

# New products and focus on cosmetic dentistry and financial and legal services

Please send trade news information and illustrations to Arveen Bajaj at the *BDJ*, Nature Publishing Group, The Macmillan Building, 4-6 Crinan Street, London N1 9XW.

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## UNIQUE BUSINESS PARTNERSHIP

Healthy & Wealthy provides business coaching for dentists, dental practices, teams, executives and individuals. Its owner Dr Jane Lelean, executive health coach and dentist, has just been awarded Professional Certified Coach (PCC) status by the International Coach Federation.

Jane helps other dentists evolve their practices from good to great, coaching practice owners and their teams to continued success. Coaching

helps individuals harness their natural strengths and skills, set realistic goals, take appropriate action and make informed and better decisions.

Jane now draws on her knowledge and experience to specialise in coaching dental practices, enabling them to achieve success in all aspects of running their business, from leadership through to finances, time management, customer services and building a great team.

**Reader response number 50**



## TAKE-HOME TOOTH WHITENING SYSTEMS

Available in sophisticated cosmetic style packaging, Pola Day and Pola Night from SDI are take-home tooth whitening systems requiring custom trays. The products' neutral pHs ensure the full power of the peroxide is released without jeopardising patient comfort. The high water content reduces dehydration of the enamel and decreases patient sensitivity.

Pola Day is available in 3%, 7.5% and 9.5% hydrogen peroxide and Pola Night is available in 10%, 16% and 22% carbamide peroxide. Both are available in ten syringe kits (includes tray material and case), four syringe kits and 50 syringe kits.

**Reader response number 52**

## NEW GENERATION OF POSTERIOR COMPOSITES

SDR marks the beginning of a new generation of posterior composites, and complements the other products in Dentsply's existing range. Its step-by-step guide to posterior preparation includes preparing teeth using Hi-Di Diamond Burs for fast cutting and low risk of fracture. For successful class II restorations, a contoured sectional matrix system such as Palodent can be easily adapted to any

residual tooth surface, or alternatively you can use AutoMatrix Bands.

Once the tooth is prepared and cleaned Xeno V can be applied for an easy, self-etching bond. After light-curing the bond, place the new SDR, a durable posterior flowable composite base (up to 4 mm bulk fill) and light-cure for 20 seconds. SDR is flowable, therefore facilitating excellent internal cavity adaptation.

Next, for tough, long lasting restorations with great aesthetics, place a capping composite such as Ceram.X Mono and light-cure with the Smartlite PS LED curing light. Finally, finish and polish the tooth with Enhance & PoGo for a natural, high-lustre finish.

**Reader response number 51**



## BENEFIT FROM FINANCIAL ADVICE

Incorporation of dental practices is chartered accountants, business advisors and independent financial planners Lansdell & Rose's principal

specialisation and they understand that every practice has its own unique needs.

Healthcare professionals currently trading as sole traders or partnerships could benefit from incorporating their

practices and trading instead as a limited company. Lansdell & Rose can help dental professionals make the decision about incorporation after a full exploration of the option.

**Reader response number 53**