

ISSUE NUMBER FOUR

# periodical

LATEST NEWS FROM PERIPRODUCTS™

**Welcome**, your continued support and positive comments show that you enjoy reading Periodical.

We recently exhibited at the International Dental Showcase at the Birmingham National Exhibition Centre where our stand was extremely popular with many of the thousands of visitors to the event.

At the exhibition we launched two exciting and innovative products - the new Pro Flosser™, designed to make flossing easier for patients and, designed by a hygienist, Denti-Styx™, a unique style of flexible inter-dental sticks which will clean even in the smallest of spaces.

And finally don't forget to visit our new web site at [www.periproducts.co.uk](http://www.periproducts.co.uk), which contains all the latest information and research on the Periproducts range. There is a special section for dental professionals where special offers and promotions can be viewed and products can be ordered.

We are always keen to hear your views and especially those of your patients on our range of fresh breath products, so please get in touch.

Phone us on 020 8868 1500, fax us on 020 8868 9011 or email us at [newsletter@periproducts.co.uk](mailto:newsletter@periproducts.co.uk)

Best wishes,



**Richard Bernholt**  
Managing Director

## RetarDEX®

### products destroy Amino Acids

Chlorine dioxide, the active ingredient in the RetarDEX range, is a powerful oxidant which can destroy amino acids in the mouth within minutes, thus preventing bacteria from multiplying.

Amino acids are needed by bacteria to synthesize proteins in order to thrive. Removing the building blocks for bacteria and plaque in this way reduces the ability of micro-organisms to develop.

This then prevents the odour-causing molecules, volatile sulphur compounds, being produced by the natural breakdown of bacteria and human cells.

The eminent periodontist, Professor Perry Ratcliff, has demonstrated that chlorine dioxide can de-activate amino acids in five minutes through an oxygenation process.

Three studies conducted by Professor Ratcliff, show that chlorine dioxide effectively reacts with amino acids. In one experiment chlorine dioxide solution was added to three test tubes containing 17 essential and non-essential amino acids and a fourth test tube was kept as a control.

Analysis of the solutions after five minutes showed, all the amino acids had been degraded by varying amounts. In particular cysteine had decreased by more than 99 per cent and methionine by nearly 71 per cent.

In another experiment chlorine dioxide was mixed with different amino acids and measured iodometrically – the process, whereby a solution of oxidizing agent is quantitatively analysed by adding an iodide that reacts to form iodine, that can be titrated. In this study the amino acid tryptophan was reduced by nearly half (47.7 per cent) after five minutes.

In a third experiment the bacteria, streptococcus mutans, was grown on chlorine dioxide treated media and compared to a control sample, which remained untreated. The chlorine dioxide altered the amino acids and reduced the microbial growth of the streptococcus mutans by 99 per cent.

Use of an oxidising agent to destroy amino acids to prevent their use as building blocks for protein. P.A. Ratcliff. Presented to the IADR meeting Nice, France. 1998.



#### Did you Know? RetarDEX products are Kosher

RetarDEX Toothpaste and Oral Rinse have both recently received Kosher status, and the K symbol will now be used on the packaging. The rinse can be used all year round, even during

Passover. Along with its Vegetarian Society approval this makes these two products unique and broadens their appeal and usability for individuals with particular needs or preferences.

# "New Fresh Breath Kit"

We have recently introduced a new Fresh Breath Kit which is packed with all the products patients need to maintain a healthy and effective oral hygiene routine.

Attractively packaged in a clear drawstring bag, the basic kit contains RetarDEX oral rinse and toothpaste, RetarDEX oral spray and the Oolitt tongue cleanser. It is ideal for retailing

as part of a course of fresh breath treatment. Other products in our range can be added to the kit and personalised for your practice.



## GuestDentist

Elaine Goldsmith, Edinburgh

Miss Goldsmith employs ten dentists and three hygienists at two surgeries in central Edinburgh. She also runs a mobile clinic, which visits businesses on the outskirts of the city.

The innovative practice has a strong focus on oral hygiene and health promotion. Two years ago Miss Goldsmith opened a Fresh Breath Clinic, which has proved to be very popular with patients, particularly the business clients.

"I started using RetarDEX products myself because I suffer from a terrible post nasal drip. I feel they are the only products that are effective for treating oral malodour because they treat the problem rather than just mask it. It's like the difference between washing and using perfume."

"Our patients are taught a good oral hygiene regime by the hygienist and they like to have something to take home with them. We mail out RetarDEX products to people all over Scotland."

"I have found patients are keen to spend their money on new services like fresh breath or tooth whitening treatment. People are becoming much more aware of their breath and how they look."

## ProductFocus

Product Focus  
RetarDEX oral rinse.

RetarDEX oral rinse contains the active ingredient CloSYS 11® which, has been clinically proven to eliminate, not mask odour-causing compounds.

CloSYS 11 effectively breaks molecular bonds to completely destroy odour causing volatile sulphur compounds, which are produced by the natural breakdown of bacteria and human cells.

RetarDEX oral rinse is alcohol free which means it is kind to the gums and is pH balanced so it does not affect the surface of the teeth. The rinse is clear and unflavoured and comes with a separate sachet of peppermint flavour. One rinse can help patients keep a clean and healthy mouth and can provide fresh breath for up to eight hours.

Also useful in the surgery, RetarDEX oral rinse can be used as a pre-procedural rinse so that the patient has fresher breath when being operated on.

## Product Innovation

We launched two exciting and innovative new products in our Peri Dental Care range at the Dental Showcase Exhibition in Birmingham.

Pro Flosser™ is a revolution in flossing which aims to make flossing easy and more comfortable and will encourage patients to maintain a thorough oral hygiene regime.

The anatomically designed case enables the user to reach even the back teeth without having to put their fingers in the mouth while holding the floss.

Simple to use and handy to carry around, the high quality, mint flavoured, rounded floss in Pro Flosser contains Xylitol, which provides added anti bacterial and anti tooth decay protection.



Denti-Styx™ are a new type of professionally designed plastic interdental sticks which neither splinter nor break and are flexible enough to reach into all parts of the mouth.

They provide greater comfort and effectiveness and can help to minimise gingival trauma and effectively remove plaque. An alternative matchbox style case, containing 25 Denti-Styx can be personalised with your practice logo. Contact us for further details.

## 'Fresh Breath is Good news...'

Our customers often write to us to tell us how the RetarDEX range has improved their lives:

"I used RetarDEX for the first time yesterday (Oral Rinse) and would like to tell you that it appeared to work immediately and confirming your claims that it lasted all day. Even this morning, no dreaded 'morning breath'." Mrs. J. W. Wiltshire

"RetarDEX products have given me a feeling of confidence in my day to day life. I first heard of the products on TV, Dr Chris Steele on 'This Morning', recommended them. I can not begin to tell you what a difference they have made to me and my husband. It's just like winning the lottery. Thank you once again from the bottom of my heart." Mrs. M. K. Cheshire

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