

THE FIRST TOOTHBRUSH WITH POSITION DETECTION TECHNOLOGY



Oral-B chose this year's British Dental Conference and Exhibition as the platform to launch the brand new Oral-B Genius, with an exciting event for invited guests introduced by the British Dental Association's (BDA's) Chief Executive, Peter Ward.

The Oral-B Genius intelligent toothbrushing system features ground-breaking Position Detection Technology, combining cutting-edge motion sensor technology located in the brush and video recognition using your smartphone's camera to track areas being brushed – so that no zone in the mouth is missed.

When patients brush with the Oral-B Genius, they receive instant feedback on the brushing of each zone of the mouth via the Oral-B App 4.1, including guidance on pressure applied and brushing duration. These features, combined with the Oral-B Oscillating-Rotating-Pulsating Technology and the unique round brush head, helps patients improve their oral health.

The real-time feedback given through the app helps patients to brush for the recommended two minutes and avoid pressing too hard or missing an area of the mouth – for example right-handers not spending enough time in the lower right hand side of the mouth.

Oral-B Genius enables more effective brushing every day. It comes with a smart travel case which charges both the brush and a USB device such as a smartphone; a practical smartphone holder supporting placement of your phone on the mirror in the bathroom; a lithium-ion battery for at least two weeks of brushing between charges; and SmartRing, a personalised multicolour 360° lighting system, featuring 12 different coloured lights for customisation.

The Oral-B Genius and 4.1 App are available from July 2016. <http://oralb.com/en-us/product-collections/genius>

BIOMATERIALS FOR TISSUE REGENERATION

The Dental Directory has become the first external organisation to supply Geistlich Biomaterials in the UK. It will supply three main product ranges to independent dentists alongside Geistlich's dedicated team, who also offer expert advice and support to clinicians.

Geistlich has a 160-year heritage and specialises in the research, development, manufacture and supply of biomaterials for the regeneration of hard and soft tissue. Its biomaterials are used alongside dental implants and in maxillofacial surgery – with the aim of providing a better quality of life for patients.

The three main Geistlich product ranges available through The Dental Directory are:

Geistlich Bio-Oss, the world's leading bone substitute for regenerative dentistry worldwide. It has a high similarity to human bone and its unique materials' properties lead to effective and

predictable bone regeneration.

Geistlich Bio-Gide, the world's leading collagen membrane for oral tissue regeneration. It provides an optimal barrier shielding young bone from the surrounding connective tissue cells, and is essential for optimal wound healing and maximum bone regeneration.

Geistlich Mucograft, a unique, innovative 3D collagen matrix that has been designed and developed specifically for soft-tissue regeneration in the oral cavity. It provides an alternative to autogenous soft-tissue grafts and avoids the painful harvesting of tissue.

For more information, visit www.dental-directory.co.uk.



DIGITAL DENTISTS GATHER IN THE CITY

This year's Henry Schein Dental Digital Symposium, held at the Grange Hotel overlooking St Paul's Cathedral in London on 6 May, was the biggest event to date and better than ever before.

Hosted by renowned CAD/CAM expert Julian Caplan, the 2016 Digital Symposium brought together a first-class speaker line-up featuring many of the leading names from the world of digital dentistry, including Daniel Vasquez, Frankie Acosta, Imad Ghandour, Tony Knight, Ian Buckle, Colin Campbell, Craig Parker and Raman Aulakh.

Topics covered at the two-day event, which offered 14 hours' verifiable CPD, included: 'Speaking the same language: a powerful digital workflow between dentists and laboratories'; 'The ortho-restorative interface: digital scanning to combine Invisalign treatments with Cerec restorations'; and 'The quality of experience: how digital dentistry can change your life'.

Henry Schein's ConnectDental offers practices and laboratories a fully integrated digital solution combining workflow optimisation, education, expert advice, service and support, all delivered by one provider. With the help of Henry Schein ConnectDental clinicians and their technician colleagues can establish which aspect of digital technology is best suited to their needs and help them to operate more productively, with the aim of achieving high quality accurate restorations which result in superior patient care.

As well as the main programme, the Symposium offered delegates the opportunity to try new products, network with colleagues and experts, and attend a rooftop cocktail party.

<http://www.hsd-digitalsymposium.co.uk/>