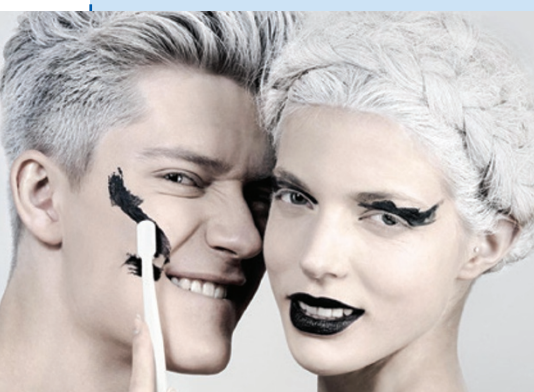


# Product news

Product news is provided as a service to readers using text and images from the manufacturer, supplier or distributor and does not imply endorsement by *BDJ Team*. Normal and prudent research should be exercised before purchase or use of any product mentioned.

## BLACK TOOTH PASTE FOR WHITER TEETH



White toothpaste from Curaprox is a safer, effective and more cost effective solution to tooth whitening.

Using a 15,000 ppm hydroxyapatite layer to protect the enamel and a physical blue filter to make the teeth appear optically whiter, your patients can now experience both a brighter smile and better oral health. Essentially, by using the key ingredient, activated carbon, and its natural qualities, this cutting-edge toothpaste can remove discolouration without abrading or bleaching.

To find out how you can offer this wonderfully black toothpaste to give your patients the white smile they deserve, contact Curaprox today.

For more information call 01480 862084, email [info@curaprox.co.uk](mailto:info@curaprox.co.uk) or visit [www.curaprox.co.uk](http://www.curaprox.co.uk).

As an oral healthcare specialist, Curaprox understands just how important it is to provide safe and effective solutions to those that need it the most.

With DIY dentistry methods used by many as an alternative – albeit dangerous and unproven – the Black Is

## SUPPRESSING THE GROWTH OF BACTERIAL FLORA

As the Baby Boom generation reaches old age, greater numbers of people are retaining their teeth and the key issue for practitioners is controlling periodontal disease successfully.

When patients present with periodontal pockets, professional scaling and root surface debridement is of paramount importance to clear the subgingival areas of bacterial toxins.

Afterwards, and to provide continued preventative treatment in pockets >5 mm deep, practitioners can also rely on PerioChip as an effective adjunctive therapy. This intra-periodontal insert contains chlorhexidine digluconate that is able to eliminate harmful bacteria for up to seven days after placement.



PerioChip is also able to suppress the growth of bacterial flora in the treated site for up to 11 weeks, offering substantial ongoing therapy to assist the healing process.

PerioChip is available exclusively from Dexcel Dental. To order or for further information call 0800 013 2333 or email [team@periochip.co.uk](mailto:team@periochip.co.uk).

## A TOOTHPASTE YOU CAN RECOMMEND WITH CONFIDENCE

In 2013 the Cochrane Oral Health Group carried out a review of triclosan/copolymer containing toothpastes for oral health. This review assesses the effects of triclosan/copolymer containing fluoride toothpastes compared with toothpastes containing fluoride only, for the long-term control of caries, plaque and gingivitis in children and adults. Thirty published studies were reviewed, involving 14,835 patients who had been randomised to receive a triclosan/copolymer containing fluoride toothpaste or a fluoride toothpaste not including triclosan/copolymer.



The evidence produced shows the clinical benefits of using a triclosan/copolymer fluoride toothpaste twice daily when compared with a fluoride toothpaste (without triclosan/copolymer). The results showed a 22% reduction in plaque, 22% reduction in gingivitis, 48% reduction in bleeding gums, and 5% reduction in tooth decay.

This evidence led to the authors concluding 'Fluoride toothpastes containing triclosan and copolymer reduced plaque, gingival inflammation and gingival bleeding when compared to fluoride only toothpastes.

'Delivering better oral health - an evidenced based toolkit for prevention' cites this systematic review in section 6, 'Improving periodontal health' quoting the authors' findings. The toolkit also identifies Colgate Total as the only toothpaste available containing triclosan with co-polymer.

To download the Cochrane review visit [www.colgateprofessional.co.uk/products/colgate-total-toothpaste/overview](http://www.colgateprofessional.co.uk/products/colgate-total-toothpaste/overview).

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If you would like to promote your products or services direct to the dental industry in *BDJ Team*, call Andy May on 020 7843 4785 or email [a.may@nature.com](mailto:a.may@nature.com).