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Leading Innovators in Dental Hygiene

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Welcome to the 2021 Q2 edition of Global Health & Pharma Magazine, providing you with all the latest news and features from across the healthcare and pharmaceutical landscape.

While the last eighteen months have seen all industries demonstrating resilience and versatility in a period defined by adversity, few have matched the exceptional work of the global healthcare and pharmaceutical industries. These impressive feats are by no means limited to successful vaccine programme rollouts or treatment of Covid-19 cases – as individuals have become more aware of the importance of caring for our general physical and mental wellbeing during the pandemic, organisations across the industry have seen demand for their products and services soar.

That is certainly the case for the companies included in this quarter's edition of GHP, including our cover company, BioMin Technologies, a leading researcher into dental sensitivity and developer of sensitivity relief and prevention products. We find out how this London-based start-up has grown since 2015 and plans to build on the momentum generated in online sales during the pandemic to see further growth that facilitates exciting advanced research into dental sensitivities.

Join us as we explore many of the other success stories to come out of this vibrant and valued industry over the past few months. Until the next issue of GHP, we wish you all the best for the months ahead.

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BioMin Technologies is a company dedicated to commercial research into bioactive glasses for use in oral healthcare by dental professionals. But what are bioactive glasses? They are a group of surface reactive glass-ceramic biomaterials, often made use of in implants where the repair and replacement of diseased or damaged bone is needed. BioMin thought to apply them to dentistry, and it is from here it has become renowned. Founded in 2015 as a start-up by Queen Mary University of London, it has seen many applications of its research be developed and used, very proud of the way in which it has gone from strength to strength in its industry. This first application it developed was a toothpaste that treated dental hypersensitivity amongst patients, a formula that would actively protect and remineralise tooth surfaces. In this way, BioMin offers both fluoride and fluoride free varieties, called BioMin F and BioMin C, both of which have proved incredibly popular amongst its market segment, earning a CE approval as Class IIb medical devices for the treatment of dentine hypersensitivity.

BioMin's technological backing and scientific rigor has been both clinically and scientifically tested, having received incredibly positive feedback from dental

professionals and consumers alike. BioMin's toothpastes are now available worldwide, with sales being conducted in over 40 countries through distributors and licence holders, all the while keeping to its core values of providing toothpastes with proven therapeutic benefit, improving quality of life for its end users. Commonly, its products reach its end users through distribution by dental practices and online, with a renewed focus on digital media's role in marketing and promotion. Furthermore, its clinical efficiency has set itself head and shoulders above the rest, allowing it to stand out even in the competitive industry of commercial research and product development – consumer surveys indicate that 70% of users noted a decrease in sensitivity after two weeks of regular use, and a third of these respondents reported a total lack of symptoms in the same time frame.

BioMin is also exemplary when it comes to reducing sensitivity during teeth whitening procedures. Many patients find whitening uncomfortable due to this, which can prevent them from completing the full treatment, and so BioMin can help them reduce this discomfort in order to let the procedure carry on. In this way, it has been able to communicate the use of BioMin to the wider dental professional market, finding it is largely very receptive to the benefits it



brings to patients; this has been indispensable word of mouth promotion for BioMin, as well as lending it significant credibility.

In tandem with this, BioMin benefits from the excellence of its staff. The development of research and the hard work of its marketing team has been critical in ensuring long term success, and it is forever grateful to them, proud of the ability to communicate between departments and work seamlessly that they continuously demonstrate. With the impact of Covid-19 on the dental industry having cancelled millions of

appointments nationally, online sales have shot up for BioMin – moving forward, it is prepared for this to continue, and encourages customers to keep an eye on its platforms for future updates. These will include its coming work on the remineralisation of early stage decay, filling materials, sealants, and varnishes, communicating these mainly through online means.

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