

PROTECT AGAINST THE EFFECTS OF ACID WEAR

Many dental professionals are aware of acid wear – but new research conducted for Pronamel throws light on just how often this condition is seen in practice.

In a survey of 200 dental professionals, completed in January 2013, 83.5% said that they saw acid wear amongst their patients on a weekly basis, and 86% felt that the condition was on the increase. Eighty-nine percent of dentists agreed that acid wear posed a significant threat to patients' oral health.

Patients are also aware of the problem: nearly 60% of dentists reported that an increasing number of patients were expressing concerns to them about acid wear. It's worth bearing in mind that patients are more and more likely to ask you for information on the condition – you can refresh your own knowledge at gsk-dentalprofessionals.co.uk.

Patients at risk of the effects of acid wear should be given dietary advice and educated on habits to avoid, like holding acidic drinks in the mouth for long periods. They can also be recommended a toothpaste, like Pronamel, specifically designed to protect against the effects of acid wear.

Pronamel toothpaste is proven to re-harden acid-softened enamel and build protection against future acid challenges. The unique low-abrasion, pH-neutral formula is optimised to deliver maximum fluoride to a patient's enamel.

www.gsk-dentalprofessionals.co.uk

1. Bleeding Index Reduction DOF 1 - 2013 (LAEBBA0001).

STUDENTS DESIGN STRIKING NEW PRODUCT

Two dental students from Queen's University Belfast have designed a brand new oral health product: Flipper Hygienic Toothbrush Holders, distributed exclusively by CW Distributions.

Flipper anti-bacterial toothbrush holders offer a cleaner, more hygienic and fun way to store toothbrushes. The children's ranges are intended to motivate children into looking after their oral health. The 'Animo Jr' range features 12 animal designs including a giraffe, tiger, pig, panda and cow; in 'ToothFairy' there are 12 attractive and colourful tooth-shaped designs, each with a name such as 'Kisses', 'Lime' and 'Yeah!'

There is also an adult version of the product, 'Basic', with a sleek and simple design.

Fourth year students William Maguire and Callum McCandless developed the Hygienic Toothbrush Holders after spending time on work placements in the community at schools and youth centres. They even plan to branch out into a teenage range and to produce an anti-bacterial razor holder.

The young entrepreneurs hope to give something back to their community through raising awareness of good oral health and at the same time the products should help them pay off their student loans.

Many dental practices already stock the Hygienic Toothbrush Holders, as well as MediCare - the largest chemist retail chain in Northern Ireland - and a number of smaller chains.

To find out more visit www.myflipperuk.com.



TREATING GUM DISEASE WITHOUT CHLORHEXIDINE

New Listerine Advanced Defence Gum Treatment from Johnson & Johnson cuts gingival bleeding by over 50% in just four weeks when used after brushing.

Advanced Defence Gum Treatment is the newest mouthwash in a range that addresses specific oral care conditions. Used as an adjunct to mechanical cleaning, Advanced Defence Gum Treatment helps to treat gum disease as it is formulated with LAE (Ethyl Lauroyl Arginate) technology, which forms a physical coating on the pellicle to prevent bacteria from accessing and attaching to the pellicle proteins, interrupting plaque biofilm formation and maturation.

Advanced Defence Gum Treatment has been shown to significantly reduce gum disease at two weeks and cut gingival bleeding by 50.9% in just four weeks.¹ In addition, Advanced Defence Gum Treatment is designed not to cause staining and has a crisp mint taste.

The Advanced Defence range also includes Advanced Defence Sensitive and Advanced Defence Cavity Guard.

For more information visit www.listerine.co.uk/products/advanced-defence-gum.



RESULTS BASED TRAINING IS A MUST

A well-known, well respected and seasoned team trainer and practice development specialist, Tracy Stuart has moved on to pastures new and is Founder and Director of her new company, NBS Training. Tracy's new company will deliver:

- Focused and customised training for ALL of the dental team – dentists, hygienists, managers, nurses and reception team - nobody is exempt
- Affecting changes to the business that are positive and measurable in both private and NHS practices
- A no nonsense approach!



Tracy commented, 'I have always believed that a results-based approach works best with any of the training and practice development programmes I have provided. This remains the ethos of NBS Training – we are candid in our approach but how else can we expect you to understand and embrace the changes needed to bring you the results you are after? Teams respect that I am not afraid to roll up my sleeves and get involved – not just talk a good game.'

Tracy has been successfully delivering training programmes for many years and has over 20 years' experience in developing and managing dental practices.

For more information on NBS Training and the programmes offered visit www.nbstraining.co.uk or call 01438 217944.

If you would like to promote your products or services direct to the dental industry in the brand new publication *BDJ TEAM*, launching March 2014, telephone Steve Brown on 020 7843 4724.