



Left to Right: Joanna Asadoorian, Stephanie Gordon, Tara Kinchen, Kaleigh Warden, Shauna McGregor, Deanna Mackay, Signe Jewett, Mary Bertone, Cynthia Wiebe, Kathy Griffiths, Salme Lavigne

ALUMNI OF DISTINCTION

On September 16, 2011 at the Fort Garry Hotel, Signe Jewett was recipient of the School of Dental Hygiene award of distinction at the Alumni of Distinction Dinner.

Signe received one of the highest honors of the dental hygiene profession for her countless contributions in her over 30 years as professional, instructor, mentor and advocate.

Signe has held positions within organized dental hygiene, locally, provincially and nationally. Most

recently she has taken on the task of serving Manitoba dental hygienists as historian and archivist.

In announcing the award, School of Dental Hygiene Director Professor Joanna Asadoorian stated that "Signe's career is one that shows the impact an individual can have on their profession simply through hard work and honest effort." She said also that, "Signe has earned a reputation as being a quiet yet effective leader who speaks with courage and truth on

behalf of her profession and many people in Manitoba we serve."

Signe, you are a role model for all of us! Thank you and congratulations!

Inside this issue:

Volunteer Opportunities	6
2011-2012 Executive Board	7
Professional Development Calendar	9
Join the team - Run for the Cure	12



MDHA VISION

To be the collective voice of Manitoba Dental Hygienists in promoting the profession; cultivating partnerships with member-owners and other stakeholders and empowering our member-owners for the good of the profession and the public

MISSION STATEMENT

To advocate and promote the profession of Dental Hygiene; represent our member-owners, encourage lifelong learning and evidence based practice; and provide education & health promotion to the public. This includes:

- Acting as the collective voice, resource and advocacy body for Dental Hygienists
- Providing professional development and social networking opportunities
- Encouraging continued growth and development of the profession
- Creating public awareness of the profession of Dental Hygiene
- Providing opportunities for health promotion, education and community outreach

PRESIDENT'S COMMENTS

Did you know? The mammal that has the most teeth is the Long-Snouted Spinner Dolphin with 252 teeth! Kinda makes you wonder how the animal world manages without dental visits!

Hello! My name is Kaleigh Warden and I am your new MDHA President for the 2011–2012 term. I would like to welcome new and “experienced” MDHA members as we begin yet another exciting MDHA year. I would also like to take this opportunity to thank Kathy Griffiths, our Past President, for all of her hard work as President last year. I feel lucky to have been mentored by such a dedicated and passionate leader and I promise to do my best to exemplify these traits myself as I take over the position.

Some of you may already know me, but for those of you that don't, here's a brief introduction. I graduated from the School of Dental Hygiene at the University of Manitoba in May 2009. I currently work full-time in a general practice in the South-end of Winnipeg. I started working with the MDHA soon after graduation in June 2009 as a Board Member. I'm now starting my second year on the Mentorship Committee, in addition to being President. Outside of work and the MDHA, I spend time on projects around our new house, I run and go to the gym as often as I can and I love to golf.

I am really proud of the hard work all of our board members continually put in to enhancing and improving our professional association and thus our profession overall. We are very fortunate to have a dedicated group of individuals working to ensure that the needs of our members are served. I would like to warmly welcome our new board members and welcome back our returning board members. We have an outstanding board and I know with their support, this will be another successful MDHA year.

Another busy and exciting year is already in full swing filled with a Professional Development calendar jam-packed with great lectures and workshops, National Dental Hygienists Week, the Mentorship Program, outreach events, and much more! These events aid our growth and development as Dental Hygienists and better equip us to practice at our full potential.

CHDA held their Annual General Meeting in Winnipeg on October 1st at the Fairmount Hotel. In conjunction with the annual meeting, MDHA and CDHA members laced it up to participate in this year's “Run for the Cure” on October 2nd. This was exciting weekend filled with fabulous educational workshops, great speakers and opportunities to network with our CDHA board members and Dental Hygienists from across Canada – as well as a little exercise for a great cause!

The MDHA is YOU and without YOU we would have no association. I would love to hear what YOU want out of your professional association. What would YOU like me to fulfill as your President? I am always open to new ideas and suggestions. If you have any questions, concerns or recommendations throughout the year, contact me anytime at kwarden@mdha.ca.

I am thrilled to be your President this year and look forward to the opportunities and challenges that lie ahead! I also look forward to meeting and getting to know even more members at our upcoming MDHA events!

Wishing you all a great Fall season!

“Nothing great in the world has ever been accomplished without passion.” Unknown

Sincerely,
Kaleigh Warden, RDH
MDHA President

MESSAGE FROM YOUR PRESIDENT ELECT

My name is Shauna McGregor I am the MDHA President-Elect for 2011-2012 term.

I first became involved with the MDHA as a student representative in 1st year of dental hygiene school. It seems like just yesterday I was sitting at my first MDHA meeting watching, listening, and learning all about MDHA and the exciting direction the profession of dental hygiene was going. I remember sitting there amazed that I was entering such an exciting and growing health care profession. I was elated to have the opportunity to be a part of a professional association with so many inspiring dental hygienists dedicated to the growth of their profession and association. It was then that I knew I had made the right decision in my career choice of dental hygiene.

My journey to becoming a dental hygienist started 7 years ago. I was a dental assistant working for the University of Manitoba, Faculty of Dentistry with the Centre for Community Oral Health (CCOH). Working with CCOH provided the opportunity to work in a variety of different community based dental clinics throughout the city and in the remote northern community of Baffin Island. I gained valuable experience working with different target populations in need of dental care.

Through my years working as a dental assistant I came to realize the satisfaction of serving those in need. I recognized the need for dental hygienists in the underserved communities in our city and northern communities in Manitoba. Being a dental hygienist would enable me to continue working in community dentistry as a health care provider where my services would be needed most. With my willingness to learn and grow as a professional I knew that a career in dental hygiene was the next step in accomplishing this goal.

Given my passion for community based oral health care I recently began working with the Faculty of Dentistry as a community research assistant for an international study that aims to improve the oral health and overall health of aboriginal children. While following through with my desire to be involved in the community I also look forward to practising dental hygiene in a traditional clinical setting.

As a recent dental hygiene graduate I am thrilled to be part of my professional association. The Dental hygiene profession is continually growing and evolving. I am excited to have the opportunity to participate in an association that takes pride in its profession. One that understands in order to move ahead as a strong health care profession we need to stay current with new evidence and trends, be active in our community initiatives and support our professional association.

Over the next year as MDHA president-elect I look forward to learning a lot and getting to know you the members and voice of MDHA.

Shauna McGregor

MDHA President-Elect

Read & Win!

Once again we have had another successful session of our Read & Win contest.

Answers to the last Read & Win questions are:

- 1) Toronto, Fall 2013
- 2) October 1, 2011
- 3) Dr John Perry
- 4) CIBC Run for the Cure

First person that correctly answered the questions was:

Tara Kinchen

The following two MDHA members were randomly drawn from those who entered:

Barb Campbell

Karen Kiazuk Kaatz

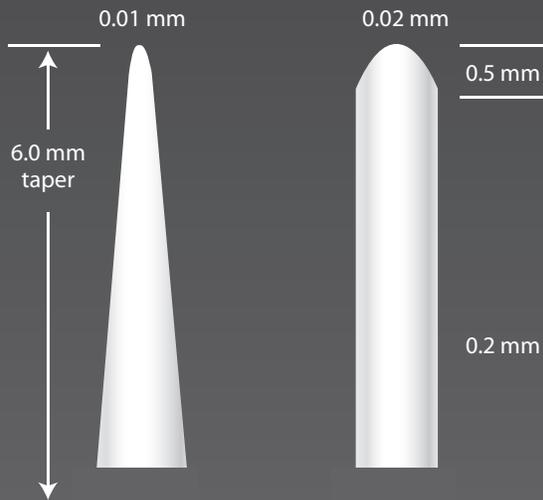
Congratulations you all have won a \$10 gift certificate to Tim Horton's.

See page 14 for this issues Read & Win questions!

Employment

Members, if you are looking for employment do not forget to check our website for job postings which are regularly updated. Just visit us at www.mdha.ca and click on Employment Opportunities. Also contact us if your office needs to place a job posting at: employment@mdha.ca.

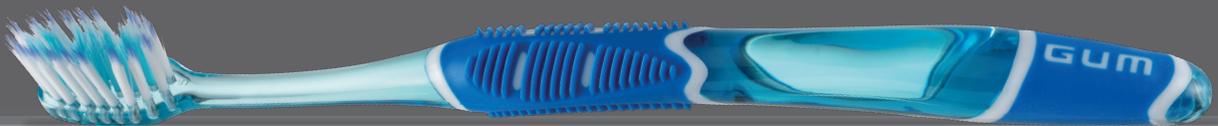
It's not clean until it's **TECHNIQUE® DEEP CLEAN!**



Extremely Tapered Bristles vs. Regular Tapered Bristles

GUM® Technique® Deep Clean

- Gently penetrates 2.8 mm into the sulcus vs. 0.6 mm for the competitive brush.*
- Removes 8.0 mm of artificial plaque deposits vs. 1.2 mm for the competitive brush.*
- Provides deeper access into interproximal areas (scored 1.45 mm) vs. the competitive brush (scored 0.89 mm).*



For superior cleaning and plaque removal performance!

Introducing GUM® Technique® Deep Clean Toothbrush, a unique toothbrush designed with Extremely Tapered Bristles (ETB). The bristles gently help clean deep into the sulcus, interproximally, and better along the gingival margin. The patented Quad-Grip® handle helps guide the hand to hold the brush at 45° so the bristles are positioned at the sulcus for optimal subgingival cleaning. Recommended for those patients who are experiencing signs of gingivitis. Try them in your office today and experience the Deep Clean.

SUNSTAR



**For more information visit www.GUMbrand.com
or call 1-800-265-8353**

* Tests conducted through the University of Nebraska Medical Center College of Dentistry and YRC Inc. utilizing laboratory equipment fabricated to the design of Nygard-Ostby, Edvardsen and Spydevold. This method has been widely used in reporting toothbrush evaluations since 1998. Published data are available and on file.

MESSAGE FROM YOUR EXECUTIVE DIRECTOR

On Friday, September 16, I had the privilege of attending the Alumni of Distinction Dinner with other fellow MDHA members at the Fort Garry Hotel. It was a lovely event – a great venue, nice dinner, and chance to socialize and network with friends, dental hygienists, dentists, and faculty, amongst others. The focus of the evening, of course, was to recognize two university alumni – one from dentistry (Dr. Frank Hechter), one from dental hygiene (Signe Jewett) – who have had a significant impact on their communities, professions, fellow colleagues, and others. It was great to see them recognized and honoured, to hear the nice words their colleagues had to say of them, and to see friends, family, and colleagues stand in applause as they were each presented their awards. It was then our chance to listen to each recipient speak for a few moments. And it was inspiring to me to listen to them reflect on who they were, who they've become, how they've become who they are, and who has influenced them. The path that has led them towards an award of distinction. And it caused me to reflect on my own background, my own career, the paths I've chosen and the directions I'm going in. And I wonder if I will ever "get there". Which of course then makes me wonder, what exactly is "there"? And I suppose that in itself is relative and different for each individual. So what is it that makes these two individuals "distinct" by their colleagues' standards?

One statement that keeps playing over and over in my mind is Signe mentioning that there was never any doubt in her mind that she would be part of MDHA. I wasn't sure at first why that really stuck with me. But after thinking about it throughout the weekend, I realized it's because that statement really embodies a core representation of who Signe might be. Someone who desires to promote the profession. Who wishes to give back to the profession. Who wants to be the best hygienist she can be. And someone who gives back to her community. And that made me pause and take stock a bit. What was really so inspiring to me listening to the award recipients speak on Friday was that they were you-and-me type average people; but ones who embraced and exemplified the very heart of what their profession is. And that IS something that each and every one of us can be.

The timing for this small realization is perfect – we're coming into a new MDHA year with a few new people on the Board, fresh ideas, a renewed energy after a somewhat quieter summer – and there are many new and exciting things just around the corner that will give me the opportunity to embrace what I think it means to be a person of distinction.

Cheers, Cynthia Wiebe MDHA

Executive Director



Deborah L.C. Capek
Life & Disability Insurance, Critical Illness Ins.,
Employee Benefits,
RRSP's, Annuities, RRIF's & Investment Funds

P.O. Box 338
100 Osborne Street North
Winnipeg, Manitoba R3C 2H6
Bus: (204) 297-6224
Fax: (204) 946-8865
deborah@capekfinancial.ca



Manufacturer of



Lori Olafson, C.D.A. II
Sales Representative
Professional Division

Sunstar Americas, Inc.
515 Governors Road
Guelph, ON N1K 1C7

800-265-8353 ext. 3431
Fax: 519-837-2669
lori.olafson@sunstar.com

VOLUNTEER OPPORTUNITIES

Volunteer Opportunity at Daniel McIntyre Collegiate

The Community Access Program at Daniel McIntyre Collegiate (720 Alverstone Street) has a special education classroom of 15 students. These students, who are cognitively functioning around grade 4/5 age, have time after lunch to brush and floss their teeth. To help encourage better dental hygiene, the teacher is looking for a volunteer to provide a presentation and/or hands-on oral hygiene instruction to these students.

The event would take place either on a Thursday afternoon (ideally starting around 1/1:15) or Friday morning (around 11:15-12:00).

If you can volunteer your time, please contact Tara at taraleek@mts.net.



At Saul Sair Health Centre, Siloam Mission, we are making a difference in the lives of Winnipeg's less fortunate and we are looking for compassionate dental professionals to help us continue to change lives. It's a great opportunity that requires very little commitment, anything from a few hours a year to a few hours a month, we will work with whatever time you have. For more information please call Winsome at Saul Sair Health Centre directly @ 943-0658.



MDHA wants you!

We are currently looking for the right person to fill the position of our Professional Development Chair.

This position holds many benefits such as:

- Stay current on the latest developments in our dental hygiene profession
- Receive all the Professional Development courses that MDHA sponsors for FREE!
- Mentorship will be provided
- Possible honorarium for position will be discussed

Interested? Contact Mary at: mbertone@mdha.ca

YOUR 2011-2012 MDHA EXECUTIVE BOARD

Executive Board

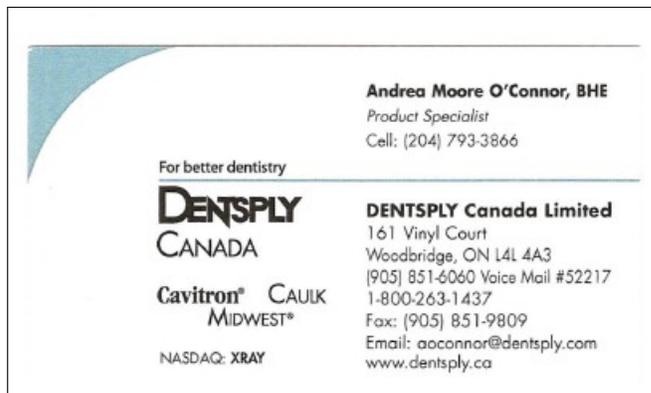
Executive Director - Cynthia Wiebe
President - Kaleigh Warden
President-Elect - Shauna McGregor
Past-President - Kathy Griffiths
Secretary - Danielle Duprat
Treasurer - Cynthia Wiebe
CDHA Representative - Mary Bertone
Rural Representative - Karen Kiazzyk Kaatz
DH2 Representative - Carla Zamrykut

Standing Committees

Membership Chair - Andrea Fruehm
Sponsorship Chair - Kim Dewar
Professional Development Chair - *Vacant*
Mentorship Chair - Deanna Mackay (committee members: Kaleigh Warden, Erin Mirecki)
Rural Representative Chair - Karen Kiazzyk Kaatz (Eastman Rep: Rolanda Pelltier, Westman Rep: Melanie Peters)
Promotions & Fundraising Chair - Tara Kinchen
Montage Editors - Shelly Andrews, Val Olivier

Appointed Officers & Official Representatives

Job Placement - Cindy Niziol
Archivist/Historian - Signe Jewett
Provincial Council of Women of Manitoba - Jaime Sommers
U of M Dental Faculty Council - Diane Girardin
U of M Endowment Fund Advisory Committee - Mary Bertone
Dentistry Oral Health Team - Angela Rosales
Student Liaison - Mary Bertone
DH1 Representative - Kaitlyn Gregoire
Red River College Dental Assisting Advisory Committee - *vacant*



Andrea Moore O'Connor, BHE
Product Specialist
Cell: (204) 793-3866

For better dentistry

DENTSPLY
CANADA

Cavitron® CAULK
MIDWEST®

NASDAQ: XRAY

DENTSPLY Canada Limited
161 Vinyl Court
Woodbridge, ON L4L 4A3
(905) 851-6060 Voice Mail #52217
1-800-263-1437
Fax: (905) 851-9809
Email: aocconnor@dentsply.com
www.dentsply.ca

Cavitron®

For dental hygienists who go the extra mile,
Cavitron® gets you to places you could never reach before.

New Focused Spray® Slimline® 1000 uniquely combines a slim tip with a triple-bend design and beveled edge for:

- Better adaptation around line angles
- Improved subgingival access

There's only one Cavitron®.

*For more information or to place an order, please contact an authorized DENTSPLY Distributor or your local DENTSPLY Territory Manager at **1.800.263.1437**. Visit us at www.dentsply.ca.

For better dentistry
DENTSPLY
CANADA

© 2011 DENTSPLY Canada Ltd. 161 Vinyl Court, Woodbridge, ON L4L 4A3
Cavitron®, Focused Spray®, and Slimline® are registered trademarks of DENTSPLY International and/or its subsidiaries.
Made in the U.S.A. CAV01-0910-1

New FOCUSED SPRAY®
SLIMLINE®
1000



PROFESSIONAL DEVELOPMENT CALENDAR



MDHA Professional Development Calendar 2011/2012

November

21st

Manitoba Dental Hygienist Lecture Series (2nd of 4)

TBA
Dr. Allan Winchar, DMD
Faculty of Dentistry,
Room: Schwartz Theatre
7:00pm–9:00pm

January

27th

MDA 127th Annual Convention

Emerging Infection Control Issues and Updates
Dr. Marie Fluent, DDS
Winnipeg Convention Centre
Room: TBA
Time: TBA (Full day)

February

27th

Manitoba Dental Hygienist Lecture Series (3rd of 4)

Topic: TBA
Speaker: TBA
Location: Faculty of Dentistry,
Room: Schwartz Theatre
7:00pm–9:00pm



MDHA Professional Development Calendar 2012

March

10th

Dental Record Keeping for the Dental Hygienist

Dr. Richard Nadeau, DDS, MPH
Location: Faculty of Dentistry
Room: Schwartz Theatre
9:00 am - 12 noon
Half day session

April

2nd

Manitoba Dental Hygienist Lecture Series (4th of 4)

Topic: TBA
Speaker: TBA
Location: Faculty of Dentistry,
Room: Schwartz Theatre
7:00pm–9:00pm

April

21st

Medical Histories and Medical Emergencies in the Dental Office

Speaker: Cindi Kleiman RDH, BS
Location: Faculty of Dentistry
Room: Theatre E
9:00 am-12pm
and
Oral Care for the Medically Complex Patient
1:00pm-4:00pm

CHECK OUT WHATS NEW IN THE PROFESSIONAL LINE UP

Members will have received the 2011-2012 professional development postcard in the mail.

If it hasn't arrived, make sure to check with info@mdha.ca and update your mailing address!

This year we'll be adding information as it becomes available for workshops online. Keep checking back for more information!

We've also got a fillable [PDF form](#) that you can fill out on your computer (or by hand). Just follow the instructions on the top of the [PDF form](#).

To Register using the form follow these steps:

1. Contact to MDHA to reserve your spot (204) 981-7327 or info@mdha.ca
3. Tally up costs selecting appropriate fee.
4. Fill out registrant info and billing info.
5. Print form and send with payment.

A REFRESHER FROM YOUR PROFESSIONAL COLLEGE AND ASSOCIATION:

<u>CDHM</u>	<u>MDHA</u>
Regulatory Body	Professional Association
Advocates on behalf of public interest	Advocates on behalf of members
Public members are part of decision making process	Acts as a resource for DH members
Mandated by the provincial government, under the Dental Hygienists Act and is responsible for developing regulations and guidelines to practice	Provides opportunities for health promotion, education and community outreach
Enforces standards of practice	Provides professional development and networking opportunities
Monitors quality assurance	Provides liability insurance and other benefits
Increases access to oral health care to provide additional opportunities to help improve the oral and overall health of Manitobans	Promotes the profession of dental hygiene
Registration is mandatory to practice	Membership is voluntary

REMINDER FOR REGISTRANTS

LOCAL ANESTHETIC REFRESHER COURSE

DATE: Saturday, October 15, 2011, 9:00 AM – 4:00 PM

WHERE: Faculty of Dentistry, University of Manitoba

COURSE FEE: \$300 (includes all course materials)

COORDINATOR: Mrs. Diane Girardin

Do you use local anesthesia intermittently? Has it been a few years since you have taken the Local Anesthesia Workshop? Are you feeling like you could be more up to date in the theory and practice of local anesthesia? *Then this course is for you!* The School of Dental Hygiene, Faculty of Dentistry, is now offering a Dental Hygiene Local Anesthetic Refresher Course.

This one-day refresher course is designed for practicing dental hygienists who have taken the Manitoba Local Anesthesia course in the past. The course consists of a three-hour review of the theoretical material, clinical techniques and current information on pain management, including Oraqix® and Pharmacology update. In the afternoon session, participants will practice the administration of local anesthesia on each other.

All participants (Manitobans or out-of-province) are to provide the School of Dental Hygiene with a copy of their current license, CPR certification, malpractice insurance and UM Local Anesthesia certificate. **Registration deadline is September 10, 2011. (Registration for this course only is with the School of Dental Hygiene)**

All participants will receive a certificate of participation. The program will be offered subject to a minimum number of participants registered.

Please mail your registration, payment, and supporting documentation to: School of Dental Hygiene, Faculty of Dentistry, D212-780 Bannatyne Avenue, Winnipeg, Manitoba R3E 0W2

Cheques/money orders should be made payable to the University of Manitoba.

For further information, you may contact Lisa Chrusch at the School of Dental Hygiene (204) 272-3062.



(204)782-0390

info@findfirstaid.com
www.findfirstaid.com

Fall 2011 CPR for MDHA Members

Thursday - October 6 / 6-9 pm

Thursday – October 27 / 6-9 pm

Saturday – November 5 / 9:30 – 12:30

Monday – November 14 / 6-9 pm

Monday – November 28 / 6-9 pm

Courses held at our new location Unit #3 - 1680 Notre Dame
Groups of 6 or more - Your location / Your schedule!

RUN FOR THE CURE!

WHO ARE YOU RUNNING FOR?

Brush for the Cure Update:

I am very proud to announce that our MDHA team, "Brush for the Cure" has 25 members as of September 19th! Most of you will be receiving personalized t-shirts that I will be handing out at the CDHA Educational Workshop on October 1st.

If you did not have the chance to register by the t-shirt deadline, don't dismay. You may still register to be a part of the team and join in the fun! Our team is currently in the #3 spot for top online team donations! With your help we can make it to #1!

Participants have two options to register for the CIBC Run for the Cure. You may choose to pay a \$40 registration fee or you may pledge to raise \$150 and your membership fee will be waived. Please note that if you pay the \$40 fee and then raise \$150, the \$40 will not be refunded.

Registration is easy and can be completed online:

- o Go to www.runfortheure.com
- o Click on the link "Donate"
- o Choose "Search for a Team" and enter Brush for the Cure
- o Click on "Brush for the Cure" (Team Captain: Tara Kinchen)
- o Click on "Join Brush for the Cure's Team" on the right to fill out your registration information.



Don't forget-you do NOT have to run to take part in the event. You may walk, bring strollers or walk your dog.

Please check the MDHA website for details about this event which will be posted as they become available.

Please email me at taraleek@mts.net with any and all questions regarding fundraising, training or registering for the 2011 Run for the Cure!

Pacific Dental Conference

March 8-10, 2012 Vancouver, BC

Make Vancouver your spring destination for CE learning and vacation experience!

- Earn up to 15 hours of CE credits during three days of lectures and hands-on courses
- Over 100 speakers and 150 open sessions and hands-on courses to choose from, as well as the Live Dentistry Stage in the Exhibit Hall
- Enjoy Canada's premier two day dental tradeshow featuring all the newest equipment and products at over 500 exhibitor booths in the spacious PDC Exhibit Hall
- Lunches and Exhibit Hall Receptions included in the registration fee
- Online hotel reservations now available

Featured speakers of interest to Dental Hygienists include:

Anthony (Rick) Cardoza	Shirley Gutkowski	Kate O'Hanlan
Theresa Gonzales	Derek Hein	Beth Thompson
Debra Grant	Reagan McVeigh	Cheri Wu

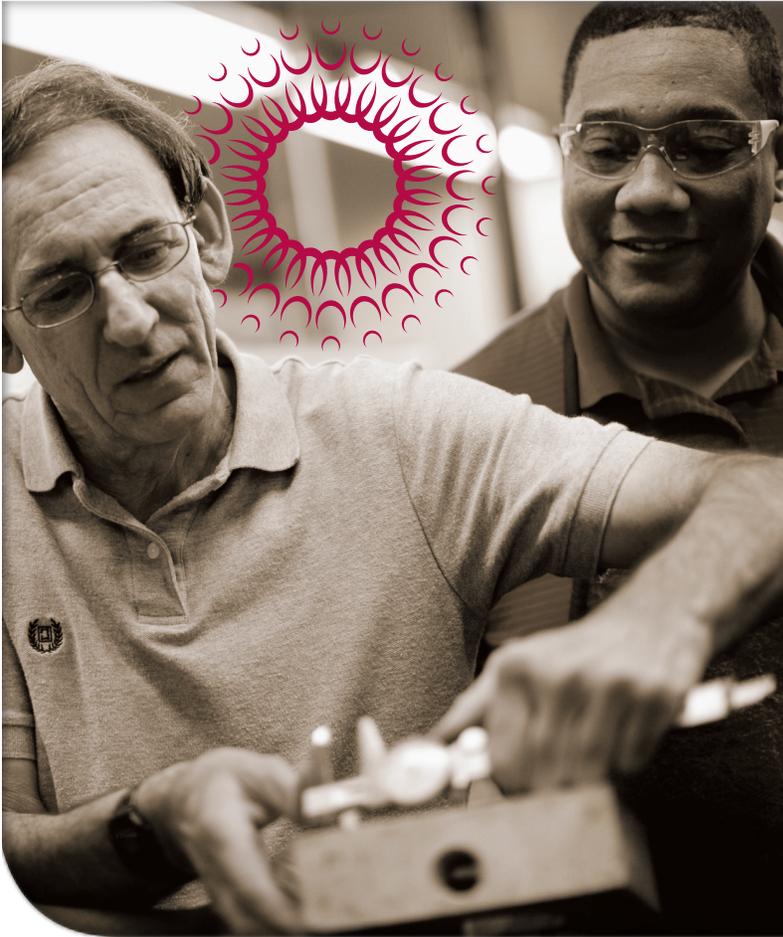
Online registration begins October 14th, 2011

Keep informed by visiting our website and sign-up for the attendee e-newsletter at...



www.pdconf.com

FROM OUR HANDS **TO YOUR HANDS**



A shared passion for performance.

Performance - for us that means listening, learning, collaborating, teaching, innovating, refining and perfecting everything we do. Our 10,000 products and countless services are exceptional because we develop them in conjunction with the very people who use them.

For you, performance means leveraging all your skill and education to deliver the best clinical outcomes for your patients. It's a goal we proudly share with you.

We are Hu-Friedy. Passionately committed to helping the best perform.

Visit us online at Hu-Friedy.com

How the best perform





MDHA wants to hear from you!

We are currently in the process of planning for next years professional development calendar and we need your help. MDHA would like to know which topics, speakers, courses you would be interesting in attending. Our goal it to provide YOU the member with a professional development calendar that will help you achieve your continued growth and development as a dental hygienist.

KEVIN RILEY
General Manager – Prairie Zone



Cell: 204-781-8140
Office: 204-784-5333 Toll-Free: 800-665-8985
Fax: 204-786-2908 Toll-Free Fax: 888-682-2748
Residence: 204-467-9789

21 Murray Park Road Unit D, Winnipeg, MB R3J 3S2
E-mail: kevin.riley@henryschein.ca



Manitoba Dental Hygienists Association

Contact Information:

Mailing Address:

Box 25112
Winnipeg, Manitoba
R2V 4C7

Phone number:
204-981-7327

Website:
www.mdha.ca

Email:
info@mdha.ca

Employment Postings:
employment@mdha.ca

Read & Win!

First MDHA member to correctly answer the questions and emails their response wins a \$10 gift certificate.

Two additional entries will be randomly chosen to win a \$10 gift certificate!



1) What is the name for the MDHA/CDHA CIBC Run for the Cure team?

2) Which position is the MDHA currently advertising for volunteers?

3) Who received the School of Dental Hygiene award of distinction at this years Alumni of Distinction Dinner?

4) Who is your president elect for the 2011-2012 year?

Don't just deflate.

Virtually eliminate gingivitis.*

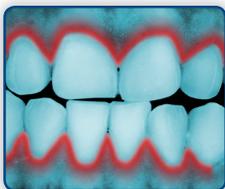


Demonstrated in a clinical study to reduce Gingivitis by 95%¹ when using:

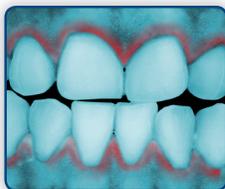
- Oral-B® Professional Care SmartSeries 5000 Power Toothbrush with SmartGuide™†, and
- New Oral-B® Glide® Pro-Health™ Clinical Protection for Professionals Floss

*when used in combination with New Crest® Pro-Health™ Clinical Gum Protection Toothpaste

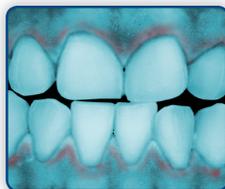
Enhanced images highlighting the average area and magnitude of improvement in gingivitis over time*



Before using the system:
Significant gingivitis



2 weeks of use:
Initial improvement of gingivitis



6 weeks of use:
Further improvement of gingivitis

To learn more about the Pro-Health™ Clinical Gingivitis Protection, please contact Crest® Oral-B® at 1-888-767-6792 or visit dentalcare.com

* Six-week clinical results with New Crest® Pro-Health™ Clinical Gum Protection Toothpaste, New Oral-B® Glide® Pro-Health™ Clinical Protection for Professionals Floss, and Oral-B® Professional Care SmartSeries 5000 Power Toothbrush with SmartGuide™.

† After 6 weeks of use. Compared to a dental prophylaxis and brushing with a regular manual toothbrush and anti-cavity toothpaste.

Crest® Pro-Health™ toothpaste treats sensitivity, fights gingivitis, plaque and tartar, and prevents cavities. For adults & children 12 years and older. Do not swallow.

Break the Cycle of Gingivitis*



Crest Oral-B
PRO-HEALTH™
CLINICAL
GINGIVITIS PROTECTION

Crest Oral-B