The future is bright for Beverly Hills Formula

By Beverly Hills Formula

For oral care experts Beverly Hills Formula, 2018 would prove to be a tough year to beat. With a large number of accolades already under their belt, new product development has once again been at the forefront of their 2019 objectives. Known for their bold formulations, the brand has been at the forefront of many developments, both in the industry and in terms of marketing. This year has culminated in them becoming the top Oral Care brand for consumers, shock the industry with an amazing first-to-market product – the Perfect Black Whitening Kit. Scien-
tifically formulated with active charcoal, the kit is designed to offer superior whitening results whilst redu-
ing plaque and harmful bacteria.

The brand will enter 2020 with a brand-new whitening kit – the Professional White Advanced Silver Whitening 2 in 1 kit. Containing Rapid whitening strips and a pen formulated with Hydrogen Peroxide and professional whitening ingredient PAP for extra whitening power. This powerful formulation is also boosted with Silver for strong antibacterial and anti-plaque action.

The Professional Range

Most experts agree that the key to success is the right choice of manufacturer and chair. The Teneo is our pick of the term, offering the best treatment outcomes. The dental chair is often the place where patients have the opportunity to talk about how they feel and ask questions. Ensuring the dental chair is well-designed and comfortable will help create a calm and measur-
ing environment that is conducive to effective communication.

An all-round experience

• Anti-stress massage and lumbar support
• Optional integrated endodontic and implant workflows
• Wireless foot control

The Teneo even memorises the cli-
nician’s ideal working position. This ensures optimal treatment with the mouth point always at the same working height, regardless of the patient’s size or build.

By Dentply Sirona

Today’s technological and design innovations have seen the humble dental chair evolve into state-of-the-art treatment centers, putting ergo-
nomics and patient comfort at the forefront. Eibhi Becerra, Brand Man-
aging Manager at Dentply Sirona, explains more.

There are many items of equip-
ment that clinicians and their teams couldn’t be without. But arguably, the most indispensable piece of equipment in the practice, and the one that’s now at the heart of provid-
ing the very best of care for patients, is the treatment center.

The treatment center is so much more than a functional piece of equipment. Designed to create a last-
ing impression, the latest treatment centers are a synergy of colour combinations, soft, comfortable up-
holstery and centralised functional-
ity that supports a range of work-
flows.

Innovation and Integration

Having relaxed patients is a good thing, but what about the dental team? Posture can be both nega-
tively and positively impacted by the design of a treatment center, so pay particular attention to the ease with which instruments, equipment and the patient can be reached. Poor postural awareness can ultimately take its toll in terms of aching muscles and general fatigue and can even lead to longer-term health problems.

Built to last

The treatment center is the focal point of any surgery and something unlikely to be routinely replaced, so longevity and reliability are impor-
tant considerations when making a purchase decision.

Beverly Hills Formula’s hard work this year has culminated in them becoming the top oral care brand for consumers, shock the industry with an amazing first-to-market product – the Perfect Black Whitening Kit.
Toothpaste Abrasivity Certificate of Analysis

LEAST ABRASIVE

Beverly Hills Formula Perfect White Gold
Beverly Hills Formula Perfect White
Beverly Hills Formula Perfect White Black
Oral-B Pro Expert Enamel Protection
White Glo Extra Strength Whitening Toothpaste
Oral-B Pro Expert All Around Protection
Pearl Drops Everyday Whitening
Colgate Max White One Active
Colgate Sensitive Gum Protection

MOST ABRASIVE

Toothpaste Stain Removal: Leading Dental School (UK)

Beverly Hills Formula Professional White Black Pearl
Beverly Hills Formula Professional White Black
Beverly Hills Formula Professional White Pink Pearl
Colgate Sensitive Pro-Relief & Whitening
Colgate Max White One
Arm & Hammer Advanced White Extreme Whitening
Colgate Max White with microcrystals (crystal melt)
Sensodyne Rapid Relief
Oral-B 3D
Sensodyne Repair and Protect
Oral-B 3-2 Professional
Crest Pro-Health Black & White
Sensodyne Pro-Enamel Gentle Whitening
Deionized Water

Percentage Stain Removal 69.7% 64.4% 62.1% 61.4% 51.8% 51.0% 40.9% 34.7% 25.9% 25.1% 24.3% 14.7% 12.3% 9.4% 7.5%

Beverly Hills Formula
Professional White

Beverly Hills Formula
Professional White

Advanced Black Pearl Whitening Toothpaste
Advanced Silver Whitening Toothpaste
Charcoal
Professional Whitening Ingredient
Excellent Stain Removal
Fluoride

www.beverlyhillsformula.com
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Flow variations

The flow variant of the universal composite BRILLIANT EverGlow makes filling extremely simple

By COLTENE

Undercuts, sharp angles or cervical levels present particular challenges when placing conventional composites. Therefore clinicians will benefit substantially from an innovative dental material with an optimal thixotropic property and allows effortless positioning. The flowable consistency is particularly suited for treating areas with difficult access and saves valuable treatment time.

Rapid, voidless fillings

To complete the classical presentation form, the Swiss dental specialist COLTENE additionally offers its BRILLIANT EverGlow submicron universal composite in a flowable variant. The low viscosity filling material combines convenient application with high stability. Among other things, BRILLIANT EverGlow Flow is ideally suited for filling areas with difficult access as well as for sealing fissures. Due to its flow properties, the restorative material fully comes into its own when filling cavity linings. The flow variant can be applied directly from the syringe to the bonded surface which saves material and time. The composite, which flows under pressure, can then be comfortably brought into the required position until curing.

The exceptionally smooth consistency of BRILLIANT EverGlow high performance composite has already captivated many clinicians. Owing to its sophisticated composition of special fillers, the pliable material can be applied easily into all classes of cavities without sticking to the instrument. Not only that, it has long gloss stability and excellent polishability. BRILLIANT EverGlow Flow, a user-friendly and highly aesthetic flowable, rounds off the programme. Depending on the indication, dentists can in future choose a suitable variant from the extended product range.

BRILLIANT EverGlow Flow

The versatile filling material is available from dental wholesalers in a 2g syringe. Next to six universal shades, the flowable variant is also available in a translucent enamel shade and an opaque material in shade A2. As usual, the assortment includes shades in the sophisticated “Duo Shade” system which cover two classical VITA shades in one, ranging from A1/B1 to A3/C4.
Enduring gloss – made brilliant

BRILLIANT EverGlow®
Universal Submicron Hybrid Composite

- Outstanding polishability and gloss retention
- Brilliant single-shade restorations
- Ideal handling through a smooth consistency
- Good wettability on the tooth surface

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Tight contacts are just the beginning
– Dr Laura Beresford Pratt

PROPER EXECUTION
OF EACH STEP OF THE CLASS II PROCEDURE IS ESSENTIAL FOR SUCCESS.

By addressing the most vulnerable interface and delivering esthetic results efficiently, you can be more confident that the result will positively impact patient experience and the bottom line of your business.

DENTAL PROFESSIONALS’ PRIMARY CONCERNS WHEN PERFORMING POSTERIOR RESTORATIONS:

- 82% CLINICAL LONGEVITY
- 81% MARGINAL INTEGRITY
- 40% ESTHETICS
- 30% TIME CONSUMPTION
- 17% PROFITABILITY

THE MOST VULNERABLE INTERFACE

Studies show that the #1 reason for composite failures is recurrent caries. Dentsply Sirona products work together to protect the floor of the proximal box, the most vulnerable interface. Protect it with the power of four proven products.

1. ISOLATE
The first step in protecting the most vulnerable interface.

2. CREATE
A strong bond with an adhesive that gives you high bond strength and low film thickness.

3. MAINTAIN
Marginal integrity while also achieving excellent cavity adaptation.

4. POLISH
Efficient esthetics is where artistry and efficiency meet. Deliver smooth, contoured surfaces and simplified shade matching for your Class II restorations.

EFFICIENT ESTHETICS

Achieve efficient esthetics with a simplified shade selection process, and finishing in a single step. Efficient esthetics is where artistry and efficiency meet. Deliver smooth, contoured surfaces and simplified shade matching for your Class II restorations.

FINISHING AND POLISHING

RESTORATIONS THAT LAST

APPEARANCES MATTER

SIMPLIFY

By Dentsply Sirona

I perform Class II restorations every day as part of my private practice in Hailsham, East Sussex, so I require materials that enable me to deliver long-lasting, aesthetic restorations to my patients. Key to that is finding a matrix that can give reliable contact points even for deep cavities.

Keeping in contact

Class II restorations are something my colleagues and I deal with every day. Working as an associate in a fully private, amalgam-free practice, our challenge was to find a composite-based restorative solution which would reduce the existing level of postoperative sensitivity amongst our patients. The design and methodology of Dentsply Sirona’s Palodent® V3 sectional matrix system makes creating predictable, tight contact points and a natural tooth shape much more achievable. The matrix band is shaped to fit snugly around the tooth and is thin so that good contact is easier to achieve. It is then held firmly in place by the wedges and the ring.

Using the Palodent® V3 System I am able to perform composite restorations in really deep cavities and know use it for all my Class II restorations that require a matrix.

Moisture-defying adhesive

The second product in the Class II Solution that I had experience with was Primetek® universal, Dentsply Sirona’s universal adhesive. I was particularly fascinated by a video showing how the adhesive mixes with water in over-wet conditions so that it forms a gap-free adhesive layer. Since adopting Primetek® active my patients have reported very little sensitivity.

An efficient and versatile bulk fill

I also now use SDR Plus which is the Dentsply Sirona Class II solution bulk fill. It is a good, versatile material which is easy to use and makes me more efficient with its 4mm depth of cure. I find that the surface finish of SDR flow is so smooth that I can use it on its own for paediatric fillings. It flows and adapts to the cavity well and has even proved to be an excellent alternative to amalgam in a deep box if I use it with the Palodent® V3.

A great surface finish

And finally, I use Ceram.x® SpheraTEC universal as my capping composite which gives a great surface finish to all my Class II restorations. I find the handling very easy as it is a lot less sticky than the previous composite I used, which means I have far better control. The composite adapts well to the cavity and gives great aesthetic results with minimal polishing required.

The power of choice

As an associate in my practice, I felt it was important to ask my practice principal for the materials that would enable me to give the best restorative solutions to my patients. I am fortunate that she has given me the freedom to choose.

My restorative material choice is low which I believe is partly due to the quality of the materials I am using. What gives all these products from the Dentsply Sirona Class II Solution an extra edge is that they are designed to work together. Along with the added efficiency that the Class II Solution has made possible, it means that I can fit in more treatments, which is a win for both me and my patients.