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New products and focus on profitable practice and orthodontics

TREATING MALOCCLUSIONS

General dental practitioners can offer their patients a complete smile solution thanks to the Clearstep System. The Clearstep System lets dentists treat mild to severe malocclusions in patients aged 7 to 107. Incorporating a range of cutting edge appliances it is designed to achieve excellent results whilst safeguarding patient wellbeing.

Because ease of use is vital to facilitate efficient and cost-effective treatment and to provide the most convenient and affordable service to patients, the Clearstep System is arranged into

five key elements, each focusing on a particular stage of treatment. These are pre-alignment, space closure, alignment, finishing and detailing, and extras.

Appliances include the CODA expansion device, the Clearstep Closing Spring/screw, the clear medical polymer positioners to align teeth incrementally and the Buccal Segment Settling Appliance.

Specialist orthodontists are on hand to provide treatment-planning support to ensure a smooth process that ends with a great smile that will prove patient satisfaction.

Reader response number 50

ILLUSTRATE A PATIENT'S DENTAL CONDITION



The Digital Doc Icon from Digital Dental digital imaging company is the next advance in intraoral cameras because it is simpler, smarter and sharper. It provides an ideal way to graphically illustrate a patient's dental condition to them, especially in difficult to see areas.

The Digital Doc Icon is simpler because everything is integrated within the handpiece, including a USB 2.0 connector that plugs into your computer for fast image downloading and easy viewing.

It is the only USB camera designed to sit next to your high speed handpiece. It is smarter because it has dual capture buttons for right or left hand use, plus a newly designed slide focus that lets the operator adjust from macro to full smile with a touch of the finger.

Finally, it is sharper because of its advanced LED optics and digital technology. Together they deliver the clearest, most detailed images currently available. The Icon can be used with any digital imaging software and USB2 equipped PC or laptop.

Reader response number 53

GETTING BRITAIN BRUSHING



This week will see the launch of Argos Smile Week (30 September-6 October), a campaign supported by the British Dental Health Foundation, Argos and P&G Oral Health.

Although most practices will be familiar with National Smile Month in May, introducing an interim campaign in the autumn will provide an additional opportunity to get the public thinking about their oral health. The Argos Smile Week campaign will be promoted in Argos stores nationwide.

Reader response number 51

NEW THERAPEUTIC PRODUCT

OSsray has launched its first product in the UK, USA and Germany. Syc is a dental therapeutic product which provides immediate desensitisation and cleaning through a simple, comfortable high speed application.

It rebuilds eroded tooth surfaces by

providing the critical bioactive minerals needed to restore natural dentine and tooth enamel. It also brightens teeth by up to four shades and dramatically increases patient comfort during the procedure through its tasteless, odourless and gentle properties. It can be used with existing air polishing equipment.

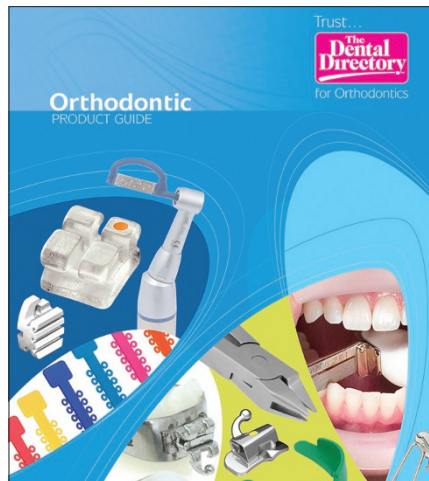
Reader response number 52

COMPREHENSIVE ORTHODONTIC RANGES

The Dental Directory's new Orthodontic Product Guide 2009-2010 contains thousands of orthodontic lines. It contains over 100 pages of orthodontic products sourced from the world's leading orthodontic material manufacturers.

The comprehensive range offers value for money prices as well as extra savings by offering discounts on catalogue prices. They will also price match and offer free next day delivery.

Reader response number 54



EXTRACT TEETH QUICKER

Physics Forceps from General Medical enables dentists to extract teeth quicker, more efficiently, more predictably and with less trauma for the patient. They can reduce the amount of time required to extract teeth and make the whole procedure much more comfortable and pleasant for both the operator and patient.

Physics Forceps have a revolutionary beak and bumper design that enables dentists to extract teeth using wrist movement only with no more reaching for the apex. It therefore reduces the stress and strain experienced by patients and also helps preserve the buccal plate of bone, which is vital for the patient's long term dental health and the success of future treatment options including dentures, bridges and implants.

Physics Forceps are supplied with a comprehensive training DVD which explains the different Physics extraction techniques. They are also supplied with a 60 day money back guarantee (subject to restock charge) and a 10 year warranty following customer registration.

Reader response number 56

PANORAMIC PRECISION



The new Galileos Comfort and Galileos Compact systems offer noticeable advancements in the sphere of 3D X-ray equipment. Using innovative collimation, these models will further reduce the radiation dose by 15% in comparison to the already low full volume dose of the original Galileos.

The new collimation allows selection between three settings, full, mandibular view and maxillary view. These enhanced views will also result in faster reporting times when follow-ups do not necessitate full volume images. Additionally the Galaxis v1.7 upgrade further increases image quality and panorama precision.

Reader response number 55

OPTIMISE YOUR FINANCES

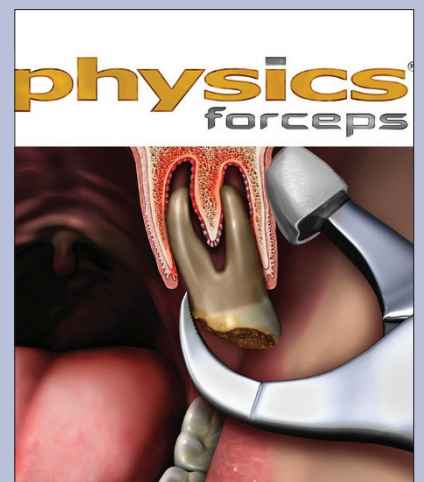
money4dentists can help you optimise your finances and make reliable investments to better safeguard your future. Dentists seeking to capitalise on opportunities in order to avoid the stresses and strains of the credit crunch should discuss the benefits of overseas property investment, cash and stocks and shares, ISAs and more.

Not only does money4dentists help vocational dental practitioners protect their income, but the team also offers advice on

residential mortgages, tax-efficient savings and pensions. Now is also the ideal time to seek professional guidance with reference to managing your bank accounts.

money4dentists can also help with practice loans, to help dentists continue to achieve their professional goals. With just one of its numerous cutting edge research tools, money4dentists can explore the features and benefits of more than 32,000 financial products, to meet your exact needs.

Reader response number 55



MONEY MASTERCLASS

Beat the recession and make the most of your money with Essential Money's Manchester Masterclass on the 18 November 2009. The three-hour

evening session will focus on increasing your profits by focusing on the business aspects of your practice, reducing your tax bill with five legal but unusual steps to avoid income, capital gains and inheritance tax, diversi-

fying your investments and attracting more patients who accept they have to pay significant fees for the best treatment. Delegates will also be provided with various informative materials.

Reader response number 57

USER-FRIENDLY AIR POLISHING SYSTEM

NSK's Prophy-Mate neo is a reliable and user-friendly air polishing system and is the perfect instrument for orthodontists to effectively clean and polish before bond-up, during treatment when changing arch wires and after de-bonding.

Thanks to its original detachable 360° front-end swivel connection and newly introduced selectable 60° and 80° tips, this compact, lightweight system now delivers greater polishing power directly onto the tooth surface.

An all-round tooth polishing system, Prophy-Mate neo can be used to clean teeth, remove stains and polish teeth after de-bonding, making these routine procedures easier and more efficient than ever before.

With quick and easy connection to all major couplings including Kavo, W&H, Bien-Air and Sirona, as well as direct



connection with Midwest and Borden, you can enjoy the power and quality of Prophy-Mate neo whichever system you're currently using.

You can also combine Prophy-Mate neo with Flash pearl, NSK's new and effective prophy cleaning powder. Flash pearl quickly and safely removes stains, plaque and calculus.

Reader response number 58

ORTHODONTIC FLOSSING

The new Platypus flossing device can help patients who find it difficult to maintain oral hygiene whilst wearing their orthodontic appliance. With the Platypus the entire mouth can be flossed in just 1-2 minutes and as it so easy to use, your patients can achieve the same results at home.

Reader response number 59



BONDING ORTHODONTIC BRACKETS

BeautyOrtho Bond, known as BOB, from Shofu is the first of a new generation of bonding agents developed specifically for bonding orthodontic brackets.

Pre-etching, with the ultimate demineralisation of the tooth structure, is not necessary with Beauty-Ortho Bond as the primer is made up of 6-MHP which chemically adheres to the enamel.

When teeth are etched, material penetrates the undercut areas, often resulting in difficulty in removing the brackets and causing harm to the tooth structure. The BOB system avoids these problems, is simple and quick to use and provides good handling properties and easy debonding at the end of treatment without damaging the tooth structure.

The S-PEG filler component of BOB releases fluoride on a continuous basis, meaning that the material is constantly re-charged providing ultimate protection for the teeth. Simple to use, you apply the primer, air dry and extrude the paste. Once the bracket is in position, you cure to secure. As BOB paste is light-cured you have plenty of time to position the bracket accurately before curing.

Reader response number 60

LOGICAL PATIENT POSITIONING SYSTEM

Incorporating a colour touch screen, innovative electronic platform and software upgrade options, the Orthophos XG with CEPH attachment, from Sident Dental Systems, is easy to operate and has a logical patient positioning system that facilitates optimum imaging results.

Its user interface is clearly laid out and easy to understand, its touch screen graphics making selection of functions easy whilst virtually eliminating operator errors. Consequently it accelerates imaging procedures and produces consistent image quality.

It features an intuitive programme structure, enabling practices to choose between standard, constant magnification or artefact-free imaging. These imaging areas can be selected individually to minimise radiation doses to patients.

Due to its automatic exposure control



system and automatic detection of the patient's jaw shape, it ensures optimised diagnostic accuracy. The patient's jaw shape can be manually preselected if desired.

Finally its high-performance data processing facilities help ensure fast acquisition, presentation and archiving of images. Orthophos XG is available in a variety of options including standalone panoramic, with Ceph and/or Transverse Layer, both of which can be upgraded or retrofitted as desired.

Reader response number 61

FASTER AND MORE ACCURATE DISPENSING SYSTEM

GC Fuji Ortho resin-modified glass ionomer cement is designed to make orthodontic bonding of bands and appliances easier and quicker. The cement is to be made available as a paste in the special Paste Pak cartridge. The unique Paste Pak Dispenser allows for a faster and more accurate dispensing system, which minimises cement waste.

Optimal handling is guaranteed by a film thickness of just 3 µm, a working time

of three minutes 30 seconds and a setting time of three minutes. The final colour of the paste is blue, which makes identification of residual cement after de-bonding much easier and quicker.

Further features include no acid etching and problem-free removal without damage to enamel, perfect bonding in a moist environment and high fluoride release to help reduce the risk of white spots.

Reader response number 62

MATERIAL WITH OPTIMUM HANDLING PROPERTIES

Ionoseal from Voco is a light-curing, ready-for-use, glass ionomer composite



cement and it can be used under all restoratives, for extended fissure sealing and treating small lesions and now features the new NDT syringe.

As a one-component material, Ionoseal is ready to use and can be quickly as well as hygienically applied. Due to its low viscosity the material can be placed in the prepared cavity even better and poorly accessible areas can be wetted more easily, saving time.

Reader response number 63

MOUTH PROTECTION

Mouthguard manufacturer Opro has recently launched the Oproshield, a self-fit mouthguard which features the patented Oprofin retention system.

Designed by Dr Anthony Lovat BDS, founder and owner of Opro Mouthguards based in Welham Green, Hertfordshire, the company provides custom-fit and self-fit mouthguards throughout the world to schools, colleges, clubs and individuals.

The highly technological cross-sectional profile present in all products across the range means maximum protection against front and concussive blows whilst keeping the palate clear for improved breathing and speech.

Reader response number 64



QUICKLY TURNS INTO BONE

Vital, available from Swallow Dental Supplies is a British product that reliably and quickly turns into bone. Vital is simple to use and sets to become cell occlusive so no additional membrane is required. It is 100% synthetic and allows implants to be placed after 4-6 months. It can be used in situations where implantologists and periodontologists find membranes difficult to handle.

Reader response number 65

