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## FIGHT BAD BREATH

Beverly Hills Formula Toothpaste from Purity Laboratories can remove tooth staining and offers maximum whitening power, while maintaining extremely low abrasion. The Total Protection is a dual action anti-bacterial formula to help fight plaque, tooth decay and bad breath.

The Sensitive formulation is designed for people who suffer from sensitive teeth, whilst the Breath Confidence fights bad breath for hours. The Natural with Aloe Vera and Echinacea offers natural gum protection, whitening power and

no artificial colouring or flavours and its Gum Strengthening toothpaste fights gum disease by controlling the amount of plaque that builds up on your teeth.

Regular brushing with their latest whitening toothpaste will help nourish and strengthen gums, fight plaque, re-mineralise and harden tooth enamel for cavity protection and leave your breath smelling fresher. Beverly Hills Formula Gum Strengthening toothpaste contains ingredients that help reduce bleeding gums.

For further information visit [www.beverlyhillsformula.com](http://www.beverlyhillsformula.com).



## ORAL HYGIENE ON THE MOVE

The Curaprox Travel Sets feature everything you need for healthy teeth and gums when you're on the move, be it on holiday, business travel or just for your handbag.

The Handy Travel Sets are available in translucent yellow, green, red and blue and include a mini tube of Curasept Gel Chlorhexidine Toothpaste which is non-staining, contains fluoride and is antibacterial for effective, gentle cleaning, a tartar stick, anatomically shaped with a mineral based surface specifically designed for ease of use and a Modified CS3960 super soft head toothbrush with detachable handle for folding away.

For free samples email [clare@curaprox.co.uk](mailto:clare@curaprox.co.uk) and for more information call 01480 862084, email [info@curaprox.co.uk](mailto:info@curaprox.co.uk) or visit [www.curaprox.co.uk](http://www.curaprox.co.uk).

## BESPOKE PRACTICE VIDEOS

A new service that produces video content especially for dentists for use either on their website or in the waiting area has been launched. JSP Media Group, headed by TV presenter Jemish Patel, will go to your practice and film a bespoke video for you to use in your practice waiting area, your website and/or to hand out as DVDs in your welcome packs.

The service can be used to promote and market the practice by using video marketing as a cost-effective solution to retain and attract new business, and can promote cosmetic, orthodontic or endodontic treatments to enable customers to have a much greater understanding of the practice's products and services.

For further information please visit [www.jspmediagroup.com](http://www.jspmediagroup.com).

## HIGH PERFORMANCE SPRAY GEL

Hu-Friedy has expanded its Enzymax detergent range to include the high-performance Spray Gel in the handy spray dispenser. This dual-enzyme, pH-neutral concentrate is an effective method for the pre-cleaning of dental instruments. Organic residues such as blood and proteins are effectively broken down by the enzymes. The eco-friendly Spray Gel is phosphate-free and biodegradable.

The new Spray Gel can make a significant contribution to prolonging the life of dental instruments.



## COMBAT ACID EROSION

GlaxoSmithKline Consumer Healthcare (GSK) has recently launched new Sensodyne Pronamel Daily Mouthwash, designed to combat acid erosion. It includes Tri-Hydrapolymers, which can help build more protection against acid erosion than standard fluoride mouthwashes.

It can enhance delivery of fluoride to the tooth's surface, provide more protection against the effects of acid erosion compared to standard fluoride mouthwashes, and re-harden teeth to help protect against future acid challenges.

The full oral care product range includes Sensodyne, Corsodyl, Aquafresh and Poligrip. Samples of GSK's product range can be requested by visiting the dental professionals website [www.gsk-dentalprofessionals.co.uk](http://www.gsk-dentalprofessionals.co.uk) or alternatively by calling 0845 6000 441.