

MARKETPLACE

Pink Friday

www.bridge2aid.org/NSM2014

Dental charity Bridge2aid has announced its first national day in partnership with the British Dental Health Foundation.

Taking place on Friday 6 June during National Smile Month, the charity is urging members of the team to wear pink for just one day in a show of support for bringing dental pain relief to some of the most remote communities in the world.

The vital work being carried out by Bridge2aid highlights that the messages of National Smile Month are not only relevant in the UK but all over the world. By being involved in Smile in Pink for Bridge2aid during the campaign, dental professionals can help make a huge difference simply by wearing pink while displaying a collection box, posters and leaflets, all provided by Bridge2aid.

To sign up the practice, please visit www.bridge2aid.org/NSM2014 where those who are struggling for something to wear, can also purchase pink polo shirts for the team.



Fighting cavities

www.colgateprofessional.co.uk

Colgate has announced a 'ground-breaking' step change in the fight against caries with sugar acid neutraliser technology.

This is the first and only sugar acid neutraliser technology that directly fights sugar acids in plaque, 'clinically proven' to provide enhanced cavity protection (when combined with fluoride) compared with a regular everyday fluoride toothpaste.

While fluoride's protective role has been instrumental in reducing caries prevalence and providing healthy dietary advice for oral and overall health, additional approaches are needed to manage modern caries challenges.



Advancements

Colgate's new sugar acid neutraliser technology is powered by arginine, a naturally occurring amino acid. This special sugar acid neutraliser technology is metabolised by plaque bacteria. This helps to neutralise the damaging acids produced by the breakdown of dietary free sugars, and in-turn restoring pH in the plaque biofilm to a more neutral and healthy level.

This technology is intended to complement the role of fluoride in daily toothpaste, to provide a significant and proven advancement in everyday protection against cavities.

Colgate's exciting new sugar acid neutraliser technology is supported by eight years of research, involving over 14,000 subjects and has been clinically proven to provide enhanced cavity protection compared with a regular everyday fluoride toothpaste. References are available.

Adhese Universal

0116 284 7880

Ivoclar Vivadent has launched Adhese Universal, a new single-component, lightcured universal adhesive for direct and indirect bonding procedures.

Adhese Universal features compatibility with all etching techniques - self etch, selective enamel etch and total etch. The Vivapen delivery form ensures fast and convenient application of the adhesive directly in the patient's mouth. The universally applicable Adhese Universal establishes a strong bond to various types of dental restoratives. Therefore, it can be used for direct and indirect bonding procedures. The material's low film thickness minimises the risk of fitting inaccuracies after cementation. No dual cure activator is required for the cementation of indirect restorations.

Adhese Universal combines hydrophilic and hydrophobic properties. It is tolerant to moisture and penetrates well into the dentinal tubules. Since Adhese Universal is moderately acidic, it is compatible with any etching technique (self-etch, selective-enamel etch or total-etch) and ensures an optimum bond between the tooth structure and the dental restorative.

The simple 'click' activation of the Vivapen delivery form allows the exact amount of material to be dispensed for each procedure. Dispensing of adhesive material into a dish before the application is not required. This residual material waste is considerably reduced. The Vivapen contains 2ml of adhesive, which is sufficient for approx. 190 single-tooth applications.



Gold standards

01480 862084

info@curaprox.co.uk

www.curaprox.co.uk

With 30 years of experience Curaprox, has raised the benchmark for oral hygiene products with its Curasept ADS mouthwash. This efficacy of Curasept ADS mouthwash is accompanied by its gentle, alcohol-free formula, ensuring its suitability as an antibacterial product, even for sensitive mouths.

Curasept ADS mouthwash is clinically tested to contain the active ingredient, chlorhexidine CHX, which is reported to be the 'gold standard', active ingredient known to fight bacteria and control bleeding, inflammation and sub-gingival plaque in the mouth. Curasept ADS mouthwash maintains all of the antimicrobial properties of CHX, while virtually removing its known side effects: teeth staining and alteration to taste perception.

Available in three different strengths: 0.05%, 0.12% and 0.2%, Curasept ADS is versatile, making it an effective antibacterial mouthwash that is suitable for the complete oral needs of patients. Patients can also choose to improve their oral care regime with complementary Curasept ADS SLS-free toothpaste and gel.



Dentistry LIVE

0800 371652

www.fmc.co.uk

Dentistry LIVE LONDON 2014

The UK's premier hands-on symposium

Dentistry LIVE takes place on 13-14 June 2014 at the QE11 Conference Centre.

General dentistry comes to London this June in the form of Dentistry LIVE's two-day conference. This year's programme covers all aspects of general dentistry including a new minimally invasive dentistry track featuring Professor Avijit Banerjee and Professor Hien Ngo.

Hygienists and therapists can enjoy a day dedicated to developing skills within their profession with key speakers including Juliette Reeves, Tracey Lennemann and Philip Ower. The focus of Dentistry LIVE is not purely lecture but a combination of demonstrations, case studies, network sessions and hands-on workshops designed exclusively for the learning needs of the entire dental team.

Attend the two-day conference as a team of four colleagues and pay just £495 +VAT. Dentist rates start at just £195 +VAT and team member rates are just £125 + VAT.

Difficult diagnosis?

020 7224 0999

www.endocare.co.uk

Endocare excels at diagnosing and treating dental pain in all its forms. Its team of highly trained endodontists are all experts in their field and committed to relieving pain and saving teeth. In the last 10

years, Endocare has saved over 10,000 teeth from extraction. Its philosophy is simple: Endocare aims to provide high quality endodontic treatments in a warm and caring environment where patients' needs are always its number one concern.

So those who have a difficult diagnosis or need help with any aspect of root canal treatment, give the team a call today. Endocare welcomes contact from all referring practices. It particularly excels at treating anxious patients and other challenging issues such as hot pulps, microsurgery and retreatments.



A warm welcome

0208 756 3300

www.nobelbiocare.com

Creos Xeno.protect is a collagen membrane for guided bone and guided tissue regeneration procedures, available from leading product supplier Nobel Biocare.

Periodontist at Burlington Dental Clinic in Dublin Paul O'Reilly, has been particularly impressed with the product.

He said: 'I have been using Creos Xeno.protect for seven months now. I was eager to try it as I knew it had been in research and development for a long time before reaching the market. Also I trusted Nobel Biocare to produce a quality product. I have found the membrane very easy to use. It maintains its shape for easy trimming to the size required, it hydrates well, does not contract on itself when hydrated, it does not tear and is easy to drape over the grafted defect. Importantly it offers extended resorption time that means it maintains its barrier function for longer. I think Creos Xeno.protect is a welcome addition to our regenerative armamentarium and I would certainly recommend it to a colleague - in fact I have done so already.'

To register for the Nobel Biocare Online Store go to store.nobelbiocare.co.uk.



Clean and cheerful

01793 770256

www.kemdent.co.uk

Buy 100 Practicesafe disinfectant wipes for only £1.70 before the end of May. Practicesafe 100 wipes and 100 wipe refills are available in neutral, lemon, fruit and flower fragrances so they are pleasant to use and have no overpowering odour. These microfibre wipes measure 185mm x 135mm.

Practicesafe disinfectant wipes are alcohol based and offer the highest protection against bacteria including TB Fungi and HBV/HCV/HIV/vaccinia.

Also effective against MRSA and Influenza A (H1N1) viruses (pathogens of swineflu). They can be used to disinfect hard surfaces and medical products such as hand and angle pieces.

Kemdent has announced that its full range of Practicesafe disinfectants comply with the newly reclassified EC regulations regarding the disinfection of medical devices, and carry its CE mark with pride. For information on the full range of Kemdent disinfectants, Chairsafe, Practicesafe, Practicesafe Soak and Instrumentsafe visit the Kemdent website. Prices exclude VAT. There is a minimum order of 12 tubs.

