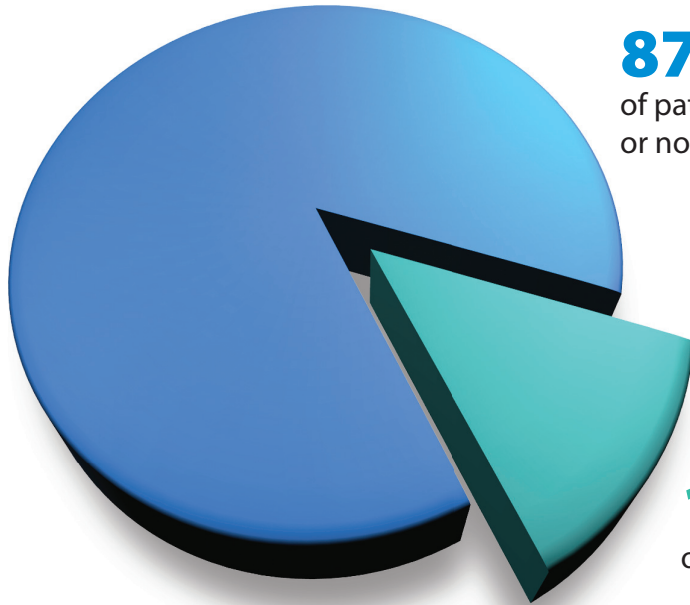


New Ways to Address Floss Compliance



87%

of patients floss infrequently or not at all

What are the alternatives and how can patients be helped?

13%

of patients floss frequently

ADA News Release, American Dental Association, September 2000.
Source: 1999 Gallup Study

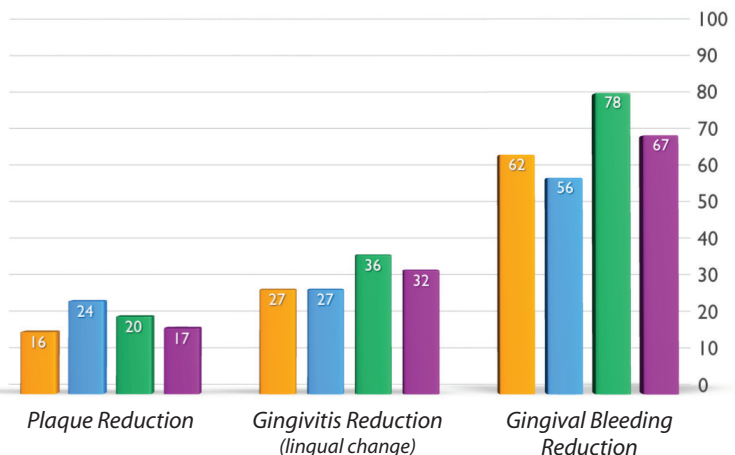
Interdental brushes, Soft-Picks®, and one-handed flossers are as effective as string floss at removing plaque between the teeth.*

Clinical Study

120 Subjects assessed for Plaque, Gingivitis and Eastman Interdental Bleeding Indices (EIBI)

- String Floss
- Flosser
- Go-Betweens®
- Soft-Picks®

% of Reduction Levels by Product Type*



*Yost KG, Mallatt ME, Liebman J: Interproximal gingivitis and plaque reduction by four interdental products. J Clin Dent. 2006; 17(3): 79-83. Note: there is no statistical difference between any of the alternatives.

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Patients hate flossing?

Hygienists tell us “flossing” is a dreaded word and has a low rate of compliance.

According to the American Dental Association (ADA), “the best way to remove decay-causing plaque is by brushing and cleaning between your teeth every day. Brushing removes plaque from tooth surfaces...cleaning between your teeth with floss or interdental cleaners removes plaque between your teeth where toothbrushes can’t reach.”*

Encourage your non-flossing patients to clean between their teeth by giving them other choices.



(632)

GUM® Soft-Picks®

- Soft rubber bristles massage and stimulate gums, remove plaque and dislodge food.

Great for:



Orthodontics



Implants, as they are wire-free and do not scratch



Healthy Gums
(Non-compliant flossers)



(872)

(3014)

GUM® Go-Betweens® Cleaners and Angle Cleaners

- Small cylindrical shape fits spaces as small as 1.0mm (872)
- Angled design helps reach posterior teeth. Tapered design fits spaces as small as 1.1mm (3014)

Go-Betweens®	872**	3014**

** Non-nylon coated wire



(878)

GUM® Go-Betweens® Ultras

- Pivot head adjusts for easy access to both anterior and posterior teeth

Go-Betweens® Ultra	878



(891)

GUM® Eez-Thru® Flossers

- Special floss slides easily between teeth and resists shredding, breaking and sagging
- Multiple filaments provide a textured surface for more tooth contact

Visit www.SunstarAmericas.com to sign up for our quarterly newsletter and to check out our latest products and special offers. For more information, contact your dental dealer or your Sunstar Representative at 1-800-528-8537.

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