

# SUNSTAR

## *E-Briefs* - News You Can Use

May 19, 2009

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### As Easy As "1-2-3"

#### **As Easy As "1-2-3"**

By Carol Lee, RDH, BS

Sunstar Award of Distinction 2007

Are you wondering how to convince your boss that dispensing the GUM Soft-Picks® is a benefit to patients and the practice? Your "Plan" is as easy as "1-2-3."

Step One: Let the patient be the one to help with the "convincing." After all, it is the patient that we serve and whose opinion counts the most in the practice. We all know it, let's use that to our advantage. Read on to learn how.

Step Two: Of course, we as hygienists need to lead the way with an introduction, but to which patients? The biggest opportunity is with patients who never floss. Whether they can't, don't or won't floss, we are left to find something else that will work. GUM Soft-Picks® may be the answer. Any of these patients can be your ally. As hygienists all we have to do is what we do best. Identify the problem, assess the condition then educate and empower our patients with alternatives for better oral health.

Step Three: Just wait. The GUM Soft-Pick is up for the challenge. Given the information and armed with their new GUM Soft-Pick in hand, your patient will be able to sample the product immediately. With your guidance, the patient will see the results themselves. The GUM Soft-Pick is convenient and has easy access to the in-between surfaces. With your patient convinced, you now have a new partner in your plan. You may want to review with your patient/partner some of the areas of the mouth that need attention and review techniques for easy access to those areas to assure successful outcomes for long term use. When your doctor comes in for the exam, just mention your suggestion of the GUM Soft-Picks® for the patient's continuing care needs. The patient may just respond to your comments with their own excitement and enthusiasm of this new possibility for a healthier mouth.

**One, two, three...it is that easy** . Make the most of each appointment with the use of the GUM Soft-Picks®. During the exam portion of just one appointment, the dentist will have heard the positives about the GUM Soft-Pick from you, the patient and...the GUM Soft-Picks®.



## What's New with Paste-Free?

### Study Shows the Butler® Paste-Free Propphy™ is

Safer on Cosmetic Restorations Than Polishing Paste

CHICAGO – March 11, 2009

A recent study conducted by the University of Nebraska Medical Center's College of Dentistry revealed industry-changing news for hygienists. The study showed that Butler® Paste-Free Propphy™ is less abrasive on composite resin and enamel and provides a higher gloss finish than the paste products tested. Butler® Paste-Free Propphy™ also maintains the original finish and gloss on porcelain, according to the results of the study.

Caren M. Barnes, RDH, MS, the Co-Principal Investigator and Professor at the University of Nebraska Medical Center's College of Dentistry noted, "This is the first time we have seen a paste-free product actually perform as well as or in some cases better than traditional paste products."

Specifically, the study found that:

Butler® Paste-Free Propphy™ is safer for polishing cosmetic restorations than traditional prophy paste

Butler® Paste-Free Propphy™ is less abrasive than prophy paste on composite resin and the enamel

Butler® Paste-Free Propphy™ provides a higher gloss finish than prophy paste on composite resin and enamel

Butler® Paste-Free Propphy™ maintains the original finish and gloss on porcelain (does not damage porcelain restorations)

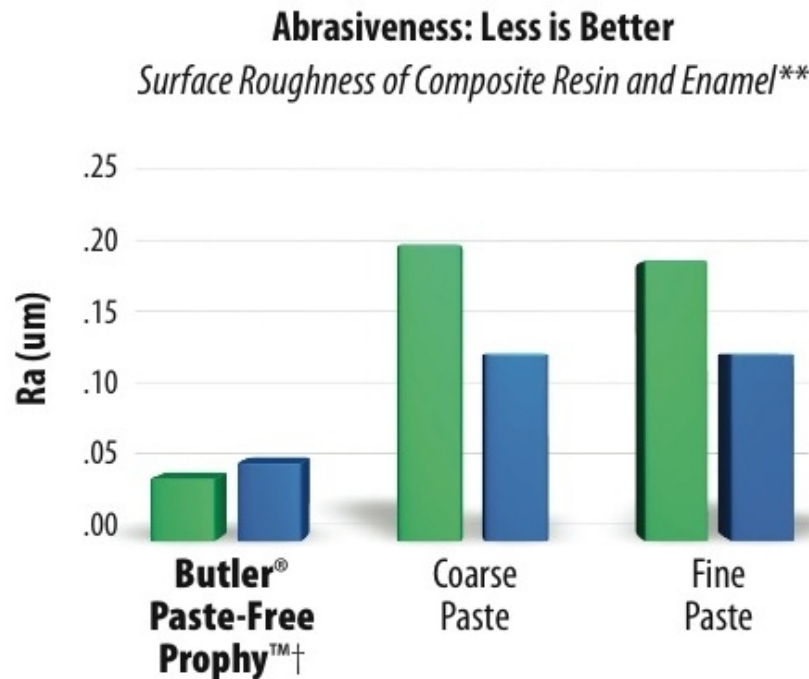
According to Bill Sever, vice president and chief marketing officer at Sunstar Americas, Inc., maker of Butler's Paste-Free Propphy, the study clearly shows the benefits of using this product. "Butler Paste-Free Propphy provides a new standard of cleaning, particularly for the millions of people with cosmetic restorations."

In addition to the effective polishing results, Butler® Paste-Free Propphy™ offers a more comfortable cleaning experience for patients. Sever also noted that, "One of the most common complaints among patients is the gritty feeling that comes with having your teeth cleaned. We have a product

that eliminates the grit and splatter. In addition, there is now evidence that Paste-Free Proply works just as well and in some cases better than the paste products." For more information on the Butler® Paste-Free Proply™, visit [www.sunstaramerica.com](http://www.sunstaramerica.com) or call 1-800-528-8537.

About the study

Detailed study data is on file.



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