

SUNSTAR

E-Briefs - News You Can Use

October 14, 2008

Introduction

The NEW Sunstar E-Brief

Welcome to the first edition of the Sunstar E-Brief...News You Can Use. This bi-monthly email brief will keep you up-to-date on new techniques, new products and news from your peers. It's a quick read and a great way to stay in touch with everything new. If you have a testimonial or a story you feel would be beneficial to your fellow professionals please contact us.

Jackie L. Sanders, RDH, BS
Associate Marketing Manager
jackie.sanders@us.sunstar.com

Lisa's Story

Butler Paste Free Prophy Angles

"Tried and True"

By: Lisa S. Knapp, RDH, BS

At the office of Dr. Alfred Hurt in the waterman's town of Burgess, Virginia, we love this exciting new way of polishing teeth and our patients are happy about it too!

Dr. Hurt says the non-fluoride paste free angles are useful for cleaning a tooth after temporary crown removal. Dr. William Wine is happy with the "no mess, no fuss" quality for both the doctor and the patient.

Karen Hurt, RDH commented: "Good overall stain removal, I can get to the margins of composites and remove the stain more visibly, you don't have to use as much pressure to remove stain and it is great for getting stain out of dental fluorosis areas." Louise Magnani, RDH said plain and simple, "I love it! The children are happy because there is 'No gritty stuff' and the patients say that their teeth feel very clean - GOOD STUFF!"

I personally found that using it after an SRP helps remove stain, smooth the tooth surface and create a smooth gingival line without the worry of paste. The increased visibility is very helpful when removing stain as well as the reduction of salivary flow. The patients are very pleased that there is much less mess and that their teeth feel very smooth.

Our dental assistants, Nancy Lewis and Marsha Nash both feel it is less messy and that the kids do not mind the taste. As Nancy said, "If you have someone that gag's with paste - it is wonderful - they don't gag and that solves that!" They both like the convenience of less set up time for prophys, not having to keep dabbing the prophy cup with paste and saving time on patient rinsing. As Marsha said, "It's just a neat way to clean teeth!"

As you can see the Butler Paste-Free Prophy Angle is a "hit" in this office - we think it is a great invention!!



Where is the paste



Paste-Free Prophy

No paste. No splatter. No Grit.

Where is the paste?

The Butler Paste-Free prophy cup is firmer but less abrasive than a soft cup with medium paste. What initially feels firm to the hand will quickly become softened by saliva. As the cup softens it adapts freely into the interproximal surface while maintaining the firmness necessary to remove stain effectively. The additional firmness was required to hold the imbedded pumice while allowing for less pressure during stain removal. These two attributes are what reduces the abrasiveness of the product by up to 50%. The abrasiveness is also reduced without constant introduction of more pumice into the mouth. You will not see a foam or any other substance coming from the cup, the imbedded pumice is the working agent. Your acceptance of the new feeling may take time, but the benefits to your patients will be worth your efforts.

Crayola Timer Light

This Month's Featured Product Crayola Timer Light

What's New? 60 Seconds to Healthy Smiles!

How often do you have a parent ask you if their child is brushing long enough? Do you wish there were another solution besides a sand timer or the singing of a song? How about a toothbrush that actually blinks for sixty second intervals? What if you could tell a parent to have the child brush the top teeth for one interval and the bottom teeth for the second interval? Now you can!

Introducing Crayola Timer Light Toothbrush

- Colorful Led lights flash for 60 second intervals
- Colorful, ultra-soft bristles are gentle on adolescent teeth and tissues
- Narrow, tapered head is comfortable in small mouths
- Dome Trim bristles remove plaque more effectively
- Crayola brand appeals to boys and girls
- Suction cup base is a fun way to store the toothbrush
- Available in: red, blue, green, and yellow

Professional: Available through your local dental dealer or Sunstar.

Retail: On sale at Wal-Mart, Target, and Walgreens or via <http://www.gumbrand.com/>



Joslin Diabetes

Dental News

We are pleased to announce that Sunstar has entered into a new collaborative agreement with the prestigious Joslin Diabetes Center (affiliated with Harvard Medical School in Boston) to research potential opportunities in the areas of "obesity, diabetes, and nutrition" as well as "diabetes and oral care". A series of educational seminars will be held in Chicago and Tokyo to kick off the program.

Butler/Sunstar

What happened to Butler and who is Sunstar?

The company that built the GUM and Butler brands was founded in 1923 by Dr. John O. Butler, a periodontist.

In 1946 Sunstar entered into the Oral Health Care Market. President Kunio Kaneda utilized the company's metal tube manufacturing and tube filling technologies and took the company in a new direction, toothpaste manufacturing. The advertising for the new products featured the slogan, "Brush your teeth morning (when the sun rises) and night (when the stars are in the sky)", the product was called "Sunstar". It would later become the company name.

In 1988 a relationship was forged between two companies that shared the dedication to the dental

professional. The acquisition of the John O. Butler Company by Sunstar Inc.

