

FOCUS ON INFECTION CONTROL AND RESTORATIVES

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.

STATE OF THE ART CUSTOMER EXPERIENCE CENTRE AND HEAD OFFICE OPENS



Planmeca welcomed their new distribution partners and esteemed guests to officially open a new customer experience centre and UK headquarters.

The showroom was opened by Tuomas Lokki, Planmeca Group

Senior Vice President, and Karl O'Higgins, Managing Director of Planmeca UK.

Via their new and expanded distributor network, alongside a world class product portfolio and innovative mobile showroom, Planmeca are now well positioned across the UK and Ireland. Any dentist or DCP wanting to experience Planmeca's innovative digital workflow now has that opportunity through multiple channels and in multiple environments.

The new customer experience centre features a dedicated CAD/CAM training zone alongside a full range of 3D imaging machines showcasing the latest in imaging technology. The showroom also includes Planmeca's range of digital dental units, all combined through the comprehensive and modular Romexis software. The showroom can be easily

transformed into a small conference and event facility capable of hosting courses for up to 40 delegates.

The showroom is equipped with the latest technology to ensure seamless presentations, with full HD LED projectors and multi speaker surround sound installed, ensuring a seamless experience for both presenters and delegates. To view the complete range of Planmeca digital solutions at their NEW customer experience centre, call 0500 500 686 or alternatively email marketing@planmeca.com.

A SAFE APPROACH TO WHITENING

Philips Zoom! QuickPro 6% is the latest addition to the Philips Zoom! EU portfolio of whitening products. The new product addresses the concerns voiced by many dental professionals as it offers convenience to the patient, without taking up valuable practice chair time or requiring custom made trays. It also fills the void left by the removal of over-the-counter tooth whitening products from the market. Philips Zoom! QuickPro 6% is clinically proven to whiten up to four shades in as little as 4 days.

The secret to Philips Zoom! QuickPro is a two-layer technology. After the application of the 6% hydrogen peroxide whitening varnish, the innovative sealant layer is applied.

The sealant layer dries in seconds and locks the hydrogen peroxide layer into place. Patients leave the varnish on for 30 minutes, then simply dry brush or wipe it off.

No trays are needed and, provided the patient is judged suitable for treatment by a dentist, a dental professional simply walks through the first application with the patient and dispenses the product, saving valuable chair time. This makes Philips Zoom! QuickPro ideal for practices with limited space or staff to carry out whitening procedures.

Philips Zoom! QuickPro can be used as a stand-alone procedure following chairside treatment or to 'top up' previous whitening.

More information is available from www.philips-tsp.co.uk.

LAWYERS FOR DENTISTS

When it comes to matters such as the acquisition or sale of a practice, or partnership agreements and disputes, Goodman Grant's specialist legal advice is invaluable.

With a distinctive reputation within the dental sector, Goodman Grant ensures that the commercial aspects of a practice and any legal specifics are cared for.

The team of friendly, expert dental lawyers can help guarantee that you experience a fast and efficient practice sale whilst avoiding any hassle or problems. Goodman Grant is also able to provide advice on a wide range of legal issues such as associate agreements, incorporation and NHS contracts.

The dedicated team of solicitors provide an indispensable service that is specific to your requirements. So for any legal matter relating to your practice or the business of dentistry make sure you consult the experts at Goodman Grant.

For more information call Ray Goodman on 0151 707 0090, email rng@goodmangrant.co.uk; or John Grant on 0113 8343705 or email jmg@goodmangrant.co.uk.