

NEW PRODUCTS AND FOCUS ON INFECTION CONTROL AND PROFITABLE PRACTICE

Please send product news information and images to David Westgarth 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.

ARE YOUR SENSITIVITY PATIENTS MAKING RIGHT CHOICES?

Sensodyne True White is a new ultra-low abrasion fluoride toothpaste specifically developed to be suitable for dentine hypersensitivity sufferers and to gently lift and prevent tooth stain with twice-daily brushing, meaning patients no longer have to choose



between effective sensitivity care and removal of stains.

The Sensodyne True White formulation actively lifts and prevents extrinsic dental stains and a study has shown it is as gentle on exposed dentine as brushing with water.¹ It contains 5% sodium tripolyphosphate to gently remove and prevent extrinsic tooth stains with

twice daily brushing, with minimal wear to sensitive areas of the teeth.

An ultra-low abrasion formula

Sensodyne True White is different to many other daily use whitening toothpastes currently available as it does not contain dental abrasives, has an ultra-low RDA of just 13, and is more than 10 times less abrasive than many everyday whitening toothpastes. Dentine can be up to 10 times softer than enamel, and is more susceptible to abrasive wear. Tooth brushing with higher abrasivity toothpastes, such as many daily-use whitening toothpastes, may result in further wear of the exposed dentine.

For more information about Sensodyne True White visit www.gskdentalprofessionals.co.uk

1. GSK data on file, DOF: Z2860435.

AWARD-WINNING CAMPAIGNS

The British Dental Industry Association (BDIA) is delighted to announce its advertising campaigns for BDIA Dental Showcase 2015 and CSIDI (Counterfeit and Substandard Instruments and Devices Initiative) have scooped top awards in the *British Dental Journal (BDJ)*. Both campaigns were voted winners by *BDJ* readers in a Message Impact Study survey conducted independently by Realex Research.

BDJ readers were asked to rate all featured advertising campaigns across three categories. From a total of 29 advertisements, including national and international brands, both campaigns were awarded joint winners of the 'information value' category, with BDIA Dental Showcase 2015 also winning the 'believability' category and the 'attention getting ability' category.

The CSIDI initiative, which promotes awareness and action on counterfeit and non-compliant dental devices across the sector, was voted fifth in the 'believability' category and sixth in the 'attention-getting ability' category. Notably, the survey showed that 45% of respondents took an action upon seeing the CSIDI campaign.

NEW PROGRAMME SPECIFICALLY FOR DENTAL HYGIENISTS

The University of Essex has launched a new MSc programme in Periodontology – specifically designed for dental hygienists.

The MSc in Advanced Periodontal Practice is a part-time programme designed to fit with the demands of the busy primary

care practitioner. Through one afternoon and one evening every fortnight the new postgraduate programme continues the School of Health and Human Science's strategy to provide opportunities to enhance the skills and knowledge of the future dental team.

You can find out more information at www.essex.ac.uk/hhs/subjects/oh.aspx