Dental seminar in Dubai highlights risks of gum disease, gathers 350 dentists

Benefits of clinically proven Parodontax toothpaste demonstrated during event; Around 50 per cent of worldwide population suffer from gum problems

GlucoSmithKline (GSK) Consumer Healthcare highlighted the benefits of its Parodontax toothpaste, which has been specifically formulated to address the problem of bleeding gums, during the dental conference and lecture it organised in Dubai in association with the Dental Society of the Emirates Medical Association at the Murooj Rotana Hotel. As daily toothpaste containing mineral salts and six natural herbs extracts, the clinically proven Parodontax helps stop bleeding gums, strengthen gum tissue, and fights plaque and tooth decay.

More than 550 dentists from the UAE gathered at the conference in Dubai, which featured discussions on gum disease, periodontics and dental hypersensitivity, and particularly focused on the risks associated with ignoring bleeding gums. The event, accredited by the UAE Ministry of Health, served as a platform for dental experts to share best practices with regard to the latest gum disease treatment techniques, in addition to serving as a forum to discuss pertinent issues, trends and solutions.

GSK Consumer Healthcare-Parodontax has been organising such conferences to create greater awareness about gum problems as statistics reveal that around 50 per cent of the population worldwide suffer from gum problems.

Periodontics was a key subject of discussion at the day-long seminar given the increasing cases of periodontal disease around the world. Periodontal disease is a chronic inflammatory disease that affects the teeth. If left untreated, it can lead to tooth loss, and may also interfere with other systems of the body.

The federal government argues that “GSK sold certain batches, lots or portions of lots of substandard or ineffective drugs," that possessed a strength, purity or quality “which fell materially below" that which was specified in the drugs’ FDA approvals, can introduce into the marketplace and, in the worst cases, can potentially put patients’ health at risk," said Tony West, Civil Division Assistant Attorney General for the Department of Justice. The Justice Department says this settlement is part of the government’s ongoing effort to battle health care fraud under the False Claims Act. The law has helped the government to recover $4.2 billion in cases related to federal health care fraud since January 2009.