

A BRAND NEW DISPOSABLE DENTAL FLOSS

Joseph Dargan, a dentist from Dublin, has developed a new disposable dental flosser called FlossiO. FlossiO is designed to imitate and simplify the technique of conventional flossing without its disadvantages.

FlossiO consists of a loop of dental floss held by two finger rings. A unique feature is that the user can easily move to a fresh piece of floss for each tooth, rather than using one short length of floss that will transfer plaque and bacteria around the mouth. Crucially, this can be done without taking the rings off the fingers due to the patented design that allows the floss to move through the rings. The loop of floss has been designed so that just the right length of floss is stretched by the fingers to achieve the best balance of tautness and strength.



FlossiO is packaged in individual sachets for hygiene and portability. It fits easily into a pocket or purse and the used floss can be stored in the sachet until disposal.

Dr Dargan has been raising awareness and funding for FlossiO using [www.indiegogo.com](http://www.indiegogo.com) and plans to have the product ready by the summer. For more information, visit [www.flossio.com](http://www.flossio.com).

GIVE YOUR TONGUE SOME TLC

The spring 2016 collection of AMANO Tongue Cleaners is designed to make a big impression on the way we think about and care for our tongues.

The range has been inspired by the seductive landscape and vibrant southern light of the Cote D'Azur and the Impressionist painters drawn to its shores.



The Italian-made tongue cleaners are by far the swiftest and most elegant way to scrape away the food and bacterial debris that live on our tongues, removing a major source of bad breath, plaque build-up, dental decay and tooth discoloration. At the same time, the Amano tongue cleanser unclogs the taste buds, enhancing taste perception.

The AMANO tongue cleanser encourages people to give their tongues some TLC and is now the best-selling tongue cleaner in Harrods. It is available in a selection of stores in the UK and the US and online at <http://amanotonguecleanser.com/>.

TOOTHPASTE WITH UNIQUE CLINICAL BENEFITS

Colgate Total toothpaste has more published peer-reviewed clinical studies than any other toothpaste. A recent review by the Cochrane Collaboration group on the effect of triclosan copolymer containing fluoride toothpaste vs fluoride-only toothpastes showed the clinical benefits of using a triclosan/copolymer fluoride toothpaste in reducing plaque, gingival inflammation and gingival bleeding compared to using fluoride-only toothpastes. The results showed 22% reduction in plaque, 22% reduction in gingivitis, 48% reduction in bleeding gums and 5% reduction in tooth decay.

One of the ways that distinguishes Colgate Total from fluoride-only toothpastes is its impact on bacterial recolonisation of tooth surfaces, which recurs at the end of mechanical plaque removal. Bacteria accumulate on soft tissues, which act as reservoirs, and recolonise tooth surfaces following mechanical plaque removal. Colgate Total toothpaste with triclosan copolymer

technology (over time, triclosan is slowly released from the copolymer to provide sustained antibacterial activity for 12 hours) helps control regrowth of dental plaque for 12 hours by reducing bacteria on teeth and soft tissue reservoirs – for whole mouth protection.

Fine *et al.* demonstrate the superior efficacy of Colgate Total vs other sodium fluoride and stannous fluoride toothpastes in reducing the numbers of viable bacteria at various oral sites post toothbrushing.<sup>1</sup> The unique antimicrobial effect of Colgate Total leaves less bacteria to repopulate and form plaque on tooth surfaces.

Dental professionals can recommend Colgate Total to patients with confidence.

[www.colgateprofessional.co.uk/products/colgate-total-toothpaste/overview](http://www.colgateprofessional.co.uk/products/colgate-total-toothpaste/overview)



1. Fine D H, Sreenivasan P K, McKiernan M, Tischio-Bereski D, Furgang D. Whole mouth antimicrobial effects after oral hygiene: comparison of three dentifrice formulations. *J Clin Periodontol* 2012; 39: 1056-1064.

INVESTIGATE YOUR OPTIONS IN ONE OF THE HOTTEST REGIONAL MARKETS

The Midlands boasts one of the hottest regional markets for dental practices in the UK. The West Midlands in particular is cited by many buyers as their number one location when seeking to expand their portfolios.

However, this also means that opportunities to acquire NHS practices in the area are few and far between. It therefore comes as no surprise that multiple offers are received on most sales resulting in premium prices being achieved.

For this reason, an increasing amount of buyers are expanding their search into other Midland areas to seek better value and face less competition. Currently, Christie & Co stock value stands at £11 million in the Midlands alone, so it is still a vibrant marketplace despite short supply in some areas.

Independent multiple operators and associate/first time buyers, often supported by family funds, are driving the vast majority of interest in the sector. Bank funding is readily available to buyers and competition amongst the banks very strong, so now is a good time to investigate your options, whether you are looking at selling or purchasing, to help you achieve the best deal.

To discuss how Christie & Co might help you achieve your future plans contact Carl Steer on 0121 452 3722.