ADHA supports FTC’s input on dental therapy education

The FTC recommends standards that do not unnecessarily constrain states’ ability to set scope of dental therapy

About the American Dental Hygienists’ Association

The American Dental Hygienists’ Association is the largest national organization representing the professional interests of more than 150,000 dental hygienists across the country. Dental hygienists are preventive oral health professionals, licensed in dental hygiene, who provide educational, clinical and therapeutic services that support total health through the promotion of optimal oral health. For more information about ADHA, dental hygiene and the link between oral health and general health, visit www.adha.org.

(Source: ADHA, Oral Health America)
the award that Crest Oral-B has decided to continue rewarding those in our profession,” said Ann Benson Ross, Pros in the Profession winner year one. “I’ve learned an immense amount from the experience and have been afforded so many new opportunities, so I encourage all to take part as I know so many of us out there deserve the honor.”

To learn more about Pros in the Profession, including how to nominate your colleagues, visit www.facebook.com/professionalcrestoralb.

For information about Crest Oral-B products and resources, visit the updated www.dentalcare.com website.

About Crest, Oral-B and P&G
Crest was the first oral care brand to secure the ADA Seal of Acceptance for a clinically proven fluoride toothpaste. Since introducing fluoride toothpaste 54 years ago, it is estimated that Crest has helped prevent more than half a billion cavities in the United States.

Headquartered in Cincinnati, Crest is owned and distributed by the Procter & Gamble Co.

Oral-B is a worldwide leader in the more than $5 billion brushing market. Part of Procter & Gamble, the brand includes manual and electric toothbrushes for children and adults, oral irrigators and interdental products, such as dental floss. Oral-B manual toothbrushes are used by more dentists than any other brand in the United States and in many international markets.

The Procter & Gamble Co. serves approximately 4.8 billion people worldwide with a portfolio of well-known brands, such as Ace, Always, Ambi Pur, Ariel, Bounty, Charmin, Crest, Dawn, Duracell, Fairy, Febreze, Fusion, Gain, Gillette, Head & Shoulders, Iams, Lenor, Mach3, Olay, Oral-B, Pampers, Pantene, Prestobarba, SK-II, Tide, Vicks, Wellia and Whisper.

The P&G community includes operations in approximately 70 countries. You can visit www.pg.com to learn more about Procter & Gamble and its brands.

(Source: Procter & Gamble Co.)
Crest + Oral-B wants to know...
Are you a Pro?

Nominate yourself or a deserving colleague for the Crest® + Oral-B® Pros in the Profession® Award, honoring four hygienists that go above and beyond the call of duty to promote patients' oral health. Visit facebook.com/professionalcrestoralb to learn more and enter.*

Winners will receive:
- Exclusive all-expenses-paid trip to the P&G Innovation Center in Kronberg, Germany
- $1,000 prize
- And more!

For more information, visit dentalcare.com or the Crest + Oral-B booth at select dental conventions throughout the year.

*NO PURCHASE NECESSARY. Nominees/Nominees must be legal residents of 48 contiguous U.S. & DC, who, as of the last day of month prior to date of entry, are 18+ with no restrictions on age. Nominees must be dental professionals who have had any interaction with the nominee. Nominees must also be an employed dental hygienist who is licensed in the U.S. and has been in a clinical practice setting located in the 48 contiguous U.S. or DC for at least 2 years prior to date of nomination. Void where prohibited. The Pros in the Profession Awards Program starts 12:00 am ET 8/30/2013, ends 11:59 pm ET 2/15/2014. Sponsor: The Procter & Gamble Distributing Company LLC.
For Rules, visit https://www.facebook.com/crestanoralb.
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