Toothbrushing: There’s an app for that

Crest Oral-B’s ‘smart’ toothbrush links to smartphone

By Hygiene Tribune Staff

About 500 attendees at the 2014 ADA annual meeting recently held in San Antonio accepted an open invitation from Crest Oral-B to attend “The Technology Changing Dentistry Reception” that the company scheduled on an evening during the meeting.

After enjoying drinks and appetizers in the Lila Cockrell Theatre at the Henry B. Gonzalez Convention Center, attendees listened to presentations from experts connected to two new products from Crest Oral-B, one just recently launched and another that will make its debut in January.

First ever ‘smart toothbrush’

Sarita Arteaga, DMD, MAGD, associate clinical professor at the University of Connecticut School of Dental Medicine and former president of the Hispanic Dental Association Foundation, shared information about the two-way Bluetooth wireless toothbrush technology Crest Oral-B is launching in January.

Noting the growing prevalence of smart phone apps for fitness and general health, Arteaga said the new technology essentially links a toothbrush to a smart phone via an oral health app.

The resulting “smart toothbrush” will make it possible for users to share resulting oral health information with their dental provider, enabling professional monitoring of such areas as brushing time, pressure and other data that will help users monitor and improve their oral health.

In addition to the various data measurements available at launch, it’s expected that a variety of new data-tracking capabilities will be added as consumer use of the smart toothbrush evolves.

Strips treat tooth sensitivity for a month

Paul Sagel, Procter & Gamble research fellow and inventor of Crest Whitestrips, spoke about the sensitivity treatment product the company recently released in September, Crest Sensi-Stop Strips.

The sensitivity relief strips are designed to provide immediate relief to people suffering sensitivity to cold, heat, acids or sweets — providing relief for up to a month.

“We have some very exciting innovations that are just now coming on the market or coming to market in the near future,” said Dave Shull, Procter & Gamble associate director. “And we thought this would be a great forum to be able to share new technology with members of ADA.”

Commentary

Controlling fear, not just infection

By Patricia Walsh, RDH, BS, Hygiene Tribune Editor in Chief

They say ‘a miss is as good as a mile.’ Last week, in my New England dental practice, a miss was as good as 15. I no longer keep my cell phone in my lab coat pocket. While rethinking every infection control step in the office, I had decided that my email obsession was germ laden. No more glancing at a screen in the hallway while the doctor is using the Veloscope light. I may not be susceptible to a missed enterovirus, but what about the child in my chair? What if I missed cleaning a patch of fingernail?

Prior to my 10 a.m. patient, I went into the staff room for my mid-morning hard boiled egg. I thought about how studies have shown that the “germiest” part of an office isn’t the bathroom, but the staff room door knob.

We eat, we touch our face. I joke about my mid-morning snacks coming with a Purell chaser now. What percentage alcohol is it?

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Mark Twain said, “Wrinkles only mark where smiles have been.” Oral Health America wants every smile to be healthy, which is why its programs support increased access to oral health care and education for the nation’s most vulnerable populations, including older adults.

Older adults in the United States are facing a crisis when it comes to oral health care, with 70 percent of Americans age 65 and older not having a dental benefit and Medicare not including dental coverage. With 10,000 Americans turning 65 every day, according to the Pew Research Center, this oral health crisis is only going to continue to grow.

That is why OHA focuses on bringing needed oral health care and education to older adults through the Wisdom Tooth Project. The program includes a first-of-its-kind website, www.toothwisdom.org, designed to connect older adults and caregivers to expert articles about oral health issues facing older adults and to resources where they live.

The website also contains a section for health professionals so that those who work with older adults can get the most up-to-date information about oral health to use with their patients.

You can help support the work OHA does for older adults and all vulnerable Americans and ensure OHA reaches more Americans next year.

From now until the end of 2014, every dollar donated to OHA will be matched by Ivoclar Vivadent, up to $50,000. To make a gift and double your impact, telephone (312) 836-9900 or visit online at www.oralhealthamerica.org/donate.

(Source: Oral Health America)
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