

Oral Hygiene Importance



Momma said brush, no matter what happens.

Oral Hygiene Importance

- Biofilm removal reduces caries and periodontal diseases.
- 30%–40% of Americans may not seek regular dental care
 - Physical limitations
 - Lack of transportation
 - Cognitive deficits
 - Inadequate finances
 - Do not accept concept of prevention
 - Crippling dental anxiety/fear

Oral Hygiene For Everyone

- **Non-patients = acute episode**
- **Conscientious individuals = prevention between appointments**
- **Compliance is a problem for many people.**
 - majority of people brush
 - less than one-third use interdental cleaning devices
 - 3%–18% floss
 - need motivation

Motivation Important

- Patient oral hygiene choices have proliferated rapidly
 - new toothpaste formulations
 - many types and styles of manual and electric toothbrushes
 - specialty dental flosses

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- Patients think new technology will win the battle

Latest Dental Gadget?



SURVEY

ADA/Crest-Oral B

- **Smile is most attractive feature**
 - Outranked eyes, hair, body
- **Brushing 2x/day**
 - 86% women
 - 66% men
- **Flossing**
 - 46%

**Motivation is what creates
SUCCESS**

The “GET IT” Factor

- People hear only small bits of what we say
 - Don’t want to hear
 - Thinking of other things
 - Not pertinent in their lives

**People need to hear
new information on an
average of 7 times
before they “get it”**



“GET IT” Styles

- **AUDIO**
 - Conversation, floss “squeak”, power brush sound
- **VISUAL**
 - Intraoral camera, disclosing solution, flip chart
- **TACTILE**
 - Typodont, hands-on demo, handling aids
- **READING**
 - Brochures, posters, handouts, website

#1 *NEW YORK TIMES* BESTSELLER

How well do you know your body? TAKE THE QUIZ!

YOU



THE OWNER'S MANUAL

An Insider's Guide to the Body That
Will Make You Healthier and Younger

MICHAEL F. ROIZEN, M.D.

MEHMET C. OZ, M.D. 



YOU

The Owner's Manual

- “Brushing and flossing every day combined with seeing a dental professional ... can have an effect of making you up to 6.4 years younger.”

BIOFILM BATTLE



MS

In choosing a brush, select a soft rather than a harsh one, as the latter irritates and abrades the gums...

...In the absence of a brush, a silk thread is an excellent substitute...Indeed, floss silk...is an excellent thing with which to supplement the tooth brush.

Toothbrushes



Toothbrushes

- **Sized to fit area being cleaned**
 - Compact, Handle size, Angled, Straight, Tuft
- **Bristles**
 - Soft (Butler GUM)
 - Extra soft (Oral B, Sensodyne)
 - Ultrasoft (Nimbus, Summit)
- **Power brushes**
 - Battery (Crest Spin Brush)
 - Rechargable (Oral B, Sonicare, Ultreo)

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Toothpaste

- Vary in ingredients
- Specific pastes for specific goals
 - Whitening
 - Tartar control
 - Cavity fighting
 - Antibacterial
 - Dry mouth
 - Sensitivity
 - Breath freshening
 - “Natural”

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