

Oral-Bulletin



WELCOME TO THE LATEST EDITION OF THE ORAL-BULLETIN

There's been a lot happening at Oral-B over the past few months, with new product innovations, new staff appointments and accreditation from one of the leading International Dental Bodies. With the festive season fast approaching, we're giving \$1,000 away to 8 lucky winners to put towards their Practice Christmas party – see below for more details.

IN THIS EDITION:

1. Continuing Education on the web

Oral-B's Dentalcare.com was established in the United States and has been accredited by the American Dental Association Continuing Education Recognition Program (CERP). Dentalcare.com is the #1 Online Continuing education provider, delivering as many online courses in 1 month as the American Dental Association does in 1 year. In this edition, we look at the issue of remote access to educational tuition and material.

2. Meet the Oral-B Professional Team

This edition of the Oral-Bulletin also welcomes the appointment of Dr. Robert Lee to the position of Oral-B Australia's Professional and Scientific Relations Manager.

Plus, we re-introduce our existing and introduce our 6 new Oral Care Consultants. You can read all about their previous experience in the dental industry, as well as the specific territories they cover.

3. Hygienist Corner

We also hear from the DHAA National President and Dental Hygienist, Jane Rossi, on the benefits of using powered toothbrushes.

4. New products

Don't miss the exciting new updates to our power range on the back page, as well as the new CrossAction® Pro-Health® 8+ manual brush that's been designed specifically for pre-teens.

British Dental Health Foundation backing

Finally, we celebrate the recent announcement that Procter and Gamble has been granted official approval from the British Dental Health Foundation (BDHF) for the oscillating-rotating Oral-B power toothbrush. This brush is now the only adult power brush to receive accreditation from the BDHF's independent panel of international experts.

CHRISTMAS GIVEAWAY

Would you like \$1,000 to put towards your 2010 Practice Christmas party?*

Oral-B is giving one lucky winner in each State/Territory the chance to win \$1,000 to splurge on this year's Christmas party.

Fill out our brand preference survey and tell us about your party's theme in 50 words or less, and you and your staff could be celebrating the festive season on us.

The next best 3 entries in each State/Territory have the chance to win a Personal Care Pack, valued at \$203.

(Entry details can be found on the back of the accompanying letter.)

*Terms and Conditions apply. Closes 9th December 2010. Log onto oralclub.com for full Terms and Conditions.



CONTINUING EDUCATION ON THE WEB

Dentalcare.com

*By Dr Anthony Burges BDS, FRACDS. Dental Surgeon,
176 Victoria Road, Drummoyne NSW 2047.*

With the introduction of mandatory continuing education in Australia for all clinical dental practitioners, concern has been expressed at the problems of geographically remote practitioners accessing education as well as the costs of attending courses.

Access to electronic educational resources will hopefully alleviate these concerns and serve as an important adjunct to attendance at Congresses, lectures and hands on programs.

Dentalcare.com was established by Oral-B and further developed by Proctor and Gamble as a means of providing readily accessible and free continuing education to all members of the dental workforce as well as provision of some basic dental education for pre-clinical dental students.

Dentalcare.com was established in the United States and has been accredited by the American Dental Association Continuing Education Recognition Program (CERP).

CERP evaluates and recognises institutions and organisations that provide continuing dental education, assisting regulatory agencies and organisations that have education requirements to identify providers whose activities are acceptable for credit.

This process of accreditation requires an independent over sighting advisory board, which has in recent years been expanded to suit a more global approach to education with representatives from Europe, South-East Asia and Australasia to complement the North American representatives. Courses are currently written predominantly by North American dental academics and specialists and are reviewed on a regular basis to ensure that the content remains relevant and accurate.

The Dental Board of Australia provides guidelines on their website (www.dentalboard.gov.au) for the requirements for continuing education which are consistent with those of the American Dental Association CERP.

The website is currently in the process of being redeveloped to make it more attractive and user friendly however continues to still be accessible by members of the dental team. It is anticipated that the new site will come online in the first half of 2011. The educational content covers a broad range of topics, from basic terminology and anatomy to more complex procedures and oral medicine education with the number of courses offered to Australia being second only to the US offering.

The website allows members to log on via a user name and password, this then allows the website to record course completion.

Production of a certificate after completion of a multiple choice course test helps provide a tangible record of continuing education that can be produced if audited. Courses can be accessed either by moving from page to page on the website or by downloading a PDF document that can be saved and reviewed at any later date or printed out for those who find reading a screen difficult. The course test is at the end of the website for each program and requires a satisfactory completion mark before production of a certificate that shows the course taken and the approved number of hours by the American CERP process.

As part of the process in making sure the content remains relevant to a global dental audience, increasing content will be added with hopefully a significant amount coming from Australian dental team members. Oral-B and myself would welcome any comments on the website that would help make it more applicable to the Australian audience or from practitioners who would be interested in providing online.

A WELCOME ADDITION TO THE ORAL-B TEAM



We're delighted to announce the appointment of Dr. Robert Lee to the position of Oral-B Australia's Professional and Scientific Relations Manager.

Dr. Lee brings a wealth of experience and expertise to the Oral-B team. After graduating from the University of Sydney in 1984 with a Bachelor of Dental Surgery, Dr. Lee practiced as a dentist in both Melbourne and Sydney for 8 years.

He then obtained his Masters of Business Administration at the UNSW Australian Graduate School of Management in 1992.

Between 1993 and 2001, Dr. Lee worked in Singapore, Tokyo and Frankfurt for Degussa Dental GmbH, performing various business development, marketing and professional relations roles.

In fact, he was responsible for launching the company's Ankylos implant system in both the Far East and the United Kingdom.

In 2001, he joined Heraeus Kulzer GmbH in New York, where he assumed responsibility for product management and professional relations. It was here that he played a leading role in the creation of the Venus and iBond brands.

Dr. Lee then re-located to Chicago in 2005 and joined GC America Inc. as the Director of Marketing, where he was responsible for the company's marketing activities across North America.

MEET THE ORAL-B PROFESSIONAL TEAM

NSW & ACT



Anja Muller
0417 202 554

After 13 years working as a Dental Assistant, Anja moved into sales in 2002 and has been with the Oral-B team since 2005. With an unwavering commitment to exceptional customer service, Anja is responsible for a large area of NSW, including Sydney's CBD, Eastern Suburbs and Sutherland Shire, the NSW South Coast, ACT and Riverina regions.



Leanne Batley
0417 205 750

Experienced at managing large metropolitan and rural territories, Leanne has been an Oral-B consultant for over 12 years. She now looks after the South West region of Sydney, from the outskirts of the CBD to Camden and has an active training role with the company. Leanne is a registered Dental Therapist and has a keen interest in public health and children's issues.



Rebecca Rowan
0417 792 948

Rebecca has gained valuable practical experience in the dental industry over the past 14 years, working as both a Dental Assistant and Practice Manager for a busy family dental surgery. Rebecca joined the Oral-B Professional Team earlier this year, and now has responsibility for the areas of Western Sydney, the Blue Mountains, Bathurst, Orange, Forbes and Parkes.



Simone Tannock
0434 561 711

Simone has been in the dental industry for 6 years with experience in customer service, territory management and product specialisation. She recently joined the Oral-B team with a passion for delivering outstanding customer service and product knowledge to her clients. Simone's territory covers Sydney north metro, Northern Beaches, Central Coast, Newcastle and the North Coast.

VIC & TAS



Amanda Smart
0419 245 823

After attaining her qualifications as a Dental Nurse after high school, Amanda secured a customer service role with Henry Schein Regional. She joined Oral-B in 2000 and is now responsible for the Melbourne CBD, Western and Northern suburbs and Country Areas from Geelong to Mildura and North West Territories. With over 17 years experience in the dental industry.



Rachel Garel
0434 561 588

Rachel has been involved in the dental industry for more than 16 years, working as a Dental Assistant, Dental Coordinator and Practice Manager. Having previously held the position of Territory Manager for 3M ESPE, Rachel now has responsibility for Melbourne's South and Eastern Suburbs and Victoria's Gippsland areas. Rachel also holds an Intra and Extra Oral Radiography licence.



Tannaz Dewhurst
0434 560 638

As a qualified Oral Health Therapist, Tannaz has previously been employed by Queensland Health to work with rural Aboriginal communities. She re-located to Melbourne in 2008 to complete her Certificate IV in Practice Management and is now responsible for Oral-B's North East Melbourne territory, which encompasses Bendigo, Shepparton and Tasmania.

SA & NT



Sally Queale
0417 819 863

Sally has been with the Oral-B Professional Team since 1986, bringing a wealth of experience to her role as Oral Care Consultant. With a background in Dental Assisting, she is responsible for the South Australia and Northern Territory regions. Sally also has a Diploma in Marketing and enjoys helping dental professionals grow and market their practices.

QLD



Danette Ryan
0434 560 114

Having worked as a Public Health Dental Therapist on the north coast of NSW for many years, Danette has considerable clinical experience to assist dental professionals in her territory. Danette is responsible for a large area that stretches from Ayr in North Queensland right down to Port Macquarie on the NSW mid north coast and inland to places such as Moree.



Jamie Stephen
0434 560 777

New to the Oral-B Professional Team, Jamie brings 11 years worth of dental industry experience to her role as Oral Care Consultant. She completed a Bachelor of Oral Health Degree at the University of Queensland in 2006, and has since worked as an Oral Health Therapist in a variety of dental clinics. Jamie is responsible for the Brisbane, Cairns and Townsville regions.



Peter Zeibots
0419 442 167

Peter has been with Oral-B since 1986 and in that time, has implemented a range of marketing strategies within the dental and pharmacy divisions. Peter specialises in sharing marketing ideas with dental professionals to help them grow their practices. Peter's territory covers from the Redcliffe Peninsula up to Bargara, including the Sunshine Coast.

WA



Annette Edwards
0419 447 974

With over 26 years experience in the dental industry, Annette is an integral part of Oral-B's Professional Team. She has worked as a Dental Nurse and Practice Manager, and has also spent time at Regional Dental in customer service and Territory Manager roles. Joining Oral-B in 2008 as an Oral Care Consultant, Annette is responsible for the Western Australia territory.

HYGIENIST CORNER

The Power in Dental Plaque Biofilm Removal

Written by Jane Rossi DDH, BAdVocEd, DMan
DHAA Inc National President / Senior Lecturer & Program Coordinator
Advanced Diploma of Oral Health (Dental Hygiene)
Centre for Dental Studies / TAFE SA

Reformed calculus and visual deposits of dental plaque biofilm are a regular occurrence for which many dental hygienists spend hour upon hour scaling away in the management of their patient's oral health. Compliance of practice comes with understanding through evidence and personal ownership, repetition and patient guided instruction. An additional tool to support instruction is to provide your patient with dental aides that make their efforts towards maintaining their oral health easily achievable.

Technology has made our lives easier (some will smirk at this and decree and postulate – when it works!) but seriously, where would the dental hygienist be without the powered scaler? Back to sickle and Jacquette scalers to remove thick supra gingival plaque and calculus, that's where. Now I'm not saying that the powered scaler is a 'be all and end all' answer, but it's an instrument of choice for the majority of cases and, it's a proven and effective method for removing the calculus, dental plaque biofilm and extrinsic stain following the manufacturer's instructions.

It makes sense that the same technology, albeit in a different form, can and should be used on a daily basis to disturb and remove dental plaque biofilm. I am referring to the electric or powered toothbrush. Believe it or not, the first model was patented back in 1885 by Frederick Wilhelm Tornberg, a Swedish watch maker, so that "teeth may be cleaned easily on the inner or backside as on the other side, the brushing being performed vertically instead of horizontally."¹ A man obviously attuned to the benefits of mechanical movement.

Powered toothbrush technology has since powered on (excuse the pun) and developed innovative features to encompass optimal oral health objectives, such as:

- 3D cupping action featuring 40,000 in and out pulsations and 8,800 back and forth oscillations per min
- Visible pressure indicators

- Biofilm and stain removing capabilities
- 5 modes of cleaning – Daily Clean, Sensitive, Polish, Massage, Deep Clean

There have been numerous scientific studies that have shown the powered toothbrush to be superior in removing dental plaque biofilm with claims that their effectiveness reduced gingival inflammation and bleeding by controlling dental biofilm build-up^{5, 6, 3} and, "two minutes of professional brushing with an ETB was as effective as 10 minutes of professional polishing."^{4:903}

Perhaps the key word here is 'professional' – developed in collaboration with, and for the dental professional who on a daily basis is valiantly striving to educate and instruct their patients to disturb and remove the dental plaque biofilm as much as possible.

In my experience as a dental hygienist and as a dental hygiene educator – patients want to use a product that is easy to use, makes their teeth feel smooth and appear 'whiter'. Part of the dental hygienist's role and for that matter, all dental practitioners, is one of professional responsibility to address the needs of each patient where possible, provide them with advice that is sourced from scientific evidence-based sources and ensure that we enable learning through instruction, observation and review.

Some concerns have been raised pertaining to gingival recession and the use of a powered toothbrush. The study facilitated by McCracken, G.L et al (2009) to determine the impact of using a powered or manual toothbrush on established lesions of localised gingival recession deduced overall the results suggest that there was no difference between the brushes (manual or powered) on full mouth clinical outcomes"^{2:950} and over a period of twelve months the identified lesions remained stable.

The power toothbrush, as for any toothbrush, should be recommended along with instruction, demonstration and review. This aims to ensure that the patient is fully informed and skilled on the mechanisms of the product and how to effectively use their new toothbrush. As the patient becomes familiar and adept, their motivation and compliance should improve and this can only lead to one thing – less dental plaque and calculus! To me that's a win-win result.

References

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PRODUCT NEWS

At Oral-B, we're constantly improving our products to meet and exceed today's oral care standards. That's why we're pleased to introduce two new upgrades to our Professional Care powered brush range, the OxyJet and the PC3000, plus the launch of a new manual brush specifically designed for pre-teens – the CrossAction® Pro-Health® 8+.

OxyJet – ideal for Orthodontic, Implant and Crown & Bridge Patients

Replacing the traditional Oral Care Center product, the OxyJet has undergone a design and packaging makeover in order to complement the rest of the Professional Care range.

With an updated ergonomic handle for ultimate comfort and ease of use.

However, the makeover hasn't come at the expense of the OxyJet's renowned performance.

Ideal for orthodontic, implant, crown and bridge patients, OxyJet's unique irrigator uses a mixture of pressurised air and water to create micro-bubbles that can assist in reducing anaerobic bacteria.

What's more, the OxyJet's spiralling jet stream cleans below the gum line, whilst the gentle pulsating mono stream targets and removes plaque, bacteria and food debris.

Complete with an easy to use dial that lets you control the water pressure, the OxyJet is an essential tool in maintaining healthy teeth and gums.

PC3000 – Never brush too hard again

As we know, many people apply too much pressure when brushing their teeth and gums, resulting in unnecessary and ongoing damage. But now there's a solution.



The popular PC3000 power brush boasts a new pressure control system that uses a sensor indicator light to alert people to the fact that they're brushing too hard.

This innovative design feature helps improve brushing technique by acting as a reminder to be gentler on our teeth and gums.

The PC3000 also features a 3D cupping action for a tooth-by-tooth clean, a 2-minute timer for optimal brushing duration, and a slimline ergonomic handle for improved handling and control.

Current Offer

Additionally, the PC3000 comes with two complete units in one pack, meaning this revolutionary brush is more cost effective than ever. Saving you more than 38% off the cost of two units.

The NEW CrossAction® Pro-Health® 8+ for kids aged 8-12

Developed specifically for pre-teens with a mixture of primary and permanent teeth, the CrossAction® Pro-Health® 8+ is an innovative new addition to the Oral-B toothbrush range.

Spaces between teeth begin to close as final permanent teeth erupt making it difficult to get a thorough clean in proximal areas. Using the new CrossAction® Pro-Health® 8+ with its precise angled CrissCross™ bristles, pre-teens can now reach and remove plaque more easily from the space in between their teeth.

The result is an easier and more thorough cleaning experience for children aged 8-12.

What's more, the CrossAction® Pro-Health® 8+ also boasts the following features:

- Custom-designed non-slip handle for improved comfort and control
- Age-appropriate head size and power tip for ultimate reach and clean
- Textured tongue cleaner for removal of odour-causing bacteria
- Available in blue, green or pink

The new CrossAction® Pro-Health® 8+ toothbrush is the ideal choice for the transitional stage of pre-teen teeth.

