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New mouthwash launched

Pfizer Consumer Healthcare has launched a new mouthwash, Listerine Total Care. It contains the same basic ingredients as other flavours within the range and the fixed combination of four essential oils, thymol, eucalyptol, methyl salicylate and menthol, provide anti-microbial action.

The mouthwash penetrates the biofilm resulting in a broad-spectrum bactericidal activity helping to protect against recolonisation of dental surfaces. The current range consists of: Original, Freshburst, Coolmint, Cool Citrus, Teeth and Gum Defence, Advanced Tartar Control, Softmint Sensation and now Listerine Total Care which is available in 500 ml and 250 ml bottles. Visit www.listerine.co.uk for further details.



New concept in toothbrushing

Twist 'n' Brush is an innovative new toothbrush that rotates through 360 degrees, adjusts to the curvature of your mouth, and makes brushing the right way and in the right places easier and more effective than a conventional toothbrush.

Most people do not consider dental professionals' advice to take at least two minutes to brush the teeth thoroughly, using short gentle strokes, and paying attention to the gum line, the hard-to-reach back teeth and areas around fillings, crowns or other restorations.

Twist 'n' Brush helps the user to follow dental advice but does not require them to radically alter their brushing habits. Twist 'n' Brush also



makes it easier to brush the tongue and inner cheek areas – helping to remove the bacteria that causes bad breath. It is currently being distributed throughout the UK and HD Products are also developing different versions of Twist 'n' Brush. For further information visit www.twistnbrush.co.uk.

Toothpaste with microrepair science

BioRepair from BlanX features microrepair science that actually penetrates and repairs microscopic holes in tooth enamel. Bio-active microcrystals bond with the teeth's natural dentine and form a protective layer over nerve endings. BioRepair's formula allows users to repair daily wear caused by the acid in plaque, food and drink, before it can lead to decay.

Tooth enamel does not contain living cells and is not capable of regenerating. Therefore, any damage caused is irreversible. However, the hydroxyapatite microcrystals contained in BioRepair are virtually identical in chemical composition to the hydroxyapatite mineral that makes up dentine and tooth enamel.

The microcrystals can penetrate the smallest cracks and flaws in teeth, where they dissolve and bind into the structure of the enamel and dentine to remineralise and repair the teeth.

This ability to remineralise hard tissues has an impact on several disorders. It can prevent cavities by filling lesions as well as protecting against sensitivity caused by erosion by covering over dental tubules. The apatite in the crystals can also absorb sulphate compounds such as H₂S, which is responsible for halitosis.

The BioRepair comes from the BlanX range that includes Total Protection Toothpaste and Sensitivity Control Toothpaste. For further information visit the website at www.blanxuk.com.



Hassle free hygiene

Disinfecting dental impressions protects both practice and laboratory staff. The new 'Classic Impression Disinfectant Spray' from The Dental Directory is a ready to use aldehyde-free formula that is effective against bacteria, fungi and MRSA.

You simply spray and leave; it will dry out within five minutes. It can be used on silicone, polyether and alginate impressions. Not only is it hassle-free, like all products in the Classic range, it offers considerable savings over other branded products. Call 0800 585586, fax 01376 500 581 or visit www.dental-directory.co.uk for more information.

