Crest Oral-B to name final ‘Pros in the Profession’

Three standout hygienists already honored

In the third year of its Pros in the Profession awards program, Crest + Oral-B is recognizing four outstanding registered dental hygienists who demonstrate excellent patient care, a passion for the profession and a dedication to learning.

The award acknowledges the pivotal role these hygienists play in their patients’ lives—and their unwavering personal commitment to promoting good oral health in their communities.

“We have seen extraordinary entries over the past several years, which is why we must continue to honor those hygienists whose passion shine through in their everyday work,” said John Scarchilli, global scientific communications director, Procter & Gamble Oral Care. “These individuals dedicate countless hours to furthering the oral health cause, so we are pleased to be able to applaud them publicly.”

Three winners have already been named: Michelle Vacha, Heather Steich and Mallory Edmondson—and a fourth winner will be named soon. While earning the honor in her own unique way, each winner shares the same devotion to promoting and participating in good oral care for patients.

Michelle Vacha, RDH, BS, received her degrees from Northern Arizona University and has been practicing in Colorado Springs, Colo., for the past 24 years. “I am so honored to be receiving this award,” said Vacha about being named a winner for year three. “I am hoping the attention from it will bring awareness to the public and other hygienists who care for older adults. Through my work, I help seniors deal with specific health factors they face due to lack of dental support. We want to ensure that all of the good work that has been done to maintain oral health throughout life is also preserved once insurance is no longer available through retirement or fixed income.”

Heather Steich, RDH, received her degree at the University of the Pacific, Arthur A. Dugoni School of Dentistry, and has been practicing in San Francisco for the past five years. “I will be taking my second oral health service/mission trip to Honduras this year,” said Steich about winning $1,000. “Last year I used my own funds for the trip, but this year I plan on using the award toward the expenses of the trip. In effect, the award will be going back to the community I love to serve!”

Mallory Edmondson, RDH, BS, received her degrees from Indiana University South Bend for her BSDH, and is currently at the University of Bridgeport Fones School of Dental Hygiene for her MSDDH. She has been practising in Merrillville, Ind., for the past two years. “My favorite aspect of dental hygiene is the limitless opportunities available within the profession,” said Edmondson about being an RDH. “We are educators, managers, practitioners and much more. Hygienists are able to adapt to any given situation and apply their knowledge and skill sets far beyond the dental chair.”

About Pros in the Profession

Crest + Oral-B is rewarding four RDH winners with an enhanced prize of $1,000 and opportunities available through retirement or fixed income.

• All-expense-paid trip to visit the Procter & Gamble German Innovation Center at Kronberg, Germany
• A $1,000 monetary prize
• A recognition plaque
• Recognition in dental periodicals and announcements on Crest + Oral-B for Dental Professionals Facebook page and www.dentalcare.com.

Each year Crest + Oral-B looks for new ways to enhance the program, and for the first time this year, hygienists could nominate themselves for the honor. Nominations could also be submitted by dentists, fellow hygienists, dental assistants, professional colleagues and colleagues conveying why their nominee is a Pro in the Profession. Additionally, Crest + Oral-B has been at dental conventions throughout the year where applications could be submitted, though nominations were primarily collected via the Crest + Oral-B for Dental Professionals Facebook page.

To be considered for the program, nominees must have met the following criteria:
• RDHs with two years or more of clinical/professional experience after graduation from dental hygiene school
• RDHs who participate in community service
• RDHs with examples of work that goes above and beyond the call of duty

To learn more about Pros in the Profession, visit prosintheprofession.com or facebook.com/professionalcrestoralb. For information about Crest + Oral-B products and resources, visit the updated www.dentalcare.com website.

(Source: Procter & Gamble Co.)
Mydent launches new website and products

Mydent International’s new website enables healthcare professionals to identify their dealer for fulfilling DEFEND product orders. You can access the site at www.defend.com/order. The site’s orders are processed within two business hours. For a limited time, you can receive a $50 eGift card to www.restaurant.com or more.

DEFEND has a variety of new products. Krazy Cone Face Masks feature four characters designed for pediatric patients. Choices are a dog, cat, rabbit or pig. They are latex free and have 99 percent bacterial filtration and particulate efficiency.

Four-ply patient towels are three-ply tissue and one-ply poly. According to the company, a unique bonding technique eliminates separation of the layers. Reinforced edges increase durability.

DEFEND PLUS Prophy Angles are contra designed to reduce hand fatigue and micro traumas. They are disposable, latex-free, smooth running and vibration-free. Access to back molars is easy, and a flared cup design reduces splatter.

Omnicare™ Antibacterial Foam Soap features Bag-on-Valve Instant Foam Technology™ for times when hand hygiene is paramount. Omnicare Hand Sanitizer Spray is for disinfecting hands when soap and water aren’t readily available. It kills 99.9999 percent of bacteria and contains conditioners and nourishing ingredients to not dehydrate skin, even with frequent use. There also is an Omnicare Automatic Dispenser with touch-free mechanism standard.

(Release by Mydent International)

Krazy Cone Face Masks. Photo/Provided by Mydent

INDUSTRY NEWS

• Be part of a cosmetic dentistry evolution spanning 30 years
• Tap your inner overachiever with ACD’s high-level, hands-on learning
• Get social and re-energize in the Florida sunshine