

'HAPPYHABITS' CAMPAIGN LAUNCHED

A survey of 2,000 people commissioned by Colgate revealed a decline in daily oral care routines as a result of lockdown. The research shows that changes in daily routines including working from home has led to: over a third (36%) stating the lack of routine meant they often forgot to brush their teeth; 28% stating they had other health-related issues on their mind, so oral health was not a priority; and a low awareness of the link between oral health and overall health.

Dentist, Dr Monik Vasant said: 'The pandemic has brought about many changes that seem to be here to stay; we need to help people adapt and reprioritise their oral health. Educating on the link between oral health and overall health is an important part of this.'

'Typically, dental health professionals recommend specific products for specific therapeutic needs. Educating patients on the fact that not all toothpastes are the same can make a difference to how patients view and approach their oral health. Another key element of oral health that patients are unaware of is biofilm. Uncontrolled biofilms put all patients at risk and affect all surfaces of the mouth contributing to oral disease.'

'Patients are keen to know what more they can do to improve their oral health at home. Dental professionals can help by recommending a good daily oral health routine using Colgate Total (with Dual Zinc + Arginine) proven to provide superior biofilm control,¹ leading to superior clinical outcomes.^{2,3}

Colgate is launching the 'HappyHabits'

campaign in partnership with medic, Dr Alex George, and dentist, Dr Monik Vasant, to help remind people of the importance of a good basic oral care routine.

Your participation is key to the success of this campaign. Visit <https://bit.ly/3ALmwni> to be part of a wider national campaign reinforcing the importance of a good oral care routine; access educational resources including a waiting room video, social media tools and infographics to help motivate your patients, in practice and at home; and empower your patients with superior biofilm control¹ that's 'always on' by recommending Colgate Total with non-stop anti-bacterial action.

References

1. Manus L M, Daep C A, Begum-Gafur R *et al.* Enhanced in vitro zinc bioavailability through rational design of a dual zinc plus arginine dentifrice. *J Clin Dent* 2018; **29(Spec Iss A)**: A10-19.
2. Delgado E, Garcia-Godoy F, Montero-Aguilar M, Mateo L R, Ryan M. A clinical investigation of a dual zinc plus arginine dentifrice in reducing established dental plaque and gingivitis over a six-month period of product use. *J Clin Dent* 2018; **29(Spec Iss A)**: A33-40.
3. Hu D, Zhang X, Zhong Y, Mateo L R, Dibart S, Delgado E. A clinical investigation of the efficacy of a dual zinc plus arginine dentifrice for controlling oral malodor. *J Clin Dent* 2018; **29(Spec Iss A)**: A41-45.

REPRESENTATION MATTERS!



Are you a dental therapist or dental hygienist looking to have your voice heard?

The British Association of Dental Therapists (BADT) is the society for you.

A community run by working dental therapists to support all dental therapists and dental hygienists, the BADT is constantly campaigning for real change in the industry and offers members a series of excellent perks.

From members-only webinars and access to outstanding educational resources, to real support from likeminded individuals as well as bespoke accountancy and legal advice – whatever you need, the BADT is here for you. The association has also recently partnered with Dental Protection to offer members a generous indemnity discount – further proving the association's dedication to supporting members in every way possible.

To find out more, contact the BADT today!

For more details, visit www.badt.org.uk.

JOIN THE FIGHT AGAINST SUGAR

The impact of sugar on the population's health is widely known within dentistry. As well as patients, dental professionals can also be guilty of consuming too much sugar.

So, why is cutting down on sugar so difficult, even for the experts?

Timothy Ives will explore this topic in greater detail in his lecture, 'Pure, White and Deadly' at the British Dental Conference and Dentistry Show (BDCDS) 2022. Showcasing his own research, Timothy will highlight the impact of sugar and why so many patients struggle to cut down. Timothy comments:

'I'll be discussing the politics of sugar and why we're consuming so much compared to what we use to.'

'I also want to talk to delegates about the ways they can change how they're putting out information on this topic to patients.'

Book your place now and be sure to attend Timothy's lecture in the Hygienists & Therapists Symposium.

The next British Dental Conference and Dentistry Show will be held on Friday 13 and Saturday 14 May 2022, Birmingham NEC,



co-located with DTS.

For more information, visit www.thedentistryshow.co.uk, call 020 7348 5270 or email dentistry@closerstillmedia.com.