The popularity of television programmes like The Only Way Is Essex can cause a surge in interest in cosmetic dentistry. With this area of dentistry flourishing, now is the time to let Zesty help you bring your patients looking for whitening and other cosmetic treatments to your practice.

Zesty is an online booking service that makes finding new patients simple. The service allows patients looking for cosmetic services to find your practice and is designed with only a few key questions; from personal details to clear boxes ranging from 177 per cent and laser whitening treatment increasing by 116 per cent, there has never been a better opportunity for cosmetic dentists to boost their patient base.

Zesty is also able to accommodate the introduction of Direct Access, allowing patients to find and book appointments with hygienists and therapists quickly and simply.

With more than one million people searching for dental appointments every month in London alone, Zesty is a truly modern approach to booking a dental appointment that will help to keep your practice busy.

Simply email: help@zesty.co.uk, visit www.zesty.co.uk or call 020 2827 5916 for more details.

**Top Dental Launch Viroflex Pro Test – Protein Testing Kit**

Viroflex Pro Test is a unique and comprehensive dis- infectant for the high level surface disinfection and disinfecting of non-invasive medical devices.

Viroflex Pro Test is an indicator, which can be used safely to determine the effectiveness of the surgery’s infection control procedures. Protein residues on medical equipment indicate that bacteria are present and there is a lack of adequate cleaning procedures. In addition, these kinds of residues on medical equipment are the sign that the risk of infection is present.

This product is developed using the latest technology to determine residues at low concentrations (~1 µg). By using Viroflex Pro Test, you can easily identify protein residues by visible colour change. This process provides an easy identification of protein residues on equipment.

For more information on Viroflex Pro Test, please visit www.viroflex.co.uk

**Most Effective ADR1 Implants now available in the UK**

Independently judged one of the most effective implants evaluated in a study by the New York University, ADR1 implants are available in the UK from Trycare.

In their study, NYU measured the quality of new bone formation and bone contact of five different implant systems (ADIN, Astra, IL, Nobel and Unifil) over a six week period. It showed that all five produced similar results, though ADIN out-performed the others by a margin of up to 7 points in the former.

Trycare can reasonably claim to be the most effective implant in the market.

A new, patented mouth rinse whose formula is proven to outperform existing mouthwash solutions and deliver superior results from the embayment of bad breath for 12 hours. CB12 contains no fluoride, as it is similar to zinc aspartate and chlorohydric disasturate, which work together to neutralise the gauziness ISCO sulfa dopher partners CB12 also contains fluoride to help keep teeth and to help patients maintain a high standard of oral health.

**CB12 in a new, patent mouth rinse whose formula is proven to outperform existing mouthwash solutions and deliver superior results from the embayment of bad breath for 12 hours. CB12 contains no fluoride, as it is similar to zinc aspartate and chlorohydric disasturate, which work together to neutralise the gauziness ISCO sulfa dopher partners CB12 also contains fluoride to help keep teeth and to help patients maintain a high standard of oral health.**

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