A date for your diary - Hygiene Day announcement 15th November 2014

By Victoria Wilson

At the request of Hygiene Therapists, we are pleased to announce the forthcoming Hygiene Day on Saturday 15th November organized by CAPP. This will be the second Hygiene Day with CAPP following on from an unprecedented turnout at the launch of the first Hygiene Day earlier this year in May 2014.

In the previous issue of Hygiene Tribune MENA I reviewed the 1st Hygiene Day, sharing the excellent feedback on the speakers and the day. We anticipate a similar turn out as last time, if not more!

This November’s Hygiene Day will be held at the 6th Dental - Facial Cosmetic International Conference at the fabulous Jumeirah Beach Hotel.

All about Loupes

By Optometrist Rune Oerits OD, MSc

What are Loupes?

A loupe is a simple, small magnification device used to see small details more closely. Unlike a magnifying glass, often set in a frame, its lenses are contained in a cylinder holder, or into an enclosing housing that protects the lenses.

What is the History of the Loupes?

• The 29th Sept. 1608, a Dutch lens manufacturer, Hans Lipperhey born in Wessel, noticed that when you hold two lenses up to a certain distance from each other, an object seems closer. He then applied a patent on an apparatus with the ability to make “all things observed at a greater distance seemingly closer”.
• The father of microscopy, Anton Van Leeuwenhoek born in Holland (1652-1723), started as an apprentice in a dry goods store where magnifying glasses were used to count the threads in cloth. Anton van Leeuwenhoek was inspired by the glasses used by drapers to inspect the quality of cloth. He taught himself new techniques which gave magnifications up to 270x diameters, the finest lenses of the whole country, and 95 percent of all dental professionals in the whole country.

My journey as a dental hygienist

By Kareem Wilson, USA

We all live to be an inspiration to others. At my alma mater, Loma Linda University, there is a statue in front of the dental school that carries the inscription, “To make men whole.” That statue and inscription was there to remind us that it is our duty to inspire and make our patients whole. It can be your children, spouse, loved one or people around you that you want to influence and change their life for the better. As a hygienist, I know that I inspire my patients to live healthy and happy lives.

“I we all live to be an inspiration to others”

Through clinical education, I make sure that my patients have all the knowledge to create their happiness through a beautiful and healthy smile. I also strive to use my physical skills to bring joy and relief from discomfort by improving their oral health. The hygienist is usually the social life line of a dental practice, and we tend to bridge the gap between dentist and patient. It is great to be able to interact and build meaningful relationships with each and every patient. My experience as a hygienist for the past 17 years has been wonderful. I have seen children grow and lose primary teeth, go through orthodontic treatment, and then go off to college. I have helped many patients lose weight through sharing and giving health tips. Many of my patients have come from a mouth full of decay and periodontal disease to healthy, beautiful smiles. I am fortunate that all of our patients actually come to see us at our office because they know they will be accepted and appreciated.

Through mission work in Haiti, I am able to touch the lives of many people who would never have access to dental care. In the country of Haiti, there is one dentist for every 90,000 residents. There are very few if any dental hygienists in the whole country, and 95 percent of all dental professionals in the whole country practice in the capital of Port-au-Prince. The joy of providing treatment and fluoro-ride to patients in this desperate country is indescribable. The patients in Haiti are so grateful for the dental care. When our nonprofit organization, Bethesda Medical Mission, visits Haiti, we also bring dental supplies like toothbrushes and toothpaste to be distributed to all the patients who visit the clinic. We bring books, toys and games for the children to enjoy. I also believe that I am an inspiration to the children in Haiti by giving them hope for a better life.

Through classroom education, I am able to instruct students on nutrition, oral and overall health. I have been using the Esther Wilkins children education program to go to preschools and grade schools to educate the children on dental health. You would be surprised to know what children think and know about dental health! The program is presented in a fun and exciting way, so the children are excited about taking care of their oral health.

The profession of dental hygienist has progressed over the years. There are so many hygienists who are doing amazing things in the workforce, through therapy, education and making a difference with each and every patient. Through the Pros in the Profession award program, Crest...
Developing oral care products imaging and innovation

By Paul Sagel

P	D hears from research fellows in oral care at Procter & Gamble. Paul Sagel, as he explains how advances in digital imaging are being used to improve oral health.

The development of innovative oral care products requires the willingness to think outside the box and exercise diligence. The ultimate goals are to produce products that need a need, succeed in the marketplace and help make a difference in patients’ lives – such as the confidence that a whiter smile gives someone, or the patient who reverses gingivitis with the help of anti-bacterial dentifrices and superior toothbrushes. Digital imaging is a prime example of such thinking and has become an integral part of product development at Procter & Gamble.

Space Age Technology

Digital imaging in oral care began with efforts focused on quantifying dental plaque and later on tooth colour measurement and eventually on gingival health assessments. As with many instrumental techniques used today in dentistry, the fundamental technology is usually developed outside the world of oral care. For example, accurate and precise colour measurement and the governing mathematics were developed for colour matching in the paint industry. Thinking innovatively, it was clear that there was great potential in the oral care research field if this could be adapted. We were looking for mathematical and computer technologies that would give us rapid and objective results to improve product development and the time it took to bring new products to dental professionals and the general public.

The internal research at Procter & Gamble on digital imaging was originally conceived as a method to assess the anti-plaque activity of novelties and was then later also used as a method to assess tooth whitening. Typically, testing anti-bacterial activity has involved clinical studies and the use of standard plaque form and gingivitis indices such as the Turesky index or Löe and Silness gingival health assessments. As an example, one study using digital plaque imaging, conducted in 2000, gives an example of its use to determine the effectiveness of anti-plaque agents. Using this technology, it was possible to objectively measure statistically significant overnight and daytime plaque reductions with use of standardised stannous fluoride/sodium hexametaphosphate dentifrice relative to a marketed control. Other research using digital plaque imaging showed a 24.4% reduction in overnight plaque growth using stannous fluoride dentifrice. Digital plaque imaging is an ideal method to assess plaque reductions – it’s a real step forward to objectively prove the effectiveness of products, more quickly optimise them and then introduce them to improve the lives of consumers.

Regimens have also been tested using digital imaging. As an example, one study assessed overnight plaque coverage and plaque coverage following brushing with a standard fluoride dentifrice. We then compared the results with overnight plaque coverage and post-brushing plaque coverage following two weeks of use of a regimen which included twice-daily brushing with stannous fluoride dentifrice and twice-daily rinsing with cetylpyridinium chloride (CPC) mouth rinse. As shown in Figure 2, the differences were dramatic – they were measured using digital plaque imaging which provided objective evidence for the efficacy of the regimen.

Digital Whitening Imaging

Digital imaging at Procter & Gamble was next used to determine the effectiveness of tooth whitening formulations and products. As with digital plaque imaging, this enabled the research team to rapidly and objectively assess the actual benefits of products. It first provided proof of concept and later clinical proof for the effectiveness of hydrogen peroxide formulations contained in a novel and disruptive whitening product that delivered the whitening agent on a thin plastic strip which was applied directly to the teeth (Crest Whitestrips). Imaging also provided the objective comparative whitening results that were needed to prove that this product worked better than many tray-based whitening products. The digital imaging method is therefore used for the evaluation of whitening efficacy, with research showing that the clinical measurement of tooth colour via digital imaging is accurate, precise and reliable.

East Forward To The Present

The research and development team at Procter & Gamble now has extensive experience using digital imaging to assess antibacterial activity and whitening efficacy. This technology is currently used to develop just about every oral care product at Procter & Gamble. It is extremely helpful and also makes a great demonstration tool to visually show the efficacy of our products. Procter & Gamble has also used digital imaging at conventions and also been able to show dentists and dental hygienists images of their own dentition. Even a very small amount of plaque is so easily visible using this technology that you can really see the difference. Digital imaging technology is credited by ASTM International (previously the American Society for Testing and Materials (ASTM)).

Rather than just visual comparisons, seen in some advertising, by using this credentialed, objective imaging technology it is possible to show actual plaque reductions and/or colour improvement. It also allows rapid assessment of compound performance for results that make strong, truthful performance claims possible.

In the early 1990s, Procter & Gamble spent countless hours developing this technology and realised that it is prudent for the entire industry to have access to the technology so that all products and technologies can be objectively evaluated. The company invites everyone to evaluate their products with this objective imaging system and often places imaging systems at other companies and universities so that they can use the technology as well. The plaque imaging system was also on display at the American Dental Association a few years back.

The Future

With respect to the future of digital imaging, the difference between conventional imaging and microscopy is closing due to the advent of high-resolution cameras. From the early beginnings using digital imaging, the research team at Procter & Gamble has continued to develop and explore other uses for it. We currently use imaging to measure plaque, gingivitis and colour.

Looking further into the future, it is possible to foresee digital imaging being used to measure biochemical markers associated with oral disease.

For a list of references or to ask a question/comment on this article, email PPD@fmc.co.uk.

Digital Plaque Imaging

1. Disclose the teeth with fluorescein
2. Take digital images of the facial surfaces with standardised UV lighting
3. A semi-automated (semi-automated) assignment of pixels (to plaque/tooth/gingivae/background)
4. Summation of the area of pixels associated with plaque
5. Summation of the area of pixels associated with teeth and plaque combined
6. Calculation of the percentage of the summed total area of pixels associated with plaque

Figure 1. Digital Plaque Imaging

Picture 1: Pre-treatment - pre-brush plaque area: 24%. Picture 2: Post-treatment - post-brush plaque area: 19%.

Picture 3: Post-treatment - pre-brush plaque area: 4%.

Picture 4: Post-treatment - post-brush plaque area: 1%.
PRECISION CLEAN BRUSH HEAD PROVIDES

UP TO 5x

GREATER REDUCTION
IN PLAQUE BIOFILM ALONG THE GUMLINE

5x

Oral-B, most Dentist Recommended
Toothbrush Brand worldwide

* vs. a regular manual toothbrush

continuing the care that starts in your chair
Philips introduces its best brush yet, Sonicare DiamondClean, helping users achieve brushing brilliance every time

By Philips

DUBAI, UAE – Philips is proud to present the new Sonicare DiamondClean – a brush that takes sonic tooth brushing to its most sophisticated level and which delivers the most advanced brush yet removing up to 100% more plaque in hard to reach places than a manual toothbrush.

Sonicare DiamondClean harnesses Philips Sonicare’s patented sonic technology to produce a powerful dynamic cleaning action for a difference users can see and feel. It is gentler on teeth and gums than a manual toothbrush, helping to keep teeth stronger and healthier for longer. Philips Sonicare gently whips toothpaste into an oxygen-rich foamy liquid and directs it between and behind teeth and along the gumline—where plaque bacteria flourish.

Sonicare DiamondClean is clinically proven to remove up to 100% of plaque from hard to reach places and to improve gum health in just 2 weeks. It is also clinically proven to provide a unique whole mouth clean feeling thanks to its five brush modes that allow you to tailor your brushing according to your needs as well as your dental professional’s advice. The brush modes range from:

• Clean – the standard mode for a whole mouth cleaning
• Polish – brightens and polishes teeth to bring out their natural brilliance
• Gum Care – gently stimulates and massages gums
• Sensitive – an extra-gentle mode for sensitive teeth

Highly charged DiamondClean’s chrome base also features a unique charging glass that can be used for mouth rinsing, but also incorporates a unique charger for longer. Philips Sonicare’s patent-protected technology in the handle is designed for convenience with users being able to keep their brushes fully charged using a revolutionary USB travel case that can be plugged into almost any lap top computer and saves the hassle of having to pack plug adapters. The brushes are then simply selected by scrolling down using a one button action.

When traveling or on the go, Sonicare DiamondClean is designed for convenience with users being able to keep their brushes fully charged using a revolutionary USB travel case that can be plugged into almost any lap top computer and saves the hassle of having to pack plug adapters.

Philips Sonicare DiamondClean is designed for confidence with users being able to keep their brushes fully charged using a revolutionary USB travel case that can be plugged into almost any lap top computer and saves the hassle of having to pack plug adapters. Not only is Sonicare DiamondClean a brush, but it is Philips Sonicare’s platform for development of advanced features.

The array of options. These are the benefits of using loupes:

• What are the benefits of using loupes?• Hygienists and Dentists use loupes to better scrutinize things in their patients’ mouths in order to make a better diagnosis. Loupes are also used in order to perform a more precise level of treatment; while drill or cleaning teeth on a millimeter scale, magnification can enhance the view of the teeth, for instance making it easier to inspect teeth for decay or see things that ordinarily would not be seen without magnification.

There are three principal reasons for adopting magnifying loupes for dentistry: to enhance visualization of fine detail, to compensate for the loss of near vision (presbyopia over 40ys) and to ensure maintenance of correct posture.

Can there be any side effects to wearing Loupes?

• Use of magnification devices (or any optically ground lens) will not adversely affect vision in the short or long term. Some people will initially experience some post-use blurring, eyestrain, or headache, but this should only occur in the beginning after initial use and not persist for more than a few days. Your visual perception will adapt to the magnification change. If long term problems persist, return to your prescribing doctor for a checkup. Surgical telescopes have been used for the last 50 years by dentists, ophthalmologists, neuro-surgeons, plastic and vascular surgeons! To date, there are no known adverse effects from any form of surgical magnification.

• The only “side-effect” could be that by using high quality loupes they are addictive and you very quickly get used to seeing things much better and there no turning back!

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New Philips Zoom WhiteSpeed Light-Activated Whitening System.
A better experience for your patients and your practice.

**Philips Zoom In-Office Whitening kit makes treatments easier**
Packed in procedural order, you get everything you need for each treatment, including Philips Zoom at-home whitening gel for follow up and maintenance complete in a single package. The Philips Zoom Kit also includes simplified visual instructions.

**Unique products for your sensitive patients**
Each treatment comes with a Patient Post Care and Maintenance kit that includes the Relief ACP Oral Care Gel. This unique formula combines potassium nitrate for sensitivity relief along with Amorphous Calcium Phosphate (ACP) that helps create healthier smiles through advanced enamel protection. To ensure a more comfortable experience all around, instruct patients to use it for 10-30 minutes after treatment.

**New Philips Zoom WhiteSpeed Whitening LED Accelerator**
The advanced Philips blue LED technology provides approximately 50,000 hours of use—reducing operating costs, downtime and is 40% more energy efficient. The light also emits 100% greater light intensity* with no compromise to safety. Redesigned to be easier to position and more ergonomic, your patients and your treatment will be better than ever.

**New support for your practice**
Philips Zoom is funding a worldwide public relations campaign to drive patients to dental professionals, and new programs to help you quickly and easily integrate Zoom into your practice.

*With this new light the patient’s sensitivity is minimal, making the procedure much more pleasurable.*

– Juban Dental Care - Baton Rouge, LA

Reveal your patients’ most healthy, radiant smile with Philips Zoom WhiteSpeed

Give your patients the immediate white smile they want and the healthy white teeth they need, with the new Philips Zoom WhiteSpeed. The number one patient-requested professional teeth whitening brand* is clinically proven to deliver superior whitening results in just one office visit. WhiteSpeed is shown to whiten teeth up to 8 shades in 45 minutes; that’s 40% better than a comparable non-light activated system.†

The new Whitening LED Accelerator’s variable intensity settings allow you to customize the output to ensure each patient receives a more comfortable treatment. 91% of patients experienced little to no sensitivity with Zoom WhiteSpeed.‡

Now better than ever — Philips Zoom WhiteSpeed.

* In the U.S.
† Compared to Philips Dash
‡ Results based on 500-person study. Data on file.
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genists and dentists are well aware of the impact that diet has on a patient’s oral health and overall wellbeing, and patients will be more likely to follow dietary recommendations if they come from a trusted practitioner. So your relationship with your patient is the perfect opportunity to create a positive influence that extends far beyond the dental chair.

While you may already encourage a “healthy diet”, there is much confusion over what “healthy” actually means. Snacking can be especially challenging, so in this article I’d like to offer a number of suggestions you can give your patients especially in light of individual nutritional requirements:

• Low energy: fatigue is a chief complaint among many people today, which sets off a vicious cycle of consuming sugar to obtain brief bursts in energy. Telling people to “just avoid sugar” will be ineffective if they’re struggling with fatigue. Instead, such patients should be encouraged to consume protein with a bit of healthy fat. Both the protein and the healthy fats provide a steady source of energy that burns efficiently without peaks and troughs, and without encouraging weight gain (as opposed to sugar). Here are some examples of protein and health fat:
  - Chicken breast and avocado slices wrapped in a leaf of Romaine lettuce
  - Almond butter on celery sticks or carrot sticks
  - Hard-boiled egg with sea salt

• Craving sweets: often linked to low energy (above), as well as dehydration, the patient should address the underlying energy issues and drink adequate water. Yet to satisfy the immediate craving, suggest one of the following snacks:
  - Crunchy, sweet apple or ripe banana (fruit should always be ripe and in season, otherwise it won’t taste good)
  - Fresh berries on whole, plain yogurt
  - Herbal tea or green tea sweetened with stevia (the extract of a sweet herb that is entirely natural and does not affect blood sugar)
  - Glass of water with fresh squeezed lemon juice and stevia

Diet advice from a Nutritionist – extending beyond the dental chair

Robin Treasure is a wellness coach who hails from the United States and received her professional training from the Institute for Integrative Nutrition. She works with clients experiencing stress and burnout by helping them make key changes in their diet, lifestyle and mindset. Moreover, she designs strategies to help her clients thrive while meeting the demands of their daily lives.

For further information, please visit: www.robintreasure.com

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extraordinary people and have had the opportunity to be a dental professional spokesperson on a popular day-time television show.

Most importantly, this award has reinforced in my heart and soul why I wanted to become a registered dental hygienist. I wanted to touch people’s lives, I wanted to motivate and inspire people. That is what the Pros in the Profession is all about! The goal of the Pros in the Profession award is to honor those who inspire us.

“The goal of the Pros in the Profession award is to honor those who inspire us.”
14-15 November 2014
Jumeirah Beach Hotel
Dubai UAE

6th Dental - Facial Cosmetic International Conference

Joint Meeting with

3rd Global Conference of American Academy of Implant Dentistry

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