TOOTH WHITENING

The British Dental Bleaching Society has announced two new training courses, the Advanced Bleaching Seminar and the 2009 Dental Directory Bleaching Seminar.

The Advanced Bleaching Seminar will be held on 21 October 2009 at the British Dental Bleaching Society headquarters in London. The seminar will cover a wide range of topics, including the latest in bleaching technology and techniques.

The 2009 Dental Directory Bleaching Seminar will take place on 29 and 30 October 2009 at the British Dental Bleaching Society headquarters in London. The seminar will focus on the latest in bleaching technology and techniques, and will provide a comprehensive overview of the latest in bleaching technology and techniques.

For more information, please contact the British Dental Bleaching Society at www.dentaldirectory.co.uk or call 0845 071 5040.

SECURE YOUR FUTURE WITH CEREC

Terry Patuzzo, Sirona Dental Systems MD has commented on how important it is to be proactive in this, in this day and age, to secure their financial stability and raise their revenue whilst trading in difficult times. One tried and tested method is to offer your patients something that they cannot necessarily get from other dental practices locally, which has a real advantage for the patient.

CEREC is proven to increase profits plus it adds the ‘wow’ factor to any practice. CEREC enables you to provide your patients with same day crowns, bridges etc without the expense and time of waiting for the laboratory to construct the prosthesis.

The Velopex Service Department, dedicated to supporting the growing range of high Quality Products supplied by the Company, is delighted to welcome David Ball to the Team.

David is based in North Hertfordshire and covers the East of England, Midlands and North London. His background is within manufacturing industry having also spent 10 years working for the Company. This further strengthens the Velopex Service Team in an important area of the Country.

The Velopex Range of Products ranges from the widely used processors such as the Velopex Intra-X and Extra-X to the Aquarex Quattro and Diode Laser. All of the products are supported, demonstrated and maintained by the Velopex Service Team.

For more information, please contact:

Owen Reilly,
Service Coordinator
Velopex Service
Email: enquiries@velopex.com
www.velopex.com

SIDENT DENTAL SYSTEMS

Looking for Sirona Equipment, get it from Sident!

If you are looking for any Sirona equipment, get it from Sident Dental Systems, the UK’s only Specialist Supplier of Siemens/Sirona equipment. Only Sident Dental Systems can offer you:

• Comprehensive bespoke Project Management Service for Surgery refurbishments
• Factory Trained Engineers
• Product Specialists to advise on design, installation and on-site training
• Low cost finance packages for all products
• Established 28 years

Sirona Specialists, Sident Dental Systems offer the choice from the complete range of Sirona Treatment Centres, 2D and 3D digital and film based x-ray apparatus - including the very latest Galileos 3D digital cone-beam equipment, their extensive range of Sirona handpieces, and auxiliary items including SiroLaser, NIRay and the DAC Universal sterilisation unit.

Wherever possible potential clients are invited to visit The Courtyard, Sident’s state-of-the-art training and showroom facility, where they will be able to see the complete product range in action.

Finally Sident will undertake a complete Project Management Service, including installation and post installation service support, to enable these dreams to become reality.

For further information call Sident Dental Systems on 01952 582900 or email info@sironadental.co.uk

OUTSTANDING VIEWS WITH THE OPMI PICO

Nuviev is renowned for providing dentists with the highest quality laser illumination equipment. The OPMI Pico microscope, specifically designed by world leader Carl Zeiss exclusively for use in dental practices, represents a cost-effective and versatile equipment solution.

Dr Henry Hoy’s dental practice in Chinnor, Oxfordshire focuses on cosmetic treatments, including crown, bridge and veneers. “I have a huge interest in endodontics,” he says, “and when you love something, you want to do it well. At first I used the OPMI Pico just for endodontic treatment but now I use it for everything.”

“The image is absolutely outstanding,” Dr Hoy continues, “and the combination of light and magnification is the main reason I use the OPMI Pico.”

Nuviev offers a comprehensive service to dentists, including surveys of equipment, full installation and training, as well as prompt and reliable aftercare.

“Nuviev have been fantastic,” Dr Hoy concludes. “I am really pleased with my OPMI Pico.”

For more information please call Nuviev on 01445 759659, email info@nuviev-ltd.com or visit www.nuviev.co.uk

SECURE YOUR FUTURE WITH CEREC

CEREC has successfully provided dental restorations for millions of patients and dentists globally. Using CEREC allows you to produce perfect chairside ceramic restorations in the same visit, whilst saving you and your patient time, laboratory fees and ultimately making your business more profitable.

To find out how the Sirona team can actively support your practice and for no obligation demonstration of the CEREC 3D system telephone 0845 071 5040 or email info@sironadental.co.uk or visit www.sironadentalcom-solutions.co.uk

DENTAL BLEACHING, EDUCATION AND TRAINING

The British Dental Bleaching Society provides training and is the only UK body to offer certification of tooth whitening procedures to all members of the dental team.

There are two levels of membership to the society regular and gold, and once joined you will have access to the latest information on bleaching, education and training. Join in time and you could attend know-edge is Power, teeth whitening master class on Wednesday 21st October or the Advanced Bleaching Seminar and hands on training two day course on 29th to 30th October 2009.

The Dental Directory is the proud sponsor of the BDBS, supporting the society and members to ensure the correct practice of tooth whitening. Members are eligible for an exclusive package of benefits provided by The Dental Directory.

For more information on the society, membership and forthcoming training courses, call The British Dental Bleaching Society on 0207 726 7070 or visit www.bdbs.co.uk

wy10 are proud to announce the new advanced

‘wy10 Chair side Whitening Kit’

The wy10 product range has made a substantial impact on the Dental Whitening market in 2008, and is growing business distribution in 2009 with new products and updated packaging.

Under the guidance and experience of Dr Wyman Chan, the company has developed a range which is not only competitive in this economic climate, but innovative too!

Referring to the new look ‘wy10 chair side kit’, Dr Chan accentuated the streamlining of the components, additional procedural information and the restyled packaging that will continue to harmonise and develop its range professionally and aesthetically.

The key feature? Each whitening gel syringe is now individually packed in a vacuum-sealed aluminium foil pouch. This provides a controlled environment which enhances the stability and shelf life of the gel.

Dentists worldwide are finding the new and improved ‘wy10 Chairside System’ the simplest and most effective whitening treatment available.

BANISH TOOTH WHITENING SENSITIVITY

Sensitivity is often an issue associated with Tooth Whitening, which applies to both home and surgery (whitening) procedures.

GC has introduced Tooth Mousse that is the perfect adjunct to your usual tooth whitening treatments. Apply immediately after tooth whitening to relieve sensitivity caused by dehydration in the surgery or provide your patients with a tube to take home with their whitening kit.

GC Tooth Mousse is water based, sugar free topical cream

2009 DENTAL DIRECTORY

United Kingdom Edition - September 28–October 4, 2009

26 Imaging & Whitening
that contains Recaldent® CPP-ACP (Caries Phospohapte – Amorphous Calcium Phos- phate). This topical paste will provide extra protection for the patients’ teeth. It has been shown that the twice-daily use of 1% CPP-ACP solution produced a 19% reduction in enamel demineralisation (Reynolds, 1989).

When CPP-ACP is applied to the tooth surfaces, it binds to biofilms, plaque, bacteria, hy- droxyapatite and surrounding soft tissues, focusing bio-avail- able calcium and phosphate. To provide a variety of choices for individual patients, GC Tooth Mousse is available in 5 deli- cious flavours namely, Straw- berry, Vanilla, Mint and Tutti Frutti!

For further information please contact GC UK on (0044) 1908 218999 or e-mail info@uk.gc欧洲 com.

Beverly Hills Formula/Purity Laboratories

Come and visit us at the BDIA Dental Showcase 2009, stand D17. Upgrade to the healthier side of whitening and stop Gingivitis before it starts. The best recommendation for bright white teeth is the every- day use of Beverly Hills Formula from Purity Laboratories, be- cause the range offers a unique combination of anti-bacterial agents, low abrasion and anti- stain polishing agents to protect and whiten teeth and aims to pro- vide innovative, high quality, niche products in the oral hygiene market. Tests conducted by the BBC Watchdog pro- gramme revealed that Beverly Hills Formula toothpaste re- moved over 90% of staining. In its bid to prevent gum disease by controlling the amount of plaque that builds up on your teeth, Beverly Hills Formula has formulated a Gum + Enamel Care toothpaste. With regular use the Potassium Citrate for- mula of Beverly Hills Formula has moved over 90% of staining. Beverly Hills Formula toothpaste re- served the highest level of protection against tooth sensitivity. A study conducted by the industry.

Innovative nano-ceramic restorative Ceram.X has re- markable durability, and its non-sticky handling ensures ease of use, making it ideal for world-class treatment.

With a commitment to pro- viding dental professionals with the highest quality consum- ables, DENTSPLY UK is proud to be working with Dental Schools to promote excellence within the industry.

For more information on Ceram.X or the 2010 Case Contest, please contact DENTSPLY on: +44 (0)800 072 5315 or visit our website: www.dentsply.co.uk.

Review your practise infection control policy with The Alkapharm ‘learning lunch’

The Alkapharm ‘learning lunch’ focuses on profession- al hygiene and teaches the following procedures for the successful, day to day pre- vention of cross contamination within the dental surgery envi- ronment.

Exactly eighteen years ago, in June 1991, the first In- ternational Lingual Ortho-dontics meeting was orga- nised. The practice of lingual orthodontics is now growing in popularity – both with orthodontists and patients. This milestone is being ac- knowledged by The British Lingual Orthodontic Society (BLOS) which was started in 2002 and has a growing number of members, all of whom are orthodontic spe- cialists with an additional special interest in lingual ap- pliances.

The term ‘Lingual’ comes from Latin and means “on the side”, “towards the tongue”. Lin- gual orthodontics refers to the correction of malaligned teeth by means of fixed appliances, which are bonded to the inner surface of the teeth to correct tooth positioning – without the braces being seen.

BLOS can also provide patient literature on lingual ortho- dontics and can be contacted at www.blos.co.uk.

Back to the Future Lingual orthodontics comes of age

British Lingual Orthodontic Society

The Implant Course

Newcastle

Offering GDP’s around the world a unique learning oppor- tunity to develop the core skills required to successfully and confidently provide dental im- plants predictably. The Implant Course Newcastle is now en- rolling for their year-long course Jan–Nov 2010 (last Fri- day of every month). At Holden at the Complete Smile Academy, South Shields, the year long Implant Course is an intensive hands-on program led by Allen Branly, Clinical Director at Complete Smile and will explore:

Case Preparation and Planning

Gears made easy / Problem solving

Predictability, C.T. and Soft- ware

Precision Restorations and Laser Welding

The Art of Aesthetics and Implant Design

For a thorough, all-around clean, the Standard brush head has a large surface area and a unique scalloped and rippled bristle configuration which ex- tends its reach for deep inter- proximal cleaning and along the gingival margins. If a pa- tient requires focused cleaning, they find the Mini brush head helps them to focus the dynamic cleaning of their FlexCare in areas which need special attention – hard to reach interproximal areas, around posterior teeth, around fixed and partial dentures and im- plants and on the lingual sur- faces.

For children using the Soni- care For Kids there are two age- appropriate brush heads to suit their needs at key developmen- tal stages; for the youngest brushers aged 4-7 the 4+ head has a short neck and small head whilst the 7+ brush head has a large brush head and long neck is targeted towards chil- dren who are more independ- ent brushers.

For more information visit www.sonicare.co.uk/dgp.
Hands-on sessions – surgical

Orthodontic Society: “There are already many examples of commissioners and providers working together more successfully as part of local clinical.

A full report of the event will be published by the British Orthodontic Society after the event. For more information please visit www.bos.org

First Orthodontic Commissioning Education Day has bite

The British Orthodontic Society has now confirmed the final line up of the first Orthodontic Commissioning Education Day which is to be held in parallel with this year’s British Orthodontic Conference in Edinburgh on 14 September 2009. The day is aimed at individuals and organisations who are involved in commissioning NHS orthodontic services and 100 PCT representatives have already registered to attend.

Along with the Department of Health and the Chief Dental Officer, the British Orthodontic Society firmly believes in the value of shared learning about local commissioning and contracting between different areas of the country. Whilst the new contractual arrangements of 2006 in England and Wales brought about a number of positive changes, there are still many issues that would benefit from further clarification and guidance.

According to Richard Jones, Chairman of Orthodontic Practice Committee of the British Orthodontic Society: “There are already many examples of commissioners and providers working together more successfully as part of local clinical.

A full report of the event will be published by the British Orthodontic Society after the event. For more information please visit www.bos.org

're New Alkaspray-Ultra

(Alcohol Free)

60 second' High Level Surface Disinfectant/Cleaner

• All Surface ready to use dual purpose disinfectant/cleaner
• Microbiological Activity
• Bactericidal; (incl MRSA) EN15727/EN15697;
• Virucidal; (HBV/HCV/HIV, SARS, Vaccinia, Herpes, Influenza H1N1/H5N1, DW/ RKI/EN 14476, Yeasticidal & Fungicidal, EN 13624/EN13697; within 60 seconds
• 1 litre trigger with trigger dispenser
• 5 litre economy drum

Now available through your usual dental wholesaler www.alkaharm.co.uk

Professional, Personal, Practice Advice

Dental Practice Consultancy Service (DPCS) provide dental professionals with specialist, bespoke advice on a variety of financial and commercial related issues. Employing a refreshing, yet practical approach to business, DPCS offer dentists the following consultancy services:

• Practice Valuation, Sale and Purchase – Independent, professional valuation for sale, purchase or establishment/dissolution of partnerships
• Full practice purchase details including development potential are also available on the DPCS website

Financial Health Check and Practice Income Analysis – Extensive financial evaluations, financial projections (changes to working practices) and financial optimisation for areas that could be improved.

• Practice Contractual Agreements – Expert advice on partnerships agreements, associates agreements and PCT or GDS contracts

With a proven track record to providing expert assistance to the dental profession, DPCS is also a member of the Associate of Specialist Providers for Dentists (ASPD). Since its formation in 2000, DPCS has provided dentists with reliable, up-to-date guidance and a professional, reasonable charge structure.

For more information call 0161 652 5540 or visit the Dental Practice Consultancy Service at www.dental consultancy.co.uk

Patient Communications

The public are largely unaware of the risks associated with periodontal disease let alone the means of preventing or controlling it. The British Society of Periodontology (BSP) have produced a patient leaflet which explains in clear language and with simple illustrations what the disease is, who can get it and how it can be treated. The leaflet has been produced in conjunction with P&G Oral Health whose spokesperson comments, “Consumer press coverage on dental matters is starting to increase but most of this seems to relate to cosmetic dentistry. Clearly periodontal disease is not such an attractive topic, which is ironic considering that it affects such a large proportion of the population. The BSP have done a fantastic job in putting this leaflet together and we hope that with the support of the profession it will do much to demystify this prevalent disease”. All BSP members will also receive samples in the autumn. Alternatively, you may contact your Oral-B representative who will also have stock available for any practices.

Consequently, Leo James has been appointed to the new position of UK CAD/CAM Manager. Over the next 2 years Leo will be instrumental in placing the company at the forefront of the industry in the field of CAD/CAM dentistry.

Ivoclar Vivadent is a market leader in all-ceramics with product innovations and strategic training support for the dental industry. All- ceramics is a core competence of the company and senior management consider dentistry needs highly aesthetic and reliable materials for the CAD/CAM technique.

As such the IPS e.max system was developed for CAD/CAM processing.

Darryl Muff, General Manager, Ivoclar Vivadent UK comments, “I would like to congratulate Lee on his new appointment and look forward to supporting him in respect of the challenges and rewards that his new post will bring.”

Vizilite Plus™

Screening Test for Oral cancer

Vizilite Plus™ is a simple technology to assist in the early detection of oral cancer. Research shows that the majority of oral cancers are preventable, occurring as a result of persistent exposure to alcohol and tobacco. Early diagnosis is critical to successful treatment and cure. The Vizilite Plus™ system enables dentists to identify oral lesions that are likely to be cancerous.

93% of cancers are detected when they are small and curable.

With low wear rates, a shrinkage rate of 1.7%, excellent, non-sticky handling, QuixX® also saves the dentists' time by curing 4mm increments in just 10 seconds.

For more information, please call DENTSPLY on +44(0)800 072 5515 or visit www.dentsply.co.uk

Ivoclar Vivadent Appoints New UK CAD/CAM Manager

Ivoclar Vivadent has had significant growth in many areas over the last few years and CAD/CAM dentistry is just one area that will become more important over the years to come. With this in mind senior management at the UK headquarters intend to place considerable focus on this range of products.
SaniSwiss – Cost saving surgical essentials!

Are your surgical consumables costing you creep? The new range of Swiss quality Drape kits and disposable giving sets from Swallow Dental may be the answer for you. The sterile giving sets are compatible with all major manufacturers including W&H and Nouvag and can save you up to 9% on your current costs. The Sanikit pre-packed drape kits provide a time and cost saving solution for your surgical needs. They contain a comprehensive range of drapes and gowns and feature a traceable traceability label for your records and are currently on offer for £20 per pack. To place an order or for further information contact Swallow Dental on 01535 663512.

Rebecca Jacques
Swallow Dental Supplies Ltd
Unit 8, Ryefield Court
Ryefield Way
Ilkley
West Yorkshire
BD20 6DL
Tel: 01935 665612
Fax: 01935 664145
Email: rebecca.jacques@swallowdental.co.uk
www.swallowdental.co.uk

Introducing SeptProtector for complete surgery disinfection

Eschmann, the first name in infection control, is proud to introduce the powerful SeptProtector, the complete surgery disinfection solution. Microorganisms and bacteria, particularly those distributed by dental turbines can contaminate exposed surfaces and remain active for many hours within the surgery. The SeptProtector is specifically designed to safeguard against cross-infection risks.

- Reliable, automated, hands-free disinfection of all patient areas
- Protects against microbial, viral and spirochetal contaminations
- Disinfects all exposed surfaces more effectively than manual methods
- Conforms to current Hydrogen Peroxide/Silver Nitrate disinfectant
- Silver Nitrate technology enhances the level and longevity of protection

The SeptProtector utilises the specially formulated SeptProtector, which is automatically disinfected at the correct volume for the size of the room. Treatment takes no more than 90 minutes and will not interfere with the usual daily routine. Full protection is achieved after only two treatments, providing protection in areas of normal traffic for several days.

For complete confidence in effective infection control, dentists choose Eschmann.

NEW
Hate paper printouts? – Go Wireless!

A market leader in infection control solutions, YoYo Dental is proud to launch the NEW SpectraM Wireless Data Logger. Connected to your current washer disinfecter or autoclave, SpectraM Wireless Data Logger will convert all equipment to produce HTM 01-05 compliant validated data readings.

- No more Paper – All validated data is transmitted to your PC, remaining secure to life and organise printouts
- Fast – Broadband WiFi Connectivity transmits constant data stream to PC

- Cost Effective – Is compatible with all YoYo equipment
- Safe – All data stored on PC memory is protected, and will not be lost if PC crashes

Replacing your current USB and printer, YoYo Dental’s cost effective Wireless Data Logger is compact and discreet, optimising on space whilst ensuring best practice to HTM 01-05 guidelines.

For more information, or for a FREE compliance survey, please call 01444 241 5776 or email info@yoyodental.com, www.yoyodental.com

Waterpik® Dental Water Jets Now Available Across All Boots Stores!

The benefits of Waterpik® Dental Water Jet have been documented in numerous clinical studies. Water Pik is delighted to announce that this ground-breaking equipment is now available in over 800 Boots stores across the UK.

Scientifically proven to offer great advantages in a daily healthcare regime, the Water pik® Dental Water Jet can dramatically improve overall oral health.

Dental professionals can also order Waterpik® dental water jets through their dental wholesaler and make the most of their professional courtesy discount.

For more information on the latest solutions to sterilisation, contact Eschmann on 01905 875787 or email ic.sales@eschmann.co.uk www.eschmann.co.uk

World-class MSc in Restorative & Aesthetic Dentistry available online

Smile-on is the proud provider of the world’s first online post-graduate MSc in Restorative & Aesthetic Dentistry. Delivered in association with the renowned University of Manchester, this is an innovative, technology-driven course specially designed for professionals wishing to further develop their knowledge and skills.

The latest media technology allows students access to the programme from anywhere in the world, with input and support from top lecturers and tutors boasting a wealth of expertise in their field.

This 2 year part-time Course comprises 7 core units covering:

- Foundations of 21st Century Practice
- Aesthetic Considerations
- Anterior Aesthetics
- Posterior Aesthetics
- Complex Treatment
- Research Methodology
- Research Project/Dissertation

With the majority of the learning resources online, students are encouraged to take a self-directed learning approach, yet are also guaranteed instant access to Course leaders and the option to attend regular dental gatherings.

Smile-on is the leading provider of innovative, flexible learning programmes to dental professionals. Its complete approach utilises the latest learning solutions, including Webinars.

For more information please call 020 7915 1092 or email academi@eastman.ucl.ac.uk

• With its dedicated Healthcare teams and Healthcare Relationship Managers, the Royal Bank of Scotland has proven time and again that its services are of great benefit to dentists. This has enabled it to join the Association of Specialist Providers to Dentists, the first port of call for dentists in need of a little help. With in-depth sector knowledge, tailor-made financial packages to meet the needs of even the most unique practice, specialist insurance and up to 100% finance and funding for goodwill, the Royal Bank of Scotland provides reliable support for dentists.

• The ASPD members also include Solicitors, Accountants, Independent Financial Advisers, Valuers & Sales Agents, Insurance Brokers and more, who can all work together to create effective solutions. Call now and request the ASPD Directory, or visit the website to view helpful articles and profiles on join the Association of specialist providers to dentists.

World-class MSc in Restorative & Aesthetic Dentistry available online

Smile-on is the proud provider of the world’s first online post-graduate MSc in Restorative & Aesthetic Dentistry. Delivered in association with the renowned University of Manchester, this is an innovative, technology-driven course specially designed for professionals wishing to further develop their knowledge and skills.

The latest media technology allows students access to the programme from anywhere in the world, with input and support from top lecturers and tutors boasting a wealth of expertise in their field.

This 2 year part-time Course comprises 7 core units covering:

- Foundations of 21st Century Practice
- Aesthetic Considerations
- Anterior Aesthetics
- Posterior Aesthetics
- Complex Treatment
- Research Methodology
- Research Project/Dissertation

With the majority of the learning resources online, students are encouraged to take a self-directed learning approach, yet are also guaranteed instant access to Course leaders and the option to attend regular dental gatherings.

Smile-on is the leading provider of innovative, flexible learning programmes to dental professionals. Its complete approach utilises the latest learning solutions, including Webinars.

For more information please call 020 7915 1092 or email info@smile-on.com

Expert Support From The Royal Bank Of Scotland And The ASPD