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 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). Colours 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 information 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.

To meet these needs, here are some good tips to remember when considering your next toothbrush for your child are:

- Choose a soft toothbrush. 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 so are choosing 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 flavours like fruit flavoured 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 children 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

1 TNS Gallup, Norway, 2010
2 Teen and Tween Beauty and personal care consumer research, USA, Aug 2015

Beverly Hills Formula reveals the secrets of whitening toothpastes!

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.

Innovation, high stain removal and low abrasivity are key factors for Beverly Hills Formula and it is important to us to always be using the highest quality of ingredients to ensure the quality of our products are next to none. This is why I believe Beverly Hills Formula remains successful over 20 years since the brand was born.

Tooth whitening is one of the fastest growing markets in the dental sector. Why do you think this is?

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 for solutions.
With an array of tooth whitening products on the shelves, what makes your whitening toothpaste stand out from the crowd?

Taste, brand, image and ability to combat common dental problems are all common factors for choosing toothpaste, but not many look beyond the attractive packaging and into the ingredients.

One of our core values is to continue to spend resources on enhancing the quality of the product. At Beverly Hills Formula we understand that 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 were all removing dietary stains from Perspex, compared to water.

How safe are whitening toothpastes?

We at Beverly Hills Formula are aware of the Abrasivity Index Table. Beverly Hills Formula scored 95 out of 100, whilst other leading toothpastes scored as high as 138 whilst regular and whitening toothpaste is less abrasive than both. Beverly Hills Formula’s Whitening 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 to combat common dental problems

Many dental professionals and patients assume that all whitening toothpastes do not live up to their claims but this is not true. To combat 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.

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Finally, can we expect to see 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 in the whitening toothpaste, contains excellent anti-bacterial properties and a refreshing double mint flavour.

The new Perfect White Black mouthwash contains the same whitening activated charcoal ingredient and complements the toothpaste making these products the perfect marriage.

References

(1) Is a healthy mouth the key to getting a date? http://www.den talhealth.org/news/details/801
(2) Beverly Hills Formula stain removal study: https://beverlyhillsformula.com/the-science/stain-removal

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