

COME BRUSH WITH US



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Colgate®

POLISHUP

Professional Newsletter
& Promotions

MARCH-APRIL 2017

COLGATE®, YOUR PARTNER IN ORAL HEALTH



Dear Dental Professional,



Prevention of dental caries is a goal many practitioners strive towards. It is very hard to achieve with any sort of certainty. It may involve changing the way you practise and this is indeed a challenge. It will almost certainly involve the patient in changing some of their habits, which is also a difficult task. We would like to help you with this process through the provision of materials based on the International Caries Classification and Management System (ICCMS). This system grew out of work done by a global collaboration of cariologists and uses the International Caries Detection and Assessment System (ICDAS) which you can find at www.icdas.org. There are training materials and guidebooks available on this site which will help you with the implementation of a comprehensive caries management program in your practice. The materials we can offer you will help with risk assessment, diagnosis and management strategies based on ICCMS as well as providing the basis for a discussion with the patient and messages that can be sent in hard copy or by email.

The Caries?WeCare! materials are available as writable PDFs or they can be downloaded and printed from the Colgate Professional website. If you would like to know more please visit our Oral Care Consultants at the Colgate stand at the Australian Dental Congress in May. They will be able to provide you with samples of the materials. Also at the Congress don't miss the presentations being delivered by Prof Nigel Pitts from Kings College in London who was instrumental in the development of ICDAS and ICCMS.



While you are visiting the Colgate stand at the ADC you may also be interested in learning more about protecting the environment through the recycling of products/packaging that were previously thought to be unrecyclable. The team on the Colgate stand will be able to help set you up for the recycling of toothbrushes and toothpaste tubes through your practice or at your child's school.



Finally, to help support you in oral health promotion initiatives you may be wanting to deliver to children in your community, don't forget to ask about the Bright Smiles Bright Futures packs that are available to you free of charge as dental professionals. These materials are fun to use and will help to establish good habits in young children.

We hope to see you at the ADC.

Kind regards

Dr. Susan Cartwright

BDS, Dip Clin Dent, MEd (Hons) Scientific Affairs Manager
Colgate Oral Care

THIS ISSUE:

- New and Improved ProClinical range
- Children's range receives a facelift
- Caries?We Care! Risk Management System

PLUS
YOUR **SPECIAL OFFERS**
FOR MARCH & APRIL!



AUSTRALIAN DENTAL
ASSOCIATION

37th Australian Dental

CONGRESS MELBOURNE 2017

Educating for Dental Excellence

Wednesday 17th – Sunday 21st May

VISIT US
on stand 144

SPONSOR

**caries?
we care!**

**NEW
CARIES? WE CARE!
ACTION PACK**

Available free, helps dental professionals identify at-risk patients early. The Action Pack enables easy implementation of the ICCMS™ guidelines, explains the principles and provides helpful materials for three practical steps: (1) systematic in-office risk assessment, (2) classification of risk status and (3) application of an individual caries risk management plan. The Action Pack materials strengthen the dialogue between you and your patients. The Chairside Guide leads you through the application of the three steps with your patient.

To find a comprehensive guide book go to www.icdas.org. To download the Caries?WeCare! materials go to www.colgateprofessional.com.au



**FOR ORDERS AND
MORE DETAILS**

Contact the Colgate Call Centre on 1800 262 111 or your Colgate Oral Care Consultant.

**COLGATE CHILDREN'S
TOOTHBRUSH &
TOOTHPASTE RECEIVES
A MINIONS FACE LIFT**

Minions brush is specifically designed for children 6+ years, it features a small head for easy access to the child's mouth, a thumb grip and now a suction cup base for easy and hygienic upright storage. These fun toothbrushes can also be personalised with your practice name or oral health message. Minions Toothpaste is 1000ppm sparkling mint gel 110g tube.



**HELP BUILD YOUR PRACTICE
WITH THE NEW COLGATE®
PROCLINICAL® 1500**

Available now! The new sleek design of Colgate ProClinical 1500 offers auto-adjust technology with smart sensors and indicator light, slim lightweight handle and four cleaning modes. New design includes 360 degree brush head with tongue cleaner and travel case. Colgate offers a 2 year warranty on all of our Power toothbrush handles. For more information, contact your Colgate Oral Care Consultant.



**COLGATE
CALL
CENTRE**



Introducing Beth Gifford

Beth is our specialised Personalised Toothbrush Coordinator. Beth's attention to detail and efficiency ensure orders are placed accurately, artwork is correct and our Toothbrushes are delivered on time.

When Beth is not organising Personalised Toothbrushes, Beth is helping with phone calls, orders and enquiries. Beth has many years of experience ranging from warehouse duties, administration and inventory to her current role, 2 years with our Colgate Call Centre Team.

If you have any questions, please contact Beth in the Colgate Call Centre on 1800 262 111.

**HELP YOUR PATIENTS
GO ELECTRIC**

with

Colgate® PROCLINICAL®

**INTRODUCING THE NEW 1500 MODEL
GREAT LOW PRICE ONLY \$110.00***

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- MODE SWITCH**
OPTIMUM, DEEP CLEAN & SENSITIVE MODES
- AUTO-ADJUST TECHNOLOGY**
WITH SMART SENSORS AND INDICATOR LIGHT
- 360° DEEP CLEAN BRUSH HEAD**
- 2 MINUTE TIMER PLUS 30 SECOND QUAD PACER**
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EASY ACCESS TO HARD-TO-REACH AREAS
† vs manual flat trim toothbrush.



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Optic White 4 Syringe kit (12.44g)
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*¹MOQ 6 Full kits

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*¹MOQ 12 Touch up kits



6% Hydrogen Peroxide – meets current ACCC guidelines for take home whitening kits.

*1. Quantities must be received in one order. (No split/forward orders)



* PLEASE NOTE: Prices subject to change at any time. All prices shown in this publication are maximum prices only that are set by Colgate-Palmolive Pty Ltd. Henry Schein Halas is free to sell at any price provided it does not exceed the maximum price stated. The discounts offered in this publication are given by Colgate-Palmolive Pty Ltd. Henry Schein Halas may offer further discounts. **PLEASE NOTE: These savings are based on the maximum retail price specified by Colgate-Palmolive Pty Ltd to Henry Schein Halas for this product. Henry Schein Halas may offer further discounts.