

## Cleanic in Tubes, Bubble Gum and Green Apple

### A highly effective all-in-one prophy-paste with new flavours!

Susana Cruz Vasquez, Dental Hygienist, E-Daganzo Madrid/Spain

#### Introduction

This report considers patient's perceptions of KerrHawe's prophy-paste **Cleanic®**. In particular the new flavours **Bubble Gum** and **menthol-free Green Apple** which are supplied in Tubes.

#### Product description: **Cleanic®** and **Pro-Cup®**

Prophylactic/Cleaning materials for oral hygiene have been used for many years. While these products are efficient, most of them are excessively abrasive. The research and development of an effective, efficient and non-damaging prophy-paste has required considerable effort.

Cleanic's **Perlite-Technology** makes this prophy-paste unique. It is highly efficient and yet gentle to the dental structure, having a low **RDA-value of 27** only. It provides an integrated variable cleaning and polishing action: during the first seconds of its application (ca. 7) the paste presents the maximum cleaning power. Due to its Perlite-particle transformation from coarse to fine, Cleanic® will transform after 15 seconds to a high gloss-effect polishing-paste. The dental profession will value the reduction in cleaning and polishing time that Cleanic® – an universal all-in-one prophy-paste - offers and the patients appreciate the new pleasant flavours (**Picture 1**).

The positive feedback from the patients in the study has encouraged KerrHawe to launch the new Green Apple and Bubble Gum flavours to complement the existing classical Mint flavour. These are supplied in distinctive packaging in easy-to-use tubes that are colour-coded for each flavour.

The **Green Apple** flavour is **menthol-free** and is therefore suitable for patients receiving homeopathic treatments. Menthol is an essential oil and interferes with this kind of therapy. For this reason in the past, homeopathic patients have been advised not to brush their teeth or to avoid hygiene sessions with pastes containing menthol within three hours before or after taking any homeopathic remedy.

Now these patients can be treated during hygiene session without the concern of any interaction. A menthol-free prophy-paste is also recommended for patients undergoing treatments for oral cancer.



*Picture 1: Cleanic® prophy-paste in tubes*

Cleanic® is available in Tubes (100g/all versions containing fluorides), jars (100 or 200g/available with or without fluorides) and in individual doses (2g each/containing fluorides). The first two presentations save on product consumption, allowing an exact dosage adapted to the needs of each patient. The individual monodoses version is disposable and so prevents potential cross-infection. Cleanic® - particularly in the Tube - does not require any addition of water as it has a soft creamy consistency.

Another factor to be considered is the increasing incidence of latex allergy. KerrHawe has developed the latex-free **Pro-Cup®**, a unique rubber-cup permitting splatter-free paste applications due to its special lamellar inner and outer profiles. With this innovative technology, Pro-Cup® pushes the mix of paste and saliva effectively towards the end of the helicoid cup, leaving the paste continuously in contact with the tooth and thereby reducing the friction in the meantime. The features of Pro-Cup® are significant compared to brushes and/or other rubber-cups available on the market. **Pro-Cups** are available in soft (light blue), hard (dark blue), standard and small versions (**Pictures 2 and 3**).



**Pictures 2 and 3:** Pro-Cup® hard (left, dark blue) and soft (right, light blue)

## Methodology and Materials

The report covers various aspects:

- Patient's opinion concerning taste and consistency of the two new products;
- Patient's information about the use of a menthol-free prophy-paste and latex-free rubber-cups to prevent any possible cases of allergies.

The survey is based on a voluntary participation of 50 individuals (18 males and 32 females aged between 18 and 50 years), with a minimum of 28 teeth available.

A questionnaire was designed to establish and record the patient's hygiene habits. Then the patient was invited to choose a flavour (Green Apple, Mint and Bubble Gum). Medical records were also updated to record any changes in history or medications taken during the year.

Having prepared the necessary material, the patient was fitted with the **OptiView®** mouth opener, a very comfortable cheek and lip retractor produced by KerrHawe, permitting a better view and access for the professional. The product is available in standard (white colour) and small (light blue) size (**Picture 4**). Vaseline was used on lips and corners, helping to avoid irritations before Optiview was placed.

After scaling, the dental prophylaxis was carried out. A sufficient quantity of Cleanic® was dispensed into the autoclavable **Prophy-Clip®** and the Pro-Cup® was used to apply a fresh paste portion to the teeth (**Pictures 5, 6, 7, 8 and 9**). For a more effective, powerful cleaning and polishing action, a fresh paste portion should be taken after every treatment of a group of 3 teeth (lasting ca. 15 seconds). The hand piece should not run at a speed higher than 3000rpms.



**Picture 4:** OptiView® small (light blue)



**Picture 5:** Cleanic® Green Apple in Prophy-Clip



**Picture 6:** Cleanic® Green Apple in application



**Picture 7:** Cleanic® Bubble Gum in application



**Picture 8:** Cleanic® Green Apple in application



**Picture 9:** Cleanic® Bubble Gum in application

## Results

The survey shows that when offered the range of three flavours, the majority of patients (80%) chose classical mint, probably because traditionally all prophy-pastes have been offered with this flavour and the strong fresh taste is associated with a subjective sense of cleanliness and fresh breath.

When several tastes are presented with the suggestion to try a new flavour once, only 20% refuse to change their initial decision (mint taste):

- Patients who chose **Bubble Gum** said that it reminded them of their childhood (toothpastes, candies) and enjoyed the intense, pleasant aroma;
- Patients' selecting **Green Apple** express that even without menthol the paste is fresh and has a similar sensation as mint, but without the stinging feeling.

All the patients appreciated the professional's courtesy of offering them a choice, a new sensation and experience during hygiene session.

## Conclusions

The new **Cleanic® in Tubes** has the best performance if applied with **Pro-Cup®**, permitting efficient cleaning and polishing of all dental surfaces. Cleanic's **low RDA-value of 27** permits cleaning efficiency with minimal abrasion of hard tissues and without soft tissue irritation.

The new flavours **Bubble Gum** and **Green Apple** provide the advantage of offering several options to the patient and specifically those asking for a menthol-free paste.

Cleanic® in Tubes has a creamy consistency and is easier to apply compared to other products available on the market.