit [www.nuview.co](http://www.nuview.co)