

# NEW PRODUCTS AND FOCUS ON SURGERY DESIGN AND DIGITAL DENTISTRY

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## SUPPORTING DENTAL HEALTHCARE PROFESSIONALS

Johnson & Johnson, the makers of LISTERINE, are delighted to bring you new content following the successful introduction of their CPD programme in 2014, with the aim of supporting the ongoing CPD needs of dental healthcare professionals in improving and maintaining the oral health of their patients.

Through their programme, they aim to deliver recent clinical findings, useful information for in-practice management of oral diseases, and patient communication strategies for improved preventive home care, also considering the effects of lifestyle and other external influences on your patients' oral health.

Please visit [www.listerineprofessional.co.uk/cpd-educational-programme](http://www.listerineprofessional.co.uk/cpd-educational-programme) to earn verifiable hours from the expanding library, including the newest pieces on:

- The challenge of dental anxiety

- Gum health: a systematic review update
- Meeting the oral health need of an ageing population.

In addition, soon to be made available are CPD articles on:

- Successfully delegating care
- Health-related technology in the dental care setting.

Upon completing each module successfully, they will send you a CPD certificate within 14 days.

For further information email [dentalcpd@its.jnj.com](mailto:dentalcpd@its.jnj.com).

## RESULTS EVERY TIME

Offer patients a comprehensive treatment solution with the Inman Aligner and ClearSmile Aligners.

Designed to be simple and affordable, the Inman Aligner and ClearSmile Aligners produce fantastic results every time.

Combined cases can also be produced from one set of impressions by sending them to the ClearSmile lab. You will receive the Inman Aligner produced by a certified Inman Aligner lab and the ClearSmile Aligners in the same package, all built on the same digital arch evaluation.

Become a certified user of Inman Aligner and ClearSmile Aligners by attending one of IAS Academy's hands-on or online courses. All aspects of treatment are covered from case evaluation to fitting and retention, so that you will be able to handle simple to moderate cases immediately.

Learn from leading clinicians and instructors in the field, as well as benefitting from case assessment and mentoring via online support. IAS Academy offers dentists a complete orthodontic training pathway from simple to complex systems, so you can be assured every aspect will be covered comprehensively. For information visit [www.iasortho.com](http://www.iasortho.com) or call 0845 366 5477.

## ALL SMILES

In January 2015 Nobel Biocare UK joined forces with SmileTube.tv to produce an education partnership that will lead the way in education and training in implant dentistry.

The SmileTube.tv programme addresses and overcomes the many concerns of the general dental practitioner interested in introducing implant treatment to their practice by providing a Blended Learning programme that is fully compliant with GDC/FGDP training standards in implant dentistry.

The Ultimate Implant Year Course (UIYC) provides the student with both knowledge and skills in

implant dentistry. By using a cutting edge e-learning platform and state of the art e-learning software the knowledge component of the course is delivered and assessed online minimising disruption to the busy routine of the GDP. Furthermore, the web-based material is available 365 24/7. Obviously there is more to implant dentistry than knowledge, the competent implant practitioner will require the necessary skills set. The skills component is delivered through eight days of hands-on supervised training with patients, provided in one of a regional network of centres throughout the UK and Ireland.

Geared towards the RCS Edinburgh Diploma in Implant Dentistry the course sets high standards and now in partnership with one of the world's leading implant companies, Nobel Biocare, the student experience and journey on their career in implant dentistry will be second to none.

Visit [www.SmileTube.tv](http://www.SmileTube.tv) or contact Learning Community Facilitator Janine at [Janine@smiletube.tv](mailto:Janine@smiletube.tv) or 07742 609686 for more information.

**IT'S AN EASY LIFE WITH EFFICIENT TECHNOLOGY**

The digital workflow has brought with it a great many advantages to modern dentistry including enhanced communications between practice and lab.

CS Solutions from Carestream Dental offers all of these benefits, as practices using the innovative system are able to send you more comprehensive and accurate instructions for any and all work requested.

You'll simply receive an open STL file from your client containing all the information you need within minutes of them sending it. This means you can even discuss a case while the patient is still in the dental chair, ensuring enhanced collaboration for exceptional treatment outcomes.

What's more, it costs you nothing to work with practices operating with CS Solutions – you needn't purchase any new software or pay for any upgrades at any time. You simply need any open CAD or CAD/CAM system in place, and that's it!

So regardless of the complexity of a case, you and your clients can trust CS Solutions to help you achieve the very best results for every patient.

For more information, contact Carestream Dental on 0800 169 9692 or visit [www.carestreamdental.co.uk](http://www.carestreamdental.co.uk).

**GET CONNECTED**

If you are looking to fill your appointment schedule and expand your business, look no further than Munroe Sutton.

With dedicated marketing expertise, Munroe Sutton promotes participating practices through a prodigious network of leading financial, insurance and healthcare institutions, including Cigna, Allianz and Free Group.

When people purchase insurance cover that includes a dental plan, whether as individuals or for their employees, Munroe Sutton provides affordable access to the best dental providers available.

With over 30 years' experience and a commitment to bringing patients and dental professionals together, the team at Munroe Sutton are in the ideal position to help you enhance your patient base and grow your business.

Contact Munroe Sutton today on 0808 234 3558 or [www.munroesutton.co.uk](http://www.munroesutton.co.uk).

**A DENTAL CHAIR FOR YOU**

You could spend over 26,565 hours with your dental chair throughout your career so it needs to work for you and your dental team.

Dr Simon Thackeray of Thackeray Dental Care in Mansfield knew the importance of visiting

an A-dec showroom before making the decision.

Simon explains: 'I'm left-handed but work on the right so I wanted to investigate different designs. Visiting A-dec's showroom was invaluable – they had virtually every possible combination of the A-dec 500 for me to try with my nurse. The design I had in mind was discarded when I saw their 12 o'clock configuration. Deciding to use A-dec and their authorised dealer DB Dental was partly down to the quality and reputa-

tion of the equipment, but mainly because the 12 o'clock design could have been devised just for me.'

To see if the next 26,565 hours of your career will be better spent with an A-dec chair, visit one of the four UK showrooms or call 0800 233 285 for more information.

**THE FIRST PURELY CERAMIC-BASED RESTORATIVE MATERIAL**

With Admira Fusion, VOCO presents the worldwide first purely ceramic-based universal restorative material. This is made possible by the innovation of combining the proven nanohybrid technology with that of the ORMOCERs developed in cooperation with the Fraunhofer Institute for Silicate Research ISC. Having launched Admira, the first ORMOCER-based restorative system, as early as 1999, and having followed it up with Grandio, the first nanohybrid composite, in 2003, intensive research has now enabled VOCO to combine the advantages of both restorative systems. Silicon oxide forms the chemical base for the new nanohybrid ORMOCER restorative material Admira Fusion, not only for the fillers but also – and this represents the innovative research achievement – for the resin matrix. This unique 'pure silicate technology' offers several remarkable advantages in one: for example, the fact that Admira Fusion, in comparison with all restorative composites of market relevance, shows by far the lowest level of polymerisation shrinkage (1.25% by volume) and, coupled with that, extremely low shrinkage stress.

The ORMOCERs ('Organically Modified Ceramics') used in the manufacture of Admira Fusion make it highly biocompatible, as there is no content of classic monomers, some of which might otherwise escape after polymerisation. The light-curing, radiopaque nanohybrid ORMOCER has an 84% (by weight) content of inorganic fillers and covers a broad spectrum of



## EXTREMELY SMALL AND LIGHTWEIGHT

GC's NEW D-Light Duo is a cordless LED curing lamp which is extremely small and lightweight.

Its dual wavelength (400–480 nm) and reliable performance make it possible to cure all materials efficiently and in a very short time.

Manufactured in Switzerland from stainless steel with an autoclavable black light-guide, the other main features include: a 1200–1350 mW/cm<sup>2</sup> output; ability to deliver 97 ten second cycles with just 75 minutes recharging time; light weight (70 g) to reduce operator strain; slim and only 208 mm long to facilitate easy

access and operator comfort.

D-Light Duo is supplied with a soft and translucent eye-protector shield, three years warranty on the device and one year warranty on the battery.

D-Light Duo is compatible with all the most popular light-cured products available in the UK including GC's comprehensive range of composites, glass ionomers and bonding materials.

For further information contact GC UK Ltd on 01908 218999, email [info@gcukltd.co.uk](mailto:info@gcukltd.co.uk) or visit [www.gcurope.com](http://www.gcurope.com).

## SAFER, EASIER, CHEAPER

CleanCert is the chosen biofilm disinfectant for many practices nationwide, and here are three reasons why:

### Safer

The manufacturer's products have been used at over 35 NHS trusts for more than a decade. Recent independent testing across 50 dental practices proved that after 5 minute contact time, CleanCert achieved the highest score possible (0 CFU) for eliminating all pathogens that could cause a build-up of biofilm.

### Easier

Other biofilm disinfectants involve time and hassle – they need corrosive pre-treatments, involve complicated mixing formulas or require you to leave the solution in the chair's waterlines overnight. With CleanCert, you simply

pour in 200 ml, leave for a 5 minute contact time and rinse for 10 seconds, once per week. It is this 'easy' message that provides the overwhelming feedback from independent dental nurses who have used the product.

### Cheaper

CleanCert is better value per litre and per weekly usage than other branded biofilm disinfectants on the dental market. Plus there is no complicated and expensive starter kit needed to achieve efficacy.

CleanCert carries CE certification (0086 category 2a), as well as BS EN 1275, 1276, 12054, 13704, 1500 and 1040. The manufacturer adheres to ISO9001:2008.

CleanCert is available to order in 2.5L (BFC25) and 5L (BFC50) through The Dental Directory.

For more information contact [sales@cleancert.co.uk](mailto:sales@cleancert.co.uk) or call 08443 511115.

## HELPFUL CONVENIENCE FOR ORTHODONTIC PATIENTS

Patients may find cleaning their teeth and orthodontic devices difficult and laborious but it is fundamental to the success of their treatment.

To make this easier and more convenient, Tandex has produced a bespoke Orthodontic Kit. This ensures that orthodontic patients are equipped with the knowledge and specially designed implements to facilitate optimum cleaning and effective oral care.

The Tandex Orthodontic Kit contains a selection of brushes; an Advance Medium toothbrush to eliminate bacteria from around the oral cavity, to the

SOLO Medium brush for precise interdental cleaning. It comes with 4 FLEXI Lime interdental brushes with non-slip flexible grip for versatile cleaning. It also contains an in-depth, detailed guide for taking care of orthodontic applications.

Produced in co-operation with dentists and hygienists, the Tandex Orthodontic Kit ensures that

patients understand how important it is to inhibit the growth of destructive bacteria and help them to maintain the health of their teeth as well as the gingiva and soft tissues that surround them.

Make it easier for your orthodontic patients and contact the Tandex team today. For more information on Tandex's range of products, visit [www.tandex.dk](http://www.tandex.dk).

## DENTAL CARE WITH EXTRACTS OF GINGER AND CURCUMA

Remin Pro forte is a protective dental care product with fluoride and hydroxy apatite. In addition, Remin Pro forte contains extracts of ginger (*Zingiber officinale*) and curcuma (*Curcuma xanthorrhiza*). The advantages of the ginger and curcuma extracts are not restricted to their taste. Scientific studies have confirmed the anti-microbial potential of ginger extracts. The same applies to curcuma extracts, with, in particular, an antibacterial effect against oral microorganisms (especially against *Streptococcus mutans*), and an anticariogenic effect also being described.

The positive effects of both plant compounds relate not only to the dental hard tissue, but also to the anti-inflammatory and circulation-enhancing properties. The familiar subtle spiciness of ginger boosts blood circulation in the gums and stimulates the flow of saliva. The anti-inflammatory components of curcuma and ginger support the healing and regeneration of irritated mucous membranes, as in the case of aphthous ulcers.

The ginger and curcuma extracts in Remin Pro forte are obtained, using CO<sub>2</sub> extraction technology, from the rhizomes, the parts of ginger and curcuma used medicinally. The essential oils present in the plants are extracted in a particularly gentle process, so that they can develop their full power whilst retaining their natural aroma.

Like Remin Pro, Remin Pro forte contains tooth-like hydroxy apatite and fluoride.

Remin Pro forte is particularly suitable for patients in need of extra protection, for instance after whitening or professional tooth cleaning. Other areas of application for Remin Pro forte are in the prevention and control of hypersensitivities and as an additional regeneration measure in orthodontic treatments.





**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.



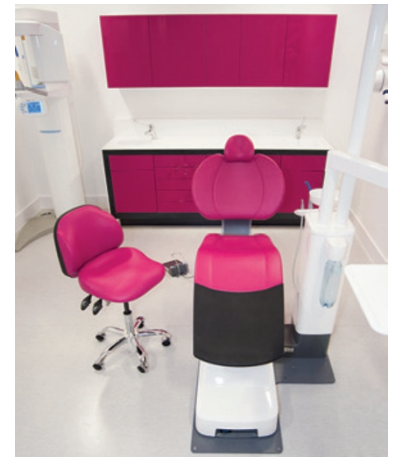
**TOTAL PATIENT COMFORT**

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 conversation 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)