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

By Victoria Wilson

I am extremely pleased to be announcing the forthcoming Hygiene Day on Saturday 15th November organized by CAPP. This will be the second Hygiene Day with CAPP following 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 excellent feedback on the speakers and the day. We anticipate a similar turnout as last time, if not more!

This November’s Hygiene Day will be held at the 6th Dental Facial Cosmetic International Conference at the fabulous Jumeirah 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 Hygienist 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 profession is invaluable to us. Thanks to CAPP a Hygiene Day now exists to continue with a high standard of CPD.

I will take this opportunity to welcome Professor Mary Rose Pinelli Bogliom, from Italy this November. It is such a honour to have Mary lecturing to us and share her extensive years of experience, knowledge and skill set first hand. Mary will be talking on ‘The Management of Orthodontic Patients’. As well as delivering a hands on course on that should not be missed.

We do have 5 more speakers organised, these will be announced shortly.

The Hygiene Day stands yet to help solidify the recognition of the profession in the MENA.

Please arrange with your colleagues tickets and transport to the day, it is guaranteed to be excellent!

My journey as a dental hygienist

By Kareem Wilson, USA

We all live to be an inspiration to others. At my alma mater, Loma Linda University, there is a statue in front of the dental school that carries the inscription, “To make men whole.” That statue 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 create 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 hygienist is usually the social life line of a 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 to college. I have helped patients lose weight through 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. And most of all, our patients actually like coming 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 if any 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 food for 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 toothpaste to be distributed to all the patients who visit the clinic. We bring books, toys and games for the children to enjoy. I also believe that I am an inspiration to the children in Haiti by giving them hope for a better life.

Through classroom education, I am able to instruct students on nutrition, oral and overall health. I have been using the Esther Wilkins children 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 English and French, so the children are excited about taking care of their oral health.

The profession of dental hygienist has progressed over the years. There are so many hygienists who are doing amazing things in the workforce, in public health, education and making a difference with each and every patient. Through the Pros in the Profession 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 Profession Award Recipient in 2011. It all started with one course in my career. This award also opened doors to using my expertise in education and advocacy. I have been asked to sit on the board of the Connecticut Oral Health Initiative, which is a nonprofit advocacy organization in the state of Connecticut that is dedicated to promoting oral health. I have been asked to join the Connecticut Dental Hygienists Association board to help strengthen hygiene membership to the association. I have been able to meet some
Developing oral care products imaging and innovation

By Paul Sagel

The development of innovative oral care products requires the willingness to think outside the box and exercise diligence. The ultimate goals are to produce products that need a need, succeed in the marketplace and help make a difference in patients’ lives - such as the confidence that a whiter smile gives someone, or the patient who reverses gingivitis with the help of anti-bacterial dentifrices and superior toothbrushes. Digital imaging is a prime example of such thinking and has become an integral part of product development at Procter & Gamble.

Space Age Technology

Digital imaging in oral care began with efforts focused on quantifying dental plaque and later on tooth colour measurement and eventually on gingival health assessments. As with many instrumental techniques used today in dentistry, the fundamental technology is usually developed outside the world of oral care. For example, accurate and precise colour measurement and the governing mathematics were developed for colour matching in the paint industry. Thinking innovatively, it was clear that there was great potential in the oral care research field if this could be adapted. We were looking for technologies that would give us rapid and objective results to improve product development and the time it took to bring new products to dental professionals and the general public.

The internal research at Procter & Gamble on digital imaging was originally conceived as a method to assess the anti-plaque activity of toothpastes and was then later also used as a method to assess tooth whitening. Typically, testing anti-bacterial activity has involved clinical studies and the use of standard plaque and gingivitis indices such as the Turesky index or Loe and Silness index. The aim has been to use objective assessments that involve clinical measurements and judgement, and that often require large sample sizes to assess the potential efficacy of prototype technologies and product designs. Digital imaging is reliable, fast and objective; it allows the research team to efficiently and objectively screen potential products in vivo. Digital imaging also produces a source image which can be analysed in a variety of ways after the study is complete.

Digital Plaque Imaging

The assessment of anti-plaque activity using digital imaging involves automated measurement of the area of plaque on facial aspects or anterior teeth. After disclosing the teeth with fluorescein, the dentition is digitally imaged in the presence of standardised long wave UV lighting. Using a computer algorithm, the pixels are then individually assigned to plaque, teeth, gingivae or background based on 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 whitening paste.

One study using digital plaque imaging, conducted in 2006, gave 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% 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 and non-digital 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. It 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 technology used for the evaluation of whitening efficacy, with research showing that the clinical measurement of tooth colour via digital imaging is accurate, precise and reliable.

Fast Forward to the Present

The research and development team at Procter & Gamble now has extensive experience using digital imaging to assess antibacterial activity and whitening efficacy. This technology is currently used to develop just about every oral care product at Procter & Gamble. It is essential for research 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 is always able to show 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)) as a method to accurately measure plaque, gingivitis and colour.

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
PRECISION CLEAN BRUSH HEAD PROVIDES

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

5x

Oral-B, most Dentist Recommended Toothbrush Brand worldwide

* vs. a regular manual toothbrush

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

By Philip D

Dubai, UAE - Philips is proud to present the latest in dental care - Sonicare DiamondClean - a brush that takes sonic toothbrushing to its most sophisticated level and which delivers the cleanest teeth 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 plaque 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 professional's advice. The brush modes range from: Clean - the standard mode for a whole mouth clean White - removes surface stains to whiten teeth 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

What are the benefits of wearing Loupes?
• Hygienist and Dentists use loupes to better scrutinize teeth for decay or see things that perhaps making it easier to inspect large the view of the teeth, per -

What are the different types of Loupes the dental profession can buy?
• The most common types of loupes system inside the loupes are called TTL systems. (Though any optically ground lens will work) loupes are binocular and usually take flipping them up the two small cylinders, in front of each lens of the glasses. Other types are in - set within the lens of the glasses called TLL systems. (Though The Lens) In that way you will get closer to the eye! • A typical magnification for use in dentistry is from 2.0 x to 2.5 x, but dental loupes can be any - where in the range from 2.0 x to 8.0 x. • The most common types of loupes system inside the loupes are the Galilean or Kepler (Prist) system.

What happens long term if you don’t wear Loupes?
• Nothing, you cannot alternate with your eyes whether you use loupes or not. The only thing could be that you will miss out on improved treatment quality and ideal treatment ergonomics enhancing motor skills to im - prove the ability of maintaining the right posture. Performing minimally invasive dental pro - cedures with ease and precision are possible today with the use of magnification in dental practice.

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Sonicare DiamondClean

Highly charged DiamondClean’s chrome base also features a unique charging glass that can be used for mouth rinsing, but also incorporates the latest in inductive charging technology to charge the toothbrush as it rests in the glass - making it stylish enough to display in the most fashion - forward bathroom. Not only is Sonicare DiamondClean Philips’ most advanced brush yet, it’s also our most easy to use and stylish. DiamondClean’s power handle has a ceramic finish and a chrome accent ring highlights the el - egant neck of the brush. The technology in the handle is hidden so that the sleek matte white finish of the brush is un - cluttered by electronic visual displays. Only when the on but - ton is pressed are the brushing modes illuminated to reveal the array of options. These are then simply selected by scroll - ing down using a one button action.

When traveling or on the go, Sonicare DiamondClean is de - signed for convenience with users being able to keep their brush fully charged using a rev - olutionary 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 Pro - Results brush heads, providing you with both superior plaque removal and whiter teeth. The heads come in two sizes – Stan - dard and Compact – for focused cleaning in areas of special need, for orthodontic patients and those with smaller mouths.
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 it 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

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.
By Robin Treasure

Hygienists and dentists are well aware of the impact that diet has on a patient's oral health and overall wellbeing, 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 Ro-maine 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 wa-ter. 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 sweet-en ed 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

Dental decay: in addition to avoiding processed sugar as much as possible, dental decay must also be addressed by ensuring the patient is consuming enough of the fat-soluble vitamins (A, D, K and E). These vi-tamins work synergistically with the minerals in our body to en-sure the strength of our teeth.

Examples of good sources of fat-soluble vitamins are:
  - Butter from grass-fed cows (such as “kerrygold” brand) spread on a rice cracker
  - Smoked salmon and cucumber slices rolled up in nori seaweed

Ideally, your patients’ main meals should be nutritious and satisfying enough that they won’t actually need snacks in between. But if they’re experiencing the issues cited above, these snacks will be satisfying and are packed with nutritional value.

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

“The goal of the Pros in the Profession award is to honor those who inspire us.”

extraordinary people and have had the opportunity to be a dental professional spokesperson on a popular day-time television show.

Most importantly, this award has reinforced in my heart and soul why I wanted to become a registered dental hygienist. I wanted to touch people’s lives, I wanted to motivate and inspire people. That is what the Pros in the Profession is all about! The goal of the Pros in the Profession award is to honor those who inspire us. I do hope that I have inspired others to be awe-some at whatever they strive to make their life mission, and I thank Crest Oral-B for the opportunity to represent their idea of an outstanding hygienist.

For further information and registration details visit website, www.ahsuae.org or e-mail Dr. Kristine Bendy, Dental Services Manager, Restorative Dentist & Implantologist, AHS-SEHA, Abu Dhabi Coordinator AID MaxCourse UAE at drkristinebendy@yahoo.com.
14-15 November 2014
Jumeirah Beach Hotel
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6th Dental • Facial Cosmetic
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3rd Global Conference of
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