

# NEW PRODUCTS AND FOCUS ON BDIA DENTAL SHOWCASE

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## A HEADLINE ACT

As headline sponsor of this year's BDIA Dental Showcase, visitors will not be able to miss Oral-B's stand. Taking pride of place will be their SmartSeries power toothbrush, which, in combination with the Oral-B App, allows dental professionals to programme patients' brushing routines onto their mobile. Recently the app has been improved to enable greater professional guidance and initial results indicate improved worldwide oral care patterns of behaviour.

If you haven't already tried SmartSeries then you will be able

to do so and experience the brilliant TestDrive trial programme, which allows both dental professionals and their patients the opportunity to try Oral-B's power toothbrushes without having to worry about cross infection. A sealing insert within the head helps prevent saliva entering the handle. To provide extra protection a disposable sheath covers the handle itself.

The mechanical benefits of Oral-B's power toothbrushes compliment the chemical efficacy afforded by their Pro-Expert toothpaste. Gum health through effective plaque control is just one of the many beneficial features of Oral-B's Pro-Expert toothpaste and it's the inclusion of stabilised stannous fluoride (SnF<sub>2</sub>) that makes the difference. Stannous fluoride was the first scientifically recognised fluoride and in recent years has been stabilised and combined with sodium hexametaphosphate, to provide additional protection.

Visit stand J65/J95 to find out more.

## SPECIALIST DENTAL ACCOUNTANTS FOR OVER 20 YEARS

For the first time, specialist dental accountants, Humphrey & Co will be exhibiting at BDIA Dental Showcase. This will be a great opportunity for visitors to meet their specialist dental team who are dedicated to looking after all types of dental clients across the country. They can assist dental professionals with general accounting and tax compliance, tax planning, practice sales and purchases, incorporation, financial due diligence, payroll (including auto-enrolment) and complex tax advice.

They have good connections with other dental specialists such as solicitors, IFAs and the health-care teams within the largest banks which benefit their dental clients with the majority of their needs in the best possible way.

Their specialist accountants will take part in the mini lectures with the aim to deliver a tax update including specific items from the recent budgets, point out ways in which dentists are able to minimise their overall tax liabilities.

Sharing the stand will be Xero, the global leader in cloud accounting who will explain how many of their clients have converted to Xero and consistently reported time savings, ease of use and improved management information.

Visit stand I165 for further information.

## YOUR PARTNER IN ORAL HEALTH

Visit Colgate at this year's BDIA Dental Showcase on stand G95. Discover the latest in whole-mouth protection against dental plaque with Colgate Total toothpaste and its sustained release technology, helping to control plaque regrowth for 12 hours.<sup>1</sup> View the



Colgate ProClinical electric toothbrush range to see how they can achieve superior<sup>2</sup> plaque removal and healthier teeth and gums for all your patients, and hear about the exclusive dental discounts you and your practice can enjoy across the Colgate ProClinical electric toothbrush range.

The professional team will also be on hand to demonstrate how you and your team can tap into a world of expertise by visiting the Colgate Professional website [www.colgateprofessional.co.uk](http://www.colgateprofessional.co.uk). Find out about the latest features and what's on offer to support your patients and professional practice, including requesting patient toothpaste samples. Put your plaque fighting skills to the test with the Colgate Total game and collect your complimentary personalised poster.\*

### References:

1. Fine DH, Sreenivasan PK, McKiernan M, et al. *J Clin Periodontol.* 2012; 39: 1056-1064.
2. Vs a manual, flat-trimmed toothbrush

\* One poster per practice