



waterpik

Don't just brush, Go Complete
Waterpik Complete Care


Effective, compact and convenient, Waterpik® Complete Care combines two superior technologies in one outstanding product, all powered by a single shaver socket. The unit smoothly integrates the interdental cleaning power of the Waterpik® Water Flosser with the sonic brushing benefits of the Sensonic® Professional Plus.

Unlike dental floss, the Waterpik® Water Flosser is very easy to use and removes bacteria from deep between teeth and below the gum line, removing up to 29% of the interproximal plaque.

Up to 29% more effective for removing plaque than other sonic toothbrushes, the Sensonic® Professional Plus features a two-minute timer with 30-second pacing to ensure a thorough, full mouth clean.

A comprehensive oral hygiene system, Waterpik® Complete Care is ideal for a range of patients, including anyone with implants, crowns, bridges, orthodontic braces or periodontal pockets.

For more information please speak to your wholesaler or visit www.waterpik.co.uk.



Nobel Biocare

NobelClinician™: Gold Standard Digital Diagnostics and Treatment Planning


With NobelClinician™, practitioners can consider all the parameters for prosthetic-driven treatment in advance of surgery. The powerful digital diagnostic and treatment planning software ensures confident decision-making, efficient treatment and superior outcomes.

NobelClinician™ combines a patient's clinical data with 3D radiographic information to create a sophisticated virtual format. New tools and workspaces enable clinicians and their teams to review any DICOM (digital imaging and communications in medicine) file produced by a CBCT scanner.

The NobelConnect feature of NobelClinician™ allows secure online collaboration with treatment partners during diagnosis and treatment planning. In the same way, the practitioner can access their patient files on computers in the office, at home or while travelling, to view the latest treatment plan.

Whether your patient has a single missing tooth or an edentulous jaw, NobelClinician™ provides you with complete control of the treatment approach.

For more information, contact Nobel Biocare on 0208 756 3300, or visit www.nobelbiocare.com



dental **CASTELLINI** **TAVOM UK**

Unparalleled Service from Castellini and Tavom

With more than 115 years' combined experience, Castellini and Tavom are leading suppliers of dental and medical cabinetry and equipment.

Dr Mike Booth, Founder of Total Dental in the Lake District, recently worked with both teams to create a brand new dental surgery in the heart of Windermere.

"I have enjoyed a very happy working relationship with RPA Dental, my regional Castellini dealer, and Tavom UK for nearly 20 years now," says Dr Booth. "In order to meet the high standards of dentistry we strive for, my team and I simply can't rely on anything but the very best in the market. Castellini / Tavom technology is sophisticated and reliable, and the teams know the dental industry inside out – they know the challenges that dentists face and they proactively work to make their lives easier.

"We would certainly recommend the teams from Castellini and Tavom to any practice owners looking to create a new surgery with minimum hassle!"

For more details on how Castellini UK Ltd and Tavom UK could help transform your dental environment, visit www.tavomuk.com or www.castellini.com



Sparkle
Dental Labs Ltd


Choose the right Dental Lab for Implantology

Implantology is an exacting and delicate procedure that takes a whole team of talent to execute well, and dentists have to be discerning in choosing the lab they want to work with when it comes to implants. Sparkle Dental Labs believes it can be the perfect implantology partner for restoring dentists nationwide.

Sparkle Dental Labs is one of the few in the UK to receive quality assurance marks from MHRA, DAMAS and ISO. Every restoration comes with a statement certificate, which guarantees all products are crafted by highly skilled technicians using reliable and traceable materials.

Sparkle Dental Labs prides itself on using the latest CAD/CAM milling technology, as well as its ability to work with a wide range of major implant brands. The lab also provides great customer service with clear dentist to lab communication, and is readily available for consultation to discuss more complicated cases.

If you're looking for a reliable and experienced partner for implant restorations, come to Sparkle Dental Labs. For information call 0800 138 6255, email customerservice@sparkledentallabs.com or visit www.sparkledentallabs.com



EndoCare

EndoCare – an invaluable member of your dental team

Here at EndoCare we pride ourselves on providing superb treatments and an unparalleled level of care.

From the first moment a patient walks through the door, we strive to make their experience with us as pleasant and as comfortable as possible. Our light, airy practices are all designed to put patients at ease, and our warm, friendly team members are all dedicated to providing the very best level of care possible.

At EndoCare we have brought together a leading group of Specialist Endodontists, all of whom are widely published in the dental press and are actively involved in teaching. Because we specialise in treating dental pain, you can be sure your patients will be in the best hands possible. We aim to look after your patients in an efficient and caring manner, returning them to you pain-free, confident and happy with the quality of treatment they have received.

For exceptional service, and unrivalled levels of patient care, contact EndoCare today, and learn how we can become an invaluable member of your dental team.

For further information please call EndoCare on 020 7224 0999 or visit www.endocare.co.uk



thelondon:smile:clinic

The London Smile Clinic Demonstrate Their First-Class Service

Demonstrating their commitment to excellence and provision of first-class dental care, members from the London Smile Clinic were on hand at the BACD Conference and Exhibition this year.

Boasting some of the top practitioners in the UK, the award-winning team was keen to show the range of services available by referral.

Visitors to the stand discovered just how London Smile Ortho could serve as an extension to the services they already provided. Led by the registered Specialist in Orthodontics, Dr Preet Bhogal, the expert orthodontic team offer a variety of treatments from Incognito braces, to Inman Aligner and Invisalign.

Delegates were also reassured that their patients would receive the very best standard of care while undergoing referred treatments, and that they would be kept up-to-date with their patients' progress every step of the way.

So if one of your patients needs orthodontic treatment that you don't offer, work with the London Smile Clinic to provide the care they need.

For more, call 020 7255 2559 or visit www.london smile.co.uk/refer




SEVEN CONNECTIONS

7connections – Professional, Honest and Down To Earth

Lorraine Wilson is the practice manager of 'Dentistry on the Square', in Glasgow. She and her team recently enlisted the business expertise of Karl Taylor-Knight from 7connections, to help make sure the business was ready for expansion. "We chose to seek business support in order to grow the practice and ensure it reached its full potential," she says. "We approached the team at 7connections due to their high reputation and extensive experience within dental coaching. "Karl has helped us focus on associate profitability and provided more in depth training with regards to setting up a budget with a P&L, this has been a fantastic help. He also provided a list of areas to look at and improve, in order to enhance our productivity and income. Working with Karl has helped me enormously – it's great to have someone with experience to bounce ideas off, and he has provided valuable support. "All in all, the 7connections team are very professional, honest and provide great guidance. I would certainly recommend their business support to other practices."

For more information about 7connections business coaching please call 01647 478145 or email phillippa.goodwin@7connections.com




Carestream DENTAL

Streamline your Practice with Carestream Dental

Principal dentist at Harrow Weald Dental Practice, Sundip Kalirai, has sourced specialist equipment from Carestream Dental for many years. "In Jan 2013 I decided to upgrade my X-ray scanning machine, as it was very slow compared to the latest models available in the industry," says Dr Kalirai. "I chose the CS 7600 imaging plate system and scanner from Carestream Dental, as it would fully integrate with our R4 Clinical+ Practice Management Software. "It now takes longer for the nurse to walk from the surgery to the machine than it does for the image to be processed! The advantages mean that we now save nearly two minutes in processing time for each patient, which we can spend discussing treatment options, therefore providing an efficient service. "In addition, whenever I have requested technical support, the staff at Carestream Dental have always been helpful and knowledgeable. Quick and effective customer service is essential when you are busy at work, and they deliver."

For more information on any other products or services provided by Carestream Dental, please call 0800 169 9692 or visit www.carestreamdental.co.uk



CURAPROX

Curaprox launches brand new UK website

www.curaprox.co.uk

Leading oral healthcare expert Curaprox has launched a brand new UK website to enhance the display of its wide range of products and to continue providing specialist advice.

The website is now easier to navigate than ever before, making it simpler for you and your patients to locate items and information. New to the website are informative guides on, for example, how to use manual brushes correctly and tips for using interdental brushes, which you can use with your patients to provide excellent oral healthcare guidance. Also included on the newly refined website are videos for each individual product, so you can show your patients exactly how to use a specific toothbrush or interdental brush correctly. A new downloadable brochure and online shop also makes purchasing Curaprox products such as the Curasept ADS® range or the CPS Prime range of interdental toothbrushes more straightforward. So if you are looking to provide your patients with expert advice and products which care for every oral health need, then visit Curaprox's brand new website today.

For more information please call 01480 862084, email info@curaprox.co.uk or visit www.curaprox.co.uk




CB12

The CB12 effect

Don't be surprised if you find that more and more of your patients ask about CB12 mouth rinse in the next few months. That will be the effect of a nationwide TV campaign airing from November to December, which highlights CB12 promotions in Boots stores all over the UK. With 3 for 2 offers and free 50ml bottles with every purchase, the product is now even more accessible for patients with bad breath. So the next time a patient of yours asks for advice on how to treat halitosis, you can let them know all about CB12. Its unique formulation of chlorhexidine and zinc acetate has been proven more effective at neutralising Volatile Sulphur Compounds (VSCs) than 18 other leading mouthwash brands. Studies have also shown CB12 to be effective for at least 12 hours, providing long-lasting relief for your patients. The product is fast becoming the most popular solution for those who suffer from halitosis. When it comes to fighting bad breath, CB12 is the star of the show.

For more information about CB12 and how it could benefit your patients, please visit www.cb12.co.uk



The Dental Directory Value Plus Flyer

After resounding success from last year, The Dental Directory is bringing their Value Plus Flyers back for 2014. Look out for the new Value Plus Flyers this year to capture the latest branded deals from leading manufacturers on new products, equipment and handpieces.

The Value Plus Flyers brings you big savings from leading brands such as 3M ESPE, Septodont, Voco, Sybron Endo, Alkapharm, Schulke+, Kerr, NSK, W&H and much more.

As always, everything you order from The Dental Directory comes with free next day delivery with no minimum order requirement, and smooth, hassle-free service. With over 27,000 dental products in stock, you can find virtually everything you need from their extensive range of products.

For the best value in dentistry, Trust The Dental Directory.

The Independently Verified Best Priced Dealer!
For more information, contact The Dental Directory on 0800 585 586, or visit www.dental-directory.co.uk.



dentistry show **2014**

Exclusive lecture line up for dental nurses
At The Dentistry Show 2014

The Dentistry Show 2014 is proud to present an exclusive line up of lectures dedicated to providing the latest ideas and perspectives in dental nursing. In association with the British Association of Dental Nursing and officially sponsored by Dental Nursing from the Mark Allen Group, the Dental Nurses Forum will cover all areas governing everyday practise. Leading professionals in the field will deliver fascinating lectures covering topics that will help streamline routines and develop clinical skills, while enhancing patient experience. Dental nurses can also expand on their knowledge by visiting the four brand new hands-on workshops situated across the trade floor. Returning from last year, the bigger and better PerioLounge provides an opportunity to hear from some of the leading periodontists around the world. And after two-days of lectures and practical experiences, delegates can relax and raise money for a worthy charity at the Heart Your Smile Party's "Circ de Sourire" – a vintage night of fun and fundraising. The highly anticipated Show will take place on Friday 28th February and Saturday 1st March 2014 at the NEC in Birmingham. To avoid missing out make sure you book your free place now. For more information, or to register for your free delegate pass, please visit www.thedentistryshow.co.uk, call 020 7348 5269 or email dentistry@closerstillmedia.com