Establishing good oral care habits from the very first tooth

By Jordan

It is important that we take care of our teeth right from the beginning and establish good brushing habits.

Parents and children do not share the same motivation when it comes to choosing their toothbrush. Parents are concerned about safety and look for quality products that they think their children will like. As many as 45% of them buy “children's personal care” products because their children are more excited about using them. Children are primarily motivated by fun (much more than health). Colours and design play an important role in making their brushing sessions positive. Older children especially are attracted to “new” features and functions that they would like to try.

In a recent consumer study, we found that parents appreciate information that will help them make good decisions when selecting a toothbrush for their child. In addition, parents welcome initiatives that will help their children be more enthusiastic about brushing their teeth.

To meet these needs, here are some good tips to remember when considering your next toothbrush for your child:

- Choose a soft toothbrush. Children have softer enamel than adults do, and it is easy for them to brush too hard. A soft toothbrush is gentle and safe for children’s teeth and gums.
- Children need a small toothbrush head as their mouths are smaller and it is easier to navigate around the mouth with a smaller head. A small head makes it easier to reach and clean properly all the difficult areas in the mouth, especially the back molars when they start to develop. It is in these areas that cavities are most likely to start developing.
- Children have less dexterity and motor skill development than adults do. It is easier for them to control their brushing movements with a handle that has more volume. Their hands are also much smaller than adults are so choose a handle that will fit comfortably in their hands.
- Children should use a toothpaste that is formulated especially for them, and only a small amount is sufficient (a good rule of thumb is to think about the size of the nail on your child’s little finger and use a similar amount of toothpaste). Children’s toothpaste have a lower dosage of fluoride than adult toothpastes. Most children prefer milder toothpastes that are not “strong.” They tend to prefer other flavours like fruit flavoured toothpaste. Children should not swallow toothpaste.

- Parents are advised to brush their children’s teeth. In the Scandinavian countries, the National Dental Associations recommended parental assisted brushing until children are around 10 years of age.
- Brushing the teeth for 2 minutes gives the best results. Brushing time is the most easily controlled parameter of effective everyday brushing. Increasing time from 45 seconds to 2 minutes will increase plaque removal and contribute to significantly improved oral health benefits.
- In addition to brushing, the American Dental Association recommends that parents help their children “floss” as soon as two of their teeth touch each other. This can be as early as when they get their permanent back molars (from 6 years of age).
- To keep teeth clean and healthy it is recommended that both you and your children avoid in-between meal snacking and foods and drinks that can harm your teeth's enamel. Try rinsing your mouth with water in between brushing sessions to help wash away food and help prevent plaque build-up. Finally, regular check-ups with your local dentist/hygienist will help you keep your teeth healthy.

Beverly Hills Formula reveals the secrets of whitening toothpastes!

Beverly Hills Formula has been working hard to provide premium quality oral care products for the dental sector through their range of whitening tooth pastes and mouthwashes for more than 20 years. Dental Tribune Middle East & Africa speaks to Beverly Hills Formula Managing Director Chris Dodd to reveal some secrets that lie around whitening toothpastes!

Dental Tribune MEA: Firstly, can you give us some background on Beverly Hills Formula and its overall vision?

Chris Dodd: When Eric Petersen established the Beverly Hills Formula brand back in 1992, the majority of whitening tooth pastes around were very abrasive and were responsible for tooth sensitivity and damage to the enamel. And so it became the company’s aim to provide whitening tooth paste that enabled everyone to attain high stain removal and effective tooth whitening results, without damaging its enamel. This was, and continues to be, the core vision of the company and Beverly Hills Formula brand.

Beverly Hills Formula whitening toothpaste has been in the oral care health and beauty sector for over 20 years now. Where do you think this success lies?

We continuously strive to enhance our product offering and one of our latest developments is Perfect White Black toothpaste. Ideally placed to complement the Perfect White range, Perfect White Black helps those who suffer from bad breath achieve a Hollywood smile with its high performance ‘activated charcoal’ whitening whilst experiencing a fresh breath feeling. Innovation, high stain removal but low abrasivity are key factors for Beverly Hills Formula and it is important to us to always be using the highest quality of ingredients to ensure the quality of our products is next to none. This is why I believe Beverly Hills Formula remains successful over 20 years since the brand was born.

Tooth whitening is one of the fastest growing markets in the dental sector. Why do you think this is?

In today’s image-conscious society, more and more celebrities are opting for tooth whitening, veneers, or other cosmetic procedures, in order to attain a bright, white smile, aka the “Hollywood Smile”. Quite simply, if people aren’t happy with their appearances, including their teeth, this can impact on their confidence, self-esteem and happiness. As a result, patients are increasingly turning to their dentists and dental hygienists for advice on how to whiten their teeth safely and effectively. Beverly Hills Formula has been able to meet this demand by providing products that are both effective and safe for use with a wide range of tooth whitening systems.

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wonder why teeth whitening is such a real turn off (1), it’s no wonder why teeth whitening has become a fast growing market within dentistry. With an array of tooth whitening products on the shelves, what makes your whitening toothpaste stand out from the crowd?

Taste, brand, image and ability to combat common dental problems are all common factors for choosing toothpaste, but not many look beyond the attractive packaging and into the ingredients. One of our core values is to continue to spend resources on enhancing the quality of the products and ingredients going inside the tubes instead of excessive packaging and spin marketing. The result? Low abrasion toothpastes with high stain removal, helping to protect the patient’s oral health whilst enhancing their smile. Sensitivity is a common problem, especially after professional tooth whitening. Is there anything dentists can do to help alleviate this discomfort for patients? After in-surgery tooth whitening treatment patients can be experience sensitivity, this can be anything from a mild twinge to having severe discomfort that can last for several hours, or even days. Highly abrasive toothpastes can add to this pain, as they continue to wear away the enamel. For this reason, patients should use a less abrasive, desensitising, whitening toothpaste that contains the ingredient Potassium Nitrate. Those who require extra sensitivity relief with an extra whitening boost will appreciate Beverly Hills Formula’s whitening toothpaste levels of 15 toothpastes. The results confirmed that Beverly Hills Formula Perfect White Gold toothpaste, contained excellent anti-bacterial properties and a refreshing double mint flavour. The new Perfect White Black Mouthwash contains the same whitening activated charcoal ingredient and complements the toothpaste making these products the perfect marriage.

How about their abrasivity? How safe are whitening toothpastes? There is a misconception that to removal dental stains caused by smoking and some foods and drinks, patients need to resort to products that contain harsh abrasives. This is now the case. We recommend that patients use whitening toothpastes that contain Hydrated Silica, like our Perfect White range. This low abrasive polishing ingredient, which is frequently combined with the softer calcium carbonate to provide a smooth gel-like quality, works hard to remove plaque and stains and whiten the teeth. This mild abrasive is harm less and is even listed by the US Food and Drug Administration as “Generally Recognised as Safe”. Toothpaste abrasiveness is measured by RDA (Relative Dental Abrasiveness) value, and any figure over 100 is considered to be “abrasive”. In July 2012, a USA-based independent testing laboratory tested the abrasivity levels of 15 toothpastes. The results confirmed that Beverly Hills Formula’s whitening toothpaste is less abrasive than both regular and whitening toothpaste brands. Some brands scored as high as 158 whilst Beverly Hills Formula scored 95 on the Abrasivity Index Table. We at Beverly Hills Formula are proud of our low abrasion products and use every opportunity to include abrasivity information on the packs, as we believe that consumers have the right to make well informative choices. Finally, can we expect to see any new and exciting developments at Beverly Hills Formula over the coming months? We continuously strive to enhance our product offering and our next development will be the new Perfect White Black Toothpaste from Beverly Hills Formula Perfect White Gold toothpaste, and Perfect White Black Mouthwash. Perfect White Gold, incorporating gold elements to help in the whitening toothpaste, contains excellent anti-bacterial properties and a refreshing double mint flavour. For more information, please call +353 1842 6611; email info@beverlyhillsformula.com; or visit www.beverlyhillsformula.com. Follow us on: Twitter @BHF_Whitening