

Success for Biomin at IDS

Biomin toothpaste had a successful trip to the IDS dental exhibition, where clinicians and potential distributors were excited by the product. A new distribution contract has been signed for sales in Ireland, reports **Moira Crawford**

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Freelance health writer



Biomin Technologies, manufacturer of the remineralising toothpastes, Biomin F and Biomin C, has had a successful trip to the IDS dental exhibition in Cologne, Germany, where new and established users alike have provided positive feedback on the product.

Richard Whatley, CEO of Biomin Technologies, was delighted at the response to the product. 'We have been meeting with Biomin's distribution partners from all over the world and learning of the very positive feedback from their dentist and hygienist customers about the performance of Biomin toothpaste,' he said. 'We have also been meeting potential new distribution partners for those countries where Biomin is not yet available, such as in Scandinavia, North Africa and parts of Eastern Europe.'

Biomin staff also met with dental clinicians, mainly from Europe, who had not yet heard of Biomin, and supplied them with samples.

A new agreement

At the show, the company signed a distribution agreement with Irish supplier Burbel.co to market the product in the Republic of Ireland. Sales to Irish clinicians and the general public will commence in April.

Signing the distribution contract on behalf of Burbel.co at the IDS dental show in Cologne, Dr Anne O'Donnell, who is also a dentist at Mullingar Dental Centre, Ireland, said: 'We are delighted to become the distributors of Biomin in Ireland and to tell the Biomin story.'

She added: 'As a dentist, I have used and recommended Biomin to our patients with great results. It is very effective for sensitivity, and our hygienist has had great results using it pre and post hygiene visits to provide a pain-free hygiene experience. It is also effective against decay, which sadly is still a huge problem here in Ireland.'

Richard Whatley was excited by the potential to expand the applications of Biomin's bioactive glass technology. 'We have been discussing the possibilities of including the remineralising qualities of Biomin into professional dental materials with some of the world's leading manufacturers,' he said. 'These are exciting prospects which will hopefully lead to innovative preventive/restorative products with significant clinical advantages in the not too distant future.'

Biomin F properties

Biomin F toothpaste is an innovative product based on the latest generation of bioactive glass technology.

Unlike traditional toothpastes, containing soluble fluoride, the fluoride in Biomin is contained within the structure of the glass.

Following brushing with Biomin, the glass particles adhere to the tooth surface and enter the dentinal tubules, where they dissolve over several hours,

gradually releasing calcium, phosphate and fluoride ions in the ideal ratio to deposit fluorapatite, the fluoride analogue of natural tooth enamel. The fluorapatite penetrates deep into the enamel surface and subsurface, remineralising them, and occludes the dentinal tubules, preventing fluid flow which causes sensitivity. Biomin C, based on similar technology but without fluoride, can also be purchased.

Studies in the laboratory have shown that Biomin is more effective than other toothpaste brands, both at remineralising tooth enamel and at reducing sensitivity.

Dentists and hygienists using the product have reported that patients are delighted at the improvement in their symptoms and are coming back for repeat purchases.



Biomin CEO Richard Whatley with Gitana Redereine, owner of Oralmeda, an oral hygiene specialist distributor in Lithuania

Checked and verified

Biomin has recently become the first toothpaste to gain accreditation from the Oral Health Foundation's expert panel for its effectiveness at both sensitivity reduction and remineralisation, and is now allowed to use the internationally recognised Oral Health Foundation logo on its packaging, assuring users that its claims have been rigorously checked and verified. **D**

FOR FURTHER INFORMATION about Biomin, call 01274 881044 or visit www.biomin.co.uk.

