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## For younger children

Oral-B has introduced toothpaste aimed at older children containing 1000ppm fluoride.

The product combines the Disney characters from Aladdin with a fruity taste and forms part of the Company's Stages range of children's products.

Oral-B's Aladdin Toothpaste is designed for children in the Stage 3 category (aimed at 5-7 years) and compliments the company's other two Disney toothpastes (featuring Disney Princesses and Buzz Lightyear), which are aimed at younger children and contain lower fluoride levels.

A matching Aladdin toothbrush, with the same graphics from the film, has also been launched.

All products in the children's toothpaste range come in a 75ml tube and are presented as a sugar-free gel.

**Reader response number 50**



## Waterline maintenance



A-dec has recently introduced ICX, a new product targeting waterline maintenance. ICX comes in the form of an odourless effervescent tablet, which is used by adding one tablet to an empty self-contained water bottle before each filling.

As the tablet dissolves, it releases ingredients into the water that help prevent the build-up of deposits and contaminants. ICX tablets come in self-dispensing packets

for either 0.7-litre or 2-litre water bottles, so there's no measuring, mixing or cleanup required.

In addition, ICX continues working in the system after each treatment, protecting waterlines from further contamination and reducing or possibly eliminating the need for frequent waterline shock treatments, the company claims.

**Reader response number 51**

## Special offer



Colgate Dental Tape features monofilament construction giving a shred, fray and tear resistant tape that is easy to use, the company claims.

Colgate Dental Tape has been repackaged under the Colgate Total brand name which includes Colgate Total toothpaste and toothbrush ranges.

The company is currently running a special offer, where for every two cases of Colgate Total Dental Tape purchased, the dentist will receive one case plus a surgery dispenser free of charge.

The offer is available from 1st August through Dental Directory, DHB, CTS and Survival -32.5

**Reader response number 52**

# SHOWCASE

## Air cleaning systems

Air Science on stand C05 at Showcase will be demonstrating its range of air cleaning systems at Showcase. The Dental Pro is a multi-purpose, mobile air cleaning system specially developed to filter gases and particulates such as bacteria, virus, odours, formaldehyde, mercury and disinfectant vapours. This wide range of contaminants is filtered by continuously drawing air through a series of pollutant-specific filter stages.

The Dental Hg FlexVac is a mobile source-capture system with a flexible, self-supporting suction arm designed to be positioned approximately 30cm from the patient's head. It reduces exposure to harmful pollutants before they can be inhaled or dispersed in the ambient air, the company claims.

**Reader response number 53**



## New and improved



Ansell is to launch the new and improved Micro-Touch Ultra Powder Free latex medical examination glove at Showcase on stand D11.

The product offers higher levels of comfort, fit and protection than the present Micro-Touch Ultra, according to the company. Ansell claims that the new gloves feature a changed and improved surface

texture for better grip, is internally chlorinated for easy donning, offers greater resistance to tearing and has tactile sensitivity and fit.

Ansell claims that the gloves can also offer protection against chemicals and pathogens and helps to protect susceptible users from latex allergies.

**Reader response number 54**

## London Dental Showcase 2004



The London Dental Showcase 2004, organised by The British Dental Trade Association will be held on 14-16 October at the ExCeL Exhibition Centre in London's Docklands area.

It provides a convenient opportunity for dental professionals to obtain the latest advice and information, gain up to date knowledge on current techniques and technological advances and evaluate the latest product and service developments occurring within the industry. In addition, attending Showcase meets the educational criteria required for verifiable Continuing Professional Development under the General Dental Council Lifelong Learning scheme and around 250 exhibitors will have stands at the exhibition.

For further information visit [www.dentalshowcase.com](http://www.dentalshowcase.com) or telephone 01494 782873.

**Reader response number 55**

## Win a car

Visitors to the GlaxoSmithKline (GSK) stand have the chance to win a Peugeot 206. GSK have teamed up with Kent Express to offer the competition, where visitors to Showcase can enter by simply visiting key supplier stands including H07, the home of the GSK portfolio. Delegates can learn about the latest product news on the stand before stamping their entry forms and delivering it to Kent Express to enter the prize draw.

The GSK Dental Detailing Team will be on the stand to update visitors with the latest information on Sensodyne including an exciting new product launch as well as the latest news on Cor-sodyl which is designed to encourage



patients to recognise the importance of bleeding gums.

The stand will feature the full GSK portfolio including Poligrip, NiQuitin CQ, Zovirax and Ribena Toothkind. The competition entry forms will be sent directly to your practice before the exhibition.

**Reader response number 56**

## Ionomer restoratives



Amalgomer and Amalgomer CR ionomer restoratives have been designed to surpass the ISO test requirements for amalgam, the company claims.

Visitors can stop off at the Amalgomer stand at C15A to pick up a free sample (while stocks last).

For more information contact the manufacturers on 01892 870500 or log on at [www.amalgomer.com](http://www.amalgomer.com).

**Reader response number 57**

## Needle safety

Safe-point automatically removes needles without any direct contact with the user, reducing the risk of needle-stick injuries and associated infection from hepatitis and HIV, according to its makers.

Siting the compact Safe-point unit at the chairside enables needle removal to be completed by the practitioner in seconds with a single, simple movement, reducing the risk presented by unsheathed or stray needles.

Safe-point comprises two parts. Sharp removal takes place in the upper section using the patented Safe-point design, whilst below is a customised yellow burns bin which will hold up to 200 needles. Neat and compact, these bins are disposed of in the usual way. Visit Safe-point on stand C13 or call 01295 252545 for an information pack.

**Reader response number 58**



## Winner takes all

Visit Siemens Financial Services on Stand J06 and enter their exhibition prize draws to win a signed Real Madrid football shirt or the latest Siemens mobile phone. Visitors can get advice on a range of financial

solutions to fund IT systems, practice equipment, business vehicles, business expansions or any other dental practice project.

**Reader response number 59**

**Siemens Financial Services**



## High tech systems

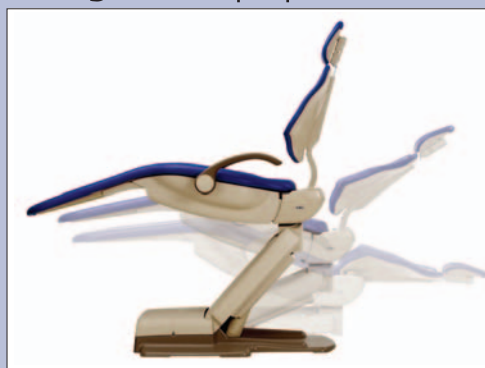


Sirona Dental Systems will be demonstrating the Cerec 3 system, on stand D05 at this year's exhibition.

Cerec 3 offers a tangible point of differentiation for practices, producing all-ceramic inlays, onlays, crowns and veneers in a single surgery visit without the need for impressions or temporisation.

**Reader response number 60**

## Range of equipment



A-dec, who will be exhibiting at stand D07 will be showing a selection of equipment packages and its latest stand alone and integrated hi-tech options.

Its equipment portfolio has recently been complemented with the introduction of the A-dec 500 product range and with the new waterline maintenance product, ICX.

**Reader response number 61**

## Learning directory



4everlearning.com, an online directory to Continuous Professional Development will be on stand N14 at the Showcase.

The educational website presents visitors with instant access to a wealth of leading, independent, verifiable CPD courses, seminars and professional lectures covering all treatment and professional areas of dentistry.

The One Stop CPD shop allows every member of the dental team to find the appropriate CPD for their own specific needs, with enough information to make an informed choice.

Members of 4everlearning.com also receive benefits including discounts on dental books, journals and CD-ROMs, discounted and free places on courses, access to the services of 4finance, online learning in the unique study forums and an 'Ask the Specialist' section.

**Reader response number 62**

## Benefits offered

Visitors to the Dentists' Provident stand at E20 can speak to an experienced team who will explain how the benefits offered can meet sickness and accident insurance cover and a lump sum payable on retirement.

Regular monthly payments to the Dentists' Provident mean just one provider, one contract, fewer complications and complete protection, it claims.

Founded in 1908, Dentists' Provident sickness and accident benefits include a maximum weekly benefit of £1,200, up to 75% of earnings lost through incapacity and the option for benefit payments to commence from the first day of incapacity or after 26 weeks. Regardless of how many claims are made, subscriptions are unaffected and membership continues until the age of 60 unless cancelled by the subscriber.

**Reader response number 63**



## Tartar control



This October at Showcase, Molar Ltd will be launching a new product that it claims could revolutionise plaque and tartar control. To find out more, come to stand L03 and say 'Bladderwrack'!

Also on display will be its TongueDetox product, a tongue cleanser with a unique two handled design, impregnated with a mint aroma and antibacterial agent as will the TePe Communicator, a tool for use with patients to help inform, involve and educate patients about oral care.

The TePe Surgery Pack offers dental professionals an economical solution to clinically demonstrating our interdental brushes on their patients.

**Reader response number 64**

## Infection control



Professional Dental Supplies will be demonstrating the Hydrojet at Showcase this year on stand G07. Hydrojet is an advanced automatic washer/cleansing decontaminator.

The product uses Hydrosol, a unique, micro-biocidal solution which guarantees instruments are decontaminated to the highest possible standards, ensuring unbeatable levels of cross-infection control within the surgery, the company claims.

In addition, delegates will have an opportunity to discuss with the team the complete range of Professional Dental Supplies' barrier range, including its own Freshen Up Wipes, Googles protective eye wear and the curing light sleeve.

**Reader response number 65**

## Flexible plans



Practice Plan will be exhibiting on stand C12 at this year's Showcase exhibition.

According to the company, any dentists thinking of converting from the NHS to private practice should make a point of visiting the Practice Plan stand.

Dentists can discover how to make a private patient scheme work for them, their staff and their patients.

It offers a flexible plan which guarantees a regular income, protects hourly rates, ensures the practice retains its identi-

ty and delivers greater choice to patients. It works in partnership with the practitioner to establish the goals the practitioner wishes to achieve from a conversion before a plan is implemented.

Staff receive comprehensive training on all relevant products and services to enable them to confidently promote the plan to your patients. The company also offers full support whenever needed should you come up against any difficulties.

**Reader response number 66**

## Financial help



The Dentists' Benevolent Fund can help all dentists who have been on the UK register, and their families, who are facing recent or long standing financial problems, whether or not they are BDA members.

Founded in 1882, it has been giving financial help to needy dentists ever since. Assistance takes many forms, from cash to purchase a desperately needed washing machine to support with living expenses whilst on sick leave.

According to the organisation, the profession at large is often surprised to discover that very often it is not the elderly or the retired in most need of help.

**Reader response number 67**

## Colourful inserts

Dentsply will introduce the 30K Bellissima Cavitron Inserts, officially launched at Showcase at stand LO4-LO7.

The colourful inserts are an addition to the existing Cavitron inserts and offer the dental clinician an ergonomically designed silicone extra-grip Cavitron insert at no extra cost. The range features all the FSI insert shapes, with the patented focused spray design to aid flushing out pockets, and the Slimline set (straight, left and right) for subgingival access. Key features include the 11.5mm-wide soft grip design which can offer better grip and reduced hand fatigue. The bright colours (pink and purple) also make identification easy.

**Reader response number 68**



## Digital imaging



The team at the Kodak Dental Systems stand can offer you a tour of the interactive stand with its new identity and demonstrate Kodak's professional digital imaging and software products.

These include the R4, an all-inclusive dental practice management system. Built on an open database and written using the most modern tools available, the system accommodates the needs of all practices, whether private, NHS or mixed. Kodak Dental systems imaging equipment and software include the DX6490 dental digital camera, the 8000 digital panoramic system, the RVG 6000 digital radiography and the 1000 intraoral video camera.

There will also be over 16 demonstration stations and live presentations in the theatre style arena, showing products that can create an integrated practice.

**Reader response number 69**

## New website launch

A new website being launched by Wrigley Oral Healthcare in Action (OHA) is to be previewed at the Showcase exhibition this year. [www.BetterOralHealth.info](http://www.BetterOralHealth.info) offers a way to communicate to professionals, consumers and the dental media.

The site includes peer reviewed professional articles and research abstracts and an individual press section. Designed with each specific audience in mind, the new website's homepage provides three routes of entry depending on particular interest. Each of the three sections acts as a website within itself and is colour coded for easy navigation.

For the dental professional there is everything from clinical abstracts and articles to advice on motivating patients, recommended reading lists and answers to frequently asked questions.

Along with regular online news and competitions, there are also downloadable patient handouts. For patients there is all sorts of oral health information, including preventive practice, advice on avoiding problems such as plaque and gum disease and how to cope with being afraid of the dentist. An interactive fun quiz tests patients' knowledge. Those who register their email address by 1 September 2004 could win a year's supply of Orbit sugarfree gum.

**Reader response number 70**



## Implant systems



Astra Tech Dental Implant Systems at stand M13 will be unveiling their latest product as well as exhibiting their dental implant system and services.

The Astra Tech team can discuss its new General Practitioner Programme, designed to provide GPs with the information and opportunities needed to become more involved in dental implantology.

There will also be demonstrations and displays of products such as the CLIX range, the Bone Trap, which gathers small bone particles during implant surgery and the Torque Wrench Kit, a single instrument which offers clinicians dual functions and complete control.

**Reader response number 71**



## Root canal filling system



Endo Direct will be demonstrating E&Q Plus, the all-in-one 3D root canal filling system, and CDC cabinetry and stools on stand N12. E&Q Plus is the Absolute Obturation Device, which combines two techniques in one unit.

The company's CDC cabinetry features quality post-formed worktops, PVC-edged doors and fronts, sinks and mixer taps and is designed on a bespoke basis to satisfy the demands of any surgery space. CDC can

include split height designs, custom instrument drawers which lock in the open position, custom suction motor housings, CVS tip support modules, tray storage and single runs for smaller surgeries.

Endo Direct also offer a selection of small equipment, including ART curing lights and ultrasonic scalers, Top Cam intraoral cameras, Classic Dental Stools and Saddle Seats.

**Reader response number 72**

## Fighting gum disease



The new, Room Temperature PerioChip will be amongst the products on display on the Dexcel stand J09 at the Showcase exhibition.

PerioChip's specific function is to help fight gum disease by killing bacteria in the gingival pocket. It is a small chip which fits easily into the pocket

where it releases chlorhexidine, its main agent, and enables patients to be treated for up to two years without provoking antibiotic resistance.

The Room Temperature PerioChip does not require temperature controlled storage criteria.

**Reader response number 73**

## Dental treatment centres



The Takara Belmont range of dental treatment centres will be on stand no H02. The SP Cleo system features a folding leg-rest, which allows easy access for patients of any age, from the front or either side and permits face to face consultation for a more personal approach. It also gives treatment staff the room to work more freely.

Alternatively, the Progia treatment centre features soft touch seamless upholstery, an axis type backrest and a double articulating headrest. The bracket table incorporates a central control panel with easy clean membrane switches. An autoclavable 3/1 syringe, quick release fibre-optic hand-piece tubings and x-ray viewer all come as standard.

**Reader response number 74**