A date for your diary - Hygiene Day announcement 15th November 2014

By Victoria Wilson

A

s Editor of Hygiene Tri-

bune MENA I am ex-

remely pleased to be

announcing the forthcoming

Hygiene Day on Saturday 15th

November organized by CAPP.

This will be the second Hy-

giene Day with CAPP follow-

ing on from an unprecedented

turnout at the launch of the first

Hygiene Day earlier this year in

May 2014.

In the previous issue of Hygiene

Tribune MENA I reviewed the

1st Hygiene Day, sharing the ex-

cellent feedback on the speak-

ers and the day. We anticipate a

similar turn out as last time, if

not more!

This Novembers Hygiene Day

will be held at the 6th Dental

Facial Cosmetic International

Conference at the fabulous Ju-

meirah Beach Hotel.

It is a very exciting time for

Hygienists in the MENA, as we

are gradually getting more

recognition for our valuable

contribution and commitment to

Oral Health, with more and

more dentists viewing the Hy-

gienist as a key member of the

Dental team.

A career in Dental Hygiene
certainly offers a wide range of

challenges, and it can be quite

a solitary career at times, for

this reason days that we can come

together to deepen our skills

set, exchange knowledge and

information about our profes-

sion is invaluable to us. Thanks
to CAPP a Hygiene Day now

exists for us to continue with a

high standard of CPD.

We do have 5 more speakers

organised, these will be an-

ounced shortly.

The Hygiene Day stands yet to

help solidify the recognition of

the profession in the MENA.

Please arrange with your col-

leagues tickets and transport
to the day, it is guaranteed to be

excellent!

I will take this opportunity to

welcome Professor Mary Rose

Pinelli Boglinon, from Italy

this November. It is such an

honor to have Mary lecturing to

us and share her extensive

years of experience, knowl-

dge and skill set first hand. Mary

will be talking on ‘The Man-
germent of Orthodontic

Patients’. As well as delivering a

hands on course on that should

not be missed.

My journey as a dental hygienist

By Kareem Wilson, USA

We all live to be an in-

spiration to others. At

my alma mater, Loma

Linda University, there is a sta-

tue in front of the dental school

that carries the inscription, “To

make man whole.” That state-

and inscription was there to

remind us that it is our duty to

inspire and make our patients

whole. It can be your children,

spouse, loved one or people

around you that you want to

influence and change their life

for the better. As a Hygienist, I

know that I inspire my patients
to live healthy and happy lives.

“We all live to be an inspiration
to others”

Through clinical education,

I make sure that my patients

have all the knowledge to cre-

ate their happiness through a

beautiful and healthy smile. I

also strive to use my physical

skills to bring joy and relief

from discomfort by improving

their oral health. The hygien-

ist is usually the social life line

doing dental practice, and we

tend to bridge the gap between

dentist and patient. It is great

to be able to interact and build

meaningful relationships with

my patients. My experience as

a hygienist for the past 17 years

has been wonderful. I have

seen children grow and lose

primary teeth, go through orth-

odontic treatment, and then go

off to college. I have helped

patients lose weight through

sharing and giving health tips.

Many of my patients have

come from a mouth full of decay

and periodontal disease to

healthy, beautiful smiles. Even

most of all, our patients actually

like to come to see us at our office

because they know they will be

accepted and appreciated.

Through mission work in Haiti,

I am able to touch the lives of

many people who would never

have access to dental care. In

the country of Haiti, there is

one dentist for every 90,000

residents. There are very few

dental hygienists in the whole

country, and 95 percent of all
dental professionals in the

country practice in the capital of

Port-au-Prince. The joy of

providing treatment and flus-

ride to patients in this desperate
country is indescribable. The

patients in Haiti are so grateful

for the dental care. When our

nonprofit organization, Bethesda-

Medical Mission, visits Haiti,

we also bring dental supplies

like toothbrushes and tooth-

paste to be distributed to all

the patients who visit the clinic.

We bring books, toys and games

to the children to enjoy. I also be-

lieve that I am an inspiration to

the children in Haiti by giving

them hope for a better life.

Through classroom education

able to instruct students on

nutrition, oral and over-

all health. I have been using the Es-

ther Wilkins chil-

dren education program to go to

preschools and grade schools to

educate the children on dental

health. You would be surprised to

know what children think and

know about dental health! The

program is presented in a fun

and exciting way, so the children

are excited about taking

care of their oral health.

The profession of dental hy-

gienist has progressed over the

years. There are so many hy-

gienists who are doing amaz-

ing things in the workforce,

such as therapy, education

and making a difference with

each and every patient. Through

the Pros in the Pro-

fession Award program, Crest

Oral-B continues to recognize

hygienists who go above and

beyond the call of duty.

I was so blessed to have been

chosen as a Pros in the Profes-

sion Award Recipient in 2011.

It allowed me to further my

expertise in education and advo-

cacy. I have been asked to sit

on the board of the Connecticut

Oral Health Initiative which is a

nonprofit advocacy organiza-

tion in the state of Connecticut

that is dedicated to promoting

oral health. I have been asked
to join the Connecticut Dental

Association board to help

strength hygienic mem-

bership to the association. I

have been able to meet some

All about Loupes

By Optometrist Rume Oerts

OD, MSc

W

hat are Loupes?

A loupes is a simple, small

magnification device used to see

small details more closely. Unlike a magnify-

ing glass, often set in a frame, its lenses are

contained in a cylinder holder, or into an

enclosing housing that protects the lenses.

What is the History of the Loupes?

• The 29th Sept. 1608, a Dutch

lens manufacturer, Hans Lippers-

hey born in Wesel, noticed that

when you hold two lenses up

to a certain distance from each

other, an object seems closer. He

then applied a patent on an ap-

paratus with the ability to make

“all things observed at a greater
distance seemingly closer”.

• The father of microscopy, An-

ton Van Leeuwenhoek of Hol-

land (1632-1723), started as an

apprentice in a dry goods store

where magnifying glasses were

used to count the threads in

cloth. Anton van Leeuwenhoek

was inspired by the glasses used

by drapers to inspect the quality

of cloth. He taught himself new

methods for grinding and pol-

ishing tiny lenses of great curva-

ture which gave magnifications

up to 270x diameters, the finest

known at that time.

• These lenses led to the build-

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Developing oral care products imaging and innovation

By Paul Sagel

Digital Plaque Imaging

The assessment of anti-plaque activity using digital imaging involves automated measurement of the area of plaque on facial aspects of upper and lower teeth. After disclosing the teeth with fluorescein, the denition is digitally captured in sequence of standard long wave UV lighting. Using a computer algorithm, the pixels are then individually assigned to plaque, teeth, gingivae or background based on the colour. The areas of coloured pixels associated with the disclosed plaque are then summed up to determine the amount of plaque present. Similarly, the area of pixels for the teeth and plaque combined is summed up, and then a calculation is made to determine the plaque coverage as a percentage of the total area. In this manner, it is possible to make a precise and objective determination of the significant reductions in plaque obtained with the stabilised stannous fluoride contained in Oral-B Pro-Expert.

One study using digital plaque imaging, conducted in 2006, gives an example of its use to determine the effectiveness of anti-plaque agents. Using this technology, it was possible to objectively measure statistically significant overnight and daytime plaque reductions with use of the stabilised stannous fluoride/sodium hexametaphosphate dentifrice relative to a marketed control. Other research using digital plaque imaging showed a 24.4% reduction in overnight plaque growth using stannous fluoride dentifrice. Digital plaque imaging is an ideal method to assess plaque reductions - it's a real step forward to objectively prove the efficacy of products, more quickly optimise them and then introduce them to improve the lives of consumers.

Regimens have also been tested using digital plaque imaging. As an example, one study assessed overnight plaque coverage and plaque coverage following brushing with a standard fluoride dentifrice. We then compared the results with overnight plaque coverage and post-brushing plaque coverage following two weeks of use of a regimen which included twice-daily brushing with stannous fluoride dentifrice and twice-daily rinsing with cetylpyridinium chloride (CPC) mouth rinse. As shown in Figure 2, the differences were dramatic - they were measured using digital plaque imaging which provided objective evidence for the efficacy of the regimen.

Digital Whitening Imaging

Digital imaging at Procter & Gamble was next used to determine the effectiveness of tooth whitening formulations and products. As with digital plaque imaging, this enabled the research team to rapidly and objectively assess the actual benefits of products. First provided proof of concept and later clinical proof for the effectiveness of hydrogen peroxide formulations contained in a novel and disruptive whitening product that delivered the whitening agent on a thin plastic strip which was applied directly to the teeth (Crest Whitestrips). Imaging also provided the objective comparative whitening results that were needed to prove that this product worked better than many tray-based whitening products. The digital imaging was an ideal method for the evaluation of whitening efficacy, with research showing that the clinical measurement of tooth colour via digital imaging is accurate, precise and reliable.

East Forward to the Present

The research and development team at Procter & Gamble now has extensive experience using digital imaging to assess antibacterial activity and whiten ing efficacy. This technology is currently used to develop just about every oral care product at Procter & Gamble. It is also used to evaluate new oral care products and also makes a great demonstration tool to visually show the efficacy of our products. Procter & Gamble has also used digital imaging at conventions and also to help set dentists and dental hygienists images of their own dentition. Even a very small amount of plaque is so easily visible using this technology that you can really see the difference. Digital imaging technology is credited by ASTM International previously the American Society for Testing and Materials (ASTM)).

Rather than just visual dramatisations, seen in some advertising, by using this credible, objective imaging technology it is possible to show actual plaque reductions and/ or colour improvement. It also allows rapid assessment of components and products for results that make strong, truthful performance claims possible.

In the early 1990s, Procter & Gamble spent countless hours developing this technology and realised that it is prudent for the entire industry to have access to the technology so that all products and technologies can be objectively evaluated. The company invites everyone to evaluate their products with this objective imaging system and often places imaging systems at other companies and universities so that they can use the technology as well. The plaque imaging system was also on display at the American Dental Association a few years back.

The Future

With respect to the future of digital imaging, the difference between conventional imaging and microscopy is closing soon to the advent of highresolution cameras. From the early beginnings using digital imaging, the research team at Procter & Gamble has continued to develop and explore other uses for it. We currently use imaging to measure plaque, gingivitis and calculus.

Looking further into the future, it is possible to foresee digital imaging being used to measure biochemical markers associated with oral disease.

For a list of references or to ask a question/comment on this article, email PPD@fmc.co.uk

Digital Plaque Imaging

1. Disclose the teeth with fluorescein
2. Take digital images of the facial surfaces with standardised UV lighting
3. A minimum (and optimised) assignment of pixels (to plaque/tooth/gingivae/ background)
4. Summation of the area of pixels associated with plaque
5. Summation of the area of pixels associated with teeth and plaque combined
6. Calculation of the percentage of the summed total area of pixels associated with plaque
PRECISION CLEAN BRUSH HEAD PROVIDES

UP TO 5x
GREATER REDUCTION
IN PLAQUE BIOFILM ALONG THE GUMLINE

5x

* vs. a regular manual toothbrush

#1 Oral-B, most Dentist Recommended Toothbrush Brand worldwide

continuing the care that starts in your chair
Philips introduces its best brush yet, Sonicare DiamondClean, helping users achieve brushing brilliance every time

By Philips

Dubai, UAE - Philips is proud to present the new Sonicare DiamondClean – a brush that takes sonic toothbrushing to its most sophisticated level and which delivers Sonicare’s best clean yet removing up to 100% more plaque in hard to reach places than a manual toothbrush.

Sonicare DiamondClean harnesses Philips Sonicare®’s patented sonic technology to produce a powerful dynamic cleaning action for a difference users can see and feel. It is gentler on teeth and gums than a manual toothbrush, helping to keep teeth stronger and healthier for longer. Philips Sonicare gently whips toothpaste into an oxygen-rich foamy liquid and directs it between and behind teeth and along the gumline where plague bacteria flourish.

Sonicare DiamondClean is clinically proven to remove up to 100% of plaque from hard to reach places and to improve gum health in just 2 weeks. It is also clinically proven to whitening teeth in 1 week; and its gentle technology actually helps protect against gum irritation and recession to help reduce sensitivity. Now is the perfect time to give your teeth the celebrity treatment and switch to Sonicare to really experience the difference. The brush is able to deliver a unique whole mouth clean feeling thanks to its five brush modes that allow you to tailor your brushing according to your needs as well as your dental profession’s advice. The brush modes range from:

- Clean – the standard mode for a whole mouth clean
- Polish – brightens and polishes teeth to bring out their natural brilliance
- Gum Care – gently stimulates and massages gums
- Sensitive – an extra-gentle mode for sensitive teeth
- Highly charged

DiamondClean’s chrome base also features a unique charging glass that can be used for cleaning in areas of special need, for orthodontic patients or the Philips Sonicare range, including copies of clinical studies, visit www.mea.philips.com/e/oralhealthcare/armode illuminated to reveal the array of options. These are then simply selected by scrolling down using a one button action.

When traveling or on the go, Sonicare DiamondClean is designed for convenience with users being able to keep their brush fully charged using a revolutionary USB travel case that can be plugged into almost any lap top computer and saves the hassle of having to pack plugs and adaptors, but only the most intrepid travelers need worry about this advanced feature as Sonicare DiamondClean holds an impressive three weeks charge.

Brilliant cut

Sonicare DiamondClean brush heads also sport a new diamond-cut tuft formation to provide you with an even more efficient cleaning experience. The uniquely designed diamond bristle heads have 44% more bristles than Philips Sonicare®’s standard sized ProResults brush heads, providing you with both superior plaque removal and whiter teeth. The heads come in two sizes – Standard and Compact – for focused cleaning in areas of special need, for orthodontic patients and those with smaller mouths.

Contact Information

For more information about Philips Sonicare DiamondClean or the Philips Sonicare range, including copies of clinical studies, visit www.mea.philips.com/e/oralhealthcare/arm

Dentigris

Precison Implants made in Germany

Hard and Soft Tissue Regeneratives

Wide Portfolio for Implantology, Periodontology and Oral Surgery

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4C HYGIENE TRIBUNE

by Philips

Sonicare DiamondClean

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Reveal your patients’ most healthy, radiant smile with Philips Zoom WhiteSpeed

Give your patients the immediate white smile they want and the healthy white teeth they need, with the new Philips Zoom WhiteSpeed. The number one patient-requested professional teeth whitening brand is clinically proven to deliver superior whitening results in just one office visit. WhiteSpeed is shown to whiten teeth up to 8 shades in 45 minutes; that's 40% better than a comparable non-light activated system.†

The new Whitening LED Accelerator’s variable intensity settings allow you to customize the output to ensure each patient receives a more comfortable treatment. 91% of patients experienced little to no sensitivity with Zoom WhiteSpeed.‡

Now better than ever — Philips Zoom WhiteSpeed.

* In the U.S.
† Compared to Philips Dash
‡ Results based on 500-person study. Data on file.

New Philips Zoom WhiteSpeed Light-Activated Whitening System.
A better experience for your patients and your practice.

Philips Zoom In-Office Whitening kit makes treatments easier
Packed in procedural order; you get everything you need for each treatment, including Philips Zoom at-home whitening gel for follow up and maintenance complete in a single package. The Philips Zoom Kit also includes simplified visual instructions.

Unique products for your sensitive patients
Each treatment comes with a Patient Post Care and Maintenance kit that includes the Relief ACP Oral Care Gel. This unique formula combines potassium nitrate for sensitivity relief along with Amorphous Calcium Phosphate (ACP) that helps create healthier smiles through advanced enamel protection. To ensure a more comfortable experience all around, instruct patients to use it for 10-30 minutes after treatment.

New Philips Zoom WhiteSpeed Whitening LED Accelerator
The advanced Philips blue LED technology provides approximately 50,000 hours of use—reducing operating costs, downtime and is 40% more energy efficient. The light also emits 100% greater light intensity with no compromise to safety. Redesigned to be easier to position and more ergonomic, your patients and your treatment will be better than ever.

New support for your practice
Philips Zoom is funding a worldwide public relations campaign to drive patients to dental professionals, and new programs to help you quickly and easily integrate Zoom into your practice.

“With this new light the patient’s sensitivity is minimal, making the procedure much more pleasurable.”
– Juban Dental Care - Baton Rouge, LA
Dentists and hygienists are well aware of the impact diet has on a patient’s oral health and overall well-being, and patients will be more likely to follow dietary recommendations if they come from a trusted practitioner. So your relationship with your patient is the perfect opportunity to create a positive influence that extends far beyond the dental chair.

While you may already encourage a “healthy diet”, there is much confusion over what “healthy” actually means. Snacking can be especially challenging, so in this article I’d like to offer a number of suggestions you can give your patients especially in light of individual nutritional requirements:

• Low energy: fatigue is a chief complaint among many people today, which sets off a vicious cycle of consuming sugar to obtain brief bursts in energy. Telling people to “just avoid sugar” will be ineffective if they’re struggling with fatigue. Instead, such patients should be encouraged to consume protein with a bit of healthy fat. Both the protein and the healthy fats provide a steady source of energy that burns efficiently without peaks and troughs, and without encouraging weight gain (as opposed to sugar). Here are some examples of protein and health fat:
  - Chicken breast and avocado slices wrapped in a leaf of Romaine lettuce
  - Almond butter on celery sticks or carrot sticks
  - Hard boiled egg with sea salt
  - Craving sweets: often linked to low energy (above), as well as dehydration, the patient should address the underlying energy issues and drink adequate water. Yet to satisfy the immediate craving, suggest one of the following snacks:
    - Crunchy, sweet apple or ripe banana (fruit should always be ripe and in season, otherwise it won’t taste good!)
    - Fresh berries on whole, plain yogurt
    - Herbal tea or green tea sweetened with stevia (the extract of a sweet herb that is entirely natural and does not affect blood sugar)
    - Glass of water with fresh squeezed lemon juice and stevia

Robin Treasure is a wellness coach who hails from the United States and received her professional training from the Institute for Integrative Nutrition. She works with clients experiencing stress and burnout by helping them make key changes in their diet, lifestyle and mindset. Moreover, she designs strategies to help her clients thrive while meeting the demands of their daily lives.

For further information, please visit: www.robintreasure.com
14-15 November 2014
Jumeirah Beach Hotel
Dubai UAE

6th Dental - Facial Cosmetic International Conference
Joint Meeting with
3rd Global Conference of American Academy of Implant Dentistry

www.cappmea.com/aesthetic2014