Healthy Gums, Healthy Mouth, Healthy Smile

When talking to patients, many dental professionals find that although people are attracted to the idea of a sparkling smile, many still fail to take the time and effort to care for their teeth properly. Patients often make the mistake of thinking that not brushing twice a day or forgetting to floss every now and again won’t impact on either the health or aesthetics of their teeth and gums.

Getting the oral health message across loud and clear to patients can be difficult, but as a dental professional, you have an important role to play in educating them on how to manage their oral care regime. Your advice and professional recommendation carries considerable weight and a healthy mouth message needs to underpin any form of cosmetic treatment.

Healthy habits and good oral hygiene are crucial in the fight against gum disease, one of the most common dental problems that affect 40-50% of adults worldwide and the major cause of tooth loss in adults. These statistics are evidence that a move to a more “prevention-focused” approach is required. Patients need to take more responsibility for their own health and introduce effective, at-home oral healthcare regimes. The message needs to underpin any form of cosmetic treatment.

The continuous developments and options available within the market mean that there is a not a one-size-fits-all solution but by gaining a thorough understanding of the ingredients inside the toothpastes, you can begin to help patients make a better choice. Educate patients to discover what’s actually inside their toothpaste by looking beyond the brand and fancy packaging, and instead into the ingredients so that they can see the effects they’re having on their oral health. Any toothpaste brand with the patient at the centre of their product developments will be able to offer a solution for all common dental problems.

Bleeding gums can be a cause of vitamin and nutritional deficiencies, and toothpastes which contain Vitamin E (Tocopheryl Acetate), Q10 and Folic Acid are also incorporated to help promote healthy gum tissues. The de-oxidant co-enzyme Q10, helping fight bacteria and reducing and stopping bleeding gums. Panthenol, Q10 and Folic Acid are also incorporated to help promote healthy gum tissues. The desensitising agent Potassium Citrate found within this advanced toothpaste quickly and effectively blocks the transmission of pain, offering fast-acting, long-lasting protection whilst delivering a healthy, white smile. Removing 88% of stains over a 5 minute period, this toothpaste is also proven to be less abrasive when compared with other leading brands of both whitening and regular toothpaste.

Through this, you will be making a dramatic improvement to their personal, professional and social life, boosting their confidence to eat, speak and laugh with friends and family again.

Nominate a “gum health / healthy mouth” expert in the practice or hold a “healthy mouth” day/week/month; you’ll be surprised at how many patients will come forward to end their fight against gum disease. Leave flyers/brochures on gum disease and oral care around the practice, in reception or in the waiting room, and patients will feel more inclined to tackle the subject with you.

Contact Information
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GCC Oral And Dental Health Annual Week

Dubai, UAE. Under the patronage of Mr. Nasser Al Budoor, director of Dubai Medical District in the Ministry of Health and in corporation with Signal 2, Dental Services Department in the Ministry of Health, Dubai, the GCC Oral and Dental Health week was held in Dubai, Festival City Mall on Thursday March 28th, 2013 with organisation of internship program Doctors in Al Baraha Hospital and other Dental Centers in Dubai.

Dr. Aisha Sultan always stresses on the theme of Prevention better than Curing, as part of the GCC Oral and Dental Health Committee representing UAE, Dr. Aisha and the committee aim to have a community free of dental diseases and spread healthy smiles over to all children and adults.

They have chosen certain programs for their objectives among schools and primary health centers and other organisation like special need centers. They have chosen March as the month to hold their annual Dental and Oral health week. This year UAE had a different event in each Emirate. In Dubai they have chosen Dubai Festival City Mall on Thursday 28/3/2013 to have their activity. The activity included free Dental checkups, diet consultations, Dental education for brushing and flossing, Dental experiment and competitions. The activities attracted more than 200 participants from 4:00-9:30 P.M. and the sponsor company prepared gifts for all participants.

Thought For The Day
To summarise, by providing your patients with a healthy mouth message, in a language they understand (no dental lingo), together with preventive measures that can be easily achieved in the home, your patient’s can start to combat gum disease. In communicating this, you will be making a dramatic improvement to their personal, professional and social life, boosting their confidence to eat, speak and laugh with friends and family again.

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