

## NEW PARTNERSHIP TO HELP MAKE ORAL CARE MORE ACCESSIBLE

Oral-B has announced a partnership with the International Association of Disability and Oral Health (iADH) as part of the brand's drive to make oral care more inclusive, accessible, and positive for people with disabilities, their caregivers, and everyone in between.

Approximately 166 million people in Europe are affected by a disability in some way and recent research reveals that a third of those experience gum issues due to struggles with maintaining their oral health. Oral-B is on a mission to ensure that everybody has an equitable oral care experience – whether that be at the dentist practice, easily accessible and personalised tips and tricks or with the products that are used at home to maintain oral health.

The first step of this partnership is to co-create a 'Positive Practices' training programme designed to train and educate dental practices on how to become more confident and inclusive when it comes to their patients.

The brand will also be present at this



year's Biennial iADH Congress 2022 in Paris to learn from the global members, who will be sharing their knowledge and experience to improve oral health outcomes for people with disabilities in a KOL workshop hosted by Oral-B. The findings gathered from the workshop will help to inform Positive Practices and ensure that the training programme is underpinned by insight to deliver the best outcome for change.

## A PROVEN WAY TO GROW YOUR BUSINESS

Henry Schein is now offering a targeted and proven way for dental practices to grow their business in association with a new Dental Business Solutions provider – digital dental marketing experts, Xcelerator Dental.

Henry Schein Dental Business Solutions provides dental practices with access to industry-leading solutions. Focused on helping practices improve efficiency and reduce costs, partner companies offer a wide range of services, including finance, HR, back-office support, marketing, practice analysis, property management, and training.

Xcelerator Dental works with both private and mixed practices and focusses on growth management through targeted programmes with four core components: local search engine optimisation (SEO), paid advertising, website management and optimisation, and lead management.

With proven results and tried and tested methods, Xcelerator Dental has helped several practices add more than £200,000 in revenue in their first year of partnership. Its founder, David Nelkin, harnesses his 22 years of digital marketing experience, of which nine were in the dental sector, to help practices set firm goals to grow their business. Their strategy is to attract not just new patients, but also new business through existing patients.

Henry Schein customers can access the programmes offered by Xcelerator Dental through the Henry Schein Dental Business Solutions website and get a discount. This exceptional offering is another way in which Henry Schein provides value-added services to customers.

To find out more about Xcelerator Dental's offerings for Henry Schein Dental Business Solution's customers and to view the discount available, visit <https://www.hsbusinesssolutions.co.uk/>.

## FLUORIDE TOOTHPASTE FOR BOYS AND GIRLS

Conventional 1450 ppm and above fluoride toothpastes only deliver fluoride for a maximum of 90 minutes, whatever their fluoride content and provided the patient does not rinse. Despite its lower 530 ppm fluoride content, BioMin F remains active for up to 12 hours, continuously releasing fluoride to strengthen teeth and protect against decay, even if the patient's toothbrushing is erratic and inefficient.

Available from Trycare, BioMin F contains tiny bioglass particles made up of fluoro calcium phosphosilicate bioactive

glass which bonds to teeth and enters the dentinal tubules, where they gradually dissolve for up to 12 hours, slowly releasing calcium, fluoride and phosphate ions. These combine with saliva to form fluorapatite which strengthens teeth, aids effective remineralisation of enamel and provides effective treatment for hypersensitivity.

Patients also report that teeth feel smoother and cleaner, there is a noticeable absence of background oral sensitivity and that gums are healthier and less prone to bleeding.

A genuine practice builder, BioMin F enables patients to enhance their smile and improve their oral health and comfort. It is the only toothpaste approved by the Oral Health Foundation for sensitivity relief and remineralisation.

These benefits are available for young children in Strawberry and Melon flavoured BioMin F for Kids too.

For further information visit the Trycare website, [www.trycare.co.uk/biomin](http://www.trycare.co.uk/biomin), contact your local representative or call 01274 885544.



If you would like to promote your products or services direct to the dental industry in BDJ Team, call Paul Darragh on 020 7014 4122 or email [paul.darragh@springernature.com](mailto:paul.darragh@springernature.com).