



# TRANSFORMATIONAL GUM HEALTH WITH THE CREST + ORAL-B REGIMEN



**JENNIFER TURNER, RDH, BSC.,**  
Vice President, Dental Hygiene Operations  
123Dentist

Gingivitis already impacts **55%** of adults<sup>1</sup> but due to recent public health events, extended periods between client visits have brought extra challenges into the dental hygiene operatory.

Dental hygienists are concerned for our client's oral health and know that when we recommend an elevated regimen it can transform and enable improved client health. Preventing biofilm formation is the key to managing gum health. Poor maintenance can result in oral biofilm dysbiosis resulting in an inflammatory reaction that can lead to hard and soft tissue disease. Better biofilm maintenance can help improve client oral health with predictable outcomes. This can also make the dental hygiene appointment easier and less strenuous. We can help achieve optimal biofilm maintenance through innovative home care regimen, backed by evidence, consisting of the Oral-B iO powerbrush and Crest Gum toothpastes.

## ROUND CLEANS BETTER FOR HEALTHIER GUMS

Oral-B iO's new magnetic drive delivers clinically proven oscillation-rotation technology, but with the benefit of micro-vibrations, resulting in concentrated energy being directed to the bristle tips for a deep clean. Its Smart Pressure Sensor changes color based on brushing force and thereby coaches the brusher to maintain consistent pressure in the ideal window of 0.8-2.5N via positive reinforcement. The Oral-B iO toothbrush is designed for a better client experience and compliance. There has never been a better time to educate clients about this amazing state-of-the-art technology.

Recent studies have shown that the Oral-B iO had **4.5x** better odds of transitioning to healthy gums vs. Sonicare DiamondClean<sup>2</sup> and **14.5x** better odds of transitioning to healthy gums vs. manual.<sup>3</sup>



## CLINICALLY PROVEN FOR HEALTHIER GUMS AND SENSITIVITY RELIEF

Our clients need to be educated during their dental hygiene appointment that toothpaste matters. Crest has led the toothpaste evolution to perfect a stabilized stannous fluoride (SnF<sub>2</sub>) formula that works to penetrate deeper into the biofilm to provide soft tissue protection and to strengthen hard tissue.

Crest Gum Detoxify's activated foam penetrates up to 4 mm subgingival where SnF<sub>2</sub> helps neutralize gingivitis-causing bacteria. It has a substantivity of up to 12 hours.

Crest Gum & Sensitivity's InstaShield formula quickly treats and helps prevent<sup>5</sup> root sensitivity by creating an acid-resistant protective layer to shield exposed dentin. It also helps heal gingivitis by killing plaque bacteria, a risk for gingival recession - a cause of root sensitivity.

By using Crest Gum toothpastes, your clients have **3.7x better odds of shifting to generally healthy (<10% bleeding) vs. sodium fluoride toothpaste.**<sup>4</sup>



## TRANSFORMATIONAL GUM HEALTH STARTING FROM DAY 1

When the Oral-B iO and Crest Gum toothpaste are combined as a regimen we can help **return 100% of gingivitis clients to healthy!**<sup>5</sup> Employing innovations can be a critical factor to help transform clients' oral hygiene for better biofilm maintenance, improved compliance and increased predictable oral health outcomes. It is imperative that the recommendations we make to our clients are rooted in evidence-based dentistry and clinicals. The scientific research behind the Oral-B iO and Crest Gum toothpastes provides us with the confidence to recommend this regimen to our clients so they can achieve positive oral health outcomes.



Scan the QR code to learn more about Oral-B iO and its client benefits



Scan the QR code to learn more about Crest's SnF<sub>2</sub> Gum line

✓ **84% 'HEALTHY' USING ORAL-B iO VS. 53% USING SONIC**<sup>2</sup>

✓ **82% 'HEALTHY' USING ORAL-B iO VS. 24% USING MANUAL**<sup>3</sup>

<sup>1</sup><10% bleeding sites <sup>2</sup>at Week 8; <sup>3</sup>Starts working immediately by blocking tubules for relief within days; <sup>4</sup>Crest's Gum toothpaste and Oral-B iO are validated by the CDA for the following oral health benefits: gingivitis, sensitivity, enamel acid erosion, plaque and cavities

**References:** 1. Li Y et al. Prevalence and severity of gingivitis in American adults. American Journal of Dentistry 2010;23(1):9-13. 2. Adam R, Ram Goyal C, Qaqish J, Grender J. Evaluation of an oscillating-rotating toothbrush with micro-vibrations versus a sonic toothbrush for the reduction of plaque and gingivitis: results from a randomized controlled trial. Int Dent J. 2020;70 Suppl 1:S16-S21. 3. Grender J, Ram Goyal C, Qaqish J, Adam R. An 8-week randomized controlled trial comparing the effect of a novel oscillating-rotating toothbrush versus a manual toothbrush on plaque and gingivitis. Int Dent J. 2020;70 Suppl 1:S7-S15; 4. A. Biesbrock A, et al. The Effects of Bioavailable Gluconate Chelated Stannous Fluoride Dentifrice on Gingival Bleeding: Meta-Analysis of Eighteen Randomized Controlled Trials J Clin Periodontol, Dec 2019. 5. Adam R, Grender J, Timm H, Qaqish J, Goyal CR. Anti-Gingivitis and Anti-Plaque Efficacy of an Oral Hygiene Routine including Oral-B iO Oscillating-Rotating Electric Toothbrush, Stannous Fluoride Dentifrice, CPC Rinse and Floss: Results from a 12-week Trial. P&G Data on file