Crest Oral-B is committed to hygienists

By Fred Michmershuizen
Dental Tribune

Ask anyone from Crest Oral-B what is important, and they will likely tell you it’s partnering with hygienists to help them recommend the right dental care products, such as power toothbrushes, to their patients. For hygienists who might be having trouble converting some patients from manual to power brushing, Crest Oral-B has something new and exciting: The new Deep Sweep brush head, which is making its retail debut during the Yankee Dental Congress.

“The great thing about the Deep Sweep brush head is that it offers a familiar brushing experience,” said Wendy Bebey, RDH, the dental hygienist relations manager for P&G Professional Oral Health, who spoke with Dental Tribune on Friday morning. “When people think Oral B power toothbrushes, they typically think of the round brush head style. A lot of dental professionals really like that round, small, site-specific brush head, but a lot of consumers like the more familiar brushing experience.”

Now that the Deep Sweep brush head is available, it is going to make that transition from a manual toothbrush to a power toothbrush much easier, Bebey said. “We have been getting a lot of really great feedback from the dental professional community that they love this new brush head because it really meets the need of that specific patient who has been reluctant to change from manual to power,” she said.

Celebrating hygienists

This year, Crest Oral-B is following up on its popular Pros in the Profession campaign, which recognized a number of outstanding hygienists, with a celebration of all hygienists from across the nation. “Because 2013 is the 100-year anniversary of the profession, we are having a yearlong celebration for all hygienists,” Bebey said.

The festivities include a sweepstakes, a 100-year anniversary logo, promotions for hygienists on Facebook, resources on the dentalcare.com website, consumer and trade advertising, and continued booth presence at all major dental events. “We really like to think of the brand history of Crest and Oral-B as helping hygienists throughout their careers, and offering great product solutions to meet the needs of everybody,” Bebey said.
But you have to act fast, because the exhibit hall closes today at 4:30 p.m. If you haven’t already done so, you might want to consider the following:

- You can see the PerioLase MVP-7 at the Millennium Dental Technologies booth (No. 2124). It’s described as the first laser in the dental industry to incorporate an Android-based digital display and control system. The PerioLase MVP-7 for the LANAP protocol combines its advanced laser components with the latest LCD display technology for the optimum operating experience.

  To check out the PerioLase for yourself, just look for Austin Powers, who has been spotted hanging around the booth.

- The folks at VOCO America (booth No. 1231) are describing the company’s recently launched GrandioSO Inlay System as the first chairside inlay system of its kind. The all-in-one solution kit offers all the matching components to fabricate 15 indirect composite inlays. The chairside fabrication of indirect composite inlays is quick and easy and saves the cost of expensive CAD/CAM equipment or lab bills.

  For those who might be lacking in social networking skills, there’s Likeable Dentists (booth No. 1647), a company that knows the ins and outs of Facebook and Twitter. “With our proven tools, methods and experience, we can help you grow your practice and become a local leader in oral health care,” says the company.

  The company specializes in social media management, Facebook advertising and office marketing. It also offers webinars on social media best practices.

  The folks at Shofu Dental Corp. (booth No. 1229) are reporting strong interest in BeautiSealant, a tooth-colored, fluoride recharging, pit and fissure sealant with a self-etching primer that speeds treatment time by eliminating the need for phosphoric acid etching. According to the company, the product helps preserve healthy enamel that is easily demineralized with harsh acid-etchants, while still maintaining superior bond strength.

  For those who wish to expand into dental headache care, there’s TruDenta (booth No. 2041), a company that offers resources and referral tools. “Existing patients immediately benefit from the technology and training provided by TruDenta,” the company says.