

A DAILY ORAL DEODORANT AND ENHANCED HYGIENE



Volatile sulphur compounds (VSCs) account for approximately 90% of the total sulphur content of mouth air and are the main culprits of halitosis. Not only that, recent research has suggested that VSCs may play an important role in periodontal aetiology and could be one of the contributing factors of carcinogenesis.

So, how can you help your patients tackle

them? It's simple – recommend CB12 mouthwash.

CB12 has a unique patented formula containing zinc, that helps restore mucosa to a healthy state, combined with chlorhexidine diacetate, which can effectively convert offensive smelling VSCs to odourless, insoluble sulphides with long-lasting effects.

Available in two refreshing flavours, mint menthol and mild mint menthol, your patients can use CB12 as a daily oral deodorant to enhance oral hygiene levels and prevent oral malodour for up to 12 hours.

CB12 offers the vital combination of active ingredients, clinically proven to target and neutralise VSCs and help patients to achieve a fresh and healthy mouth.

For more information about CB12, visit www.cb12.co.uk.

A SOOTHING, MOISTURISING MOUTHWASH FOR DRY MOUTH

The Breath Company has launched a revolutionary dry mouth rinse that contains natural flower derivatives and moisturisers. The Breath Company Dry Mouth Rinse is clinically proven to be naturally effective at controlling and soothing dry mouth conditions without drying alcohol or staining compounds.

In clinical tests 95.4% of users said that the Dry Mouth Rinse helped reduce dryness and soothed their mouth, 97.1% strongly agreed it was very refreshing, 96.2% said it moisturised their mouth and 75% of users said they would switch from their previous mouthwash.

Combining natural moisturisers, salivary enzymes and a salivary stimulant, The Breath Company Dry Mouth Rinse works to reverse the signs of xerostomia and help reduce the frequency of recurring dry mouth symptoms by stimulating, lubricating, soothing, moisturising, soothing and refreshing the mouth for hours.

The Breath Company Dry Mouth Rinse was scientifically developed in the US by Dr Harold Katz, the founder of the California Breath Clinics, and internationally acclaimed dentist/bacteriologist.

The Breath Company Dry Mouth Rinse is available in Boots stores nationwide and online at www.boots.com, priced at £14.00.



FULLY EQUIPPED



If patients are motivated enough to clean their teeth for two minutes, twice a day, they're going to want to be rewarded with good oral health, particularly good gingival health. As well as the right technique, they also need to be using the right products. Just as you want your washing machine and detergent to work in harmony, so too do you want a toothbrush and toothpaste to give the best possible outcome.

Oral-B's Genius toothbrush works in synergy with Oral-B's Pro-Expert toothpaste. The Genius brush will almost certainly improve a patient's technique ensuring the

user brushes for the right length of time, does not apply too much pressure and, most importantly, never misses a zone! There is no excuse for non-uniform brushing as real-time guidance is given to improve their technique.

Using the washing machine analogy, Oral-B's Pro-Expert is the 'Ariel' to its Genius power toothbrush. It's the inclusion of stabilised stannous fluoride that makes the difference. This powerful ingredient gives Oral-B's Pro-Expert toothpaste a long-

lasting antimicrobial action as it inhibits antimicrobial growth as well as reducing the ability of bacteria to 'stick' to tooth and gum surfaces.

The inclusion of sodium hexametaphosphate is also beneficial as it protects against calculus formation, as well as staining, thereby reducing a further cause of plaque retention on the roughened surface of the calculus. The combined force of these two plaque reducing agents, alongside the mechanical action of the Oral-B Genius help protect against gum problems.

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.