

Product news

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AN UPDATE ON THE EFFICACY OF MOUTHWASH USE



(l-r) Soha Dattani, Ben Tighe, Iain Chapple

On the morning of 10 October, Johnson & Johnson Ltd, the makers of Listerine hosted a press briefing in London to provide an update on the efficacy of mouthwash use. The event was chaired by Professor Iain Chapple, Professor of Periodontology and Consultant in Restorative Dentistry, Birmingham UK, who explored why it is time to take gingivitis seriously, focusing on the human, economic and societal cost of periodontal disease.

Adding to Professor Chapple's insight were presentations from Professor Elena Figuero, Full-Professor in Periodontology at the University Complutense of Madrid; Benjamin Tighe, a dental therapist in private practice and a Tutor Dental Therapist at the Eastman Dental Hospital, who spoke about his experience of recommending mouthwash for plaque management purposes in practice; and Soha Dattani, a periodontist and Head of Professional at Johnson & Johnson, who shared the latest data from new Johnson & Johnson trials, which were peer reviewed and

published in the *Journal of Dental Hygiene* earlier this year.

This meeting served as the culmination of 12 months of activity for Johnson and Johnson Ltd., which involved both the National Advisory Panel and Hygienist Advisory Panel gatherings and their subsequent consensus statements on mouthwash use, as well as the dissemination of new data revealing how to tackle interproximal plaque with essential oils-based LISTERINE.

Bringing all of these threads together for a full overview, the results from the peer reviewed studies were shared. The published results report that for patients who brush and floss, adding LISTERINE reduces interproximal plaque by 28.4% versus brushing and flossing alone. For those who don't floss, adjunctive use of LISTERINE reduced interproximal plaque above the gumline by 4.6x versus floss.

For further information, visit <https://listerineprofessional.co.uk/>.

CAMPAIGN LAUNCHED IN SUPPORT OF CANCER RESEARCH UK

From 1 October to 30 November 2022, Henry Schein UK will run the Practice Pink programme to raise awareness of and raise funds for cancer charities.

A hugely successful global programme in the collective advocacy against cancer, Practice Pink has raised more than \$1.7 million in the last 15 years for cancer charities, working within prevention and detection, lifesaving research and support programmes for people with cancer.

Henry Schein Dental UK now warmly invites customers and partners to get involved again this year, by purchasing from its online store a selection of pink products, ranging from pink tray liners to eye-catching pink LED curing lights.

A percentage of all sales from these pink products sold between 1 October and 30 November 2022 will be donated to Cancer Research UK.

Notably, for the first time, 2022 also sees Henry Schein Medical UK join the campaign, a move that it is hoped will boost donations to even greater heights to support this important cause.

Visit the Practice Pink online store at <https://info.henryschein.co.uk/en-gb/practice-pink>

For further information about Henry Schein UK, visit <https://www.henryschein.co.uk/gb-en/dental-gb/supplies/edge-endo.aspx> or call 0800 023 2558.

If you would like to promote your products or services direct to the dental industry in BDJ Team, call Paul Darragh on 020 7014 4122 or email paul.darragh@springernature.com.