Crest Oral-B hits the seas to make a splash at the Greater New York Dental Meeting

While in New York for the recent Greater New York Dental Meeting, Crest Oral-B hosted a spectacular evening Nov. 30 on the Circle Line Sightseeing Cruise, taking an intimate group of oral-health professionals around Manhattan Island, allowing them to see the lights that inspire so many.

"Crest Oral-B is happy to have taken time away from the exciting convention floor to provide our guests with a unique view of New York City," said Ann Hochman, marketing director for Crest Oral-B.

"We are also pleased to have had the opportunity to share the inspiration for our latest patient-based solution, the Clinical Pro-Health System for Gingivitis, stemming from the fact that one out of two American adults continues to suffer from this disease, which we can now virtually eliminate."

Both Dr. Robert Gerlach, DDS, MPH, research fellow, P&G Worldwide Clinical Investigations, and Dr. Leslie Winston, DDS, PhD, P&G director of professional and scientific relations for North America, were on board to discuss the recent launch of the Clinical Pro-Health System for Gingivitis.

The new Clinical Pro-Health System for Gingivitis helps break the cycle of gingival inflammation and gingival bleeding for improved oral health in patients with mild to moderate, persistent gingivitis and includes the following products:

- **Oral-B ProfessionalCare SmartSeries 5000 electric toothbrush** with oscillating-rotating technology, and SmartGuide, which encourages compliance.

- **Oral-B Glide PRO-HEALTH Clinical Protection for Professionals** floss, the most advanced Glide floss.

- **Crest PRO-HEALTH Clinical Gum Protection toothpaste** with the highest level of protection against plaque bacteria that cause gingivitis.

- **Crest PRO-HEALTH Multi-Protection rinse** with CPC that kills 99 percent of germs.

This new system has been clinically proven to help reverse gingivitis within four weeks and virtually eliminate the disease within six weeks.

To learn more about the system, please visit [www.dentalcare.com/clinical](http://www.dentalcare.com/clinical).

References
1. In laboratory tests.
2. Six-week clinical results with NEW Crest PRO-HEALTH Clinical Gum Protection toothpaste, NEW Oral-B Glide PRO-HEALTH Clinical Protection for Professionals floss, and Oral-B ProfessionalCare SmartSeries 5000 Electric toothbrush with SmartGuide — not included is the Crest PRO-HEALTH Multi-Protection rinse.

(Image provided by P&G)