

# Products & services

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## UNIQUE, FOAMING DENTURE CLEANSER

Poligrip is committed to helping you support your patients with dentures by producing products which help improve their oral health, comfort and confidence with their denture. Poligrip FreshFoam is a unique, foaming denture cleanser that is gentle enough for use with partial or complete dentures.

Your patients may not realise that dentures are approximately ten times softer than natural teeth.<sup>1</sup> Abrasive ingredients in regular toothpaste can scratch the soft surface of dentures,<sup>2</sup> which can create a breeding ground for bacteria.<sup>3</sup>

Poligrip FreshFoam is non-abrasive to clean the denture without scratching.<sup>2,4</sup> It kills 99.9% of odour-causing bacteria<sup>5</sup> with around four

times more freshening ingredients than some toothpastes, and removes stains and plaque,<sup>4</sup> when used as directed. Most importantly, it offers the convenience of a toothpaste, whilst providing a fresh, clean feeling that lasts, giving your patients the confidence they need.

Poligrip also offers the Poligrip for Partials range, consisting of Clean & Protect denture cleansing tablets and Seal & Protect denture fixative. Even a well-fitting partial denture can increase the mobility of neighbouring teeth.<sup>5,6</sup> This daily range is specially designed for your partial patients to help them protect their remaining natural teeth while they care for their partial.

Recommend Poligrip to help your patients enjoy a better quality of life with dentures. For more information visit [www.gsk-dentalprofessionals.co.uk](http://www.gsk-dentalprofessionals.co.uk).

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## PROMOTING BETTER BRUSHING AROUND THE WORLD



2013 saw the launch of the Aquafresh Kids 'Better Brushing Programme', designed to help dental healthcare professionals support community oral health initiatives through the provision of Aquafresh Kids products and materials.

Rachael Dinsmore, a final year dental student from Dundee Dental School, took Aquafresh Kids educational materials to Peru to support an initiative run by The Vine Trust to promote better oral health in remote Amazonian villages. Clinics were run onboard an ex-navy ship, stopping at ports along the Amazonian river. Rachael used Aquafresh Kids materials to help support the initiative and said that the children particularly enjoyed receiving an Aquafresh Kids sticker as a reward for good brushing (pictured).

Linda Cardona, an oral health promoter from London, engaged with the Aquafresh Kids Better Brushing Programme to support her initiative promoting oral health in children in the Borough of Ealing. This area of London has a particularly high level of decayed, missing or filled tooth surfaces among young children. These oral health promotion sessions took place throughout June and included activities and sessions for parents and children including health fairs, fun days and a special 'brushathon' event. Linda used Aquafresh Kids toothbrush and toothpaste samples and Aquafresh Kids educational materials to support the activities and found them to be a great help.

If you would like to promote your products or services direct to the dental industry in this brand new publication, *BDJ Team*, published monthly, telephone Steve Brown on 020 7843 4724 or email [stephen.brown@nature.com](mailto:stephen.brown@nature.com).