

Dental products and services

Please send product news information and images to Adrian O'Dowd at adrian.odowd@nature.com. 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.

Vitamin shot boost

The brand Get More Vitamins is proving increasingly popular. It was incorporated in 2013 by Chris Arrigoni and Steve Norris when they saw an opportunity to create products that offered consumers daily doses of vitamins in convenient and healthy formats.

Their first concept was Get More Vitamin Drinks – all made with spring water, natural fruit flavours and five calories per bottle. Sugar-free, the Get More 500 ml range includes Vitamin A, B, C, D and Multivitamin variants comprising a blend of still and sparkling drinks.

The 330 ml Get More Kids sports-cap range is also available in Vitamin C, Vitamin D and Multivitamins.

The drinks have been highly successful and are now available nationwide in retailers such as Tesco, Sainsbury's, Asda, WH Smith, Spar, Roadchef and Center Parcs amongst others, as well online on Ocado and Amazon.

Soon after this launch, Arrigoni and Norris came up with the idea of a vitamin-enhanced chewing gum and developed it.



They have recently launched the new Get More Multivitamin Chewing Gum. Each piece of sugar-free gum provides a 25% daily dose of 10 vitamins – B1, B3, B6, B7, B9, B12, C, D, E and K – and is available in two flavours, spearmint and peppermint.

Orthodontic World Congress on horizon

Professionals are being invited to attend this year's Orthodontic World Congress, sponsored by Dentsply Sirona.

The Congress takes place in Malta from 20 to 22 September 2018 and as a leading solutions provider in the orthodontics field, Dentsply Sirona says it will feature the latest orthodontic trends, multidisciplinary concepts and modern administrative ideas in the world of dental healthcare.

The upcoming Congress will be a great step towards solidifying Dentsply Sirona as a cutting-edge technology pioneer, developing reliable new digital solutions for orthodontists and for dentists who offer orthodontic treatments.

The event will combine practical workshop sessions with presentations from more than 12 international speakers and an evening networking event. The Congress begins on 20 September 2018 with various afternoon workshop sessions where attendees can pick and choose from more than seven different 50-minute practical sessions.

The workshops cover various themes from minor tooth movement, CCO system to staff motivation and Elemetrix, a solution of OraMetrix.

The main Congress starting on 21 September 2018 features lectures by a select panel of distinguished international speakers.

These include doctors such as Frank Weiland (a member of the European Board of Orthodontists and a provisional member of



the Angle Society of Europe) and Julia Garcia Baeza (diplomat of the American Board of Orthodontics and member of the Spanish Society of Orthodontics).

Attendees will benefit from profound learnings about orthodontic risks, effects of diseases and drugs in orthodontic treatment of adults, as well as biomechanical and biological efficiency.

Dominique Mondou, Vice President and General Manager EMEA and Japan at Dentsply Sirona Orthodontics, said: 'We are proud of Dentsply Sirona being a global one-stop-shop, offering comprehensive end-to-end-solutions to all our customers.'

For more information and registration visit www.owceurope.com.

Fight periodontitis with secure cloud-based

Dentists can save time and fight back against periodontitis – one of the most widespread oral health complications in the world but seldom straightforward to assess for individual cases – with the help of PROPACS from PRO Diagnostics UK.

An innovative, cloud-based storage system for patient image files, PROPACS allows professionals to send radiographs to a team of radiology specialists for expert reporting.

Their special PerioGuide report is particularly useful as it not only indicates the severity of periodontal disease through an easy-to-understand, traffic-light-colour system, but it also gives detailed information on the case to help aid the formulation of an effective care plan.

The PerioGuide report reveals the amount of bone loss at each site of periodontal infection thus helping professionals to establish that the disease is present and also see how badly the patient is afflicted.

This saves dentists having to take these measurements themselves and the information can be sent straight to the hygienist and the periodontist, streamlining the whole process and providing better diagnostic confidence.

Dentists can also rest assured that their file storage system has absolute security. Encrypted with a state-of-the-art blend of safeguarding software, the PROPACS system is also GDPR compliant and easy to use.



Furthermore, PROPACS helps to support dental professionals who use the system with continued education.

Members receive access to regular, complementary CPD courses that will help them keep up to date with the latest research and clinical education. Radiology specialists who have extensive knowledge in the field author each of the webinars and seminars, and these can be taken at any time so that users can benefit from training on their own terms.

More information is available at www.prodentalradiology.com or by emailing sales@prodiagnostics.co.uk.

Hygiene and therapy conference



Built upon delegate feedback from previous events, the Oral Health Conference (OHC) 2018 being held on 23–24 November 2018 at Telford International Centre promises to set the stage for a bright future in dental hygiene and therapy.

During the flagship event of the British Society of Dental Hygiene and Therapy (BSDHT), this year's show will offer up to 12 hours of enhanced CPD covering a wide spectrum of relevant topics.

An exciting line-up of world-class speakers will impart knowledge and share expertise to help delegates refresh and refine their skills for the benefit of their patients.

The Annual Poster Competition (sponsored by Waterpik) will also provide an opportunity for professionals to showcase their own research and studies and gain recognition for their commitment from the wider dental community.

Open to dental hygienists, dental therapists and students, OHC 2018 is entitled 'The future is yours'.

Early bird registration is open until 10 September for the very best price.

More information about the BSDHT is available at www.bsdht.org.uk or by calling 01788 575050 or emailing enquiries@bsdht.org.uk.

Goodwill survey now available

A goodwill and benchmarking survey is now available directly from Dental Elite.

Since its mid-year goodwill report was released, Dental Elite has been monitoring a number of evolving trends, most notably the growing interest from private equity buyers who feel that there is money to be made in acquiring practices in a currently fragmented market.

The agency has also noted a considerable movement in the lower consolidator market as a result of a number of smaller mass operators, including Midland Smile Centres in the West Midlands and Avsan

Holdings, having cashed in their chips in the last year.

These findings have now been published in the new goodwill and benchmarking survey.

To find out more about the current state of the market – including growing regional differences in Multiple of Adjusted Net Profit and typical sale prices over the last financial year – or for help with buying or selling a practice, practitioners can contact Dental Elite.

For more information on Dental Elite visit www.dentalelite.co.uk or email info@dentalelite.co.uk or call 01788 545 900.

Powerful washer disinfectors

Safety and user-friendliness make the HYDRIM G4 washer-disinfector devices a real benefit for every modern dental surgery.

The HYDRIM C61wd G4 and the HYDRIM M2 G4 devices – made by SciCan – offer powerful washer-disinfectors in two sizes. Both units are made of surgical grade stainless steel and offer a fully automated solution for every surgery, whether as a stand-alone or table top unit.

The compact and internet-compatible washer-disinfectors are simple and safe to use, allowing thorough cleaning and thermal disinfection at 93 °C.

With its validated cycles, the Hydrim ensures consistent, repeatable washing and disinfection performance.

Both HYDRIM G4 units comply with the requirements of EU Directive 93/42, international standards ISO 15883-1/-2 and UK HTM 01-05 guidelines.



HYDRIM washer-disinfectors offer a state of the art cleaning solution as well as SciCan's unique G4 technology. The user-friendly colour touchscreen makes the operation of the device particularly easy and clear.

The HYDRIM devices can be connected directly to a network via an integrated Ethernet port. Online, users have access to the Web portal of the device, where cycle information can be tracked in real time and past cycle data can be viewed over the life of the device.

More information is available at www.scican.com or by emailing info.eu@scican.com.

Digital Smile awareness days



The company Align Technology – which designs and manufactures the Invisalign system, described as the most advanced clear aligner system in the world, and iTero intraoral scanners and services – recently ran the first Invisalign Digital Smile Awareness Days to promote digital clear aligner therapy.

To date, more than 5.5 million patients have been treated with the Invisalign system and more than 6.3 million iTero orthodontic scans have been carried out worldwide.

To build on this growing interest in digital orthodontics, Align Technology organised Digital Smile Awareness Days in July 2018 in co-operation with Invisalign trained doctors across Europe.

As part of the campaign, Align Technology pledged a donation to Operation Smile to support their work in helping children born with cleft lip or cleft palate to access the quality care they deserve.

The Digital Smile Awareness events were conceived as a way to drive awareness of clear aligner therapy among prospective patients, and at the same time showcase the advantages of digital intraoral scanning.

During in-practice events, visitors were offered an intraoral scan using the iTero Element scanner and the opportunity to view a simulation of what their smile might look like after Invisalign treatment during their consultation.

Dr Emma Laing, a specialist orthodontist at Harley Street Dental Clinic in London, said: 'The Digital Smile Awareness Day was a resounding success

for me and really made me reflect on how far the industry has advanced.

'In the 10 years I've worked as a specialist orthodontist in Harley Street, digital dentistry is undoubtedly the most significant advancement to affect my practice. Yet many patients aren't aware of how easy, fast and accurate treatment is these days. So to bring this together in one day of awareness was a great idea.'

Nicola Mulhaire, a GDP at Belgravia Dental Centre, added: 'Our Digital Smile Awareness event was very well received. I saw five prospective patients, four of whom are proceeding with Invisalign treatment. Having the iTero Element made my patients look at their dental treatment from a whole different perspective. The Invisalign Outcome Simulator was an unquestionable success.'

Dr Rhona Eskander, a London GDP agreed the Digital Smile Awareness event she held at Chelsea Dental Clinic was enlightening for the people she saw, and said: 'The iTero scanner is an exciting way to show people the potential outcome of their Invisalign treatment during their first appointment. Patients were fascinated to see their misaligned teeth appear on the screen in front of them and the 3D images make it easy to point out all the anomalies immediately.'

More information about the Invisalign system is available at www.invisalign.co.uk and the iTero digital scanning system at <http://www.itero.com/en-gb/>.

Support for corporate providers and groups

The Association of Dental Groups (ADG) is a leading support system for corporate dentistry providers and dental groups which is dedicated to ensuring the delivery of quality outcomes for patients and working with the profession to improve patient care.

As well as supporting the Government's aims to improve high quality access to dental care, the ADG ensures that members meet the highest of standards in order to deliver exceptional patient care and treatment. The ADG says it takes pride in working with corporate providers and dentistry groups and will continue to work hard to meet its aims and objectives.

Paul Critchley, Managing Director of Smile:Together said of his decision to join the ADG: 'We joined the ADG for two reasons. The first was that we wanted to share and better understand some of the issues we face by working with peers in similar business structures to ourselves.

'Two heads are always better than one when seeking solutions to industry-wide challenges that affect our patients and the ADG provides a source of shared knowledge.

'The second reason was that we wanted to join an organisation that had an influential voice on these matters. In a care profession like dentistry where political or operational decisions are being made about your sector, it's useful to be able to contribute and we now have a far greater influence than we would as a stand-alone group in a

rural part of the country.'

The ADG says it is dedicated to improving dental access for patients across the country and cites the example of the Essex team from ADG member Community Dental Services (CDS) CIC.

CDS recently partnered with Southend Clinical Commissioning Group to

produce a series of flash cards to be used by local dentists to improve treatment explanations to patients. Designed to help people with a reduced understanding and alleviate anxiety, it is hoped that the resource will be extended across Essex and Thurrock Local Authority.

Lorraine Mattis, Operations Director for CDS in Essex, said: 'It is CDS' mission to provide oral health in evermore communities so it is important for us to work with partners to do whatever we can to provide oral health advice and support people with additional needs to visit the dentist. Providing information that is easier to understand is a very important part of reducing anxiety.'

More information about the ADG is available at www.dentalgroups.co.uk.



Paul Critchley, MD of Smile:Together

Efficient, simple and clever technology

Practitioners are praising the ORTHOPHOS SL 3D all-rounder X-ray device from Clark Dental.

The ORTHOPHOS SL 3D facilitates every practice workflow, offering incredibly sharp 2D panoramic images with its DCS sensor and Sharp Layer Technology, and full 3D volume flexibility due to its selectable fields of view and easier, more secure patient positioning for the perfect image.

Dr Claudio Peru, from Chiswell Green Specialist Dental Centre in St Albans, said: 'The ORTHOPHOS SL 3D has improved our workflow considerably.

'We now work much more efficiently and the imaging unit has increased patient conversion rates as we are able to offer more services onsite during initial appointments.

'One of the most useful features of the technology for me is the High Definition imaging mode, which is useful for diagnosing and treatment planning endodontic cases. I also like that the OPG set up is extremely simple with the machine recognising the occlusal plane automatically.

'In addition, the customer service from Clark Dental had been fantastic with a prompt response whenever we've had questions while getting used to the machine. I would 100% recommend the ORTHOPHOS SL 3D and Clark Dental to others.'

To find out more about the ORTHOPHOS SL 3D, contact Clark Dental on 01268 733 146, or email info@clarkdental.co.uk or visit www.clarkdental.co.uk.



Claudio Peru

Restoration retention system

Filhol Dental is promoting its FILPOST product described as the only prefabricated post system that can be customised to suit the restoration for root post and core build up.

It can be bent and shortened without risk of fracture, enabling easy insertion of multiple posts into converging canals and is engineered to be easier to place, even in difficult cases, in a faster, safer manner.

There is more preserving of healthy tooth structure and it is stronger in use via its unique passive 'interlocking' system, says the company. The product is 99.8% titanium, biocompatible and compatible with all dental materials. No drilling is required during placement thus avoiding risk of perforation, and its anatomical shape minimises dentine removal.

Retention grooves along the post, working together with retention grooves formed within the canal surface, by the special Universal Groover, create a unique passive interlock that strengthens retention.

Another company product is FILPIN. The self-threading, self-aligning FILPIN speeds and eases placement for self-shearing first time, every time, once optimum depth is reached.

After insertion, FILPIN can be easily bent to suit the restoration without breaking it or the tooth, says the company. Its unique thread design maximises retention strength without causing internal stresses that may lead to cracking or crazing. FILPIN enhances retention of all types of restorations to dentine.

More information is available at www.filhol.com or by emailing info@filhol.com.

Indemnity cover additional benefit

Indemnity is no one's favourite topic, not least as it can be confusing and complex, but the British Society of Dental Hygiene and Therapy (BSDHT) says it is endeavouring to make getting the right protection easier for all its full members.

Designed specifically for dental hygienists and dental therapists by the BSDHT and Howden chartered insurance broker, full membership of the BSDHT offers the additional benefit of indemnity cover – a policy that ensures value without compromising on quality.

It covers a range of areas as standard, including:

- Professional indemnity
- Full scope of practice
- Breach of professional confidentiality
- Direct access
- Helpline for advice and support
- GDC Investigation costs
- Automatic run-off for 12 months for death, retirement and disability
- Automatic run-off for 12 months for maternity or paternity leave, where insurance is not renewed
- Teeth whitening under prescription.

It is also possible to add on Public Liability cover, as well as botulinum toxin and dermal filler services.

More information about the BSDHT is available at www.bsdt.org.uk or by calling 01788 575050 or emailing enquiries@bsdt.org.uk.

'Royal' restorations

Supreme restorations that are said to be fit for a king are available with the fully integrated CAD/CAM system of MyCrown.

Boasting an acquisition unit of both 2D and 3D capabilities, as well as a state-of-the-art milling unit, MyCrown provides the facility for practitioners to create everyday restorations including crowns, veneers, inlays, onlays and small bridges.

Complete with touchscreen technology, advanced software and a fully guided workflow, the manufacturer says that producing beautiful restorations has never been simpler.

Using MyCrown's sophisticated intraoral scanner, practitioners follow a simple five-step guided process to guarantee efficient planning and smooth delivery of restorative solutions – which can be fine-tuned to ensure the ideal fit for each patient.



MyCrown eliminates the need to use traditional impression methods and offers practitioners the freedom to choose restoration blocks for specific requirements without limiting them to a single manufacturer or material.

The system also allows the user to save detailed designs for future reference.

More information is available at www.my-crown.co.uk or by calling 03339 873007.

How to handle halitosis

Halitosis is a sensitive subject, but can be handled gently and effectively by recommending CB12 White mouthwash as part of oral health instruction.

Volatile sulphur compounds (VSCs) are mainly responsible for halitosis and to keep these as well as plaque and bacteria under control, they need a clinically proven mouthwash.

CB12 White contains all necessary ingredients to target and neutralise odour-causing VSCs with long lasting effects. It also contains anti-plaque agents and fluoride to strengthen teeth and prevent decay.

The added bonus with CB12 White is that it also has the technology to lift



tooth stains and prevent new stains from developing.

Patients who use CB12 White twice a day for two weeks will notice a pleasing whitening effect as well as pleasant breath.

More information about CB12 is available at www.cb12.com.

New ergonomic tray design

Ancar has produced its new auxiliary tray to support weights of up to 4 kg in what is an exclusive design that makes it stand out among other high-end products.

Ancar's latest innovation is its new model of auxiliary tray with a useful surface area of 290 × 375 mm. This accessory can support from 0 to 4 kg of weight in adjustable intervals, representing a step forward in size/weight terms.

The tray has three rotation points so that the dentist can place it in the right position

with one hand and adapt it to their preferred way of working.

It is balanced by sets of elastic rings to give the tray better, more secure balance than conventional springs. It also features a removable panel to carry two standard instrument trays.

Thanks to its exclusive design, the tray can be adjusted according to the weight it has to bear at any time (0-1 kg, 1-2 kg, 2-4 kg) to ensure smooth movement. It also includes a manual brake that allows movement to be locked.

It is made from stainless steel to ensure a



lasting, efficient product. The ergonomic design offers better handling and makes it easy to clean and disinfect.

More information is available at www.ancar-online.com.

Efficient digital workflow



Imagine if your next, or even your first implant could be selected for size by an expert according to the exact patient anatomy and placed by yourself to the perfect depth and angulation.

Independent implant specialist Ariston Dental has introduced an easy four-step

plan to make this possible and ensure the most optimal implant placement – every time, even in difficult cases.

- Step 1: Dentist shares CBCT and I/O scan (a study models can be scanned if I/O scan is unavailable)
- Step 2: Ariston's in-house dentist determines the most optimal plan and shares this in written and video format ready for discussion and approval via a remote desktop link
- Step 3: Once approved, a surgical guide is

created to include one or more sleeves matched to the chosen PALTOP implant and shipped along with any custom prosthetic components

- Step 4: Dentist completes the optimal placement – efficiently and economically.

More information is available at info@ariston-dental.co.uk or by emailing Robert Teague at robert@ariston-dental.co.uk or calling him on 07800 990 131.

National implantology meeting announced

The Association of Dental Implantology (ADI) has announced that its next ADI Focus Meeting will be held on Saturday 17 November 2018 at the ICC in Birmingham, an event that is open to members and non-members.

The ADI says it had long been committed to supporting professional education in the field of implant dentistry and its event, entitled 'Innovations in Dental Implantology', will provide insights into the latest solutions on the market designed to enhance clinical practice.

Renowned speakers Ziv Mazor, Karl Ulrich Volz, Anas Aloum, Costa Nicolopoulos, Rana Al-Falaki and Howard Gluckman will present their ideas and advice from around the world to deliver a broad and all-encompassing programme.

Topics will cover everything from ridge atrophy treatment concepts to bone growing implants, novel techniques for planning

and execution of rehabilitative treatment, immediate loading, lasers in peri-implantitis management and partial extraction therapies.

One of the speakers, maxillofacial and oral surgeon Dr Costa Nicolopoulos will present a session on 'Immediate Loading with Permanent Restorations Within 7 Days – Fact or Myth?'

Nicolopoulos says: 'Successful treatment using immediate loading protocols affords many benefits for the clinician and the patient.

'However, there are several challenges to face when immediately loading dental implants with the permanent restorations.

These include achieving good primary stability and maintaining soft and hard tissue stability in the long term.

'My lecture will discuss different methods that can be used to overcome both these potential problems. I'll also consider possible management techniques for when soft tissue changes do occur.



Costa Nicolopoulos

'I believe this ADI Focus Meeting will be a great platform for highly experienced presenters to share clinically relevant implant dentistry innovations with delegates.'

Early bird booking for the event is available until 1 October 2018.

More information is available at www.adi.org.uk/focus18 or www.adi.org.uk/events.

Range of study clubs on offer

The Association of Dental Implantology (ADI) is offering various educational events this autumn in the form of its ADI Study Clubs, described as a highly beneficial source of education, training and discussion.

Covering a wide range of relevant and interesting topics, the events are completely free for ADI members and non-members are welcome as well for a fee.

The ADI Study Clubs include:

- Immediate Tooth Replacement in the Aesthetic Zone: Can we Predictably Achieve Excellence in Challenging Situations? (Stephen Jacobs): Bristol – 23 October



- What's all the Talk About Torque? Implant Stability and its Relevance to the Immediate Loading of Dental Implants (Stephen Jacobs): Birmingham – 24 October
- Treatment Planning for the Edentulous Maxilla (Andrew Legg): Belfast – 6 November

- How to Increase Safety and Reduce Complications During Sinus Lift and Dental Implant Placement (Luca di Alberti): Newport – 7 November
- Immediate Placement and Loading – A 10 year Journey (Abid Faqir): North West (venue to be confirmed) – 8 November
- Guided Implant Planning – Advanced Options (Adam Nulty): Harlow – 12 November.

More information on the ADI Team Congress and upcoming events is available at www.adi.org.uk/studyclubs.