

# PHILIPS ORAL HEALTHCARE NEWS

## Evidence, Style, and Color Matter!



*Tricia Osuna, RDH, BSDH*

Two of the countless gifts of being a dental hygienist in 2016 are the variety and availability of products to meet the needs of our patients. Their preferences and our clinical assessment of what is best suited to assist them in maintaining oral health for a lifetime are vital criteria to oral wellness. And while evidence of efficacy ranks paramount in my recommendation of any product, a little style and color can sometimes make a difference in patient compliance. Ultimately, our responsibility is to instruct patients on the advantages of effective home care devices and their proper use to maximize oral health. So when I know a power toothbrush is scientifically proven to whiten by removing extrinsic stain up to 2 times better in just one week while being 50% less abrasive to dentin than a manual toothbrush, I am interested!

We live in an era where many patients create links between outer beauty and inner health, and personal image can be significantly impactful on an individual's perception of self worth. With all manner of creature-comfort gadgets and paraphernalia constantly in use, stylishness is often perceived as more important than usefulness. Fortunately though, we also live in an age of elegant and svelte handheld devices, from our phones to our tablets to our power toothbrushes!

We as dental hygienists take pride in our more intimate one-on-one relationships with patients where understanding the patient's lifestyle, predilections, and history help form a lasting and personally rewarding prevention-focused bond. We spend more time per appointment conversing with and understanding our patients than any other dental professional. Our clinical credibility and commitment to providing patients with the most advanced solutions for their personal oral healthcare contributes to our ability to better educate, enlighten, and enthuse.

My personal toothbrush of choice is the Philips Sonicare DiamondClean. With its sleek ergonomic handle, hidden and illuminating display panel, hard travel case, pioneering dual-charging system (my laptop's USB port can charge my brush when I am traveling), and diamond-shaped bristles make it my premiere power toothbrush recommendation. The uniquely designed cleaning surfaces disrupt biofilm and stain, while the trimmed, dome-shaped brush head applies less pressure to sensitive teeth and gingival tissue. Additionally, chic and sophisticated color options (black, pink, white, and amethyst) complement a patient's interest in a new device proven to



End-rounded diamond-shaped bristles.



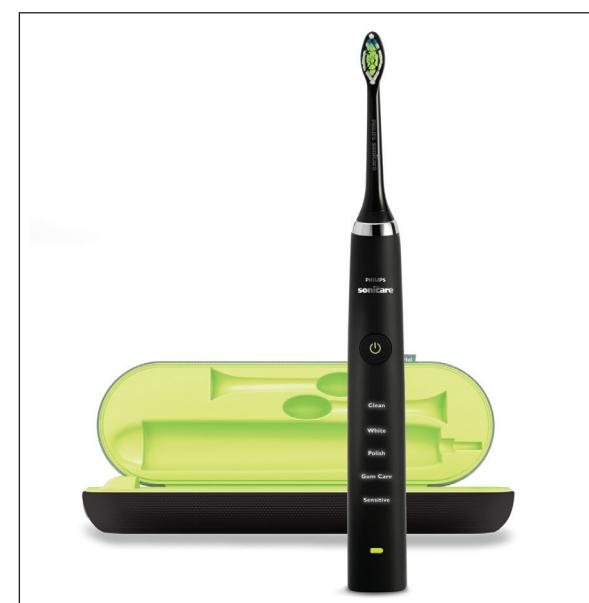
The Philips Sonicare DiamondClean family of brushes.

enhance gingival health and remove extrinsic stain, all with decreased dentinal abrasion.

Many technologies are ahead of their time, designed by true leaders in industry and dental product markets. I value meaningful innovation, style, and



Dome-shaped brush head.



Brush includes hard travel case to charge via USB port.

yes, even color (amethyst for dental hygiene, right?) as patient motivators, particularly when I know the product, Philips Sonicare DiamondClean, is backed by clinical research.

For more information about Philips Oral Healthcare's products, visit [philipsoralhealthcare.com](http://philipsoralhealthcare.com).

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**Tricia Osuna** is a University of Southern California graduate and past president of the American Academy of Dental Hygiene and the California Dental Hygienists' Association. She is a previous member of the Dental Board of California and a founding member of the American Board of Facial Esthetics. Her career spans a variety of roles, including consultant, clinician, educator, international presenter, author, mentor, and business owner.

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