

## Who's chilling in your chair?

As part of a social media campaign which runs until the end of August 2017, Belmont are asking practices to take a picture of someone chilling in one of their chairs; it could be a patient, team member or even your postman!

To take part, upload the image with a comment on Belmont Dental UK's page on Facebook, Instagram or Twitter with the hashtag #MyBelmontChair, explaining why the person is relaxed and happy, and you could win a £250 high street voucher. There's also a £150 entertainment voucher for the runner up, which you could use for a team bowling outing or trip to the cinema!

A member of Belmont's marketing team

will contact the winner and arrange a convenient time to visit the practice to film a short video interview. Your story will be put into a press release and circulated to the dental media so that your peers can see what's special about your practice.

See who's on the 'Hall of Fame' by visiting [www.mybelmontchair.co.uk](http://www.mybelmontchair.co.uk). If you'd like a chance to see your chair included in all its glory, upload an image before 31 August.

Earlier this year Sparkly Smile Dental in Blackheath won, and there's a short clip on the website of Dr Phil Eisenberg talking about how his Cleo chair fits perfectly into his modern, eclectic practice.



## Award winning baby toothbrush



Curaprox has won the Best Baby or Kids' Toothbrush category at The Beauty Shortlist Mama & Baby Awards 2017.

Curaprox's Easy Baby biofunctional toothbrush was developed by dental

science specialist Professor Adrian Lussi for use in children of up to four years old. One of its many features is the compact, soft rubberised head, which ensures that parents can reach all areas of their child's mouth both effectively and safely, without the danger of inflicting injury to the oral mucosa. The toothbrush has the added benefit of a rounded handle to encourage children at the upper end of the suggested age scale to hold and use the toothbrush correctly, as well as prevent excessive pressure being applied.

In addition, the Easy Baby biofunctional toothbrush employs the use of Curaprox's famous CUREN bristles, which are incredibly fine and gentle on the mouth.

There are a number of other products available within the Curaprox Baby range, all of which have been created in collaboration with orthodontists and specialists to

give infants and young children the best possible start in maintaining their oral health. The CURAbaby teething ring, for instance, is available in both pink and blue for infants 0-24 months, and is perfect for reducing pain in teething babies, not to mention ideal for preparing babies for their first toothbrush. Then there's the Curaprox soother, designed to prevent malocclusion and the development of an abnormally high arch through the use of side wings and a flat tip. There are three sizes available: size 0 for 0-7 months, size 1 for 7-18 months and size 2 for 18-36 months.

If you'd like to offer your patients the award winning Easy Baby toothbrush or one of the other products available, get in touch with Curaprox today. Call 01480 862084 or visit [www.curaprox.co.uk](http://www.curaprox.co.uk).

## Revolutionary self-clearing dental mirror

Nuview is renowned for its range of quality Carl Zeiss dental magnification and illumination systems.

Now, the experienced distributor has extended its product catalogue to include the revolutionary Yirro-plus self-clearing dental mirror – a system that uses controllable airflow to provide the user with nonstop clear sight.

The Yirro-plus can be integrated into most dental chair units by means of universal adapter or mounted directly into



a spare slot for ease of use.

The unique design also boasts an ultra-reflective surface with a superior smooth multi-layered coating that is repellent to grease and contamination – this provides the user with 99.9% reflection. The innovation is also autoclavable, requires no maintenance and has an ergonomic grip.

To find out more about the Yirro-plus or other products in the portfolio, contact Nuview on 01453 872266, email [info@nuview-ltd.com](mailto:info@nuview-ltd.com) or visit [www.nuview.co](http://www.nuview.co).