

First toothpaste approved for sensitivity relief and remineralisation by Oral Health Foundation

Many patients will welcome the recommendation of an effective toothpaste for the treatment of tooth sensitivity.

The impact of tooth mineral loss can lead to notable pain and discomfort affecting quality of life. Given that more than 40 per cent of adults experience tooth sensitivity at some stage during their lifetime, it is worth dentists recommending the latest proven product to treat the symptoms and bring lasting results.

The first toothpaste approved by the Oral Health Foundation for sensitivity relief and remineralisation, BioMin F has been designed by researchers at Queen Mary University of London to alleviate symptoms of tooth sensitivity through acid resistant occlusion of dentine tubules.

How it works...

BioMin F toothpaste works through its slow release of calcium, phosphate and fluoride ions, which form a protective fluorapatite layer on the tooth surface. This apatite rapidly seals any exposed dentine tubules which, owing to their direct link with the central nervous system, are believed to be the cause of dentine hypersensitivity.

The product will benefit many individuals who suffer from sensitivity, which is particularly prevalent among those aged 30 plus.

Why this product is suitable...

There are a number of factors that can lead to tooth sensitivity, many of which may be alleviated with the use of BioMin F toothpaste. A thorough examination should always be undertaken to understand the real source of any pain:

Incorrect Brushing – Commonly referred to as ‘toothbrush abrasion’, brushing too firmly and from side to side can lead to the fine enamel layer being gradually worn away from the cervical area of the tooth near the gum margin.

Bleaching – Tooth whitening has become a popular method to improve aesthetic appearance and can bring almost instant results. However, the impact on the tooth surface can lead to some patients complaining of sensitivity during and after the bleaching process.

Erosion – Acidic food and drinks impact tooth enamel, gradually wearing it away to expose the dentine. Sensitivity may occur as a result. This could also be caused by acid reflux.

Gums – For various reasons, soft tissues can recede exposing the roots of the teeth leading to sensitivity.

Grinding/ Bruxism – Wearing away the enamel of the teeth through clenching and grinding can result in sensitivity.

However more complex situations, such as Cracked Tooth Syndrome, are unlikely to be suitably resolved just with the remineralising toothpaste and will require greater levels of examination to understand the root cause of the discomfort.

Stamp of approval...

The Oral Health Foundation has the largest oral healthcare product accreditation scheme in the world. The charity's independent and internationally-recognised panel of experts examine product claims to make sure they are reliable and can be supported by scientific evidence. Each product that passes through the programme is awarded with an Accreditation Logo confirming its claims have been

Apatite growing on peritubular dentine

Peritubular dentine (apatite rich)

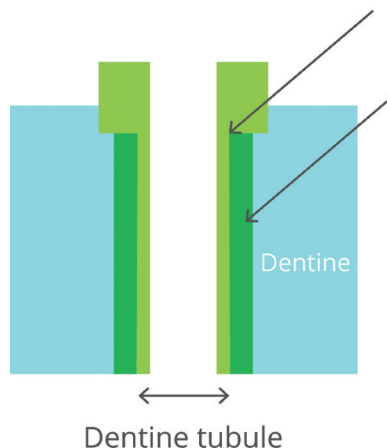
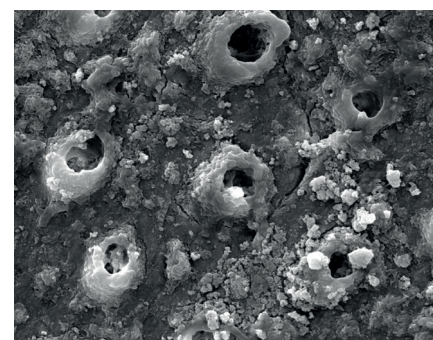
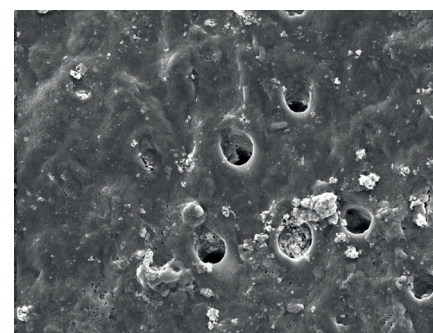


Image: Fluorapatite growing on peritubular dentine



Dentine surface after 1 brushing with BioMin F



Dentine surface after acid challenge – note tubules remain occluded

rigorously checked and verified. BioMin F has been accredited by the Foundation, thus providing the stamp of approval for its claims. The first Foundation-approved toothpaste with remineralising properties, the product has been shown to bring relief to many patients suffering from sensitivity to hot and/or cold stimuli.

Chief Executive of the Oral Health Foundation, Dr Nigel Carter OBE, said: “It is a great pleasure to be adding our seal of approval to BioMin F. Tooth sensitivity and enamel loss can cause many people a great deal of pain. For those looking for a toothpaste which combats sensitivity and enamel demineralisation, BioMin F is a good and effective option.”

BioMin Chief Executive, Richard Whatley, expressed his satisfaction at the conclusion of the accreditation process, saying: “Oral Health Foundation accreditation is a hugely important endorsement of our toothpaste. It assures consumers that BioMin F has been evaluated by an independent panel of internationally-recognised dental experts and academics. These experts have

studied our claims carefully to ensure they are true and are backed up by reliable scientific evidence.”

Sensitive teeth will continue to occur for a variety of reasons, but thankfully, tooth pain that is a result of dentine hypersensitivity can now be managed more effectively.

BioMin™
Armour for Teeth



BioMin HQ: Queen Mary University of London, Queens Building

