

## Aquafresh launch new children's range



GlaxoSmithKline Consumer Healthcare (GSK) has launched a new range of children's toothbrushes and toothpastes under the Aquafresh brand name. Aquafresh Milk Teeth, Little Teeth and Big Teeth reflect the stages in a child's oral health development with stepped fluoride levels and flavours and specially designed motivational toothbrushes.

Aquafresh Milk Teeth toothpaste is formulated for baby teeth and gums while the new Milk Teeth toothbrush has a small head and slim neck as well as soft bristles. The Little Teeth toothbrush has a chunky easy grip handle and includes a travel cap with motivating character designs, and the Big Teeth toothpaste is formulated to protect new 'big' teeth as well as little teeth and gums; this product is suitable for age 6+ years. The Big Teeth range also includes a 'grown up' toothbrush designed for this age group and antibacterial mouthwash with a mild mint flavour.

GSK have produced a range of patient materials to educate and motivate children on the benefits of good oral healthcare including leaflets, stickers and colouring pads. For further details contact your GSK representative or GSK Customer Services on 020 8047 0000.

## Tooth grinding solution



Patients with bruxism should try the newly introduced Dr. Brux. From the first night the easy to use, economical Dr. Brux trays are worn, bruxism-related problems should be totally eliminated.

The Dr. Brux tray is moulded to the exact shape of the patient's mouth, making it very comfortable to wear.

To alleviate bruxism your patient simply pops the tray into his or her mouth at night and removes it in the morning. Your patients will wake up feeling relaxed and refreshed.

Bruxism often remains undiagnosed and can result in a multitude of problems ranging from tooth wear and muscular tension to sleep disturbance. Tooth sensitivity, migraine and general fatigue are also often also associated with bruxism. For further information telephone 01227 780009 or visit [www.dmdsuk.com](http://www.dmdsuk.com).

## Strengthening gums



Beverly Hills Formula has launched new Beverly Hills Formula Gum Strengthening toothpaste. Using a combination of gum strengthening and anti-bacterial agents, it claims regular brushing with its 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.

This formulation contains allantoin, co-enzyme Q10, fluoride, folic acid, horse chestnut, hydrated silica, vitamin E and vitamin B5, providing superior anti-inflammatory properties. The natural silica thoroughly cleanses teeth without damaging tooth enamel. Teeth will also benefit from improved stain removal and whitening ingredients. It is available in Total Protection and Sensitive. For further information visit [www.beverlyhillsformula.com](http://www.beverlyhillsformula.com).

## Seated with style



Admor has added a number of new chair ranges for 2007. The products include Stack 2, a range of stackable armchairs and chairs with wooden frames and soft upholstered seats and backrests available in a variety of colours, and Low Stack 2 with a lower seat height of 420 mm.

The High Link Seating range is supplied with either chrome plated or black powder coated frames with options for either a fabric covered seat and backrests or a plywood seat and backrests. Chairs can be linked with matching brackets to keep them in line.

Lastly, the Design Classics Range is a new range of all time classic design favourites including the attractive Tub Chairs and Sofa.

Admor also offer a range of reception furniture for office and reception areas that will complement your choice of seating. For more information on the range of products available from Admor, call 01243 553078 or visit [www.admor.co.uk](http://www.admor.co.uk).