

(2013_07_16 Buyer Beware)

FALSE ADVERTISING

BUYER BEWARE

This is yet another “Heads Up” meant to alert the public to false advertising related to dentistry. Probably one of the most egregious offenses perpetuated against the public was the buildup of effective marketing following World War II and exponentially increasing sales of a potentially extremely harmful product, toothpaste. To make a long story short, tooth paste, before 1963, was formulated with 30% pure sugar, which created a pandemic of tooth decay and tooth loss among the gullible population that bought into the myth that tooth paste could help oral health.

Dentistry is still profiting from this epidemic, with a good percentage of today’s procedures directly related to the success of unscrupulous corporations and their enabling partners, the Dental Universities, in marketing tooth paste. (Look mom, no cavities!) Today’s dental education is still modeled after the systems developed in the 1960’s and 1970’s to deal with the massive epidemic of tooth paste related decay, with little or no regard to changes and advancements in tooth anatomy and origin of decay.

Today we are seeing another repeat of this pattern, with various concoctions being pitched by any dentist purchased by these corporations that supposedly are the total answer to good oral health, so Buyer Beware. In trying to make a very complex interaction understandable, dental decay is directly related to the chemistry of the mouth which in turn allows buildup of decay causing pathogenic or bad bacteria if the chemistry of the mouth is too acidic.

Here’s the problem with the current generation of acidic toothpastes, useless mouth washes, etc being promoted to the unsuspecting public: These solutions must be acidic to remain stable in a tube or bottle for an extended length of time. If the decay problem is related to acid, then how is using an acidic product going to stop decay? If you have a favorite product, bring it by, and we’ll test the pH (acidity). You will most likely be surprised.

There are simple solutions to most people’s problems with oral disease. Starting with changing the pH or acidity of the mouth, simply using baking soda at night before going to bed helps the majority of patients create a hostile oral environment for disease causing bacteria, resulting in an improvement in oral health. Baking soda, is, of course, so readily available and so inexpensive that the corporations will not market plain baking soda.

The following are steps that will help most people guard their oral health.

First, you must use a sonic tooth brush, and we prefer the Sonicare brand. It is specifically designed to eliminate damage to your teeth with the brushing motion.

Second, you must concentrate on brushing the gum line, the area where the teeth meet the gums. Also, the action of the sonic bristles will drive oxygen below the gum line, helping to kill bacteria in these regions. (see: Articles: “Quit Brushing Your Teeth!”)

Third, you must use baking soda at night to help change the oral bioflora and encourage the growth of non-pathogenic bacteria. This means baking soda and baking soda only! The magic is in the high pH of the baking soda and anything you add may lower the pH.

Fourth, you must use an interproximal brush to thoroughly clean the areas between your teeth. Floss is OK for a lot of people, but floss will not clean concave root surfaces in older adults.

Fifth, it is advised that you use a Calcium containing tooth paste, with Burt’s Bees being the best, in the morning to make calcium available for remineralization, and Sensodyne Pro Enamel a second best as easiest to acquire.

For a more thorough discussion regarding steps you can take to improve oral health, go to our website, www.jtimrainey.com. Click “Articles”. A good place to start is the related article on “Quit Brushing Your Teeth.”

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