Mirror mirror on the wall who has the whitest teeth of all...

By Jordan

The American Dental Association asked consumers what would they most like to improve about their smile, and the reply was whiter teeth. This is in line with the research we have conducted, that shows a clear trend that more consumers are concerned with their teeth’s appearance. The basic need for clean teeth has evolved into clean and white teeth. Supporting the macro health and beauty trends, consumers want to live better lives that also last longer. Yellow teeth are associated with poor personal hygiene and are also considered a sign of aging.

As we age our teeth naturally become yellower. The outer layer of our enamel gradually breaks down, exposing the under-layer, called dentin, which is naturally yellower than enamel. We can take care of our enamel by brushing with a soft toothbrush, not brushing too hard, and using a toothpaste that is also gentle and kind to our enamel.

Consumers are increasingly aware of stains that build up on their teeth by brushing with toothpastes containing some level of silica to lift plaque and tar-tar during daily brushing sessions. There are also several toothbrushes that have specialized bristles that effectively lift stains.

The trend in Norway is that more and more patients are asking their dentists for help when it comes to whitening. Whitening treatments at the dentist are by far the best choice. Not only are they safer, they are also tailor-made to the patient’s mouth. Prior to treatment, a check-up will ensure there are no undetected cavities. If there are, these should be filled, prior to whitening applications. The treatments are, as a rule, more effective and quicker. It is important that the patients are informed that these will not work on crowns, fillings, caps or veneers. To ensure a good and lasting result it is also important to help them find the most effective routine for maintaining their new white(r) smile. Help your patients keep daily surface stains, sometimes referred to as extrinsic stains, in check.

Most dentists already recommend a soft toothbrush and are positive to gentler formulated whitening toothpastes (most commercial whitening toothpastes contain some level of silica to lift plaque and tar-tar during daily brushing sessions). There are also several toothbrushes that have specialized bristles that effectively lift stains.

The number one recommendation from dentists is to encourage their patients to floss once a day. Flossing before brushing will remove food particles and plaque between the teeth (where 50% of cavities start) and leave this space clean and receptive to fluoride treatment from the toothpaste. Using a straw could also be recommended if the patient has a high intake of caffeinated drinks like coffee, tea, juices or carbonated drinks. Tobacco intake is also one of the worst offenders when it comes to staining teeth. Patients might experience some sensitivity post treatment, so it is also important to advise them on what to do should this happen to them.

Deeper stains, or intrinsic stains, are more difficult to remove. These can be caused by a past injury, use of certain medications and antibiotics and grey or dull teeth can also be hereditary. Teeth bleaching, using either a hydrogen or carbonte peroxide will help break up these deeper stains into smaller, less colored pieces that will make the teeth appear brighter and whiter.

Consumers try whitening products because they want white(r) teeth. Many consumers are skeptical to the working power of whitening products. However, they buy them anyway as they feel they have nothing to lose. A whitening toothpaste gives them all the other benefits they need, for example, cavity protection and fresh breath, and on top of that they also get any whitening advantages that they might have missed out on if they choose a product without whitening claims. 25% of all toothpastes launched globally are whitening toothpastes. In comparison only 10% of toothbrush launches are. These numbers are expected to keep growing, in line with an escalating trend of consumers wanting nice looking white teeth.

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<td>Beers (light) that still color your tongue</td>
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3. Mintel rapport, 2014
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1. www. ADA.org

References

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Professional oral hygiene for children is one of the simplest procedures in terms of the child's comfort and one of the most difficult in terms of parental motivation. This article discusses materials for improving the quality of teeth-cleaning by dentists, reducing the time taken and level of trauma, as well as the psychological aspects of cleaning from the point of view of the parents and child. Main problems in professional cleaning in children

Professional cleaning for children in the dentist's chair is a procedure which needs a special approach. It must include not only mechanical removal of plaque from dental surfaces, but is also an important step in adapting the child to later visits to the dentist, preparation for orthodontic and restorative treatment, as well as forming a general culture of children going to the dentist.

What problems can be encountered by paediatric dentists in this apparently simple procedure?

- Foremost is categorical refusal of the parents and the need to progress directly to treatment because of lack of understanding of the importance of the procedure.
- Unwillingness of the parents because of the apparent disparity between the cost of the service and the dentist's efforts.
- Refusal of the child to accept the procedure because of unpleasant sensations during the process or the duration of the procedure.
- Unsatisfactory results due to low effectiveness of the equipment and materials used.
- Patients' lack of motivation to undergo the procedure regularly.

The professional teeth-cleaning procedure

Successful resolution of these issues was sought by questionnaireing patients at different stages of teeth-cleaning and assessing the results using a variety of professional hygiene materials. The procedure was performed step-by-step, with detailed explanations of each stage to the parents and child. The first step was to provide a visual demonstration of plaque using a disclosing agent (Fig. 1) not only to the child but also to the parents, explaining the consequences of lack of high-quality oral hygiene at home and the need for professional teeth-cleaning, as well as educating the child and parents. At this stage, the dental hygiene materials currently used at home are analysed, with suggestions about changing them if necessary.

The second step consists of explaining to the child how to follow the correct procedure for oral care at home, demonstrating this with a mirror. At this stage, parental dissatisfaction can be formulated as: “You have cleaned his/her teeth but we cannot see how we can do it ourselves,” so it is important to give the child the opportunity to repeat all the movements demonstrated and, where necessary, correct them, giving additional explanations. The third step consists of actually cleaning the teeth.

The process of professional hygiene in children must be as comfortable as possible. The aims of the procedure are not only to provide mechanical removal of plaque, but also to develop a positive experience when visiting the dentist. When questioning parents afterwards, we have had the following negative comments:

- the child does not like the taste of the paste;
- the child is allergic to the paste;
- the parents failed to see the fundamental difference between the paste and brush used during the procedure and those they use at home;
- the cost of the procedure seems unreasonably high;
- the gums bleed after cleaning by the dentist even though the cleaning was gentle;
- the procedure took a long time and was unpleasant, and the child refused to come to the dentist again.

Thus, the materials and accessories of performing professional hygiene must not only produce high-quality and visible cleaning results, but the procedure must also be as comfortable as possible for the patient and dentist. Considering all these points, there is particular interest in Cleanic® professional dental cleaning paste produced by Kerr. The perlite particles in this paste alter the abrasiveness of the paste during cleaning; most cleaning of plaque from the tooth surface occurs during the first seven seconds, after which the teeth are polished to a shine. There is no need to use a different paste, which significantly reduces the duration of the procedure, a particularly important aspect when working with children. The product retains its high cleaning potential even in difficult cases of Priestley plaque. The paste is gentle in relation to dental structure because of its low RDA - only 27. In addition, the paste has a pleasant taste and the child has a choice - mint or green apple. There is also a solution for children unable to tolerate any taste or tendencies to allergy - Cleanic® Light, which has no fla-
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so that even minimal contact margin to be strongly inflamed, is very common for the gum. When there is mild plaque, it is very common for the gum when there are problems with high gum sensitivity, and is ideal for professional oral hygiene for children. The special composition of the cup material prevents heating of the tooth. The cups do not contain latex, which decreases the risk of allergy. Because of its optimized shape, the edge of the cup accurately goes under the gum (Fig. 6), significantly decreasing the probability of traumatizing the mucosa and ensuring the absence of bleeding after cleaning (Figs. 7 and 8).

The ability to choose flavours of Cleanic paste (mint, green apple or Light), the painlessness of the procedure due to use of Pro-Cups, and the reduced risk of allergy obtained by using latex-free Pro-Cup and Cleanic Light paste all increase patient comfort during cleaning and avoid negative experiences associated with visiting the dentist. Furthermore, thanks to the successful experience of professional cleaning of the child's teeth, the parents then wish to undergo the procedure themselves. Thus, the use of high-quality materials from Kerr ultimately improves patient loyalty such that they become regular clients, also recommending the dentist to their friends and relatives, providing a steady stream of new patients.

Advantages of professional teeth cleaning and the use of materials from Kerr:

- The use of materials and accessories from Kerr takes the process of teeth cleaning in children to a new level as it ensures high-quality results, patient comfort, and reduction of materials costs.
- Correct initial preparation of both the child and his or her parents for the procedure, with detailed explanations of its stages and the materials used, as well as a description of the irreversible effects of prophylactic cleaning on oral health have positive influences on patients' attitudes to the dentist: parents become more confident in the dentist as a professional working with children and caring not only for the short-term results, but also the long-term outcome. The ability to choose tastes of Cleanic paste (mint, green apple or Light), the painlessness of the procedure due to use of Pro-Cups, and the reduced risk of allergy obtained by using latex-free Pro-Cup and Cleanic Light paste all increase patient comfort during cleaning and avoid negative experiences associated with visiting the dentist.

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Teeth Whitening – No Longer a Sensitive Subject!

By Beverly Hills

The popular accessory nowadays is not just the handbag, the shoes, or the Chihuahua; it’s the pearly white smile to boost appearance and self-esteem. In fact, the teeth whitening market is one of the fastest growing in the dental market, boasting an estimated value of £600 million according to the Academy of General Dentistry.

This growth has allowed teeth whitening to become more accessible for patients and there’s a solution to suit all budgets; in-office procedures, dentist-prescribed at-home treatments, strips and gels. But a common factor of this cosmetic procedure is that the patient will almost certainly experience some level of discomfort through sensitivity. This pain can often be so excruciating that the patient either stops treatment halfway through or dismisses this procedure altogether in search for a less painful option.

And it’s not just after teeth whitening, dentine hypersensitivity affects one third of the adult population at some point in their lives. This can be anything from a mild twinge to having severe discomfort that lasts for several hours or even days. Be it a result of teeth whitening or if they are simply sensitive to heat, cold, sweetness, acidity or brushing, by educating patients on how to deal with dentine hypersensitivity you can help them achieve a whiter, brighter, “pain-free” smile.

Explaining the causes and symptoms of sensitive teeth

Many people can be confused about the causes of their sensitive teeth so it’s important to make them aware of all the common factors and put them at ease. Generally, when the hard enamel is worn down, gums begin to recede and the dentine tubules become exposed; the causes and symptoms will differ for every patient, from eating or drinking foods and hot or cold beverages to touching teeth or exposing them to cold air.

The pain associated with dentine hypersensitivity can even affect the eating, drinking, and breathing habits of patients, so it’s ideal to start by informing them that sensitive teeth are relatively common and not usually a health concern.

Check which toothpaste they use

Highly abrasive ingredients found in toothpastes can add to the discomfort, as they continue to wear away the enamel. Patients should steer clear of highly abrasive toothpastes, especially after in-surgery treatment, as they can damage the teeth and gums, removing the lustre of the teeth and dulling an otherwise beautiful smile. Using tartar-control toothpastes can cause teeth to become sensitive and should be avoided.

Perfect White Sensitive, from Beverly Hills Formula, provides the patient with sensitivity action combined with stain removal and low abrasion. A study conducted by an independent US Laboratory in 2012 found that Beverly Hills Formula toothpastes are proven to be less abrasive than some other leading brands of whitening and regular toothpastes, making it the ideal whitening toothpaste for patients who suffer with sensitive teeth.

Check the patient’s five senses

A study which appeared in the General Dentistry journal (2002) confirmed that people who are sensitive to bright lights, loud noises, pungent perfumes and itchy clothing, are most likely to avoid hot and cold foods and drinks because they have sensitive teeth. The study found a di-
rect relationship between sensitive teeth and other sensitivities, finding that patients with sensitive teeth expressed a need to wear sunglasses when outdoors.

Helping patients overcome sensitive teeth
As a dental professional your expert advice and recommendations carry considerable weight. Openly discussing sensitive teeth with patients will enable you to identify how much of a concern it is for them and recommend a solution to help eliminate the discomfort. Put their mind at rest by confirming that sensitive teeth can be easily addressed by following some simple oral care procedures; avoid brushing teeth too hard or too much, avoid grinding or clenching teeth and avoid acidic foods and drinks.

Patients should also be advised to use a low abrasion, desensitising, whitening toothpaste, such as Perfect White Sensitive, which contains the ingredient Potassium Nitrate. This desensitising agent will help relieve tooth sensitivity by effectively blocking the transmission of pain sensation between the nerve cells rapidly and effectively, so that tooth whitening is no longer a sensitive subject! Ultimately, by switching to a low-abrasive whitening toothpaste, patients can reduce the risk of suffering from dentine hypersensitivity from the outset.

In a study recently performed by Missouri Analytical Laboratories (July 2011), a range of whitening toothpastes were tested to compare and evaluate their levels of abrasion. The results confirmed that Beverly Hills Formula whitening toothpastes are proven to be less abrasive than other leading brands of both whitening and regular toothpastes, scoring as low as 95 on the BDA table whilst some leading competitors have levels as high as 147.

Raising awareness of sensitive teeth
By helping your patient’s combat sensitive teeth you will be making a dramatic improvement to their life, enabling them to enjoy hot and cold foods and drinks again. Nominate a “sensitive teeth” expert in the practice or hold a “sensitive teeth” day/week/month; you’ll be surprised at how many patients will come forward to end their fight against sensitive teeth. Leave flyers/brochures on sensitive teeth around the practice, in reception or in the waiting room, and patients will feel more inclined to tackle the subject.

About the Author
Eric Peterson is founder of the whitening toothpaste Beverly Hills Formula.

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