Establishing good oral care habits from the very first tooth

By Jordan

It is important that we take care of our teeth right from the beginning and establish good brushing habits.

Parents and children do not share the same motivation when it comes to choosing their toothbrush. Parents are concerned about safety and look for quality products that they think their children will like. As many as 45% of them buy “children’s personal care” products because their children are more excited about using them. Children are primarily motivated by fun (much more than health). Colors and design play an important role in making their brushing sessions positive. Older children especially are attracted to “new” features and functions that they would like to try.

In a recent consumer study, we found that parents appreciate features and functions that will fit comfortably in their children’s hands.

To meet these needs, here are some tips that will help them make good decisions when selecting a toothbrush for their child. In addition, parents welcome initiatives that will help their children be more enthusiastic about brushing their teeth.

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When considering your next toothbrush for your child are:
- Choose a soft toothbrush.
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- Children have softer enamel than adults do, and it is easy for them to brush too hard. A soft toothbrush is gentle and safe for children’s teeth and gums.
- Children need a small toothbrush head as their mouths are smaller and it is easier to navigate around the mouth with a smaller head. A small head makes it easier to reach and clean properly all the difficult areas in the mouth, especially the back molars when they start to develop. It is in these areas that cavities are most likely to start developing.
- Children have less dexterity and motor skill development than adults do. It is easier for them to control their brushing movements with a handle that has more volume. Their hands are also much smaller than adults are so choose a handle that will fit comfortably in their hands.
- Children should use a toothpaste that is formulated especially for them, and only a small amount is sufficient (a good rule of thumb is to think about the size of the nail on your child’s little finger and use a similar amount of toothpaste). Children’s toothpaste have a lower dosage of fluoride than adult toothpastes. Most children prefer milder toothpastes that are not “strong”. They tend to prefer other flavors like fruit flavored toothpaste. Children should not swallow toothpaste.
- Parents are advised to brush their children’s teeth. In the Scandinavian countries, the National Dental Associations recommended parental assisted brushing until children are around 10 years of age.
- Brushing the teeth for 2 minutes gives the best results. Brushing time is the most easily controlled parameter of effective everyday brushing. Increasing time from 45 seconds to 2 minutes will increase plaque removal and contribute to significantly improved oral health benefits.
- In addition to brushing, the American Dental Association recommends that parents help their children “floss” as soon as two of their teeth touch each other. This can be as early as when they get their permanent back molars (from 6 years of age).
- To keep teeth clean and healthy it is recommended that both you and your child avoid in-between meal snacking and foods and drinks that can harm your teeth’s enamel. Try rinsing your mouth with water in between brushing sessions to help wash away food and help prevent plaque build-up. Finally, regular check-ups with your local dentist/hygienist will help you keep your teeth healthy.

References
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Beverly Hills Formula reveals the secrets of whitening toothpastes!

By Dental Tribune MEA/Cappmea

Beverly Hills Formula has been working hard to provide premium quality oral care products for the dental sector through their range of whitening toothpastas and mouthwashes for more than 20 years. Dental Tribune Middle East & Africa speaks to Beverly Hills Formula Managing Director Chris Dodd to reveal some of the secrets that lie around whitening toothpaste.

Dental Tribune MEA: Firstly, can you give us some background and the overall vision?

Chris Dodd: When Eric Peter established the Beverly Hills Formula brand back in 1992, the majority of whitening toothpastas around were very abrasive and were responsible for tooth sensitivity and damage to the enamel. And so it became the company’s aim to provide whitening toothpaste that enabled everyone to attain high stain removal and effective tooth whitening results, without damaging the enamel. This was, and continues to be, the core vision of the company and Beverly Hills Formula brand.

Beverly Hills Formula whitening toothpaste has been in the oral care health and beauty sector for over 20 years now. Where do you think the success lies?

We continuously strive to enhance our product offering and one of our latest developments is Perfect White Black toothpaste. Ideally placed to complement the Perfect White range, Perfect White Black helps those who suffer from bad breath achieve a Hollywood smile with its high performance “activated charcoal” whitening whilst experiencing a fresh breath feeling.

In today’s image-conscious society, more and more celebrities are opting for tooth whitening, veneers, or other cosmetic procedures, in order to attain a bright, white smile, aka the “Hollywood Smile”. Quite simply, if people aren’t happy with their appearances, including their teeth, this can impact on their confidence, self-esteem and happiness. As a result, patients are increasingly turning to their dentists and dental hygienists.
Many dental professionals and patients assume that all whitening toothpastes do not live up to their claims but this is not true. Contrary to this, it is important that toothpastes, which safely and effectively whiten teeth and are proven to work, are brought to your patients’ attention. In 2012 a U.K Dental School performed an in-vitro laboratory study. Its aim was to measure stain removal in order to discover how effective various toothpastes were at removing dietary stains from Perspex, compared to water.

The laboratory tests revealed that stain removal was performed after just one minute. Of the products tested, Beverly Hills Formula Perfect White toothpaste scored exceptionally well, removing nearly 91% of stains over a five minute period (2). Meanwhile other leading brands of whitening toothpaste and toothpolishes scored as low as 41%, a remarkably low percentage, considering water alone removes 48% of staining.

How about their abrasivity? How safe are whitening toothpastes?

There is a misconception that to removal dental stains caused by smoking and some foods and drinks, patients need to resort to products that contain harsh abrasives. This is now the case. We recommend that patients use whitening toothpastes that contain Hydrated Silica, like our Beverly Hills Formula’s whitening toothpaste. It is measured by RDA (relative dentin abrasivity) value, and any figure over 100 is considered “abrasive”. In July 2012, a UK Dental School performed an in-vitro laboratory study. Its aim was to measure stain removal in order to discover how effective various toothpastes were at removing dietary stains from Perspex, compared to water.

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There has been some speculation that whitening toothpaste aren’t effective. Is this true?

To include abrasivity information on the packs, as we believe that consumers have the right to make well informative choices. Finally, can we expect to see any new and exciting developments at Beverly Hills Formula over the coming months?

We continuously strive to enhance our product offering and our next development will be Perfect White Gold toothpaste and Perfect White Black Mouthwash. Perfect White Gold, incorporating gold elements to help enhance your patients’ oral health whilst enhancing their smile.

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