

AN INDEPENDENT SUPPLEMENT BY MEDIAPLANET TO USA TODAY

Your pet's breath

Don't forget about your furry companion

Sweet treats

There's a new kind of sugar in town

Break the cycle

Access to healthcare for at-risk children

**MEDIA
PLANET**

August 2012

ORAL HEALTH



TO KEEP A
HEALTHY
MOUTH

A REASON TO SMILE

Actress Brady Reiter joins forces with America's Tooth Fairy to educate other kids and their families about protecting their smiles.

PHOTO: 20TH CENTURY FOX HOME ENTERTAINMENT

 **HENRY SCHEIN®**

Celebrating 80 years of helping health practitioners care for their patients.

We're helping health happen!

www.henryschein.com



CHALLENGES

All across America, dental health is being neglected because of **a perfect storm of reduced** insurance benefits and limited funds.

Creating a safety net

Five cavities! That's news no adult wants to hear, much less a nine-year-old girl.

Dr. F knew that even under ideal circumstances, treatment would be difficult. But today she was working in a temporary dental clinic, at a county fairground in a building ordinarily used to house animals. Hundreds of patients had shown up that morning hoping to receive free dental care donated by local dentists. While tears streamed down the little girl's face, Dr. F spoke reassuringly: "It will be OK."

While Dr. F worked, the girl's mother explained that this was her daughter's first visit to the dentist. What had kept her from seeking care sooner were reasons we hear all too frequently—no insurance, not enough money, and no dentist nearby that accepts Medicaid.

The perfect storm

All across America, dental health

is being neglected because of a perfect storm of reduced insurance benefits and limited funds.

The most impoverished are the most vulnerable. With government cutbacks and a dire economy, what we call the dental care safety net—services provided by government and charitable organizations—is threadbare.

In Chicago, according to research conducted in 2011 by the Chicago Dental Society, there is one dental clinic for every 11,400 Medicaid patients.

Research shows that patients who don't have access to dental care are at increased risk for chronic illnesses, such as diabetes and heart disease.

A cycle of neglect

Neglecting your dental health can have catastrophic results on both your overall health and wallet.

Dental problems only get worse with time. Skip a few visits with the dentist and that early cavity may turn into one that requires a root canal and crown to repair.

Prevention is key. Brushing



Keri Kramer
The Chicago Dental Society

BEST TIPS

- 1 Brush your teeth twice a day, for two minutes each time. How long is two minutes? Sing the "ABC" song to yourself four times.
- 2 Floss daily. Flossing helps remove debris and plaque from between teeth that could otherwise turn into bad breath, tooth decay and gum disease.
- 3 Visit your dentist every six months for an exam and cleaning.

twice a day, flossing daily and regular dental check-ups are the three primary components of good oral health care.

Never too early

Children need to see the dentist by age one. Baby teeth may fall out, but until then, they still require regular dental care. A child with untreated dental decay may have trouble eating, speaking, or paying attention in school.

"All done!" With her tooth decay now treated, a jubilant little girl jumped from her dental chair to hug Dr. F. A toothache-free summer of swimming and ice cream cones now awaited her.

Together with its foundation, The Chicago Dental Society has donated more than \$4 million to improve oral health in the metro Chicago area.

KERI KRAMER

editorial@mediaplanet.com



WE RECOMMEND



Dr. James Bramson, D.D.S.
The link between periodontal disease and chronic illnesses.

PAGE 4

MEDIA PLANET

ORAL HEALTH
7TH EDITION, AUGUST 2012

Publisher: Nathan Tuchman
nathan.tuchman@mediaplanet.com
Business Developer: Becky Weinstein
becky.weinstein@mediaplanet.com
Designer: Aran Kim
Managing Director: Luciana Colapinto
luciana.colapinto@mediaplanet.com
Editorial Manager: Sara Quigley
sara.quigley@mediaplanet.com

Contributors: Faye Brookman,
Dr. John Bruinsma, Kristen Castillo,
Avery Hurt, Keri Kramer, Jill Malmgren

Distributed within:
USA Today, August 2012
This section was created by Mediaplanet and did not involve USA Today or its Editorial Departments.



FOLLOW US ON FACEBOOK & TWITTER!
[facebook.com/MediaplanetUSA](https://www.facebook.com/MediaplanetUSA)
twitter.com/MediaplanetUSA

Mediaplanet's business is to create new customers for our advertisers by providing readers with high-quality editorial content that motivates them to act.



Do you have a small white? or red spot in your mouth?

The majority of spots are caused by everyday trauma such as cheek biting or pizza burns, but some contain unhealthy cells that if left alone could become a problem. Ask your dentist or physician for a BrushTest®, a painless test to help find unhealthy cells while they are still harmless.



BrushTest.com

Changing the Face of Oral Care for People and Pets

healthymouth™ & healthymouthwater™

From “Best Kept Secret” to “Best Choice” Products for Veterinary and Human Oral Health Home Care.

Q. Why care about dental care for our pets?

As with people, the health of pets’ mouths directly affects overall health and even longevity.

Q. How did healthymouth™ for animals come to be?

At age seven, my Shih-Tzu, Ping-Pong, had never had any professional or home dental care. Despite years of bad breath I never looked in her mouth. Her serious oral disease was going to cut her life short. After extraction of many teeth, I learned Ping needed home dental care. I was given a dental water additive, read the ingredients and knew I would NEVER ingest those ingredients myself nor give them to Ping. I searched the marketplace and found no products with legitimate research or healthy ingredients. My mission became to develop a safe, effective product to supplement my own poor oral care and provide Ping with optimum home oral care. Today, at age of 15, with professional dental care and healthymouth,™ Ping’s mouth and overall health are fantastic.

Q. Is it correct that the formula is intended for humans, but first tested on animals? Yes. The formula is intended for humans to supplement daily oral care regime.

Q. So what the heck is in this stuff and what does it do? The patented formula contains 100% human ingredients; no pharmaceutical chemicals, alcohol, artificial ingredients, xylitol, sugar, sodium fat or calories. It reduces plaque leading to gum disease, keeps gums and teeth cleaner and fights bad breath at the source. www.healthymouth.com.

Q. Are all your products supported by science. Yes. As a pet owner I was troubled by oral care products making marvelous claims with no research behind them and positioned as false alternatives to proper care. HealthyMouth is about science, not flashy marketing. Clinical trials produced reductions of plaque from 72%-88%. www.healthymouth.com

Q. What’s the significance of the VOHC® Seal? The Veterinary Oral Health Council awards the Seal of Acceptance to products that successfully meet rigorous criteria for effectiveness in controlling plaque and/or tartar in dogs and cats. Veterinarians look to VOHC® accepted products as having

valid claims, superior effectiveness and quality. HealthyMouth has received 7 VOHC® Seals, more than any company in the world for animal home dental care. (www.vohc.org).

Q. Does healthymouth™ replace professional dental cleaning under anesthesia? No. It’s part of a comprehensive dental program with professional care. Products claiming otherwise are fraudulent. Pet dental care, like our own is for life, but with healthymouth™ it’s as simple as routine hydration.

Q. What about the safety of anesthesia?

Anesthetic protocols today are not what they used to be. Using a combination of agents and with proper monitoring, anesthetic safety has improved remarkably. If a veterinarian does a thorough pre-operative assessment, owners can feel confident their pet can be anaesthetized.

Q. What is a Board-Certified Veterinary Dentist? A Diplomate of the American Veterinary Dental College (AVDC) is a DVM, veterinarian also certified by the AVDC, having demonstrated extensive expertise and skill in veterinary dentistry, oral surgery, requiring completion of AVDC’s 3-6 year training requirements, and successfully passing rigorous AVDC examinations. Training in a wide range of advanced disciplines enables a dental specialist to implement a wide range of treatment options. Locate Diplomates by state, www.avdc.org.

Q. What does healthymouth™ have that its competitors do not? Multiple studies with proven results. VOHC® Plaque Control Acceptance for dogs and cats. 100% human grade-ingredients; no xylitol, alcohol, synthetic or artificial ingredients. healthymouth™ stands alone.

Q. I’ve never heard of a science backed, tasty oral care beverage for humans such as healthymouthwater™. How did you approach this challenge? Solving the problem of adjunct oral care meant combining the best of old and

new ways; supported by science, but utilizing new methods and relevant ingredients to meet consumers’ needs and changing the perception of oral care (at dentist and at home) from painful to pleasurable.

Q. Why the need for healthymouthwater™?

Healthy bodies start with healthy mouths™. Youngsters do not like to brush, moms and dads are too busy to brush properly and the elderly and handicapped struggle with periodontal disease. My goal was to create a supplement to, but not

replacement for, a comprehensive oral care program that even individuals suffering from diabetes or other common health issues or taking common medications such as for cholesterol or blood control could safely consume.

Q. Why did you undertake human clinical trials? The formula was developed for humans. The next logical step was testing the formula’s effectiveness on humans to see if the results could be reproduced. The multiple studies showed remarkable results after dental cleaning as a supplement to brushing, flossing

and mouth rinsing with ADA accepted products. Everyone drinks water. Supplying populations throughout the world with healthymouthwater™ could have dramatic health implications.

Q. How is healthymouthwater™ consumed? The liquid concentrate, consumed daily, comes in single-dose, easy to pour packets that are combined with 16 ounces of water. Our base has a light green tint which does not flavor the water. For that we have developed 24, 100% real fruit essences with no sugar, fat or calories and we’ve coined the term “dentalicious” to describe the combination of great taste, healthy benefits and dental care in one.

Q. Is healthymouthwater™ available now?

It launches January 2013, but complimentary samples are available now on www.healthymouthwater.com.



*Karen Albert, Founder/CEO
with Ping-Pong, 15 years young*

Excerpt from an interview with Karen Albert, Founder/CEO. Read full interview at www.healthymouth.com/usatoday.

HealthMouth LLC, based in Malibu, CA, is a company committed to operating successful business divisions coupled with meaningful philanthropy, exhibiting that the two may go hand-in-hand. Contact Karen Albert: karen@healthymouth.com or call 310-351-1343.

THE REAL VOHC® ACCEPTED HEALTHY MOUTH™ IS AVAILABLE ONLY THROUGH VETERINARY CLINICS

OR ON www.healthymouth.com, HEALTHY MOUTH WATER™ ONLY ON www.healthymouthwater.com

NEWS



NEWS

Promising job outlook for dental assistants

If you're thinking of entering a stable, rewarding career, look no further than dental assisting. According to the U.S. Bureau of Labor Statistics, the demand for dental assistants will increase 31 percent from 2010 to 2020, much faster than other occupations. Career author Laurence Shatkin, Ph.D., named dental assisting #1 on his list of 15 best jobs for young people.

What's fueling this growth?

Several factors, including a growing demand for preventive dental services. According to Shatkin, the job holds many attractive benefits, including the chance to work with people, the option for part-time or flexible hours, and the ability to start a new career without years of training. To keep up with this growing profession, it is important to stand out from other dental assistants with national certification.

JEAN IVERSEN,
DENTAL ASSISTING,
NATIONAL BOARD
editorial@mediaplanet.com

Saving dollars and lives

Affordable care for the entire body

The Affordable Care Act requires dental coverage for children, but not for adults. This is good news for kids, but we might be practicing false economy by not including adults in the mandate.

The tragic death of Deamonte Driver, a twelve-year old boy who died in 2007 of an untreated dental abscess, spotlighted the need for dental care for children. Adults

also run health risks from poor oral care. A considerable body of research suggests an association between oral health and overall health.

"Dentists are often the first line of defense in overall health," says Jon Seltenheim, Senior Vice President, Business & Government Strategy United Concordia Dental, "by screening for oral cancers and suggesting when patients need to see a physician for other potential health problems."

Add-on and save

"We are pleased that there is a mandate for children," says Seltenheim, "and hope that adults will take advantage of it as well." And they might. Experts expect most of the exchanges to allow add-on dental coverage, so it is possible that even though dental care is mandated only for children, more adults will end up with dental coverage as well, explains Evelyn Ireland, Executive Director of the National Association of

ACCORDING TO THE NATIONAL ASSOCIATION OF DENTAL PLANS, 135.3 MILLION AMERICANS DID NOT HAVE DENTAL BENEFITS IN 2011.



Dental Plans.

And that would be a good thing not just for those who sell dental plans. Research suggests that adequate dental care can save health-care dollars as well as lives.

EVERY HURT
editorial@mediaplanet.com

HEALTHY BODY, HEALTHY MOUTH: THE LINK BETWEEN ORAL HEALTH AND OVERALL HEALTH

Findings presented at the March meeting of the American Association for Dental Research found that treating periodontal disease in diabetics can prevent complications and save money.

According to data from a three-year study conducted by University of Pennsylvania researchers, patients with diabetes who received treatment and follow-up treatment for periodontal disease had 13 percent fewer physician visits and 33 percent fewer hos-

pital admissions than diabetes patients who received no care for their gum disease. This translated into an \$1,800 per year decrease in medical care for treated patients.

Landmark findings

For several years now, researchers have been investigating the link between periodontal disease and chronic illnesses such as cardiovascular disease and diabetes. This landmark study took a close look at the cost savings of treating periodontal disease in people with diabetes. James Bramson, D.D.S.,

"You can't uncouple oral health from general health. You're not completely healthy if your mouth is not healthy."

Chief Dental Officer at United Concordia, one of the funders of the study, points out that the size and duration of the study makes these results especially strong.

Reduced complications

The reduced office visits and hospitalizations also suggest a reduction in complications of diabetes among the study subjects. "You can't uncouple oral health

from general health," explains Bramson. "You're not completely healthy if your mouth is not healthy."

Next, researchers will analyze the relationship between periodontal treatment and pharmacy costs, and periodontal treatment and other chronic illnesses.

EVERY HURT
editorial@mediaplanet.com

DANB Certification

Stand out from other dental assistants.



Dental Assisting National Board, Inc.
Measuring Dental Assisting Excellence®

1-800-367-3262 • www.danb.org





YOU MEAN A SIMPLE ADDITION TO
OUR DENTAL PROGRAM CAN SAVE
THOUSANDS IN MEDICAL COSTS?

I THINK I CAN SELL THAT
TO THE CORNER OFFICE.

WITH UCWELLNESS, EXTRA DENTAL COVERAGE FOR YOUR DIABETIC EMPLOYEES HELPS KEEP THEM HEALTHIER WHILE REDUCING YOUR ORGANIZATION'S MEDICAL COSTS. According to our landmark study,* diabetics who get proper treatment for gum disease have fewer doctor visits, require less hospitalization and therefore save an average of \$1,814 annually in medical expenses. Now United Concordia puts this breakthrough research to work for employers through our UCWellness program. Even with a handful of participants, UCWellness pays for itself and can help save you thousands of dollars in medical expenses. So contact your broker or call 888-884-8224 to reach a United Concordia sales representative. Or go to UnitedConcordia.com/UCWellness to download a brochure and discover how UCWellness connects oral health to medical cost savings.

UNITED CONCORDIA[®] DENTAL
www.UnitedConcordia.com/UCWellness

*Jeffcoat, M., et al., Periodontal Therapy Reduces Hospitalizations and Medical Costs in Diabetics, Abstract, American Association of Dental Research, March 23, 2012.

ADV-0086 0812 – This advertisement is not an offer of coverage or proposal of insurance. The Group Policy or Contract and Certificate of Insurance ("Plan Documents") include a complete listing of covered services, limitations, exclusions, cancellation and renewal provisions. In the event of conflict, the Plan Documents will govern. PPO and/or DHMO products underwritten by: United Concordia Insurance Company; United Concordia Dental Corporation of Alabama; United Concordia Life and Health Insurance Company; United Concordia Insurance Company of New York; United Concordia Dental Plans of California, Inc.; United Concordia Dental Plans of Kentucky, Inc.; United Concordia Dental Plans, Inc.; United Concordia Dental Plans of the Mid-West, Inc.; United Concordia Dental Plans of Pennsylvania, Inc. and United Concordia Dental Plans of Texas, Inc. United Concordia Insurance Company is not licensed in AL, DE, DC, IL, KY, MD, MO, NJ, NY, NC and PA. Not all products are available in all jurisdictions. United Concordia policies cover dental benefits only. Fee-for-service and dental HMO products are delivered under separate contracts. For a complete listing of the products and services available in your area, the specific UCCI company licensed to provide those products, and exclusions, limitations, renewal, cancellation and cost information, contact a United Concordia account representative or visit our website at www.UnitedConcordia.com. United Concordia Insurance Company, California certificate of authority number 3739-0, is domiciled in Arizona at its statutory address, 2198 East Camelback Road, Suite 260, Phoenix, AZ 85016. Available Concordia products are underwritten by United Concordia Insurance Company in OK and written on OK policy forms OK9802 (11/07) and OK9802L (11/07). The administrative office of UCCI and/or its licensed corporate affiliates is located at 4401 Deer Path Road, Harrisburg, PA 17110.

NEWS



NEWS

SEAL OF APPROVAL

The ADA seal is the standard to ensure consumers that they are only using the best products on the market.

“The seal program is there so consumers can make wise decisions about products they buy,” says Dr. Clifford Whall, the director of the ADA acceptance program. He notes that about 300 products, from chewing gum to toothpaste, currently have the ADA seal.

KRISTEN CASTILLO
editorial@mediaplanet.com

Keep kids – **all kids** – smiling

Overall dental health has improved, but pediatric dental disease has been increasing in segments of the population. In fact, according to Dr. Sally Cram, spokesperson for the American Dental Association (ADA), 80 percent of dental disease occurs in 25 percent of the population — often linked to low-income parents who lack insurance as well as those who may not practice good oral hygiene daily.

Groundbreaking efforts

Give Kids A Smile is the ADA's pro-

gram through which thousands of dentists provide free oral health care services to at-risk children from underserved communities. Give Kids A Smile enhances the oral health care of children in need as it highlights the ongoing challenges that disadvantaged families face in finding dental care.

“Effectively addressing our country's epidemic of pediatric dental disease is a daunting challenge, but one that is achievable through proven public-private partnerships, like Give Kids A Smile,” said Stanley M. Bergman,

Chairman and CEO of Henry Schein, Inc., which has been a sponsor of Give Kids A Smile since its inception.

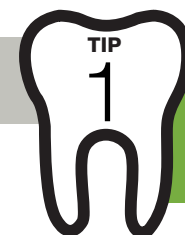
“Dentists and dental team members, dental educators, government, non-governmental organizations and advocacy groups, the dental industry — we all have resources to contribute and important roles to play.”

A reason to smile

“In addition to the committed partnership exemplified by Give Kids A Smile, the program has been

effective because we make oral health care engaging for children and frequently provide it to them in fun and exciting places,” continued Mr. Bergman. “From meeting NASCAR driver Greg Biffle at Charlotte Motor Speedway to exploring space at New York's Cradle of Aviation Museum, we are giving kids yet one more reason to smile.”

FAYE BROOKMAN
editorial@mediaplanet.com



BRUSH AFTER
EATING
FOODS THAT
STAIN TEETH

Thanks To Our Valued Supplier Partners For Helping Health Happen



The following supplier partners have generously donated their professional products to support Give Kids A Smile 2012 access programs:

- 3M ESPE
- Acteon
- Ansell Healthcare
- Axis Dental Corporation
- Centrix
- Coltene/Whaledent Inc.
- Crosstex International
- DASH
- DMG America
- Dukal Corporation
- DUX Dental
- Hu-Friedy
- Kerr Corporation
- Kimberly-Clark Healthcare
- Medicom
- Microflex Corporation
- Miltex Instruments
- Premier Dental Products
- Richmond Dental
- Sempermed USA
- Septodont
- Southern Dental Industries
- SS White
- Sultan Healthcare
- TIDI Products
- Tuttnauer
- Waterpik Technologies
- Young Dental
- Zirc

Exclusive Professional Product Sponsor

HENRY SCHEIN[®]
DENTAL



ADA American Dental Association[®]



HSC
Henry Schein Cares
Helping Health Happen

INSPIRATION

A REAL LIFE TOOTHFAIRY

Question: What does actress Brady Reiter do after playing a tooth fairy on screen?
Answer: She plays one in real life.

In the movie *ToothFairy 2*, 11-year-old Brady Reiter plays a centuries old fairy, a character that prepared her for a real life volunteer role with America's ToothFairy, a program dedicated to eliminating pediatric dental disease.

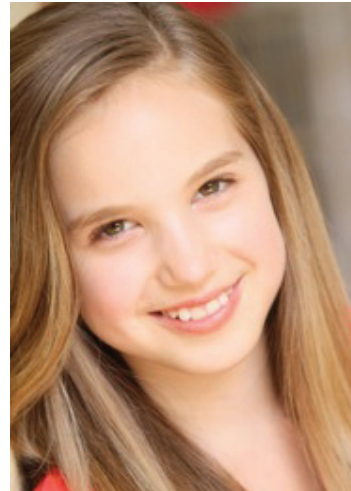
"I could not believe there are so many kids suffering from severe tooth decay, a disease that we can prevent," said Reiter, adding that many of these children are in so much pain that they can't eat, sleep or learn in school. "As a ToothFairy, I had to help! So, I decided to join forces with America's ToothFairy (also known as the National Children's Oral Health

Foundation) because they have programs that provide kids and their families with the education they need to prevent tooth decay as well as treatment."

Leading by example

Reiter enthusiastically leads America's ToothFairy Kids Club, a free program that helps children maintain a healthy smile with personal letters from the ToothFairy and fun activities they can do with their families.

"Before I started working with America's ToothFairy, I didn't realize what a big part oral health plays in our overall health. When a person has a lot of tooth decay in their mouth, just imagine what's going on in the rest of their body," she said. "That is why the work that America's ToothFairy is doing is so important. We need to help people understand that their



Brady Reiter helps curb the epidemic of pediatric dental disease alongside America's ToothFairy.
 PHOTO: 20TH CENTURY FOX HOME ENTERTAINMENT

smile matters." Tooth decay is the number one chronic childhood disease, according to the Surgeon General's Report, 2000. Left untreated, it can lead to pain, infections, low

self-esteem and lifelong health problems.

Playing your role

Brady's efforts also include a public service announcement for America's ToothFairy. "We need to protect children's smiles by signing them up for the America's ToothFairy Kids Club and everyone can become a real ToothFairy for a child in need at AmericasToothFairy.org!" she said.

America's ToothFairy supports a growing national non-profit clinical network along with volunteer professional and student community service programs providing educational, preventive and treatment services to children in need.

FAYE BROOKMAN
 editorial@mediaplanet.com



Worldwide, dental professionals depend upon DENTSPLY for innovative product solutions to improve their patients' oral health care for a lifetime.

www.dentsply.com

Helps Keep Teeth Clean and Gums Healthy
Clinically Proven

human:ESSENTIAL™ Simply Add to Drinking Water!

healthymouthwater™

Delicious Daily Dental Care That You Drink™

Healthy Bodies Start with Healthy Mouths™

Dentalicious™

Pure hydration and pure benefit™

100% natural, patent-pending formula clinically proven to help maintain good oral health. Choice of 24 delicious REAL fruit essences. Kids, moms & dads, grandmas & grandpas will all love.

THE REAL human:ESSENTIAL™ HEALTHYMOUTHWATER™ CAN BE FOUND ON www.healthymouthwater.com

Cosmedent Introduces New
www.dentalcomposites.com

Your FREE Educational Resource to Dental Composites!

COSMEDENT® Spreading Smiles™



INSPIRATION

BEST TIPS

Advanced oral care can reduce your risk for respiratory infection

“Oral bacteria and its link to respiratory infection has been extensively studied and published in dental literature,” said Robert Garcia, an Infection Control Preventionist at Stony Brook Medicine.

Risk factors for aspiration pneumonia (breathing foreign material into the lungs) include:

- Dependent on others for oral care
- Previously on hospital/nursing home ventilator
- Trouble swallowing
- Dry mouth

Helpful oral care interventions:

- Brushing teeth after meals and before sleeping
- Cleansing between brushings with an oral rinse
- Moisturizing to help with natural saliva production
- Regular professional dental assessment and treatment

KATHLEEN VOLLMAN,
MSN, RN, CCNS, FCCM, FAAN;
CONSULTANT
editorial@mediaplanet.com

New smile, new outlook:
Restoring one teen's confidence

It is tough to be a teenager these days. For a teen suffering from poor oral health, it can be tougher than one can imagine. Micah tried to do her best in school, but she had trouble concentrating because the pain in her mouth was so severe.

As an outcast and the object of nasty jokes, names and bullying for years, Micah found it difficult to make friends. “No one wants to be around the girl with ragged teeth,” she sadly remarked. When she did summon the courage to speak to people, she felt that they were so distracted by her teeth that they never really heard what she had to say.

Unable to escape the physi-

cal pain and emotional torment, Micah cried herself to sleep every night. A bright student and a volunteer at her local Boys & Girls Club, Micah had the potential to become a great educator one day, but she felt her dreams of becoming a teacher slipping away.

Seeing this talented young lady retreat into a shell of silent pain, a teacher at the Boys & Girls Club reached out to Tomorrow's SMILES®, a teen program of National Children's Oral Health Foundation: America's Toothfairy® (NCOHF) that provides promising, at-risk teens with comprehensive oral health services to help prepare them for healthy, successful futures.



TIP
2
CHANGE YOUR
TOOTHBRUSH
EVERY 2-3
MONTHS

Tomorrow's SMILES helps restore smiles and self esteem while encouraging teens to take responsibility for their oral health. Through this program, caring volunteer dentists provide pro-bono restorative services for a pre-screened underserved teen.

Participating teens then Pay It Forward by serving as mentors and teachers to children, encouraging good oral health habits that will help them maintain beautiful, happy smiles throughout their lives and help to break the cycle of pediatric dental disease in their community.

JILL MALMGREN
editorial@mediaplanet.com



Reduce your risk of infection with Advanced Oral Care.



Dental plaque contains multiple forms of bacteria, which can lead to serious infection if inhaled into the lungs. Help prevent infection with innovative oral care tools and solutions from Sage Products—the #1 trusted oral care brand in U.S. hospitals!

- Ultra-soft toothbrushes & swabs for sensitive mouths
- Convenient and easy to use
- Delivers much needed moisture to the mouth

SAVE 15%

Visit shopsageproducts.com or call 800-323-2220*

Discount code: USA12

*Coupon applies to first order only. Offer expires 12/31/12

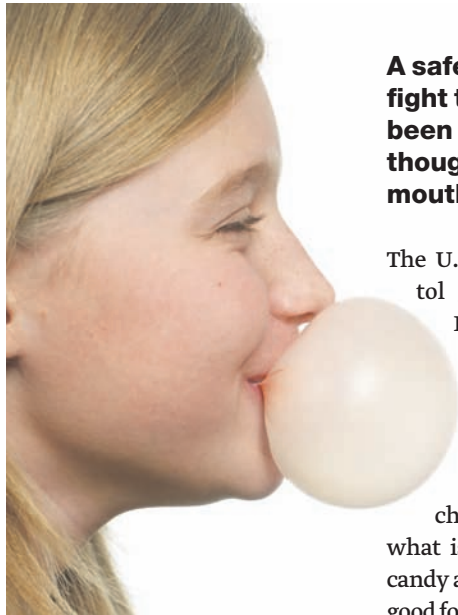
All products proudly made in USA by a veteran-owned company



care10034 ©2012 Sage Products Inc.

NEWS

Sweets that are good for your teeth? **You bet!**



A safe, natural way to fight tooth decay has been under our noses, though not often in our mouths, for years.

The U. S. Military includes xylitol gum in Meals-Ready-To-Eat (MREs) provided to deployed soldiers, sells it in commissaries, and reminds personnel to look for xylitol as a first ingredient when purchasing gum or mints. But what is xylitol and what makes candy and gum containing xylitol good for your teeth?

A different kind of sugar

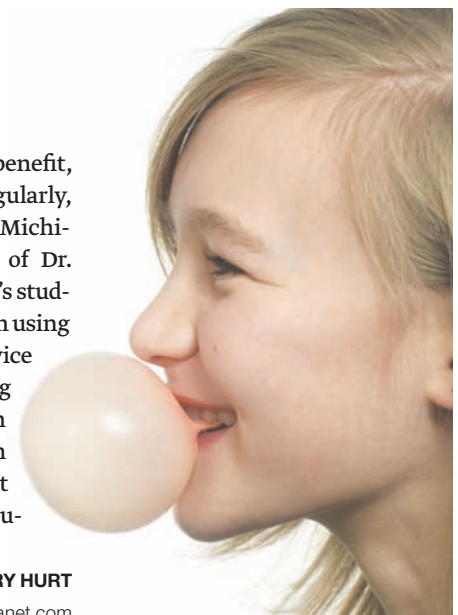
Xylitol is a naturally occurring sugar, found in harmless things such as raspberries, explains Dr. Peter Milgrom, Professor of Oral Health Sciences at the University of Washington's School of Public Health. But unlike the sugars that rot your teeth, xylitol actually prevents cavities, Dr. Milgrom says.

The bacteria that cause tooth decay feast on sugars that coat our teeth after we eat. The by-product of this microbial munching is an acid that destroys tooth enamel causing cavities. However, these bacteria can't metabolize xylitol;

when they eat it, they die.

Be consistent

In order to get maximum benefit, you have to use xylitol regularly, explains John Bruinsma, Michigan dentist and founder of Dr. John's Candies. In Milgrom's studies the best effect came from using gum or lozenges at least twice a day. "But simply switching from regular candy or gum to products with xylitol can make a huge improvement in oral health," says Dr. Bruinsma.



AVERY HURT

editorial@mediaplanet.com

dr. john's[®]
simply xylitol[®]

Swap your sweets for healthier treats!™

Dr. John's[®] SimplyXylitol[®] treats are developed by dental professionals to promote oral and overall health. Our delicious treats are naturally sweetened with xylitol, sugar free, gluten free, reduced calorie and safe for diabetics.

- Gourmet Chocolates
- Lollipops & Hard Candies
- Gum & Mints
- Caramels & Taffy
- Drink Mixes
- Xylitol Sweetener

Order today! (888) 375-6462 • drjohns.com

Dr. John's[®] is partnering with dentistry to improve oral health worldwide through unique product development and education.



NEWS

* DON'T MISS

Are your pet dental products safe and effective?

The seal program is there so consumers can make wise decisions about products they buy.

Look for the seal from the Veterinary Oral Health Council (VOHC), which recognizes pet products that effectively control the accumulation of plaque and tartar.

Pet product companies apply for the VOHC Accepted Seal for their products. While VOHC doesn't test the products, they do determine if the "product meets the VOHC pre-set standards," says Colin Harvey, VOHC's director.

VOHC's standard was adapted from the one the American Dental Association (ADA) has been using since the 1930's.

KRISTEN CASTILLO
editorial@mediaplanet.com

14

NUMBER OF TIMES OWNERS
SHOULD CLEAN THEIR PETS'
TEETH IN ONE WEEK

Throw your dog a bone, brush its teeth!

■ **Question:** Why clean your pet's teeth?

■ **Answer:** To help avoid health problems like kidney and liver disease.

You brush your teeth at least a twice a day, floss and gargle mouthwash too. But how's your pet's oral hygiene?

"Most people don't spend any time in their pet's mouth because they can't see in there," says Dr. Jan Bellows, DVM (Doctor of Veterinary Medicine) of All Pets Dental in Florida and the incoming president of the American Veterinary Dental College.

Dogs have 42 teeth and cats have 30 teeth. Owners should be cleaning their pets' teeth twice a day, especially since plaque builds up every 12 hours.

"The big problem is really gum disease in general because of excess plaque and tarter," says Tiffany Bierer, the health and nutritional sciences manager for Mars Petcare. "If you don't treat it, it gets worse and worse."

Many animals that have periodontal disease also have kidney and liver disease, as well as other health problems.

Brushing and breath

Most cat and dog owners don't



brush their pets' teeth, but they should.

"The gold standard is brushing but people don't know what to do," explains Dr. Bellows who says pet bad breath "isn't normal."

Bierer agrees, "Improvements in breath can tell you you're really doing something good for your pet."

Be sure to use fluoride-free toothpaste too, since fluoride isn't good for pets.

You can also get oral hygiene products from your veterinarian, like dental wipes, which have chemicals to clean teeth.

Dogs and cats should get regular cleanings from a veterinary den-

tist. The exam should include dental x-rays, tooth-by-tooth inspections and the use of anesthesia to clean teeth below the gum line.

"Sixty percent of the tooth is below the gum line," says Dr. Bellows, who cautions owners from taking pets to "roving dental groomers" who only clean the teeth's visible surface and don't use anesthesia.

Dental diet

"Dogs and cats with severe periodontal disease have painful mouths and prevention is far better than a cure," says Colin Harvey, director of the Veterinary Oral Health Council (VOHC), which recognizes pet products, including

foods and treats that effectively control the accumulation of plaque and tartar.

"Dry foods are very good at helping to clean teeth," says Bierer, noting a kibble's textures and shapes promote swallowing. Avoid products, like bones, which can be too hard on pet teeth.

Good habits

Ensuring your pet's dental health isn't a luxury. "It's about the livelihood of the pet," says Bierer. "It's about quantity and quality of life."

KRISTEN CASTILLO
editorial@mediaplanet.com



TREATS CAN
BE A VALUABLE
TOOL FOR THE
ORAL HEALTH
OF YOUR PETS

Recipient of 7 VOHC® Seals

Clinically Proven

dog. ESSENTIAL cat. ESSENTIAL equine. ESSENTIAL

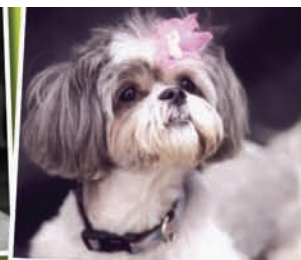
healthy mouth™

Dental Care that Dogs, Cats and Horses Drink™

Healthy Bodies Start with Healthy Mouths™



Ping-Pong at 7 years old before healthymouth™ and professional dental care.



Ping-Pong today at 15 years young with healthymouth™ and professional dental care.

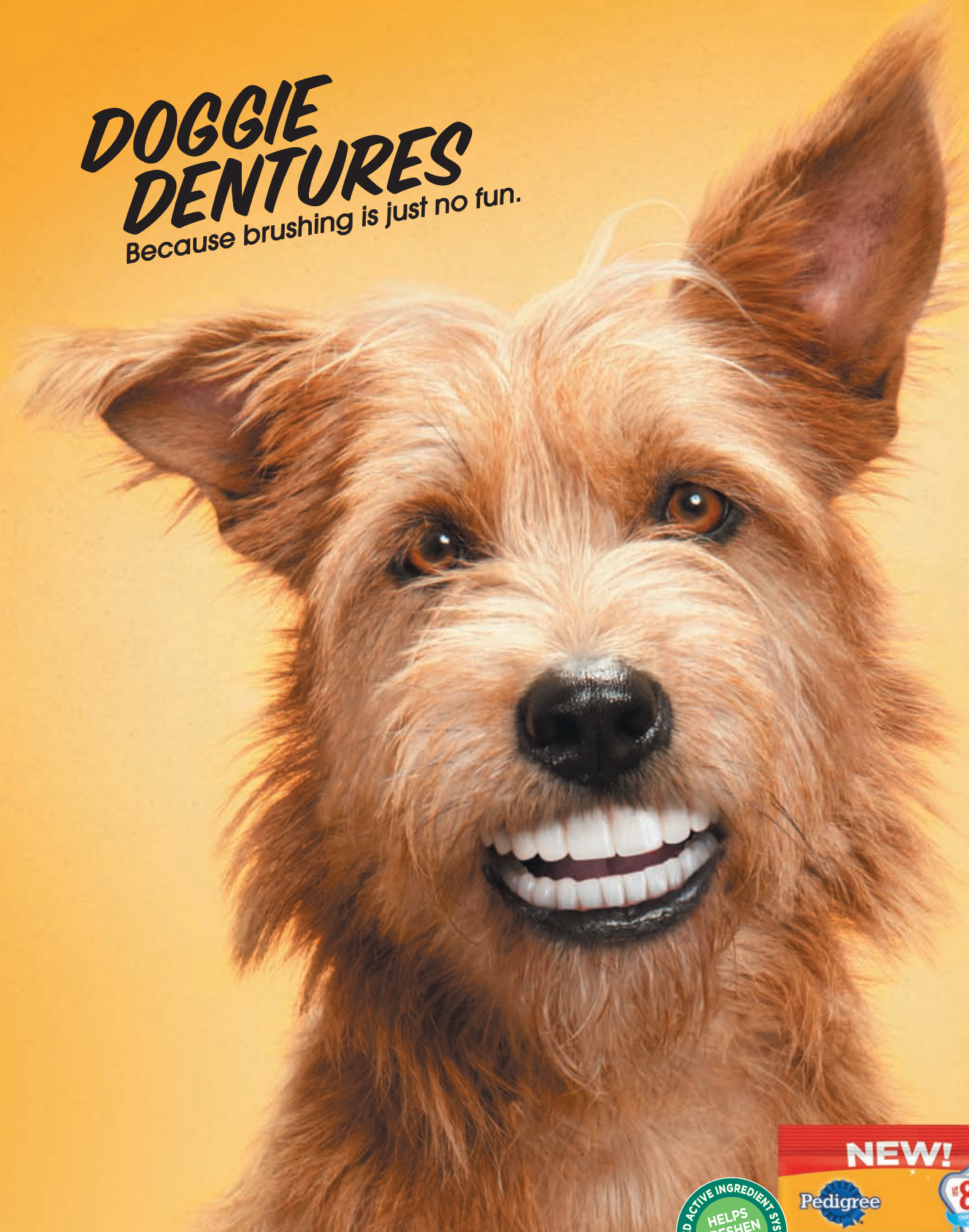
Serious Science.
Safe. Simple™

Patented, clinically proven healthymouth™ (100% free of xylitol, alcohol, artificial or synthetic ingredients) combined with veterinary dental care, provides a comprehensive oral care program for your dog or cat.

THE REAL VOHC® ACCEPTED HEALTHY MOUTH™ IS AVAILABLE ONLY THROUGH VETERINARY CLINICS OR ON www.healthymouth.com

DOGGIE DENTURES

Because brushing is just no fun.



Or, there's **NEW DENTASTIX FRESH®**
The treat that's clinically proven to reduce up to 80% of tartar build-up* now has green tea and eucalyptus to help freshen breath. Take that, tartar. And you too, dog breath!
DentureYourDog.com



*Average reduction was 47%. ®/™ Trademarks © Mars, Incorporated 2012. US Patent D492,836.

Clean Teeth. Fresh Breath. No Brushing.

Naturally Green
TROPICLEAN
fresh
breath™
made easy!



It's a fact - periodontal disease is the #1 disease among both dogs and cats. And one of the first warning signs is bad breath. Fortunately for you and your pets, now there's **TropicClean fresh breath made easy!** Using the touch-free applicator, just add a dab of Clean Teeth Gel every day to gently remove built-up plaque and tartar. **Clean teeth, fresh breath, without brushing.**

Naturally Green
TROPICLEAN
www.tropicclean.net

Available at:

petco 

Scan or visit petco.com/tropicclean
for more information.

