

ISSUE NUMBER SEVEN

periodical

LATEST NEWS FROM PERIPRODUCTS®

Welcome, your positive feedback shows that you continue to enjoy reading *Periodical* and find it both interesting and useful.

We have been asked by you to cover a range of different topics, with the emphasis on bad breath, and hope to do so in this and future issues. We start with *Fresh Breath and Orthodontic Treatment*, which is clearly a fast growing market with an increased number of patients concerned about the appearance of their smiles, from whitening to straightening. Children and adults alike can benefit from our range of oral healthcare products to help them achieve a cleaner, healthier mouth and fresher breath.

To facilitate recommending and selling RetarDEX® oral rinse, spray and toothpaste, the Oolitt® elite Tongue Cleanser and the hyG Ionic™ electronic toothbrush, we have produced attractive, easy to read patient information leaflets explaining the features and benefits of each of these products.

Finally, don't forget you and your patients can visit our website at www.periproducts.co.uk or email us at newsletter@periproducts.co.uk

We look forward to your continued and valued custom.

Kind Regards



Richard Bernholt
Managing Director

Fresh breath for orthodontic patients

A recent report on the UK dental market showed spending on orthodontic treatment in both the public and private dental sector increased by 61 per cent last year. Much of this growing demand, according to MSI Marketing, comes from adults and older teenagers undergoing orthodontic treatment for cosmetic purposes. These patients, who are concerned about the appearance of their smiles, are also likely to be concerned about the freshness of their breath.

Patients wearing fixed orthodontic appliances are at greater risk of periodontal problems and bad breath, caused by the build-up of plaque-forming and odour-causing bacteria, plus organic debris, accumulating around the brackets and bonds.

Around 250,000 children also receive orthodontic treatment in the UK each year and they too need careful education about their oral hygiene to prevent plaque accumulation, a precursor to tooth decay and gum disease. Ordinarily, children should not suffer from oral malodour, other than from pungent foods they may eat, a post-nasal drip or tonsilloliths (white, gritty balls of plaque accumulating in the fistulas of the tonsils, which smell similar to bad breath if opened). However, wearers of orthodontic appliances may be more inclined to suffer from bad breath. Oral malodour is the result of the natural breakdown of bacteria, organic debris, food particles and human skin cells putrefying in the mouth, to give off Volatile Sulphur Compounds (VSC). Orthodontic appliances are prime areas for collecting food and organic remnants and need to be cleaned carefully to prevent both ortho-induced periodontitis and oral malodour.

Many ordinary toothbrushes will not reach the hard to clean areas between orthodontic brackets and arch wires. One solution to be recommended to patients is the hyG Ionic electronic toothbrush, which dramatically improves brushing efficiency.

The hyG uses the principle of positive and negative polarity (plaque is naturally positively charged, while teeth are negatively

charged). When the brush head comes into contact with the teeth, a mild imperceptible electric current temporarily reverses the polarity of the teeth to positive, causing them to repel plaque onto the toothbrush. Research has revealed that the hyG Ionic toothbrush removes up to 48% more plaque than conventional brushing. Furthermore, the hyG has no vibratory action and is gentle on the gums, as you need only brush lightly for it to work effectively. In a Japanese study¹, 14 patients with multi-bracket appliances achieved substantial decreases in plaque scores over 15 weeks when they brushed with the hyG Ionic toothbrush. The trial showed that plaque was successfully eliminated from the areas around orthodontic brackets and arch wires.



Products from the RetarDEX oral care range are also particularly useful for patients undergoing orthodontic treatment. In particular the oral rinse can reach areas of the mouth a toothbrush cannot. RetarDEX toothpaste, oral rinse and spray all contain the active ingredient CloSYS II®, which has been clinically proven to eliminate, not mask, odour-causing VSC.

Orthodontic patients can add a final further boost to their oral freshness by using the Oolitt elite Tongue Cleanser daily. The Oolitt elite efficiently removes odour-causing micro-organisms, which collect in substantial quantities on the back of the tongue.

1) Shindo Kay, K., Dept. of Orthodontics, Hiroshima University School of Dentistry, Journal of Chu-Shikoku Orthodontic Society, July 1996, Vol. 81.

Perio link with strokes

Recent studies have already found a link between periodontal disease and cardiovascular disease, premature births and low birth weight babies. More recently, however, strokes have been added to the list. Periodontal disease is a bacterial infection associated with bacteraemia (a presence of bacteria circulating in the bloodstream),

inflammation and a strong immune response. Researchers believe that even a modest effect of periodontal disease may represent a significant risk factor for the onset of a stroke. If the connection is definitively proved, curing periodontal disease could have a far greater impact on public health as a whole than previously believed.



Don't you Know?

The top ten excuses amongst Americans for not flossing are:

"My hands are too big", "My gums bleed", "I went hiking and forgot to bring floss" and "I get my teeth professionally cleaned twice a year, so I don't have to brush and floss".

Unbelievably, there is also "It gets in the way of my sex life" and "The floss pushes the food down further into the pocket".

Other reasons are "I'm afraid of damaging my gums", "My teeth are too tight for the floss" and "Losing teeth is part of aging".

Perhaps the simplest and most honest attempt to offload the guilt is "It takes too long"!

(Source: Dentistry Today, Feb. 2003)

GuestDentist

Clare Chavasse, Titchfield Dental Health Practice, Titchfield near Fareham. www.titchfielddental.co.uk

Clare Chavasse runs a private practice in the historic village of Titchfield near Fareham, which is strongly committed to preventive dentistry and delivering high quality, up-to-date care.

A working mother with two young children, Clare job-shares with her associate Judith Deeprose.

For the last ten years she has run a two-surgery system, which enables all patients to be seen by a hygienist and Jane Craine, the practice oral health educator, before undergoing their dental treatment.

Patients are taught how to thoroughly clean their mouths, have plaque samples taken and are given regular plaque scores to encourage compliance. Jane recommends RetarDEX products to patients, in combination with an electronic toothbrush, as part of an all-round and ongoing oral hygiene routine to help them combat perio problems and maintain a fresh mouth.

More recently, Clare has set up a designated Fresh Breath Clinic in the practice, as she is keen to encourage more of her patients to tackle their oral malodour problems. Clare first came across RetarDEX in 1995 while on a course run by Omer Reed, the distinguished American dentist and lecturer. She says many of her patients find the products effective. Her hygienist encourages them to rinse with RetarDEX mouthwash and one of her former hygienists used it to syringe deep perio pockets.

"We really do pride ourselves on offering a truly preventive style of practice", says Clare. "Our patients like it and as a dentist I find it more satisfying professionally - you can't do a decent filling if someone has got bleeding gums. Some of our patients have been achieving some lovely results with their mouths and they often come in just to see Jane".

ProductFocus

Oolitt elite tongue cleanser

Daily use of the Oolitt elite Tongue Cleanser will help create a cleaner tongue, fresher breath and a healthier mouth.

The Oolitt elite, with its bevelled, rippled edge, effectively removes plaque and odour-causing bacteria, dead cells and food debris (which are a major source of bad breath) from the back of the tongue. It is made of lightweight, supple plastic with an ergonomically designed handle and angled head, that minimises the gag reflex and maximises tongue-cleansing effectiveness.

Reflexologists believe there is an additional health benefit from tongue cleansing. Traditional Chinese medical books claim the tongue is one of five reflexology areas in the body and gentle stimulation through cleansing will improve the functions of the internal organs and digestive system.

The Oolitt elite consequently provides a quick and efficient method of not only achieving a cleaner tongue and fresher breath, but may also improve overall health and well-being.

The Importance of Flossing

Flossing is one of the important steps in oral health care that people often forget to do or claim they do not have time for. But flossing daily, according to the American Academy of General Dentistry, increases a person's chance of keeping their teeth for life and reduces their risk of developing periodontal disease and oral malodour.

Flossing helps remove plaque, plaque-forming bacteria, organic debris and food particles from between the teeth, decreasing the risk of tooth decay and increasing blood circulation to the gums. If odour-causing bacteria and organic matter are allowed to build up in and around the hard-to-reach gingival margin and between the teeth, they will release Volatile Sulphur Compounds (VSC) that cause bad breath.

People who do not have a good daily oral hygiene routine that includes flossing could develop chronic inflammatory periodontal disease, deep periodontal pockets and an increased incidence of bad breath. As many dentists, including Omer Reed, are fond of saying to patients: "Only floss those teeth you really want to keep".

Patients can be encouraged to floss regularly with our innovative Pro Flosser™, designed to make flossing easier and finger-free. The unit has been created to reach every part of the mouth, including the back teeth, and is suitable for patients with arthritis, people with compromised or limited dexterity or men who believe that having generally larger fingers than women exonerates them from flossing.



The Pro Flosser dispenses enough floss for approximately 250 uses. The floss used is coated with Xylitol, an antibacterial agent clinically proven to inhibit the growth of streptococcus mutans, one of the main bacterial organisms responsible for causing plaque. Regular use of the Pro Flosser reduces the quantity of bacteria-containing plaque and debris, thus helping to prevent tooth decay and the development of oral malodour. The round, waxed floss is also pleasantly mint-flavoured.

Testimonials

Praise for the hyG Ionic toothbrush:

"I had my teeth cleaned today for the first time in 2 years. I bought the brush in the beginning to save me taking antibiotics when having my teeth cleaned (I have a [heart] valve problem) and for me it has been a great success." Mrs. T.W., Norfolk

International acclaim for the Pro Flosser:

"No need for fingers in the mouth, great for men." Ms T.R., Hygienist, Finland

"Easiest way to floss in the world." Dr J.L., Dentist, Malaysia

