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 reason’s 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 shred”; “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. 

¹Needless. Research conducted in Norway.
²NPS Gallup: Qualitative research conducted in Norway.
Total: 10 people (5 heavy users, 5 light users).
Myths vs. Truths

By Beverly Hills Formula

There are many misunderstandings 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 and anti-tarter ingredient, Tetrasodium Pyrophosphate.

Pentasodium Triphosphate can remove deep surface stains as part of a daily oral care routine to brighten, lighten and whiten teeth. It also prevents food particles settling on the teeth, effectively keeping teeth whiter for longer. For extra stain removal, Tetrasodium Pyrophosphate coats the surface of the teeth to prevent bacteria forming, leaving teeth feeling and appearing brighter all day.

2) “Whitening toothpastes use harsh abrasives to remove stains”

There is a misconception that to remove dental stains caused by smoking and some foods and drinks, patients need to resort to products that contain harsh abrasives. This is not the case. Recommend patients use whitening toothpastes that contain Hydrated Silicon. 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. It has no distinctive taste or odour and may also be labelled as amorphous silicon dioxide, acidulated silicate acid, or silica gel. This mild abrasive is harmless and is even listed by the US Food and Drug Administration as “Generally Recognised as Safe”.

5) “I suffer from sensitivity so whitening toothpastes are not for me”

Teeth sensitivity is a common dental problem and there are many brands of toothpastes that claim to treat sensitivity. However, recommend patients to use toothpaste that contains Potassium Nitrate. This desensitising agent relieves tooth sensitivity by effectively blocking the transmission of pain sensation between the nerve cells that enable cold and hot sensations to reach the tooth’s nerves. There are toothpastes available that combine Hydrated Silicon for high performance whitening and Potassium Nitrate for rapid sensitivity action.

4) “I tend to suffer from bad breath occasionally so whitening toothpaste wouldn’t be my main concern”

Bad breath is a very common concern and can impact on self-confidence, image and health. Many enjoyable foods and beverages, for example onions, garlic and coffee can cause bad breath affecting one’s day to day routine. Activated charcoal has the ability to remove impurities and bacteria and toothpaste containing this ingredient can benefit your patients’ daily confidence and over all oral health. Patients can use the teeth of bad breath, the recommendation of this ingredient, an old age whi- tener, can help safely eliminate odour causing bacteria whilst maintaining the mouths natural balance. In addition to this, charcoal is known to remove impurities while safely dissolving stains.

Addressing concerns

Beverly Hills Formula offers an entire range of products to address all these patient concerns.