

Biomin F – your partner in private practice

Biomin F toothpaste can play a huge part in strengthening relationships with patients, and building your private practice. Successful private practitioners explain how they make Biomin F work for them

Providing comfortable, pain-free dentistry, and demonstrating your willingness to listen to patients and offer solutions, is the best way to create trust and rapport with them – and build your private practice.

Top dentists and their teams worldwide have found that recommending Biomin F and Biomin C (fluoride-free) toothpaste to patients, and incorporating it into their regular practice, has been invaluable in building those all-important relationships with their patients, encouraging them both to keep coming back, and to recommend the practice to their family and friends.

Biomin F has been proven to reduce the symptoms of dentine hypersensitivity and to remineralise lost and damaged enamel.

This makes it an ideal toothpaste to recommend to patients, give samples and sell within the practice as a service to patients, especially those undertaking procedures like whitening, which commonly cause sensitivity; but it also has an important role to play topically within the surgery, especially in the hygienist's clinic.

PERIO

Reena Wadia, Harley Street periodontal practitioner and associate specialist at King's College Hospital explains: 'At the end of every appointment, regardless of whether it is treatment or maintenance, we always apply Biomin F. By applying Biomin F we are essentially occluding the tubules, and so far we've had fantastic feedback from all our patients. Biomin F is also applied mid-treatment and at follow-up. That protocol works really well for us. It significantly helps with sensitivity,' she said. Her team offer patients a choice of flavours, and have found that many like the fresh melon flavour of Biomin F for Kids.

Birmingham periodontist Amit Patel has made Biomin an integral part of his treatment. 'Before commencing, I warn my patients they are likely to experience sensitivity, and get them to apply a small amount to a small interdental brush every night interproximally.

They should just apply it and leave it overnight,' he explained. 'I tell them that they need to carry on cleaning like that forever. If they do that, I find that when I use my ultrasonic, they don't experience any sensitivity,' he said.

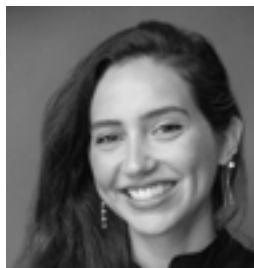
WHITENING

At Linda Greenwall's London practice, the use of Biomin F is written into the practice protocols. 'We recommend Biomin F in the practice for a wide variety of patients: the elderly, those with sensitivity issues, poor oral hygiene and complex

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Amit Patel



Ariane Sampson



Diane Rochford



Hilary Browne



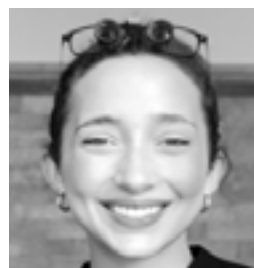
Linda Greenwall



Donna Paton



Reena Wadia



Victoria Sampson

medical histories,' she said.

'Those with dental erosion benefit particularly, and we use it within our practice protocols for managing sensitivity during whitening procedures.'

Her dental hygienist, Diane Rochford, echoed this, believing that Biomin had a strong role not only in improving oral health but also providing a more holistic approach to patients' wellbeing and involving them in their treatment.

'Achieving optimal oral health is our goal for our patients all the time, so we look for really good quality products,' she said. 'Biomin helps improve our patients' quality of life, enabling them to enjoy their food and daily lifestyle.'

SCALING

Applying a small amount of Biomin F before carrying out scaling has been shown to be effective in preventing sensitivity during the procedure.

Before and after carrying out scaling and whitening, the team at Mullingar Dental Centre, Ireland, routinely recommend Biomin F to prevent or reduce any sensitivity that might arise.

'It works,' said hygienist Donna Paton. 'I routinely apply Biomin F before and after scaling and use of the airflow, and provide patients with a tube to take home and use before and after whitening treatments. They come back and ask for it.'

ORTHODONTICS

'There's no point in embarking on orthodontic treatment if we are going to leave the teeth in a less healthy way than when we began. Biomin really helps with that.' So says West End orthodontist Ariane Sampson. 'I recommend Biomin F to give my patients extra protection.

'By promoting a toothpaste like Biomin F, which is really good for reducing the risk of white spot lesions, we finish up with a nicer result.

'Using a toothpaste that's remineralising, like Biomin, is really useful for us to make sure that we provide the best quality results in the healthiest possible way. It's important to have this tool in your toolbox'.

GREAT ALL-ROUNDER

Her sister, Victoria Sampson, a general dentist at the same practice, uses Biomin F herself, and always recommends it to her patients with sensitivity. 'Biomin F is essentially prevention and treatment in one for erosion patients,' she added. 'Since starting to recommend it I can see their teeth look visibly stronger.'

'I absolutely love Biomin. I encourage all my patients to use it – whether they have sensitivity, are at risk of decay, or just want a good general toothpaste. I believe that dentists should believe in everything they recommend and use it themselves. By recommending a toothpaste I strongly believe in and which I know patients will benefit from, means I can maintain and build their trust.'

Hilary Browne, a hygienist in a Dubai practice specialising in prevention and aesthetic treatments, put Biomin to the test before carrying out scaling, and was astonished at the reduction in sensitivity. As a holistic practitioner, she's also glad to be able to offer her extremely discerning private patients a fluoride free option.

'I am so pleased that in Biomin C there is now an effective toothpaste available that does not contain fluoride. It's important to listen to patients who express a wish not to use fluoride, and to be able to offer them an alternative that effectively remineralises and prevents sensitivity,' she said.

Listening to patients and showing you are prepared to find ways to accommodate their needs and wishes, is central to building that relationship with your private patients. Using Biomin F and C within your private practice can help significantly with that. **D**