



Toothpaste Tech: What's the Latest News in Toothpaste?

BY DEBRA BELT

With all the advances in oral health care, it's easy for the humble toothpaste to get lost in the barrage of new technology and products. Yet, the item millions of people reach for every day makes strides and keeps pace with an increasing number of offerings and claims.

When it comes to variety, there is no shortage of options in the toothpaste aisle. ConsumerSearch.com reports that Colgate now has approximately 49 varieties of toothpaste, and Crest has 21 varieties in 24 different flavors. In sorting through all the claims made by various manufacturers, cavity prevention, plaque reduction, and fresh breath are long-touted benefits. Whitening, low abrasiveness, and sensitivity reduction are also

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COSMETEMP by Cosmedent ↑

Cosmedent introduces COSMETEMP, a vastly improved temporary crown and bridge material. COSMETEMP features all the necessary qualities of an ideal temporary material including excellent handling properties, a unique formula that delivers high strength and natural esthetics, and an easy dispensing and retrieving system to eliminate unnecessary hassles and cleanup. Because COSMETEMP marginates beautifully and trims and polishes easily,

patients are delighted with the esthetic results that look and feel like natural teeth. When cured, COSMETEMP has virtually no oxygen-inhibited layer. Additional features include a rapid two-minute set time, fluorescence, excellent gingival compatibility and shades that are color-matched to the Vita shade guide and the Renamel Restorative System. COSMETEMP comes in four shades and is dispensed in any 4:1 or 10:1 mixing gun. For more information regarding COSMETEMP, call 800-621-6729 or visit www.cosmedent.com.

A New Look, a New Feeling



This month the *Journal of the California Dental Association* debuts its new look. It is the first redesign of the *Journal* in 10 years, and a visual representation of CDA's desire to stay up-to-date with a changing world. But the changes go beyond the surface.

As you may know, CDA has recently undergone a significant "rebranding" effort to become more relevant to modern dentistry and our members. This effort includes an update of the CDA look as manifested by its logo, Web site and letterhead, and, more importantly, a new approach to the services it provides to members at all stages of practice and the integration of those services with all the CDA companies, including The

Dentists Insurance Company and TDIC Insurance Solutions.

Along those lines, the *CDA Journal* has been retooled to reflect these concepts and is making changes to satisfy the interests of its readers. One of those changes can be seen on this page. Our members have expressed high levels of interest in new products and technologies, and they will now be featured prominently in the Impressions section, rather than toward the back of the issue. The *Journal* also is providing a greater variety of scientific content. In addition, this year, TDIC will begin providing its well-regarded Risk Management Case Studies within the *Journal's* pages. This is only the beginning of CDA and the *Journal's* efforts to serve as a significant resource to your practice of dentistry.

We're eager to hear your comments and suggestions. Please e-mail them to me at alan.felsenfeld@cda.org.

ALAN L. FELSENFELD, DDS, EDITOR



“The ADA believes scientific and clinical information should be easier to access and more relevant to dental practitioners.”

DAVID C. SARRETT,
DMD, MS

New Dental Product Review Publication

Dentists seeking the inside track on products used in patient care literally have a new resource at their fingertips.

The American Dental Association’s *Professional Product Review*, a quarterly newsletter, is aimed at assisting dentists with product selection for their practices.

“The ADA believes scientific and clinical information should be easier to access and more relevant to dental practitioners,” said David C. Sarrett, DMD, MS, review editor. “We think the ADA *Professional Product Review* does just that, by providing comprehensive dental product information that is unbiased, scientifically sound, clinically relevant, and user-friendly.”

The publication, which is free of charge to ADA members and available by subscription to nonmembers, will generally feature three professional dental product

categories per issue and include both clinical and laboratory evaluation of numerous products within each category. Some issues will include additional data such as buyer’s checklists, expert panel discussions, and technology updates.

“The *Professional Product Review* represents a fundamental change in how the ADA evaluates dental products and communicates those results,” said Sarrett. “A unique feature of the PPR is that input comes from the professional opinions and clinical experiences of practicing dentists.”

Product selection is based on input from dentists who volunteer as members of the ADA Clinical Evaluator Panel. Panel members respond to product evaluation surveys and participate in panel discussions and interviews. Their feedback appears in the newsletter and online at the review Web site, www.ada.org/goto/ppr.

Posture, Airway and the Tongue in Clinical Dentistry ↓



The new publication *Posture, Airway and the Tongue in Clinical Dentistry*, authored by Dr. Robert Jankelson, covers the etiology and management of upper airway problems commonly encountered in the dental practice. Impact of body posture and the tongue on occlusion are also covered. Restricted upper airway during facial development is perhaps

the single, largest cause of dentofacial abnormalities and malocclusion. No other single factor has such an impact as upper airway obstruction in the young patient. The earlier the condition is treated, the easier the correction is because of the elastic nature of the tissues. Understanding airway restriction can result in more accurate diagnosis and elimination of sometimes unexplained problems in treatment outcome. For more information on this new publication, please go to www.myotronics.com or call 800-426-0316.

Dentaltown and Dentalcompare Partner Up to Offer Product Directory



Dentalcompare, an online buyer’s guide for dental professionals, recently announced its partnership with

Farran Media, parent company of Dentaltown and Hygienetown.

“Our alliance with Farran Media demonstrates our commitment to furnish the best possible service to dental professionals,” said Matthew McLean, chief operating officer of Dentalcompare. “We believe in empowering dental professionals by providing thorough product information and editorial. By expanding our audience to the Dentaltown and Hygienetown visitors, we will be able to help an unprecedented number of dentists make informed purchasing decisions and find the best products for their practice.”

Farran Media offers dental professionals an opportunity to share and learn experiences through free online message board communities and forums, as well as press releases, personal referrals, and online continuing education.

The partnership allows Dentaltown and Hygienetown users to access Dentalcompare’s unbiased product reviews, directory, and technology directly from their Web sites and magazines. Visitors accessing Dentalcompare product information through Dentaltown or Hygienetown can search and compare products without leaving the respective Web sites. Dentalcompare’s editorial content also will be searchable directly from the Dentaltown or Hygienetown Web sites and featured in product spotlights in the corresponding magazines.

UPCOMING MEETINGS

2007

April 15-21	United States Dental Tennis Association, Sarasota, FL, www.dentaltennis.org .
April 17-21	American Academy of Oral Medicine Annual Meeting, San Diego, www.aaom.com .
May 3-6	CDA Spring Scientific Session, Anaheim, (866) CDA-MEMBER (232-6362).
June 27-July 1	Academy of General Dentistry Annual Session, San Diego Convention Center, (888) 243-3368.
Sept. 27-30	American Dental Association 148th Annual Session, San Francisco, www.ada.org .
Nov. 27-Dec. 1	American Academy of Oral and Maxillofacial Radiology 58th Annual Session, Chicago, www.aaomr.org .

2008

May 1-4	CDA Spring Scientific Session, Anaheim, (866) CDA-MEMBER (232-6362).
Sept. 12-14	CDA Fall Scientific Session, San Francisco, (866) CDA-MEMBER (232-6362).
Oct. 16-19	American Dental Association 149th Annual Session, San Antonio, Texas, www.ada.org .

To have an event included on this list of nonprofit association meetings, please send the information to Upcoming Meetings, CDA Journal, 1201 K St., 16th Floor, Sacramento, CA 95814 or fax the information to 916-554-5962.

D-Caries Mini →

Neks Technologies introduces the D-Carie Mini, a new pen-sized device designed to make the process of locating and diagnosing even the tiniest caries simple, fast, and accurate. The D-Carie Mini, recently available in the United States is a lightweight, cordless device that uses fiber optic technology and light-emitting diodes to accurately detect both occlusal and interproximal caries—even when lesions are in their earliest stages. When used as a diagnostic



aid in conjunction with an X-ray, the Neks D-Caries Mini allows dentists to assess a third dimension, the volume of caries, prior to opening the tooth. The device also provides dentists with an option for examining and diagnosing children, pregnant women, and patients who prefer to forgo X-rays or limit their exposure to them for health or personal reasons. For more information, call 800-873-7683 or visit www.pattersondental.com.

Researchers: Certain Caregivers Are at Potential Risk for Periodontal Disease

According to a new study published in the *Journal of Periodontology*, caregivers of people under physical or psychological stress, including those with the conditions themselves, should not overlook their oral health.

The results suggested that being a caregiver to relatives with hypercortisolemia, dementia, or stress were associated with increased gingival bleeding and higher plaque levels. The study examined adults 50 years and older.

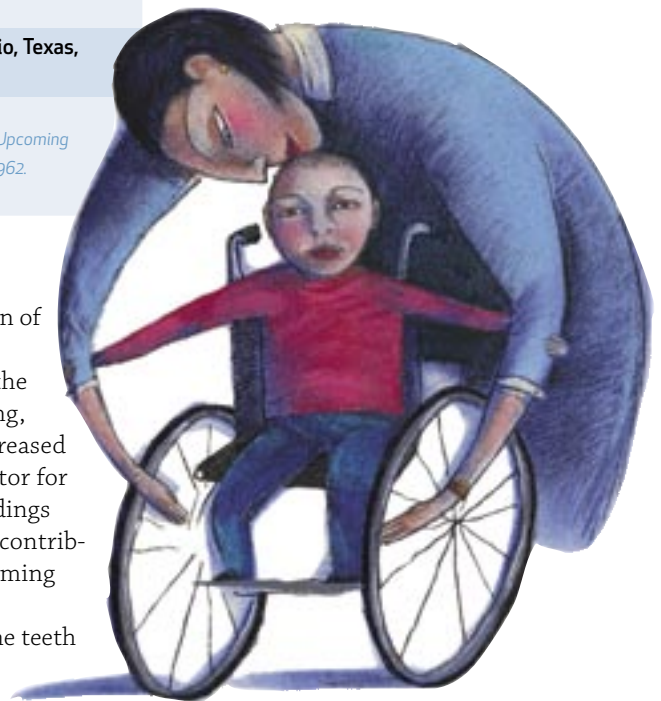
"We found that short-term psychological stress was a risk indicator to elevated plaque levels, and long-term physical stress was a risk indicator to gingivitis," said Fernando N. Hugo, DDS, on the faculty of Dentistry of Piracicaba, Brazil. "These findings support the health impact of psychosocial risk factors from chronic stress,

which may lead to malfunction of some biological functions."

Research indicated that the demanding task of care giving, typically associated with increased stress, may also be a risk factor for poor oral hygiene. These findings pointed out that stress may contribute to a disinterest in performing oral hygiene.

"Flossing and brushing the teeth and gums had a protective effect against plaque and gingivitis," said Kenneth A. Krebs, DMD, American Academy of Periodontology president. "That said, future research is needed to explore the relationship between stress and oral hygiene negligence."

Two-hundred thirty people were evaluated in the study, with nearly 52 percent as caregivers. The caregivers of



dementia patients were examined because they represent a well-known group suffering from the impacts of chronic stress on human health and immune functions. The results were among the first in literature to suggest that caregivers of relatives with dementia are at risk of having more plaque and gingivitis than noncaregivers.

TOOTHPASTE, CONTINUED FROM 9



Beyond whitening, there are brands bearing the ADA Seal that offer a combination of benefits.

Crest Pro-Health has a trademark Polyfluorite System containing stannous fluoride and sodium hexametaphosphate.

Product research for Pro-Health includes more than 70 publications and research presentations.

The ADA Council on Scientific Affairs' acceptance of Crest Pro-Health toothpaste is based on its finding that the product is effective in helping to prevent and reduce tooth decay, gingivitis, and plaque above the gumline, to relieve sensitivity in otherwise normal teeth, and to whiten teeth by removing surface stains, when used as directed.

Colgate Total also carries the ADA Seal and contains triclosan, a patented copolymer that fights bacteria and oral inflammation implicated in periodontal disease. Colgate Total has been studied in more than 10,000 patients. Colgate pioneers the claim that the toothpaste can "break the inflammation cascade" of plaque bacteria and gingival inflammation "associated with disease throughout the body."

Colgate Total Whitening Gel received a mention in the *Consumer Reports* testing where the editors said it was "the only toothpaste we tested that's ADA-accepted for plaque and gingivitis prevention."

Among innovative toothpaste claims is Biotène's patented LP3 salivary enzyme system recommended for dry mouth treatment. Biotène claims that the toothpaste works like the body's natural defenses to fight cavities, periodontal disease, and oral infections due to dry mouth. The toothpaste contains three primary enzymes: glucose oxidase, lactoperoxidase, and lysozyme, which

Biotène reports to function in boosting and replenishing saliva's own antibacterial defenses.

Biotène toothpaste is also made with xylitol, a five-carbon sugar alcohol that is used as a sugar substitute and can be extracted from birch, raspberries, plums, and corn. The makers report that xylitol inhibits the growth of pathogenic bacteria because bacteria cannot use it to grow and metabolize.

Biotène also promotes the lack of sodium lauryl sulfate in its products, citing recent reports that some people get fewer canker sores when switching to a toothpaste that does not contain sodium lauryl sulfate. Research has also speculated that sodium lauryl sulfate dries out the protective mucous lining in the mouth, making it vulnerable to irritants.

Somewhat in the shadow of pioneering claims are more routine claims such as desensitizing toothpastes. The ADA recognizes two effective ingredients in treating sensitive teeth and gums: strontium chloride and potassium nitrate. These "block the tube-like channels that pass through teeth and connect to nerves," thereby reducing "the ability of the nerves to transmit pain," according to the ADA. Crest Sensitivity Original Formula Maximum Strength was recommended by *Consumer Reports*, based on the product's ADA Seal.

Earlier this year, Biotène launched Biotène Sensitive toothpaste, which contains potassium nitrate combined with Biotène's LP3 salivary enzyme system. Biotène also promotes the taste of its product based on the ability of xylitol to cover the strong taste of potassium nitrate.

Low abrasiveness is a little heralded claim that considers to what extent a toothpaste scrapes away at the dentin layer under the enamel and gumline. Abrasives are usually in the form of silica and are useful for removing plaque. All ADA-approved toothpastes contain mild abrasives; heavily abrasive toothpastes are not recommended as they can cause gum recession and damage to tooth enamel.

frequent claims. More recent claims to hit the market include anti-bacterial and anti-inflammatory action, and a patented salivary enzyme system.

Of all the benefits claimed by toothpaste manufacturers, whitening receives a lion's share of the attention. When the editors of *Consumer Reports* tested 41 varieties of toothpaste earlier this year, they identified whitening as the most prominent claim. They also said whitening presents "something of a gray area" with the fine print on products promising to whiten teeth by removing stains, not by lightening the base color of the teeth.

The editors of *Consumer Reports* noted that only products bearing the ADA Seal have had appropriate clinical and/or laboratory studies, and scientific data reviewed by the ADA Council on Scientific Affairs.

Consumer Reports found "no correlation between whitening claims and stain-removing ability" even with the seven toothpastes they tested that contained peroxide. The testers favored Ultrabrite All in One Advanced Whitening, reporting that it "proved excellent at stain removal — and with only average abrasiveness." The two closest competitors in stain removal, according to *Consumer Reports*, were Colgate Max Fresh and Colgate Luminous.

Donated Textbooks Will Help Cambodia's New Dentists



A concerted effort to rebuild Cambodia's oral health infrastructure involves a call for used dental school textbooks.

Robert P. Renner, DDS, who recently volunteered his services in Cambodia to treat the "street children," wrote about his experience in the August 2006 issue of the *Suffolk Dental Bulletin*, the publication of the Suffolk County (New York) Dental Society. The article also emphasized the need for used dental school textbooks for the country's dental students.

In the 1970s, approximately 1 million people were killed in genocidal social experiments. The Khmer Rouge had effectively eliminated the professional classes. At the close of the 1990s, there were only 35 dentists in a country of 10 million people.

Those who wish to donate books (English-language books will be accepted), should send them to Dr. Heng Sapanha, University of Health Sciences, Faculty of Odonto-Stomatology, 73 Monivong Blvd., Sangkat sras Chak Khan Duan Pehn, Phnom-Penh, The Kingdom of Cambodia.

ADA Develops Practice-Related Podcasts

In response to an increasing demand for information through avant-garde tools, the American Dental Association has produced a series of practice-related podcasts, which are available for free download at www.ada.org/goto/podcasts.

The podcasts are each about 20 minutes long and feature one or more subject matter experts and a moderator. While primarily targeting new dentists, other practitioners will find the podcasts pertinent and useful. Podcasts can be found in major directories such as Odeo, iTunes, and Podfeed.net. The ADA's podcast feed is managed by Feedburner. Listeners can

subscribe to the podcast, save it to their hard drives to listen later on their digital mp3 player, iPod or PC, or stream it directly from ada.org.

Newcomers to podcasts should view the ADA's Podcast frequently asked questions site at www.ada.org/goto/podcast. Additionally, listeners are encouraged to share their thoughts on the podcasts by going to the same Web site and clicking on "What do you think?" to provide feedback.

Podcast topics include "Internet Marketing"; "Finding and Keeping the Patient"; "Strategic Planning and Systems Development" (part 1); and "Taxes and Business Planning" (part 2).

Listeners can subscribe to the podcast, save it to their hard drives to listen later on their digital mp3 player, iPod or PC, or stream it directly from ada.org.



Honors and Awards



Paul Subar, DDS



Peter K. Moy, DMD

Paul Subar, DDS, has been named the first recipient of the California Dental Association's Arthur A. Dugoni Faculty Award. This award will annually recognize an educator from the state's five dental schools who has made contributions to the scholarly and creative activities of his or her respective school. Subar, of Mill Valley, is an assistant professor at University of the Pacific Arthur A. Dugoni School of Dentistry.

Peter K. Moy, DMD, Los Angeles, has been installed as treasurer of the Academy of Osseointegration. Moy is director of implant dentistry, Department of Oral and Maxillofacial Surgery, and professor at the University of California, Los Angeles, School of Dentistry, a faculty member of the UCLA Hospital and Clinic's Department of Hospital Dentistry. He also maintains a private practice limited to oral and maxillofacial surgery in Brentwood.

The University of California, Los Angeles, School of Dentistry

has received a pledge of \$2.5 million from Nobel Biocare. The school's largest, single endowment to date, it will be used to establish the Nobel Biocare Endowed Chair in Surgical Implant Dentistry.

"This endowment is a very important and exciting development for the section of oral and maxillofacial surgery, the division of diagnostic and surgical sciences, and the school as a whole," said No-Hee Park, DMD, PhD, dean of the UCLA School of Dentistry. "The Nobel Biocare Endowed Chair in Surgical Implant Dentistry is a wonderful way to advance the teaching and research activities of a leading scholar while helping to strengthen UCLA's standing at the forefront of dental education."

"We are extremely grateful for Nobel Biocare's generous support, which will benefit the UCLA School of Dentistry's students, faculty and patients for many generations to come," said Thomas Mitchell, assistant dean and director of development at the UCLA School of Dentistry.



No-Hee Park, DMD, PhD