

TOOTH WHITENING COMPANY TARGETS CARIES IN NORTH EAST

North East teeth whitening company, WhiteWash Laboratories, has joined forces with Dental Education for Children and Young Adults (DECAY) to help combat poor oral hygiene in the region.

The Middlesbrough-based company, which manufactures and distributes teeth whitening and oral care products, has launched 'A Brush for a Brush' campaign, and will donate a toothbrush or toothpaste to a child in need in the North East for every WhiteWash product that is sold.

The products will be distributed through DECAY (Registered Charity Number 1,159,556), which aims to donate toothbrushes and toothpastes to children in need, starting in the North East and expanding the initiative nationally then internationally. The charity also aims to develop an oral health education programme that will be delivered to primary schools in the area to help educate young children about caring for their teeth.

WhiteWash Laboratories, which was founded by school friends Tom Riley, Matthew Lloyd and Chris McPhillips, has developed a range of tooth whitening and oral care products that are available in more than 20 companies around the globe and online and through a network of more than 1,000 dentists across the UK.

<http://whitewashlaboratories.com/>



HELPING YOU PLAN THE YEAR AHEAD

The Dental Directory is helping practices plan the year ahead with the 2015 annual wall planner. The Dental Directory has everything you require, from restorative materials and X-rays to everyday sundries. As the UK's foremost dental dealer, they provide a phenomenal range of essential products – all at unbeatable prices.

With an outstanding reputation for excellent customer care, The Dental Directory offers free next day delivery on all orders no matter how big or small and has a team of experts on hand to answer any queries or questions.

To receive your free wall planner, call 0800 585 586 or visit www.dental-directory.co.uk.

IS EXCITEMENT AND ADVENTURE MISSING FROM YOUR DAY JOB?

There are a whole host of opportunities available for dentists in the Army: those already qualified and also those seeking training as a student dentist. For those civilian dentists who feel that challenge and excitement are missing from their day job, it is possible to join the Army as a part-time reservist.

Army reservists have the opportunity to travel in the UK and abroad; the ability to secure professional qualifications for free; the benefit of being paid while training (including regular promotions and pay rises); and a variety of exciting and challenging roles to choose from.

A new recruitment campaign launched by the British Army this year shows reservists taking part in a range of activities from live firing exercises to underwater welding, and from lagoon diving to delivering emergency medical supplies and humanitarian aid.

Army reservists get paid for their



time and may qualify for a tax-free annual bonus for as little as 19 days' commitment a year. The Army also pays for reservists to gain civilian qualifications while they volunteer – from apprenticeships, literacy and numeracy skills through to Masters and PhDs. Over 1,500 employers nationwide have publicly pledged their support for employing reservists, and over 1,000 have a reservist HR policy in place.

For more information about full and part-time jobs available with the Army, visit www.army.mod.uk/jobs, search Army Reserves or call 0845 600 8080.

A NEW IMPROVED DENTAL CROWDING CALCULATOR

Intelligent Alignment Systems (IAS), creator of ClearSmile Aligners, ClearSmile Braces and the Inman Aligner, have now launched Spacewise+.

Practitioners who have previously used Spacewise will notice key differences to the updated version of the diagnostic dental crowding calculator:

- Spacewise+ can now be used to measure 6, 8, 10 or 12 teeth, making it ideal for ClearSmile Aligners and fixed appliances
- It is now customised for upper or lower arch
- When you measure eight teeth or more, you will now get four handles to adjust the curve, rather than two.

Spacewise+ can be used with all three IAS systems to aid treatment planning. If you are not yet certi-

fied to offer any of IAS' solutions, there are certification courses all across the UK that cover everything you need to know, from case selection to retention.

You will soon see how IAS cosmetic orthodontic appliances will help you to attract new patients who want brilliant results, as well as comfort and cost-effectiveness.

For information on IAS or training courses, visit www.inmanaligner.com or phone 0845 366 5477.

