

SIX KEY FINDINGS ILLUSTRATE HOW DENTAL HYGIENISTS CAN IMPACT CLIENT ORAL HEALTH

As a dental hygienist, you provide invaluable oral health care, as you build solid and long-lasting relationships with your clients. Each and every day, you have the opportunity to make recommendations that can dramatically improve not only oral health, but also overall health.

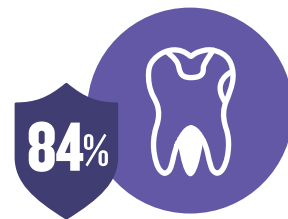
BETTER ORAL HEALTH IS ATTAINABLE FOR YOUR CLIENTS – AND IT CAN BE ACHIEVED THANKS TO YOUR HOME ORAL CARE RECOMMENDATION.

Clients are eager to partner with dental professionals to improve their oral health. In fact, a 2015 Johnson & Johnson survey of over 4000 dental clients in the United States, United Kingdom, Brazil, Japan and Thailand revealed that 76% of clients want better oral health and many are interested in learning how to improve their daily oral care routine. These insights, among others, underscore how you can facilitate profound behavioural changes by partnering with your clients in achieving the shared goal of better oral care:

FACT #1

84% OF CLIENTS BELIEVE THAT CAVITY PREVENTION IS ESSENTIAL

The majority of clients know that cavity prevention is an essential part of protecting oral health. When you offer a professional recommendation designed to reduce the risk of developing caries — such as increasing brushing frequency, flossing regularly or incorporating a therapeutic mouthrinse to their routine — clients listen.



86% OF CLIENTS UNDERSTAND THAT PLAQUE CONTROL IS VITAL FOR GOOD ORAL HEALTH

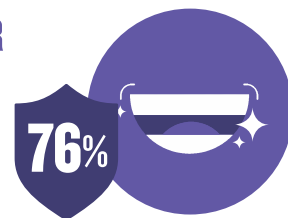
Clients do understand that plaque harms their oral health and that plaque control is essential. With this fact in mind, you should feel encouraged to make recommendations aimed at reducing plaque, such as brushing, flossing and incorporating a therapeutic mouthrinse.

FACT #2

FACT #3

76% OF CLIENTS WOULD ADD ANOTHER STEP TO THEIR ORAL CARE ROUTINE FOR A BETTER CHECKUP

An eye-opening aspect of the survey was that an impressive 76% of clients were willing to add a new step to their daily routine. This fact shows that you have the unique opportunity as a hygienist to make suggestions that will impact day-to-day activities.



90% OF CLIENTS ARE WILLING TO USE MOUTHRINSE FOR ENHANCED ORAL HEALTH

A staggering 90% of surveyed clients were willing to use mouthrinse. Brushing and flossing, while of paramount importance, only clean 25% of the mouth's surface^{1,2,3}. Therapeutic mouthrinse helps clean virtually the whole mouth. Encouraging your clients to incorporate therapeutic mouthrinses into their oral health routine is a key way to provide a new level of oral health care.

FACT #4

FACT #5

60% OF CLIENTS WON'T ADD A NEW STEP TO THEIR ROUTINE WITHOUT YOUR RECOMMENDATION

A full 60% of clients won't incorporate a new step into their routine, such as flossing or rinsing, without a direct recommendation. This underscores the importance of establishing a strong client relationship built on trust.



86% OF CLIENTS PREFER RECOMMENDED PRODUCTS TO BE BACKED BY CLINICAL EVIDENCE

When you recommend new products to your clients, it is important to remember that the vast majority (86% of clients surveyed) prefer products backed by clinical evidence.

FACT #6

PARTNER WITH YOUR CLIENTS TODAY TO RECOMMEND EFFECTIVE AND ACHIEVABLE ORAL CARE HABITS.

ENCOURAGE YOUR CLIENTS TO VISIT A DENTAL PROFESSIONAL REGULARLY AND FOCUS ON GOOD ORAL CARE HABITS:

BRUSHING 2x a day for **2 MINUTES** each time + **FLOSSING** daily + **RINSING** with therapeutic mouthrinse **2x** a day for **30 SECONDS**

A CLEANER, HEALTHIER MOUTH IS JUST A SWISH AWAY

BRUSHING AND FLOSSING COVER ONLY 25% OF THE MOUTH'S SURFACE¹. ADD LISTERINE ANTISEPTIC FOR A VIRTUALLY 100% WHOLE MOUTH CLEAN.*

BRING OUT THE BOLD™



¹Kerr WJS, Kelly J, Geddes DAM. The areas of various surfaces in the human mouth from nine years to adulthood. J Dent Res. 1991;70(12):1528-30.
²Charles CH, Pan PC, Sturdivant L, Vincent JW. In vivo antimicrobial activity of an essential oil-containing mouthrinse on interproximal plaque bacteria. J Clin Dent. 2000;11(4):94-97.
³Sharma NC, Charles CH, Qaqish JG, Galustians HJ, Zhao Q, Kumar LD. Comparative effectiveness of an essential oil mouthrinse and dental floss in controlling interproximal gingivitis and plaque. Am J Dent. 2002;15(6):351-55.
 *FIGHTS GINGIVITIS, PLAQUE, TARTAR AND CAVITIES. ALWAYS READ AND FOLLOW THE LABEL. © Johnson & Johnson Inc, 2016