Sitting Pretty After 15 Years!

The Rambach Saddle Seat has successfully been in production for 15 years. This market-leading seat is the only one of its kind to be endorsed by the Australian Physiotherapy Association and for a very good reason. There are many cheap copies on the market that do not necessarily have the clinical papers or experience to back their claims. Rambach has been proven true and again over the years with more than 50,000 seats sold worldwide.

The correct seating position using the Rambach Saddle Seat can alleviate many of the problems associated with muscle fatigue by encouraging an improved sitting posture. This seat helps to maintain the natural s-shape of the spine, preventing the discs from being put under pressure. The hips are kept at the optimum angle, so back and thigh muscles are at their most relaxed. Rambach Saddle Seats are fully adjustable to create a bespoke individual stool just for you.

The company are so convinced of the benefits that they are offering you a free 50-day trial in your own practice. For further information please contact Rambach directly on 0800 384 188.

We’ve refocused our vision...

As the UK’s No.1 supplier of loupes and lights, our vision is to supply the very best precision products, combining exceptional quality with outstanding design.

Our new loupes and lights are expertly custom-made by leading supplier ExamVision®. Founded by Jorn Benvig and optometrist Kim Jensen, ExamVision® offer a welcome commitment to delivering superior design and quality craftsmanship, which perfectly complements our 16 years of unrivalled loupes experience and outstanding customer service.

Available in 2 styles, 3 frame colours and 3 frame sizes, each ExamVision® loupe is individually crafted to your personal measurements and purpose-built factory on the small, tranquil island of Samso in Denmark. ExamVision® produce loupes and lights to the highest standards, providing a quality product that Evident are proud to endorse.

Our vision has always been to exceed our customers’ expectations and we are confident our exceptional service combined with the superb quality of ExamVision® loupes and lights will refocus your vision too!

Arrange a no-obligation consultation FreeCall 0508 521 111 or visit our website www.evident.co.uk.

Your Partnership in Practice

Henry Schein Minerva is the ideal partner to help run a profitable private dental practice.

Offering a loyal and committed service, Henry Schein Minerva encourages practitioners to maximise profitability by helping them run a successful business. Providing practices with a great service, reliable delivery and many forms of additional support is all part of Henry Schein Minerva’s commitment to your success.

A profitable private practice does not just relate to the money that it makes, it involves generating high levels of patient satisfaction and achieving practitioner goals.

Henry Schein Minerva has a nationwide network of consultants who have a real desire to help you identify where practice improvements can be made in terms of productivity and efficiency.

So, if you’d like to run your practice more efficiently and profitably come and visit us at stands S06 and S08 at the BDTA Dental Showcase 09 in Birmingham, or if you are unable to attend please contact Henry Schein Minerva on 08700 10 20 45.

CEREC – Perfect Crowns A Reality

CEREC from Sirona Dental Systems enables practitioners to use a high-tech yet simple to operate device to produce all Swiss made precision machine made crowns. As a result your optimal design, quality materials and exacting engineering enable Predator Turbos, even in the finest of cases to cut faster than straight bladed burs and smoother than regular dentated burs. Predator Burss are the strongest, sharpest and most durable burs available.

All shapes are available in a unique Solo® Peel blister/packs as well as convenient clinic packs.

For further information please contact Prima Dental Group on +44 1452 307171 or www.primadentalgroup.com.

A plus for any practice

You are your practice’s most important asset and maintaining your health is vital. Sirona’s aim is to design your treatment centers for your ergonomic needs and to promote sustained well-being.

Convenience

A relaxed practice team is the ideal basis for an efficient workflow. You can now actively shape your working environment, thanks to their compact dimensions, our C4 products deliver clear ergonomic benefits, even in compact treatment rooms.

Optimal Workflow

The user-friendly features of the C5, C4 and C5 not only eliminate unhealthy fatigue symptoms, but also promote an optimum workflow. Each model is based on a proven ergonomic concept.

Enhanced comfort for patients

Make sure that your patients feel as comfortable as possible. Thanks to the ErgoMotion system, the thermo upholstery and the anatomically designed headrests, you’ll be uniquely placed to enhance the well-being of your patients – and to achieve optimum treatment outcomes.

Hygiene

Hygiene procedures should be as simple and effective as possible. All the outer surfaces are smooth and easy to wipe. Critical components (e.g. the handpiece rack) can be detached for cleaning and/or dis-infection purposes.

For further information please contact: Sirona Dental Systems 0845 071 5040, info@sironadental.co.uk.

Keeping You in Control

With over 20 years of experience in UK dentistry, no other supplier is better placed to offer practice management solutions than Software of Excellence, which they do through their highly innovative practice management system EXACT™.

EXACT™ is currently the most used practice management software in the UK and the latest updates offered by Version 10 includes a range of innovative features designed to improve the efficiency of all dental practices. Features include patient recall through innovative email and SMS communications, computer telephony integration (CTI), 3D teeth charting, multi column appointment books and much more. Combine this with the new patient education resource “Guru”, which enables you to further develop or simplify your patients individual explanations through various forms of media, and you have a practice management system which helps you to stay in complete control of your practice.

Find out all you need to know about EXACT™ at Stands R01, S05 and T04 at the 2009 BDIA Dental Showcase in Birmingham or call 0845 334 5767 today.
PreApprovedFinance

BRAEMARFINANCE

With pre-approved finance from Braemar FINANCE in place you will have more time to locate and order your chosen equipment at Showcase 2009. You can order equipment direct from one or several suppliers allowing total flexibility and indicate Braemar as your method of payment.

Braemar wish to remind you that HMRC propose to increase the VAT rate from 01 January 2010, adding further cost to any purchase, so buying now could save you money. The additional 2.5% will add £506.00 a purchase of £20,000 so the savings are significant.

In addition with the first £30,000 of capital expenditure in each financial year eligible for 100% tax relief, it really does make sense to make that purchase now.

Call us on 01650 852100 where we will be happy to discuss your finance options alternatively email us on info@braemarfinance.co.uk.

IndustryNews

Expert guidance from Practice Financial Management (PFM) and the ASPD

Practice Financial Management (PFM) provide dentists specialist independent financial advice and a range of services including financial planning, pension guidance, investment and practice reviews.

A mark of the firm’s expertise, PFM’s Managing Director David Leal has recently been awarded Chartered Financial Planner Status, the highest financial qualification attainable. Chartered status is awarded to advisers based on technical knowledge, ethical practice and an ongoing commitment to professional development.

A leading authority in dental practice financial management, PFM is a founding member of the ASPD, a network of well-respected professionals whose services are dedicated to the challenges and opportunities faced by dentists.

ASPD members also include Solicitors, Accountants, Banks, 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 member practices.

For more information on the ASPD please call 0800 458 6773 or visit www.aspd.co.uk.

Is your lab working as part of the team to make sure your patients are satisfied?

Mrs ProTaper Universal lies at the centre of most successful Endodontic procedures in the UK. Due to her unique shape, she cuts quickly ensuring efficiency, whilst maintaining flexibility, whether you are heading straight or into a curve. She doesn’t mind how experienced you are, whether you are a GDP who hasn’t used her before or an Endodontist, she’s high quality and easy to work with, ensuring excellent and consistent results every time. She’s a true exception – let her be at the heart of your endodontic success.

*ProTaper Universal is the market leader with 56.7% market share (01.09.09 data).

DENTSPLY’s Rotary Endodontic Team understand that excellence in endodontics is a must. So from access to restoration we will help you achieve consistent reproducible results. Each of the high quality products work perfectly together achieving excellent clinical outcomes, offering a simple, cost effective and predictable way to excel in endodontics. “Embrace endodontic success” with DENTSPLY’s Rotary Endodontic Team!

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• Access with MrStart, X3⩾ Ultra-sonic Tips “Access all areas”
• Shaping with Mrs ProTaper Universal N2F, Ni-Ti File “She’s a true exception”
• Irrigation with Mr Glyde™ KITa based Lubricant “A smooth operator”
• Obturation with Miss All Plus™ Secure or compromise “ATE & Thermaphil® heated Gutta Percha “Easy as 1, 2, 3”

So, while all dental dealers can give you the 15% VAT rate until December 51st, don’t you want the best in price, range and service too? Start saving now call us on 0800 585 586.

Healthy gums are easy to handle!

Healthy gums are easy to handle, thanks to Curaprox’s innovative interdental brushes.

Invented by Curaprox over 50 years ago, interdental brushes are the most effective method of tackling periodontal disease. With a range of sizes, colour coded for convenience, patients will find oral healthcare easier than ever.

The ergonomic design of the brush handles means they’re simple to manoeuvre, reaching any part of the mouth with ease. For optimum access, Curaprox brushes are also interchangeable with the range of robust aluminium handles.

Featuring a strong, durable yet flexible wire core and soft bristles, Curaprox’s range of interdental brushes offers a simple, practical and effective method of oral healthcare: with regular use patients will see a rapid improvement.

With 50 years of experience, Curaprox offer the most durable and cost-effective brushes on the market.

For more information please call 01480 862041, email info@curaprox.co.uk or visit www.curaprox.co.uk.

BSDHT

Oral Health Conference & Exhibition

Visit the GlaxoSmithKline Consumer Healthcare (GSK) stand (25 & 44) to find out more about NEW Sensodyne Pronamel Daily Mouthwash.

Acid erosion is an increasing problem across all patient age groups.1,2 Dental experts agree that a fluoride mouthwash is one of the most effective ways to help protect against the daily acid threat.

Sensodyne Pronamel Daily Mouthwash should be recommended for patients with signs of, or at risk from, acid erosion and is proven to:

• Enhance delivery of fluoride to the tooth’s surface3
• Provide more protection4 against the effects of acid erosion compared to standard fluoride mouthwashes5
• Re-balance teeth to help protect against future acid challenges6

2 Institute of Dentistry, Bangor University; Department of Biomedical Sciences and Food Research (2000). “Erosion, not erosion.” Science Journal 1, 1-9.
3 The toothpaste cleanser
4 The toothpaste cleanser
5 The toothpaste cleanser
6 The toothpaste cleanser
Save the planet and money!

Visitez Plus® comprises of a chemoluminescent light source (Visilite) to improve the identification of lesions and a blue phenothiazine dye (TBlue) to mark those lesions identified by Visilite. Carried out as a general check-up Visilite Plus® is a simple, low cost, pain free and 100% sensitive test that can help save lives or give Patients peace of mind.

Pack of 40 Visilite Plus® £622.78 plus VAT Pack of 20 Visilite Plus® £360.55 plus VAT

For more information, please contact Panadent 01689 88 17 88 or visit www.panadent.net.

Dentsply

Mr SmartGem® loves working with his indirect restorative system as it means they always do a brilliant job together in preparing the final tooth, to ensure the final restoration fits perfectly. When it comes to cementing the final restoration, the reliably strong Mr SmartGem2 uses his smart thinking and quick action to stick the crown in place. Mr SmartGem2 is so smooth, he turns to gel when setting to make the clean-up really easy. Give him a go!

DENTSPLY'S Indirect Restorative Team understand that crown & bridge restorations are amongst the most demanding procedures carried out by a dentist, with high expectations from their patients.

• Preparation with Miss Hi-Di, diamond burs “Diamonds are a Dentist’s Best Friend”
• Impression Taking with Mr Appass Ultra “Always makes a Great Impression”
• Temporary/Provisional Restorations with Mrs Integrity “Looks that Last”
• Restorative Hand Instruments with Mr Artiuse “Tools for a True Artist”
• Permanent Concretion with Mr SmartGem2 “Strength in Simplicity”

For more information, please contact your local DENTSPLY Professional Sales Team on: 09000 072 5315 or visit our website: www.dentsply.co.uk.

Dental Tribune

United Kingdom Edition
October - 12-18, 2009

No long term commitment. Dentists can cancel their participation with a simple 30-day notice period.

Patients pay each time they visit the dentist.

Simple, effective and tried and tested by millions of Americans. Munroe Sutton offers increased profitability for UK dentists with no extra outlay.

For more information call 020 7887 6884 or visit www.munroesutton.co.uk/dentist.

Sonicare has the X-Factor

A survey by the British Association of Cosmetic Dentistry revealed that 10% of respondents ranked Simon Cowell’s smile most highly and it is no secret that Cowell advocates all his co-stars and protégés have their teeth sorted out. This should be no problem for his X-Factor co-panelist Cheryl Cole, who along with the other members of Girls Aloud, were provided with Sonicare toothbrushes and replacement brush heads by Philips, through their dentist Wyman Chan of The Smile Studio, after he whitened their teeth.

Star of the show

Now, as the finalists are styled en route to stardom, Philips will be offering the X-Factor winners top of the range Sonicare FlexCare toothbrushes to help them sparkle on their close ups. FlexCare’s cleaning power is so effective that it removes 80% of red wine, cola, coffee, tea and tobacco stains so will be perfect for erasing the signs of star excess, yet is clinically proven to be extremely gentle and safe to use on crowns and implants.

To give patients’ teeth the X-Factor, visit www.sonicare.co.uk/dtp or by call 0880 0567 222.

Treat Yourself To The Perfect Practice With Genius

The delivery of gold standard patient care is only possible with the right environment. With its renowned Design and Build service, Genius offers expert assistance in preparing premises with bespoke practice designs, using

Nobel Biocare

Implant Education Centre

The Implant Education Centre, based in Leicester, in conjunction with Nobel Biocare is pleased to welcome delegates to the outstanding One Year Dental Implant training programme.

Designed for dentists with a basic knowledge of implants who want guidance through simple and safe implant treatments, the course also offers support on more complex and advanced cases. DGC-registered delegates will benefit from the many highlights of this programme including:

• 158 CPD Hours
• 12 modules over 12 months – 15 days training
• Exceeds the GDC training requirements
• Includes theoretical and practical teaching
• 60% hands-on live surgery and 40% theory
• A 5 day, hands-on, cadaver module in Washington DC

Lead by Chris Lucas BDS, and a 26 strong training team, delegate feedback has been exceptional with comments such as “Very clinically focused, exactly what I wanted” and “A very different experience from any other training or development I have been involved in within dentistry. Nobel Biocare continues its commitment to dentistry by supporting outstanding education and events programmes offering quality-training solutions for the entire dental team.

For more information call +44 (0)116 240 6441 or visit www.implanteducationcentre.com.

Vizilite Plus™ Screening Test for Oral Cancer

Vizilite Plus® is a simple technology to assist in the early detection of oral abnormalities including premalignant lesions and oral cancer.

Save the planet and money!

Why not visit today or by calling 0800 0567 441.
Computer Aided Design and 3D images to satisfy individual requirements and meet the demands of the modern dental industry.

Dedicated experts then oversee the construction of the new practice, ensuring that this stage of the project is completed within the agreed time scale and without exceeding the set budget. Then, when the practice is built, the team will explore equipment solutions with the dentist, always putting the needs of the practice first.

With a state of the art practice fitted with the most suitable high quality equipment the dentist will be perfectly placed to offer superior care. Wraparound services from Genus, including Site Location and Move Management, will ensure that the practice has pride of place in the local area, with staff able to hit the ground running from the first moment.

For more information on Design and Build please call Genus on 01152 840484 or email info@genusgroup.co.uk, www.genusinteriors.co.uk.

Clean injection with Rotor

Blackwell Supplies’ innova- tive and fully autoclavable Rotor Syringe range uses quality stain- less-steel and unique Peek ther- moplastics.

These light, moulded com- ponents, with a secure snap-fit assembly, maintain mechanical strength, stability and stress cracking resistance when ex- posed to the repeated, long-term high temperature autoclave cy- cles necessary for infection prevention.

New and Innovative

Ivoclar Vivadent, Stand Q11

From the brand new Empress Direct Composite System to mar- ket leading IPS e.max System – this year we really have the prod- ucts and solutions to help you in your Practice and Laboratory.

We also will have details of over 15 new product additions, including AdhereSE. One F, in the brand new Vivapan – designed with simplicity in mind. Once you try it you guarantee you will not revert back to mixing & bottles!

New technology will be on show including developments with our CAD/CAM materials, a new and unique Denture Tooth Phoneas well as additions to our award winning curing light range, Bluphase.

We know how important CPA in Ivoclar Vivadent invested more time than ever before in Courses for Dentists, Hygienists and Technicians... We have further expanded the course calendar for 2010 to include a number of special events, details at the show...

Finally, every hour, Ivoclar Vivadent will give away a prize, from a New Empress Direct Kit to i-toothCUL. Just visit the stand and enter!

Can You Benefit from Incorporation?

The move from Sole Trader/ Partnership to a Limited Com- pany can be an exciting, if some- what apprehensive time. Incor- poration can be a far more sensi- tive, and often a workable choice for many dentists.

Lansdell & Rose can help you with the complexities of incorpo- ration and offer you a personal, bespoke service that suits you and your practice.

A Limited Company can hold many benefits including:

• Limited Liability – shareholders are limited to the capital they invested.

• Enhanced commercial and pa- tient credibility – often seen as more credible than sole traders.

• Taxation benefits – taxation can often be reduced by up to 50%, depending on personal and business circumstances!

Take No Risks When It Comes To Tax Investigations

As the economy reels, keep- ing hold of what you already have is challenge enough. How- ever, if you are one of those dent-ists without Tax Investigation Cost Protection, you could be risking a huge slice of your sav- ings.

HM Revenue & Customs does not just single out those people whose self-assessment tax ret- turns contain obvious errors. They may also raise a query if there is a big difference between entries on subsequent returns, and even select cases at random.

Professional Fee Protection Ltd (PFP) provides dentists with a solution to the range of Tax In- vestigation Cost Protection poli- ciies, for Aspect Enquiries into one or more areas of the self-assess- ment tax return, or Full Enqui- ries. PFP gives you insurance of up to £75,000 towards accountant or investigation specialist fees.

Contact PFP today and find out how its range of policies can help you. The team will also be able to provide comprehensive Human Resources guidance with the HR Plus service.

For more information call Profes- sional Fee Protection tel 0845 976 1177 or email info@pfpuk.com, www.pfponline.com.

State-of-the-Art Educational Facilities in the North East

Dedicated to providing excel- lence in dental education, the Complete Smile Academy now offers its impressive purpose-built training facilities for hire.

Those wishing to host semi- nars, courses, and Hands On meetings in the North of England now have access to some of the best-equipped teaching space in the country.

The teaching facility at the Complete Smile Academy offers:

• Pioneering technology to en- able hands-on learning.

• Fully equipped phantom head facility enabling dentists to prac- tice clinical work realistically.

• Clinical surgeries equipped with cameras, enabling dele- gates to view live cases in detail at their workstation.

The cost to hire the facilities is only £46 per day (including VAT), which also includes lunch and re- freshments.

This is an excellent opportu- nity for dental companies, educa- tion companies, associations and dental professionals to take ad- vantage of outstanding educa- tional surroundings to further enhance dental professional development.

For further information or ad- vice, please contact the Educa- tion Facilitator, Hannah, on 0191 427 1029, or visit the web- site at www.completesmile academy.co.uk.

NEW Kodak RYG 6500

Leaders in digital imaging and software innovation, Practice- Works is proud to present Kodak RYG 6500, the latest in its impres- sive line of intraoral x-ray sen- sors. Developed to provide optim- um quality digital images and improve image portability, RYG 6500 enables adaptable positioning and connectivity.

Intuitive features include:

• Wireless Freedom – Portable, wireless Kodak RYG sensor, utilising state of the art Wi-Fi technology (image upload time <5 seconds)

• Intelligent Positioning System – Streamlining workflow, exclu- sive technology enables proper sensor alignment and angula- tion whilst IPS controls X-ray and X-Y beam placement to prevent distortions

To Tax

As the economy reels, keep- ing hold of what you already have is challenge enough. How- ever, if you are one of those dental professionals by offer- ing flexible education and possi- ble learning to help build fulfill- ing and successful dental careers.

For more information on DNSTART call 020 7400 8989 or email info@smile-on.com.