Stabilized Stannous Fluoride Dentifrices are toothpastes of choice:
ME Dental Consensus

By Dental Tribune MEA / CAPPmea

DUBAI, UAE: On 02-03 November 2017, a selected panel of ME dental academicians gathered for a two-day scientific consensus to discuss recommendations for best choice of toothpaste. This unique assembly took place at The Address Hotel, Dubai Marina, UAE. The results were presented live on stage at the 9th Dental Facial Cosmetic International Conference which took place at KKH in Dubai Festival City on 03-04 November 2017.

The consensus was led by Professor Hien Chi Ngo, Dean of College of Dental Medicine of the University of Dubai. Dr. Elias Bendoukas, Board Member of Emirates Pediatric Dental Club. The consensus was achieved by the Delphi methodology (A structured survey approach conducted in multiple rounds of questionnaires and answers. It is regarded as a systematic, interactive forecasting method relying on a group panel of experts’ results, resulting in an unbiased evidence-based conclusion on the best type of toothpaste available. The panel of experts included:

Introduction
An ideal toothpaste should protect gums, teeth and the oral environment with minimal side effects and environmental impacts. In addition to the body of evidence supporting fluoride effectiveness, evidence suggests that Stabilized Stannous Fluoride, with verified bio-availability, has additional benefits in association with sustained patient compliance (daily use) and effective mechanical debridement; this group recommends the following:

Gum Health
There is strong evidence to support that Stabilized Stannous Fluoride is superior to other forms of fluorides in anti-bacterial efficacy and the reduction in acidogenicity of plaque. Stabilized Stannous Fluoride based toothpaste has been found to be effective in managing dental caries. A Stabilized Stannous Fluoride based toothpaste, in addition to addressing all etiological factors helps reduce progression of erosive tooth wear. There is strong evidence to support that the use of Stabilised Stannous Fluoride toothpaste is effective in reducing dental hypersensitivity.

Tooth Health
There is emerging scientific evidence supporting the anti-inflammatory action of Stabilized Stannous Fluoride. In Patients with gingivitis, which can predispose to periodontitis, there is evidence that a toothpaste with Stabilized Stannous Fluoride has distinctive advantages in restoring and maintaining gingival health by reducing plaque and calculus deposition.

General
Based on the recommendation of the European Academy of Paediatric Dentistry (2009), the dosage for toothpaste for children is twice daily: Up to 2 years of age- a pea size of 0.5cm³, 2 to 6 years of age - a pea size 1cm³ and 6 years and above 4.5cm³ fluoride 1.2%.

Where higher concentrations of Fluoride toothpastes are not available, larger amounts and longer exposure to toothpaste may be recommended based on individual needs. It is recommended that patients with fixed orthodontic appliances may have an increased risk of gingival inflammation and dental caries. We recommend further scientific studies in the areas of peri-implantitis, root caries and dentine erosion. To increase compliance, oral health care providers should consider the effectiveness of products and patient specific needs regarding age, medical conditions, taste and texture. In conclusions, based on current literature we recommend that a Stabilized Stannous Fluoride based toothpaste is the toothpaste of choice.

Over the two days, the consensus culminated in the above recommendation which are agreed and signed off by the expert panel:

Dr. Naif Al-Mesa – Chairman Department of Pediatric Dentistry and Orthodontics, King Saud University, KSA.
Dr. Montaser Al-Qutub – Director of Postgraduate Endodontic Programs, King Abdulaziz University, KSA.
Dr. Samira Al-Sailan – Oral & Maxillofacial Surgery Consultant, King Abdulaziz University, KSA.
Dr. Shereen Kakkas – Assistant Professor of Orthodontics, Hamdan Bin Mohanned College of Dental Medicine, UAE.
Prof. Khaled Balto – Director of Postgraduate Endodontic Programs, King Abdulaziz University, KSA.
Prof. Nada Naaman – Honorary Dean, Professor Department of Periodontology, Saint-Joseph University, Lebanon.

Reference
2. Further information on the evidence, references and methodologies used can be obtained from Dr. Hien Chi Ngo – Moderator of the Consensus. Please email dtmea@dental-tribune.me with your enquiry.

Dental Hygienist Seminar 2017 educates over 300 dental hygienists from MEA region

By Dental Tribune MEA / CAPPmea

DUBAI, UAE: Dental Hygienist Seminar 2017 once again took place as part of 9th Dental Facial Cosmetic International Conference on 03-04 November 2017 at InterContinental Hotel Dubai Festival City. The event which focuses on the dental hygiene profession was organized in collaboration between CAPP and Colgate Oral Care Academy with the support of the International Federation for Dental Hygienists (FDIH) and the Emirates Dental Hygienic Club (EDHC). This year’s 9th edition of the Dental Facial Cosmetic International Conference welcomed over 3,000 dental professionals, establishing itself as Middle East & Africa’s largest scientific international dental programme incorporating several continuing dental education events organized
New campaign focuses on oral health during pregnancy

By DTI

BRUSSELS, Belgium: The European Federation of Periodontology (EFP) and Oral-B have launched a campaign to highlight the importance of oral health for pregnant women and its possible impact on delivery. The Europe-wide Oral Health and Pregnancy initiative aims to help address the problems of pregnancy gingivitis and to bring awareness and advice based on the latest scientific evidence to health professionals and women.

The core element of the Oral Health and Pregnancy initiative is a newly created dedicated web portal. It provides scientific reports, guidelines for oral and other health professionals, brochures, practical recommendations for women, a bibliography, infographics, videos, news items, features, and other educational content—all of which can be accessed free.

Women’s oral health during pregnancy is important, not only for its possible impact on delivery—and thus the possibility of preventing complications—but also for the short- and long-term oral health of pregnant women themselves,” said coordinator of the Oral Health and Pregnancy project Dr. Mariano Saz, who is Professor and Chair of Periodontology at the Complutense University of Madrid in Spain. “This is the key message we would like to give both to health professionals and to women themselves.”

From a scientific perspective, the main contribution of the portal is the publication of four fully referenced scientific papers specially written for the initiative. According to the EFP, the articles cover the importance of women’s oral health during pregnancy; the biological mechanisms between periodontal disease and pregnancy (a narrative review of studies and a systematic review and meta-analysis); and the importance of treating periodontal disease during pregnancy.

“By raising awareness about oral health risks during pregnancy and offering simple solutions, we hope to encourage more women to seek professional dental care and to improve their at-home oral health care while expecting,” said Dr. Anja Rist, professional and scientific relations manager for oral care for Europe, the Middle East and Africa at Procter & Gamble, owner of the Oral B brand.
HYPERSENSITIVITY DUE TO TOOTH EROSION CAN BE GONE WITHIN SECONDS* WITH COLGATE® SENSITIVE PRO-RELIEF™ TOOTHPASTE

The risks that carbonated soft drinks, alcoholic mixers and wine pose to your patients’ teeth are well-known – increased consumption of acidic food and drinks can lead to tooth erosion and hypersensitivity.

However, even your patients following a healthy lifestyle may be at risk due to the acidic nature of fruit juices and sports drinks.¹ Hypersensitivity results when the tiny dentine channels directly linking to nerves in the tooth become exposed and is associated with pain and discomfort triggered by heat, cold or touch.

Addressing hypersensitivity is crucial for providing relief to your patients.

COLGATE® SENSITIVE PRO-RELIEF™ TOOTHPASTE TARGETS HYPERSENSITIVITY FOR FAST PAIN RELIEF*²

The Pro-Argin™ Technology of Colgate® Sensitive Pro-Relief™ toothpaste physically seals dentine tubules with a plug that contains arginine, calcium carbonate and phosphate. The plug effectively reduces dentine fluid flow reducing sensitivity and relieving pain in seconds.*² ³

COLGATE® SENSITIVE PRO-RELIEF™ IS CLINICALLY PROVEN TO RELIEVE PAIN IN SECONDS*²

In a double-blind, parallel group study, 120 patients directly applied either Colgate® Sensitive Pro-Relief™ toothpaste, a regular desensitising toothpaste¹ or a regular toothpaste¹ to sensitive teeth. Change in hypersensitivity was assessed using air blast sensitivity scores, where a lower score indicates better pain relief.

Not only did Colgate® Sensitive Pro-Relief™ provide instant relief of dentine hypersensitivity, both immediately after direct application and after 3 days of use, but it also provided superior pain relief when compared with the other toothpastes.

Recommend Colgate® Sensitive Pro-Relief™ to your patients suffering from hypersensitivity due to acidic tooth erosion – clinically proven to treat hypersensitivity and relieve pain fast.*²

* When toothpaste is directly applied to each sensitive tooth for 60 seconds.
† Containing 5% potassium nitrate and 1450 ppm fluoride as sodium fluoride.
‡ Containing 1450 ppm fluoride as MFP.

References:
Highlights of 2017 for Leading Oral Hygiene Experts

By Beverly Hills Formula

This year Beverly Hills Formula focused on increasing their brand presence throughout the Middle East by attending several industry events, including the International Dental Conference and Arab Dental Exhibition (AEEDC) and BeautyWorld.

The Dubai International Convention and Exhibition Centre was the stage for Beverly Hills Formula’s launch of their latest Professional Oral hygiene range which were showcased at AEEDC and have since been highly recognized as the premium professional products by leading industry figures. Dr. Eyaas Jebrin, periodontist at the Dental Studio in Dubai an Clinica Joelle in Abu Dhabi met up with the Beverly Hills team at AEEDC where he got chance to try their latest Professional White range before it was launched on the market.

Dr. Jebrin, who personally uses and recommends Beverly Hills Formula products said, “I’ve been using the Black Pearl toothpaste and Fresh Pearl mouthwash on a daily basis and I love its clean and fresh feeling after each use with its mild fresh taste as I don’t like strong flavors found in other brands.

“When I started using the Perfect White Black toothpaste and latterly the Black Pearl toothpaste I noticed that my teeth have less stains than before and it has reduced the need for polishing my teeth after time. The toothpaste ingredients are low in abrasives and I think that the activated charcoal plays an important role in removing the stains without harming the enamel.”

Beverly Hills Formula Professional White range includes, Black Pearl whitening toothpaste, Pink Pearl sensitive whitening toothpaste and Fresh Pearl mouthwash. Another innovative product within the range includes Precious Pearl Enamel remineralizing serum which won the award for the Best New Oral Product in this year’s Pure Beauty Awards, London.

Beverly Hills Formula also launched the new Professional White whitening kits at the Dubai Beauty Show in May hosted by Enterprise Ireland. Attending the event, Chris Dodd, CEO of Beverly Hills Formula explained that the kits had been in development for over two years, ensuring only the highest quality ingredients were included to actively achieve a whiter, brighter, healthy smile. The main active ingredient is PAP - Phthalimido-Peroxy-Caproic Acid, a non-peroxide teeth whitening ingredient which breaks down discolourations on the teeth without affecting the tooth structure. Additionally, PAP supports dental hygiene and health by eradicating bacteria which can harm to teeth. Since PAP is only active on the tooth surface, no irritation is caused to the gums and mucous membranes in the mouth.

Chris Dodd added: “Our teeth whitening kits are something we are really excited about because it’s an expansion to our whitening toothpastes and mouthwash in to new devices. Our teeth whitening kits are designed to be used alongside our entire new range of Professional White products which offer a solution for every oral hygiene concern, be that teeth sensitivity, gingivitis, discolouration and enamel protection. We can’t wait to make these products available in the Middle East and were delighted to reveal them first at the Dubai Dental Show and then at the Dubai Beauty Show.”

Beverly Hills Formula were also present at the annual Summer Sale held at the Four Seasons Hotel in Amman, in September, an exhibition focused mainly on local fashion designers who display their latest trends. Here more than a 2,000 guests visited the event where Beverly Hills Formula presented Perfect White Gold as well as Perfect White Black toothpastes, two of their flagship products from their original Perfect White range. Also in July, Beverly Hills Formula took part in the Amman street Fashion event in Jordan which exhibited a wide selection of fashion and beauty products and was attended by over 10,000 visitors.

So as 2017 comes to a close, Beverly Hills Formula have proved that they are not only thriving but driving a growing market in the Middle East.

INTRODUCING THE NEW RANGE...

New advanced formula contains activated Charcoal combined with professional whitening ingredient Phthalimido Peroxy-Caproic Acid (PAP) to remove surface and deep stains without harming the enamel.

Professional Whitening toothpaste suitable for sensitive teeth which helps combat sensitivity. Advanced Formula combines Hydroxyapatite, a natural compound found in bone tissue, that is used to repair micro lesions within the enamel and Potassium Nitrate providing rapid sensitivity action.

Professional Remineralization serum with scientifically proven Hydroxyapatite. Hydroxyapatite is scientifically proven to form new protective layers making teeth stronger and brighter by repairing micro lesions and strengthening the enamel.

Fresh Pearl helps neutralize the pH balance in the mouth and protects against acid attacks, keeping your teeth enamel safe and strong while preventing cavities. Tetrasodium Pyrophosphate and Triphosphatase help the product enable you to restore the colour of your teeth enamel to a natural white colour.

Beverly Hills Formula

Now Available in Superdrug Stores!
Empower your patients to achieve complete care for a healthier mouth with the new Philips Sonicare DiamondClean Smart

By Philips Sonicare

DUBAI, UAE: Royal Philips (NYSE: PHG, AEX: PHIA) today announces the launch of the Philips Sonicare DiamondClean Smart toothbrush, offering patients complete care for a healthier mouth. The DiamondClean Smart is our best and most complete oral care solution, empowering dental professionals and patients to achieve superior results and multiple oral care goals from plaque control to gum health to whitening.

With personalized coaching and feedback, an intuitive brushing experience, to new high performance brush heads, the DiamondClean Smart helps eliminate any guesswork and guide them to improve their overall technique; giving patients more confidence they will achieve a complete clean every time. In fact, 95% of those surveyed agreed it’s the most effective product they’ve used for building healthy brushing habits.

"Connected technology is key to motivating patients to learn more about their oral health and how they can achieve better results. The new Philips Sonicare DiamondClean Smart is our best and most complete brushing solution ever, using industry-leading smart sensor technology combined with the heritage of the DiamondClean range. For the first time it allows dental practitioners to help their patients’ achieve multiple oral health goals while monitoring their progress, ultimately to achieve better longer-term care."

(Rachel England President of Emirates Dental Hygienists Club)

The new DiamondClean Smart connects to the Philips Sonicare App, giving patients personalized feed-
back and coaching which they can choose to share with their dental professional. A suite of smart sensors built into the handle track Location, Scrubbing and Pressure and syncs using Bluetooth® technology. This allows patients to track brushing habits to identify trouble spots to help them achieve 100% coverage for a truly tailored clean. With the Touch Up and Focus Area features to guide patients to a better oral care routine, 87% of users surveyed claimed to be a better brusher after just one week of use.

Easier to use with a new intuitive brushing feature, the Philips Sonicare DiamondClean Smart does all the hard work, using Smart Brush Head Technology and a microchip in the brush head to prompt the handle to the right mode and intensity setting, and it even reminds patients when to change their brush heads.

To address all patients oral care needs for a healthier mouth, the DiamondClean Smart features three brush heads that promise a more precise and tailored clean.

The new brush heads include:

• Premium Plaque Control: gently contours to your teeth resulting in four times better surface contact (as compared to DiamondClean brush head) and removes up to ten times more plaque (as compared to a manual toothbrush).

• Premium White: densely-packed stain removal bristles that whiten and polish teeth resulting in a five times whiter smile in three days.

• Premium Gum Care: a small brush head that reaches the very back of your mouth to your molars and achieves up to seven times healthier gums (as compared to a manual toothbrush) in just two weeks.

Philips Sonicare DiamondClean Smart is available in UAE at the recommended retail price of 1495 AED. And available in Kuwait at the recommended retail price of 1535 KWD. The Philips Sonicare app is free to download and available on iOS and Android devices.

References

1. Improved oral health for/to support improved oral health
2. 95% of consumers surveyed agreed DiamondClean Smart is the most effective product they’ve used for building healthier brushing habits

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In an interesting turn in the debate between amalgams and composite fillings, it was found that there were no major differences between patients receiving either material in terms of filling failure rates. The researchers suggested that this shows composite fillings are at least as durable as amalgam fillings and offer a viable alternative with no toxic ingredients.

"A better understanding of individual susceptibility to dental disease and variation in treatment outcomes will allow the dental field to move forward," said lead author Prof. Alexandre Vieira, from the Pittsburgh dental school’s Department of Oral Biology. "In the future, genetic information may be used to personalize dental treatments and enhance treatment outcomes."

The study, titled “A pragmatic study showing that dental composite fillings are genetically determined: A contribution to the discussion on dental amalgams,” was published on Nov. 6 in the open-access journal Frontiers in Medicine.
WHITE TEETH
FRESH BREATH
PURE SMILE

WHITE TEETH DUE TO
HYDROXYLAPATITE

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BLACK IS WHITE
CHEW FOR WHITE
WITH ACTIVATED CHARCOAL

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WHY JUST MASK SENSITIVITY?
SEE THE DIFFERENCE COLGATE® MAKES FOR PATIENTS

Repairs sensitive areas of the teeth and is 2X more effective.*1

MASKING LIMITS RELIEF
Potassium-based toothpastes mask pain by desensitising the nerve, but leave dentin exposed

REPAIRING IS SUPERIOR WITH COLGATE® SENSITIVE PRO-RELIEF™
• Unique Pro-Argin™ technology works upon contact with saliva to build a calcium-rich layer
• Instant relief and 2X more effective*1

Most patients who use Colgate® Sensitive Pro-Relief™ are able to enjoy life sensitivity-free†
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†vs potassium-based toothpaste. †Patient Experience Study, EU 2015, IPSOS.