



FOUR NEW PRODUCTS FOR CORSODYL

Corsodyl has announced the launch of four new products within the Corsodyl Daily range to help patients remove plaque on a daily basis and maintain healthy gums.

The extended range includes two new interdental cleaning products: Corsodyl Daily Expanding Floss, which expands to fill interproximal spaces while flossing to help remove plaque and debris between teeth, and Corsodyl Daily Gentle Tape to provide gentle interdental cleaning.

The new Corsodyl Daily toothbrushes are available in soft or medium bristles, and have small dome shaped heads to clean even hard to reach areas effectively. The shorter outer bristles of the brushes adapt to delicate areas, and are specifically designed to be gentle on gums.

The Corsodyl Daily mouthwash packaging and claims have been updated, and a new 'Cool Mini' flavour has been added which contains the same 250 ppm fluoride and 0.06% chlorhexidine digluconate as the Fresh Mint formulation. Both Corsodyl Daily mouthwashes are alcohol free.

In conjunction with Corsodyl Daily Gum & Tooth Paste, these new products make it easier than ever to recommend the Corsodyl Daily range as a complete oral care routine for the maintenance of healthy gums. www.corsodyl.co.uk

DENTINE HYPERSENSITIVITY AFFECTS 1 IN 3

The Sensodyne team is committed to raising awareness and understanding of dentine hypersensitivity, as patients may be unaware of the factors which might predispose to the condition, or that simple interventions could help relieve their sensitivity.

Help inform your patients with the new patient information pieces from Sensodyne, available now for your practice. The new pieces include an A4 tent card for use chairside, and a patient questionnaire with display stand for use at reception. Both materials offer information on dentine hypersensitivity, and on how a toothpaste such as Sensodyne Repair & Protect could help.

You can review condition information and order trial sized packs of selected Sensodyne products at www.gsk-dentalprofessionals.co.uk.



DON'T FORGET YOUR TOOTHPASTE TICKET

If you fancy winning a year's supply of whitening toothpaste from oral care provider Beverly Hills Formula, then make sure you 'don't forget your toothpaste ticket' for this year's BDTA Dental Showcase.

To be in with a chance of winning this fantastic prize, simply download your 'Don't forget your toothpaste ticket' from www.beverlyhillsformula.com/toothpaste-ticket and bring it with you to Stand B13 where you will be entered into the prize draw. And there's not just one, or even two chances of winning, there's three, as Beverly Hills Formula will announce one winner every day.

With recent study results confirming that over 91% of staining can be removed over a five-minute period (Beverly Hills Formula Natural Whitening Expert), the Beverly Hills Formula range of whitening toothpastes really does allow your patients to achieve a 'Hollywood smile' without resorting to harsh acids and abrasives or home bleaching kits.



CLINICALLY PROVEN FORMULA

Developed, used and recommended by dental care professionals and backed by extensive scientific research, the UltraDEX range (formerly RetarDEX) delivers fresh breath confidence, whitening maintenance and exceptional oral health when used as part of a daily oral care regime. The clinically proven technology is antibacterial and works with the natural oral pH level, releasing the appropriate amount of active ingredient to meet the individual needs of each mouth. UltraDEX eliminates, not simply masks, odour-causing Volatile Sulphur Compounds (VSCs) on contact, lifts organic stains and breaks down dental bacterial plaque biofilm. Bacteria cannot become resistant and regrowth is inhibited.

Three exciting new products have joined the already highly recommended and successful UltraDEX range: UltraDEX Recalcifying & Whitening Toothpaste, UltraDEX Wire-Free Interdental Brushes, and UltraDEX Anti-bacterial Coated Interdental Tape.

UltraDEX Oral Healthcare Kits, which can be personalised, are also available. With hygienists and dentists incorporating the kits into their treatment plans, the demand for dual branded kits is constantly increasing; the best performing practices are selling more than 20 kits a week.

For information, samples, to order or for advanced free CPD webinar training, email your practice details to dental@periproducts.co.uk.

If you would like to promote your products or services direct to the dental industry through VITAL UPDATE telephone Andy on 020 7843 4785 or Lyle on 020 7843 4724.