The Nr. 1 recommendation¹ from dentists is to use floss, so why aren’t more people doing so?

By Jordan

Most of us have been told by our dentist that we should clean better between our teeth. Floss is a great tool to do just this. Flossing should be an essential part of any oral health care routine. Most national Dental Associations, including the American Dental Association, recommends flossing at least once a day to achieve optimal oral health.

So why is it so important? We all want clean and healthy teeth. To get this we need to invest time each day to “brush” properly. Our teeth have 5 surfaces and only 3 of them are properly cleaned by a toothbrush. In order to remove plaque from between our teeth we need to use an interdental product. If we do not remove plaque regularly it will harden and could lead to a cavity and tartar. The area just under where two of our teeth meet is one of the most susceptible to cavities. Areas in our mouth which are difficult to get to, for example around our back molars and at the back of our teeth, also make them targets for plaque build-up and tartar.

In Scandinavia, dentists recommend that children start using floss as early as when their permanent teeth start to emerge, in other words before they are 10 years old. The American dental Association recommends that children start to floss when two teeth of their teeth touch. Parental help is advised as it is difficult for children to master the technique. Establishing this habit early and doing so on a daily basis is the best way to keep your teeth clean and your gums healthy. Flossing can also help prevent and reverse the early stage of gum disease, gingivitis.

So why aren’t more people flossing? In our research¹ the three most important reasons that we came across were:

- A lot of people don’t floss because they don’t think they need to. “I have no cavities or gum disease”
- It’s a routine that is difficult to establish daily. “I don’t see the results”; “it’s boring”; “it takes too long”
- It’s not easy finding the right products. “There are a lot of choices, I don’t know which ones is right for my needs”; “I don’t like having my hands in my mouth and it’s difficult to use”
- A bad past experience stops continued use. “I don’t like that my floss shreds”; “My teeth are too tight”

Jordan has a range of quality products designed for different consumers’ needs and lifestyles. Traditional floss is very effective but for some people it can be difficult to master the technique. Research shows if you are a traditional floss user, you are loyal to this format because you feel it is the most effective. Flossers are easy and convenient to use and we see more and more people choosing this as an alternative and sticking to it. This seems to be a good tool to recruit new users.

The Nr. 1 reason why people start to use floss is still because their dentist recommended it. So keep recommending and help them find the best floss product for them.
Myths vs. Truths

By Beverly Hills Formula

There are many misconceptions surrounding whitening toothpastes. We tackle the common patient misconceptions to help you confidently recommend the most suitable choice for your patients.

Although teeth whitening has become one of the most sought after cosmetic dental treatments requested by patients, not all will want to “splash their cash” on these expensive treatments, but, by the same token, they are also dubious about whitening toothpastes.

1) “Whitening toothpastes are ineffective”

In late 2012, whitening toothpaste came under scrutiny when Arm & Hammer’s Advanced Whitening toothpaste advertisements were banned after it emerged that 45 per cent of users, during a four-week trial, either saw no improvement or were left with darker teeth (1).

By association, many patients assume that all whitening toothpastes do not live up to their claims. Contrary to this, it’s important that the effective toothpastes, available, which are clinically proven to work, are brought to your patients’ attention. These products should contain ingredients such as the stain-dissolving agent, Pentasodium Triphosphate.

2) “Whitening toothpastes are harmful to teeth”

It also prevents food particles settling on the teeth, effectually keeping teeth whiter for a solution for patients looking to combat bad breath whilst also dissolving surface stains.

Ultimately, Beverly Hills Formula’s range of whitening toothpastes offers patients an affordable way to remove the natural whiteness of their teeth by removing stains from the tooth surface, whilst providing that all-important, long-lasting protection.

Low in abrasion, Perfect White toothpaste contains Hydrated Silicon: a stain dissolving agent, Pentasodium Triphosphate; and anti-tartar ingredient, Tetrasodium Pyrophosphate. For extra stain removal, this toothpaste can be left on the teeth for up to one minute before brushing.

And for patients who suffer from sensitivity, but long for that gleaming Hollywood Smile, Perfect White Sensitive is the toothpaste of choice: it contains desensitising agent, Potassium Nitrate.

Roasting an innovative formulation, Perfect White Black contains activated charcoal along with the stain dissolving ingredients in Perfect White to provide a solution for patients looking to combat bad breath whilst also dissolving surface stains.

References


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