

Elemental design



The Elements marketing range from Cynergy Dental Marketing combines a number of unique window displays with educational and promotional posters.

The posters are designed to present patients with 'at a glance' information about the various cosmetic treatments the practice offers and provoke them into asking questions.

The Elements poster range is a simple marketing tool that can be used in reception areas, waiting rooms or externally in mediums such as health clubs.

Elements also includes Cynergy's 'kaleidoscope of smiles', which is used in its dental marketing literature from posters to practice brochures.

New orthodontic kit for patients

Colgate has a range of products that can benefit orthodontic patients which it has combined to create a new orthodontic kit.

The kit aims to help orthodontic patients achieve good oral hygiene during both treatment and maintenance. Presented in a new and easy to take home bag, it contains a choice of Colgate FluoriGard Daily, FluoriGard AF or Gel-Kam, an orthodontic toothbrush, interdental refill pack, a Colgate toothpaste sample and a patient information leaflet on how to care for fixed braces.

The packs can be used to introduce new patients to the correct oral care



routine and are available through selected dental wholesalers including Dental Directory, DHB, CTS and Survival-32.



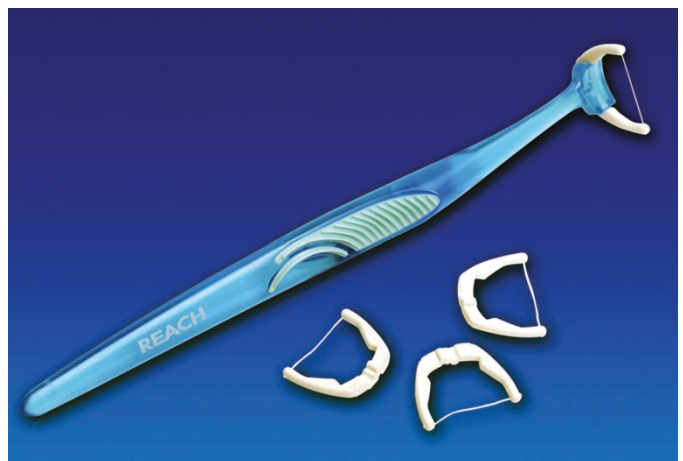
Top defence

DB Orthodontics Limited's Defender mouth guards are designed to provide the wearer with superior upper and lower mouth protection.

DB Orthodontics claims that unlike most other mouth guards, Defender guards are shaped so that the tongue fits comfortably between the bite pads. Their three vent opening is positioned for optimum airflow and tongue protection. The curved front aims to increase user comfort and protection.

The guards are available in a range of colours to match the team strip.

For further information contact DB Orthodontics Limited on freephone 0800 783 3552, or visit www.dbortho.com.



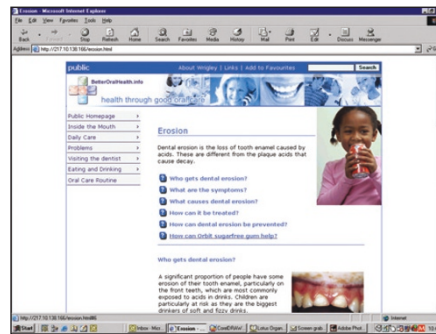
New design in flossing

The new Reach Access Daily Flosser has been specifically designed to make flossing so easy that patients will be willing to do it every day, according to Johnson & Johnson.

Its design features a long, toothbrush-style handle and angled neck and means that patients can comfortably reach their back teeth without needing to put their hands in their mouth. A rubber non-slip grip makes it easy to hold and manoeuvre the floss around the mouth, and the refill heads snap on and off to be replaced after every use.

A shred and break resistant floss means it will not get stuck and break off between the teeth.

BetterOralHealth.info



Wrigley Oral Healthcare in Action (OHA) launched its new website www.BetterOralHealth.info in August.

Wrigley claims the website provides credible, relevant information on oral care to professionals, consumers and dental media.

The dental professional section

features clinical abstracts and articles, advice on motivating patients, recommended reading lists and answers to frequently asked questions. Along with regular online news and competitions, there are also downloadable patient handouts.

New dental camera



The Kodak DX6490 Dental Digital Camera System, with Dicom imaging software is the latest industry-dedicated tool from Kodak. The camera is pre-set and optimised for dental imaging and includes applications to make every shot a snapshot. A 2.2inch LCD screen with a dental positioning grid makes it easy to capture the required image and share it immediately with the patient.

A distance guide helps to position the camera quickly and accurately and 16 MB of internal memory and a 64 MB image storage card can maximise workflow efficiency. The DX6490 camera can zoom into a single tooth, allowing dentists to isolate a particular area within the mouth without compromising image quality.

Scalers and periodontal instrument tips

Sirona offers dentists a portfolio of scalers and periodontal treatment tips geared to a complete spectrum of clinical applications.

With the Sirosonic, the dentist can choose from four supragingival scaling tips, and five subgingival scaling tips. Some of these are curved in three dimensions in order to facilitate optimum access to the premolars.

The piezo-electric drive system of the Sirosonic/L oscillates primarily in one plane. This eliminates the risk that the tip strikes against the tooth and ensures the efficient and non-destructive removal of concretions, according to Sirona. Its handpiece has a powerful ring-shaped light source for the optimum illumination of the treatment area.



Teenage toothbrush

Oral-B have extended their Advance Power 900 range with the introduction of Advance Power Brights.

Targeted at the teenage age group, the product has a music theme as well as a male and female variant. The 'girls' pack comes in either pink or purple and features a 'pop' theme while the 'boys' product, in contrast, is available in either dark blue or dark green and contains 'rock' imagery. Both his and her brushes also have glittery handles for added effect.

The brush has a two-minute timer, encouraging the user to clean their teeth for longer and is also designed to help them brush more efficiently.

The gentle oscillating action of the small, cup-shaped brush head ensures all areas of the mouth are cleaned competently, and like its adult counterpart, it has blue Indicator bristles that fade with wear.

