

Product news

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HELP PATIENTS TO EXPRESS THEMSELVES

Lifestyle plays a huge part in oral health decisions, and thanks to Curaprox your health conscious patients can now experience oral freshness and whitening in a way that appeals to their unique natures and decision making.

The recently launched unique Be You range of whitening toothpastes in six exclusive, vibrant flavours and colours is the recent addition to Curaprox's line of innovative oral health products to help improve oral health and brighten smiles. These new toothpastes come in an array of

flavours and colours such as tangy Grapefruit with Bergamot, Watermelon and a sure to be favourite Gin and Tonic with Persimmon. Whatever the personality of your patient, they're sure to find one that suits and offers the chance to express themselves.

All products within the range include 950-ppm fast-acting fluoride, hydroxylapatite to remineralise the teeth, glucose oxidase to support the natural enzymatic process and whiten teeth, and xylitol to prevent the growth of cavity-causing bacteria. They also feature echinacea, devil's claw and pennywort to help soothe and regenerate mucus membranes and gingiva as well as reduce inflammation.

To help your patients express themselves while improving their oral health and brightening their smile, recommend the brand new Be You range today.

For more information please call 01480 862084, email info@curaprox.co.uk or visit www.curaprox.co.uk



THE ORAL HEALTH BENEFITS OF SUGARFREE GUM



The Wrigley Oral Healthcare Programme was proud to support the British Dental Conference and Dentistry Show on Friday 18th and Saturday 19th May at the NEC in Birmingham.

The WOHP team was on hand to explain the clinical benefits of sugarfree gum, distribute 600 sample packs for practices across the country and host a short interactive survey where three lucky delegates won a year's supply of Wrigley's EXTRA® sugarfree gum. Dentist Dr Ben Atkins was on the

stand and, asked about his experience, he commented: 'I had a number of interesting chats about the merits of chewing sugarfree gum for oral health.'

'Many colleagues appeared to be more used to suggesting gum to patients as an alternative to snacking between meals rather than recommending chewing it at the end of a meal as a proactive means of promoting dental health. It will be interesting to get feedback on this change of emphasis – maybe at next year's show, if not before.'

He added: 'Everyone I spoke to was very positive about the accessibility and variety of the CPD on offer on the WOHP website and its high quality.'

BIOMIN – A NEW APPROACH IN TOOTHPASTE TECHNOLOGY

BioMin F toothpaste is the result of over a decade of scientific research at Queen Mary University of London. BioMin F toothpaste incorporates a bioactive glass which it is claimed slowly releases calcium, phosphate and fluoride ions to form acid resistant fluorapatite for up to 12 hours after brushing. The very fine glass particles (5 microns average) within the toothpaste adhere to the tooth surfaces. Saliva slowly breaks down the glass structure releasing the mineral ions and raising the pH.

BioMin F toothpaste mimics and enhances the way saliva replaces lost mineral on tooth surfaces, providing protection and relief from the effects of sensitivity, acid erosion and initial enamel decay.

Best results with BioMin F toothpaste can be achieved by brushing twice per day: before breakfast and before going to bed at night. In both cases the foam after brushing should be swirled around the mouth and then spat out – rinsing the mouth after brushing is not recommended as this will limit the effect of the toothpaste.

