



3M ESPE Mix and match

3M ESPE is dedicated to developing practical and affordable solutions for dentists. The Pentamix Lite automatic mixing unit is lightweight, simple to use and can be stored upright when on standby. It also has an integrated handgrip, allowing it to be easily moved around the practice as required.

The Pentamix Lite automatic mixing unit is suitable for all viscosities and works beautifully with all 3M ESPE impression materials, dispensing a void-free mix for accurate and precise restorations.

The Pentamix Lite automatic mixing unit can be used almost immediately after delivery – just plug it in, turn it on and start mixing.

For more information, call 0845 602 5094 or visit www.3Mespe.co.uk

3M ESPE and Pentamix are trademarks of the 3M Company



7 Connections MagicBox

Providing an array of both digital and hard copy marketing resources, the innovative MagicBox delivers all the tools you need to market your practice effectively for the next year.

Posters, personalised referral cards and social media banners are all featured to name but a few, as well as a 12-month marketing plan and a return on investment tracker enabling you to monitor your progress throughout.

And more information is available on the fresh new website, www.7connections.com, where you can find out more about other business services available, the team's backgrounds or upcoming events, while also keeping up-to-date with the industry by reading the team's blogs.

Marketing – it's amazing what you can achieve with a little Magic....

Book your free marketing review with 7connections today, and quote discount code MB004 to receive a 25% on your first three months of MagicBox*!

For more information about 7connections and the MagicBox, please call 01647 478145, email phillippa.goodwin@7connections.com, or visit the brand new website www.7connections.com. Discount code valid until the end of May 2014



Spoilt for choice Carestream Dental at BDA Conference and Exhibition

Delegates visiting Carestream Dental at this year's BDA Conference and Exhibition had access to a huge range of cutting-edge technologies on display.

From the innovative CS Solutions system that enables dentists to scan, design, mill and place restorations in a single appointment, to the eSignatures module enhancing patient consent and the time-saving AutoPost service, delegates were truly spoilt for choice.

The award-winning CS 8100 OPG Unit was particularly popular feature on the stand, having recently been voted 'Top Panoramic Imaging System of 2014' by The Dental Advisor. Delegates were also keen to find out more about the innovative CS 9300 CBCT impression scanner and CS 3500 intraoral scanner available. In addition, the team from Carestream Dental introduced the brand new CS 8100 3D from within the Innovation Zone, demonstrating the many benefits of easy-to use technology and high quality 3D images in everyday practice.

For further information on any of the award-winning technologies from Carestream Dental, contact the experts today.

For more information, contact Carestream Dental on 0800 169 9692 or visit www.carestreamdental.co.uk



CB12 Effective relief from the effects of halitosis

Patients who suffer from chronic bad breath have to contend with both the physical and psychological effects of their condition.

In a seven-year Swiss study, halitosis has been found to bring about inhibition, insecurity, withdrawal and reduced social contact to chronic sufferers.

You can greatly help by recommending CB12, which has been proven to effectively neutralise all three odour-causing Volatile Sulphur Compounds better than 18 other leading mouthwash brands.

For all-day freshness and confidence, patients can also use CB12 boost. This new product is a scientifically formulated two-layer, sugar-free gum that contains zinc, fluoride and xylitol – three ingredients that prevent bad breath, strengthen teeth and prevent caries, and reduce plaque.

For effective relief from halitosis that can help set your patients' minds at ease, you can confidently recommend these two products from CB12.

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



RelyX Unicem Self-adhesive Resin Cement 10-year clinical performance

A recently published 10-year clinical study from The Dental Advisor gives RelyX Unicem self-adhesive resin cement five stars and a 98% clinical rating.

Through scientific evaluation protocol, over one thousand three hundred anterior and posterior restorations were examined over six-months for post-operative sensitivity, marginal discolouration and retention.

RelyX Unicem self-adhesive resin cement performed well under all criteria, leading The Dental Advisor to conclude that "RelyX Unicem has proven to be a reliable self-adhesive resin cement over the 10-year recall period."1

The UK's leading permanent dental cement proves itself once again through outstanding clinical performance.1

For more information, call 0845 602 5094 or visit 3Mespe.co.uk

3M ESPE and RelyX are trademarks of the 3M Company



High performance LED technology from Clark Dental

New from Clark Dental, the Zenium ZYO is the latest high performance operating light featuring 'shadowless' technology for perfect clarity of vision.

Designed with the modern practice in mind, the ZYO is the perfect blend of style and sophistication. The unit consists of six powerful LED lights that can be adjusted to produce between 5,000 and 32,000 Lux, while innovative new materials improve heat dissipation while ensuring the unit remains light and compact.

With ergonomics such an important consideration, users will appreciate the excellent freedom of movement offered by the articulating ZYO arm, which has been designed to offer maximum fluidity and variety so you can illuminate your procedures from any angle.

The Zenium ZYO can be purchased as an LED light only as above and also offers clinicians the additional option of a fully integrated digital HD camera, complete with zoom function.

For more information call Clark Dental Sales on 01270 766167, email info@clarkdentalsales.co.uk or visit www.clarkdentalsurgerydesign.co.uk



EndoCare Exceeding expectations

At EndoCare we don't just aim to meet patients' expectations, we aim to surpass them. That's because we believe in something better. We believe that every patient is unique and deserves to be treated with the same level of care that we would expect to receive ourselves.

Our light, airy practices are located across London, and are equipped with the latest cutting-edge equipment designed to meet the exacting needs of modern Endodontic practise. Not only will your patients receive the very best care in a warm and friendly environment, but they will also receive treatment from recognised experts in their field. Our team of highly qualified Specialist Endodontists are wholly committed to diagnosing and treating dental pain, and are widely published in the professional press.

For the very best Endodontic patient referrals, call the EndoCare team today. We pride ourselves on forming close working relationships with all our referring practices, and aim to become an integral part of your practice team.

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



Let The Dental Directory help you take a BIG BITE out of your spending

The Dental Directory's latest edition of Big Bite is out now, with offers on a wide range of oral hygiene products. Save over 30% on Colgate

MaxWhite One Professional Kit, 25% on SofGrip Scalers, and 30% on Wisdom Micropower battery toothbrush, plus savings on many other products too.

For many dentists, supplying oral hygiene products to patients has proved to be a valuable revenue builder for their practice. Big Bite is an ideal source of inspiration and supplies, ranging from toothbrushes to xylitol chewing gum, waterflossers to Tooth Fairy envelopes.

Our sales teams are ready to help and with no minimum order value, no delivery charge and same day dispatch for orders received before 5pm, we are at your service. Make The Dental Directory your first choice for your oral hygiene needs. Order by telephone, fax or through our comprehensive website, where you can view more of the 27,000 products we offer.

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

Invisalign university programme for post graduate orthodontic training expands

Align Technology has reached agreement with a further four dental schools to join its orthodontic training programme, bringing the number at which it teaches to seven. The Invisalign University Training Programme starts with an introduction to the Invisalign Doctor Site; treatment options and treatment selection; record submission; the use of the ClinCheck® software and aligner delivery, through to monitoring and finishing. Each university is provided with a University Kit which includes Invisalign materials and access to the Clincheck software programme - everything the students need to get started. The participating university is also issued with a username and password for students to use to access the Invisalign Dr Site which is a website portal for submitting cases. In addition to this, the site includes an educational sub-site which is continuously updated with clinical tips, hints, clinical presentations and publications. Other benefits include additional free Invisalign treatments and discounts once the first student intake has submitted their first cases. Every student who participates is also entitled to an Invisalign account which is activated after their graduation, which allows them to care for patients using the Invisalign system once they start in practice.

An authorised member of the faculty of universities interested in adding Invisalign® to its orthodontic training curriculum is requested to email: eu-universities@aligntech for more information.



BPE guidance at your fingertips - new gum health app available now!

GlaxoSmithKline Consumer Healthcare, manufacturer of Corsodyl mouthwash, has launched a new mobile app to help support dental professionals with the use of the Basic Periodontal Examination (BPE). The app provides information on:

- Background to the BPE codes
- Description and clinical image of each BPE code

• Summary of recommended treatment

Developed by the British Society of Periodontology, the BPE allows dental professionals to consistently & accurately assess their patients' gum health.1 The assessment of gum health, together with the provision of support for patients to help prevent periodontal disease, will be of even greater importance once the Dental Quality & Outcomes Framework comes into force in the revised dental contract. The Corsodyl brand is committed to supporting dental professionals when educating patients on the importance of gum health and the early signs of gum disease. This app forms part of a range of materials that also includes the Corsodyl Gum Care Guidance Pack which can be requested for dental practices.

Compatible with iPhones and iPads, the app can be downloaded from the app store by searching "bpe app" and further information can be accessed from www.gsk-dentalprofessionals.co.uk

The University of Buckingham and LDTA agreement

The University of Buckingham and the Leicester Dental Teaching Academy (LDTA) signed a joint venture agreement on April 27th 2012 to establish a Dental School in Leicester which would initially provide a five year BDS degree course. This was to complement a new Medical School which the University was also pursuing at the time.

In October 2012 the University and the LDTA hosted a launch in Leicester to an invited audience of 200 delegates drawn from Leicester's dental professionals and a small number of other interested parties. Both the University and the LDTA pursued this venture with enthusiasm. However, delays in the anticipated start date for the Medical School and the large amount of resource required for this project alone has left the University with no choice but to delay the Dental School until the Medical School is established. As the University is unable to commit to a start date this has made it impossible for the LDTA to complete contracts for the provision and construction of facilities as required in the joint venture. Both parties therefore reached an amicable agreement to end the joint venture in January 2014.

The University of Buckingham will support, as far as it is able, the efforts by the LDTA to attract an alternative venture partner.



Aligned with the British Dental Health Foundation

Align Technology is supporting the British Dental Health Foundation's 2014 National Smile Month campaign. Orthodontic treatment has the potential to help some patients overcome their dental phobia. The most recent Adult Dental Health

Survey1 showed that 12% of people surveyed in the UK experience extreme dental anxiety. However orthodontic treatment is viewed as a positive aspect of dentistry – where people are motivated to actually seek out treatment from their dental professional to improve their smiles. To back up the campaign, Align Technology is developing a number of promotions with the BDHF to educate the public and drive potential patients to enquire about tooth straightening.

Invisalign providers are also being encouraged to hold open days to capitalise in the interest being generated during National Smile Month and to support this initiative; Align is offering them 50% discounts on their lab fees between 19 May and 19 June. The company is also branding the famous National Smile Month 'smile on a stick' providing participating practices with something to promote Smile Month events.

For more information visit www.nationalsmilemonth.org or www.invisalign.co.uk