

## 30 years of pain-free plaque removal



BASED on 30 years of experience leading Swiss oral healthcare expert Curaprox has developed a range of high quality oral hygiene products to keep teeth healthy for a lifetime.

Renowned for removing plaque effectively and without trauma from round the gum-line, the CS5460 ultra soft toothbrush is ideal for use with orthodontic appliances.

Featuring a unique bracket-friendly groove and slightly angled head, the 5,460 individual 0.1 mm-fine curen filaments provide an unparalleled cleaning surface, on an extremely compact head. The hexagonal handle helps to brush at the correct angle and enables easy access to effectively clean all parts of the mouth.

To complement and enhance the CS5460, enzymal is a mild anti-caries toothpaste with gentle SLS-free formula for every day use. With sodium fluoride to strengthen enamel, patients can ensure a gentle yet thorough clean every time.

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## “Enjoyable, informative and hands-on”

THROUGH his facial aesthetics faculty, Dr Brian Franks provides high calibre training courses for a range of non-surgical facial aesthetic treatments. With a one to five instructor to delegate ratio. Top quality tuition is available for all dentists, doctors and nurses.

With courses delivered in botulinum toxin and dermal fillers at both foundation and advanced levels, professionals are able to develop their skills once they have mastered the basics.

Dr Raheela Raza, from Kingsport Dental Clinic in Livingston, Scotland, recently attended the advanced training course in dermal fillers.

Dr Raza said, “There was a lot of hands-on training, which is particularly great when learning these kind of treatments and at a higher level.”

Dr Brian Franks and his team will ensure you have the skills and the confidence to offer safe and successful treatments to all of your patients.



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# A versatile prophy paste

CLINPRO Prophy Paste by 3M ESPE has been formulated to break down as it cleans, resulting in reduced abrasion to the dentine and enamel.

Coarse pumice grit turns to fine as the patented perlite particles within the paste, gradually break down during cleaning, removing stains before polishing the tooth's surface to a high lustre.

The formula contains sodium fluoride at a concentration of 1.23 per cent fluoride ion, which is released during the polishing process to help strengthen teeth.

Clinpro Prophy Paste meets all your needs – contact 3M ESPE today to find out more.

3M, ESPE and Clinpro are trademarks of the 3M Company.



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## Make the most of your marketing

If you want to enhance your marketing strategy without spending the extra time and effort usually required, MagicBox from 7connections provides a solution.

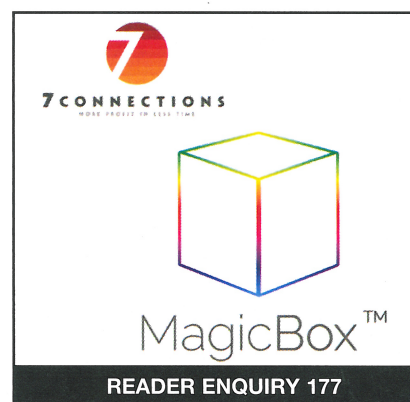
You would receive 12 boxes a year containing all the tools you need to implement successful marketing, focusing on a different theme each month, to ensure you capitalise on all treatments and seasonal events throughout the year.

Everything from posters to referral cards, reception video loops and banners, videos and animations for social media sites would be delivered to your front door, ensuring your marketing campaign goes viral with both potential and existing patients targeted.

A 12-month marketing plan and a return on investment tracker are also included, enabling you to plan ahead and monitor your

progress closely.

Make the most of your marketing, with MagicBox from 7connections.



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## Manage more than bad breath

The psychological effects of chronic bad breath can be deep seated and damaging, but can also be remedied by recommending CB12.

The mouthwash is a scientifically formulated mouth rinse with low concentrations of chlorhexidine and zinc acetate. This combination has been proven especially effective at neutralising all three volatile sulphur compounds (VSCs) that cause bad breath, and is more effective than 18 leading mouthwash brands at eliminating foul mouth odours.

Just how badly a patient can be affected by halitosis is evident from a retrospective study conducted over a seven-year period by the University of Basel in Switzerland. The study reports,

“In 83.4 per cent of subjects, bad breath took its toll on one's social life, manifested to varying degrees of inhibition, insecurity, isolation, withdrawal, reduced social contact, problems in relationships, less talking by an unwillingness to speak or by keeping a distance to others.”

The next time you encounter a patient with chronic bad breath, know that you can help them improve not only their breath but also their confidence and social life by simply recommending CB12.



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## Don't take safety for granted

DO you want a quick and easy method of sterilising and storing your surgical instruments? Have you discovered PeelVue+ yet?

Created by DUX Dental, the PeelVue+ sterilisation pouches offer a convenient and cost-effective solution for a smooth decontamination process. Available in 12 different sizes, PeelVue+ guarantees the sterilisation of all your instruments.

Simply place your instruments in the pouch, use the closure validators to ensure the exact

and correct closure position, and load into your autoclave. Internal and external indicators demonstrate that all instruments went through the correct decontamination process, and the equipment can then be stored within the pouch in a draw until required.

Easy to open even when wearing gloves and proven to be compliant with all relevant directives for sterile instrument packaging, PeelVue+ sterilisation pouches make sure you don't take your patients' safety for granted. Order your free trial pack from DUX Dental today.



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## Pump up your CPD hours



ALL dental practitioners have the responsibility to keep their skills and knowledge up-to-date, yet it takes time and effort to source the best CPD options. The Dental CPD Pro app is an easy way to get your time

back, as you can earn verifiable CPD whenever and wherever you want to.

Sharran Westmoreland, a dental nurse at Boothstown dental, Manchester, says, “It's a really good idea, a simple way to pump up your CPD hours. I have it on both my smartphone and tablet, so I can go back and complete my courses as and when. Places on course soon get filled and once you have taken a day off and, in my case, travelled into the city, it's hard. The range of CPD on the app is reasonably priced, too.”

“I'm currently at the end of my five-year cycle – five years is a long time to keep records. The app would be useful if you had a shortfall – just search for your course using the app.”

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## Difficult diagnosis?

AT EndoCare we excel at diagnosing and treating dental pain in all its forms. Our team of highly trained Endodontists are all experts in their field and absolutely committed to relieving pain and saving teeth. In fact in the last 10 years, we've saved over 10,000 teeth from extraction.

Our philosophy is simple: we aim to provide high quality Endodontic treatments in a warm and caring environment where patients' needs are always our number one concern.

So if you have a difficult diagnosis, or need help with any aspect of root canal treatment, give our expert team a call today. We welcome contact from all referring practices and are ready and willing to assist you in any way we can. We particularly excel at treating nervous or anxious patients and other challenging issues such as hot pulp, microsurgery and re-treatments.



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