

Dental products and services

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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.