

ISSUE NUMBER FIVE

periodical

LATEST NEWS FROM PERIPRODUCTS™

Welcome to our fifth issue of *Periodical*. This month we are going back to basics to show you how our expanding range of innovative products can help you improve the health and wellbeing of your patients.

Scientific studies are increasingly reporting evidence of the link between periodontal disease and heart problems. Now it is more important than ever that patients should learn the importance of maintaining their oral hygiene.

Read the touching story of how, after hearing about RetarDEX on a TV programme, Moira Kirkham's life changed dramatically. Dentists can play a key role in helping patients like this to achieve fresh breath and a healthy mouth.

Do you have any heart-warming stories like this to tell us? Contact us by phone 020 8868 1500, fax 020 8868 9011, online at www.periproducts.co.uk or email newsletter@periproducts.co.uk

Finally, I would like to introduce the newest member of our team. Natalie Sillery will be working as Business Manager on the Dental side of Periproducts. No doubt many of you will meet her at our exhibition stands throughout the year.

Best Wishes



Richard Bernholt
Managing Director

Oral Hygiene can be the key to a healthy heart

Scientific studies are increasingly showing a connection between healthy gums, a healthy heart and overall health and wellbeing.

There is a wealth of evidence linking periodontal disease to a variety of systemic problems - particularly heart disease and stroke, according to oral bacteria researcher Robert Genco of the State University of New York at the Buffalo School of Dental Medicine.

When periodontitis begins to take hold, hundreds of bacteria invade the blood stream through damaged, bleeding gums, which not only affect the heart but also block the blood flow to the brain, increasing the risk of stroke.

Researchers at Michigan University, who studied 400 men aged 60 and over, found that those suffering from advanced periodontal disease were four and a half times more likely to have coronary heart disease than those with healthy gums.

Diabetics are also more likely to suffer from poor oral health. Researchers at Texas University found that uncontrolled diabetes can lead to a higher risk of gum disease, because in extreme cases periodontal disease can increase blood sugar, making diabetes more problematic. Osteoporosis, respiratory problems, premature births and low birth weight babies have also been linked to periodontal disease.

As respected health professionals, dentists can play a key role in educating their patients to stay healthy by encouraging them to develop regular and effective oral hygiene routines at home.

Patients can help to keep their teeth and gums in first class condition by using our highly researched RetarDEX® Oral Rinse and Toothpaste twice a day as part of their oral hygiene regime.

The active ingredient in the RetarDEX range of oral care products, branded CloSYSII®, is an innovative chlorine dioxide formula that has been clinically proven to:

- Have bactericidal properties, killing those bacteria associated with the formation of plaque, periodontal disease and dental caries (Aa, P. gingivalis, S. mutans, A. Sanguis)
- Reduce plaque-forming bacteria and therefore help retard build-up of plaque
- Be a safe and effective germicide

The surface of the tongue is another area of the mouth that needs to be cleaned to effectively remove potentially harmful bacteria. Regular use of the Oolitt® elite tongue cleanser enables patients to effectively remove both odour-causing and plaque-forming bacteria from the tongue's surface.

To ensure maximum oral health, the easy-to-use Pro Flosser™ provides additional protection by removing plaque build-up between the teeth and around the gingival margin. The waxed floss contains the antibacterial agent Xylitol, is pleasantly mint-flavoured and an ideal alternative to conventional two-handed flossing.

Additional products in the range include Denti-Styx™ flexible, plastic interdental sticks for those hard to reach areas between the teeth and the hyG Ionic™ electronic toothbrush, clinically proven to remove up to 48% more plaque than conventional toothbrushing.



Did you Know? RetarDEX has antifungal properties, too.

The active ingredient CloSYSII, contained in RetarDEX Oral Rinse, Toothpaste and Spray, has been proven to be a highly effective antifungal agent against Candida Albicans. In a scientific study, American periodontist Professor

Perry Ratcliff showed that RetarDEX Oral Rinse killed 97.5% of Candida Albicans. This was more than three times the rate of another leading mouthwash, which was used as a control.

"Best Dental Care Product"

RetarDEX Oral Spray was voted the winner by the top-selling men's magazine FHM in its highly contested category of Best Dental Care Product in the FHM Grooming Awards 2002. This follows the success of Retardex Oral Rinse

winning FHM's Best Dental Product of the Year Award 2000.

FHM

GuestHygienist

Jo Rawcliffe

Jo, who works in a busy mixed practice in West Hull with her dentist husband Joe, uses RetarDEX oral rinse extensively as part of her oral hygiene therapy.

"For new patients I use it as part of their initial perio assessment to irrigate the pockets, and I also use it for routine recall patients who have healthy tissue.

"I back this up by telling the patients how RetarDEX works and this helps to motivate them to use it at home. I encourage patients to remember that my treatment is pointless if they don't do anything themselves in between appointments.

"I particularly recommend the oral spray to smokers and to people like sales reps who find it useful to keep their breath fresh all day.

"I do a mouth odour test on patients and very few take offence — they often admit they or their partner have been worried about their breath. We sell quite a lot of RetarDEX through the practice and most patients are keen to use it at home. They usually come back and say they have noticed a reduction in their oral malodour.

"It is very satisfying to be able to help patients in this way. Hygiene therapy is so much more than giving a patient a scale and polish."

ProductFocus

The RetarDEX range

A heart-warming story of how RetarDEX solved an unhappy woman's 50-year struggle to defeat oral malodour featured recently in the weekly women's magazine, Best.

Fifty five-year-old Moira Kirkham told the magazine how she was bullied at school and was called 'smelly' by other children, who sometimes kicked and punched her.

Her husband of 30 years, Philip, said they hadn't enjoyed kissing and sometimes he was embarrassed by her problem when they went out to social functions.

Dentists and doctors that Moira visited were unable to cure her. But one day three years ago, she heard Dr Chris Steele on the TV programme This Morning singing the praises of the RetarDEX range that works by killing the bacteria that cause oral malodour.

"I found RetarDEX in Boots and within two days the difference was amazing," said Moira. "I still use the toothpaste and rinse twice a day. Now I don't have a problem at all. I spent 50 years worrying about my bad breath — now I can really enjoy life for the first time."

Encourage good home compliance

Patients are becoming increasingly aware of oral health issues through media advertising, TV and magazine articles and the Internet.

Manufacturers report a growing demand from dental consumers for new products that are effective at helping them to achieve maximum oral health. Health-conscious patients also want easy to use products, which can be slotted effortlessly into a busy daily routine.

An excellent way of developing an ongoing relationship with your patients is for the practice to sell tried and tested products that can be used at home. The dentist and hygienist, in fact the whole dental team, can educate patients, informing them of the features and benefits of a product and how to use the product effectively. This will certainly increase the potential for good home compliance and help to build a good relationship between the patient and the dental surgery.

The whole dental team can gain enormous professional satisfaction from helping patients to achieve and maintain a healthy mouth, and patients who develop an ongoing interest in their oral hygiene are more likely to return for recall appointments. Selling oral hygiene home care products not only help the patient to comply with a prescribed oral hygiene regime, but can also bring additional revenue to the practice.

Periproducts are suppliers of a unique range of innovative and complementary oral care products with proven effectiveness in helping to achieve a healthy mouth and the freshest possible breath.

The RetarDEX toothpaste, oral rinse and spray eliminate odour-causing compounds on contact, resulting in fresh breath for at least eight hours. A Fresh Breath Kit containing these products, along with an OOLITT elite tongue cleanser and patient information leaflets, is available. The Kit is an ideal marketing tool for any Fresh Breath management you may be offering or oral hygiene treatments with multiple appointments. It can be sold as a basic unit or can be given to the patient at the beginning of their treatment, the expense of which can be built into the cost of the treatment. Other products in our range can be added to the contents of the basic Fresh Breath Kit. The ergonomically designed Pro Flosser makes flossing easier and more comfortable than using traditional floss and can encourage patients to maintain a higher level of oral hygiene. The revolutionary hyG Ionic electronic toothbrush acts as a plaque magnet, using an ionic action (a mild current) and can remove up to 48% more plaque than conventional brushing. Denti-Styx flexible interdental sticks can remove oral debris and plaque from those hard to reach areas, and the Oolitt elite tongue cleanser with its rippled edge can safely and efficiently remove odour-causing plaque bacteria and organic debris from the surface of the tongue.



All these products can be used to complement the focus of a practice that encourages patients to maintain a healthy mouth, fresh breath and share responsibility for their periodontal health.

'Fresh Breath is good news...'

Our customers, often after struggling for years with oral malodour, also write to us to tell us of their joy of discovering that RetarDEX products can give them a fresh, clean mouth.

"I used RetarDEX oral rinse for the first time yesterday and would like to tell you that it appeared to work immediately, confirming your claims that it lasted all day. Even this morning: No dreaded morning breath." Mrs JW, Wiltshire.

"After suffering from bad breath for some time, and no solution provided by my doctors, I am now using RetarDEX toothpaste, oral rinse and spray. I am delighted to tell you that my bad breath has now disappeared." Mr MT, Gwynedd.

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