

GEMS Publishing USA, Inc.

# THE INDEPENDENT DENTIST NEWSLETTER

BALANCING FAMILY, TIME & FINANCE

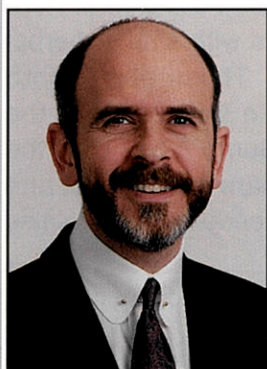
August 2005 - Effective immediately: All reference to the word GUM in Dental Herb Company® product names is changed to GUMS. For example: TOOTH & GUM TONIC is now known as TOOTH & GUMS TONIC.™ BE ASSURED, THESE ARE EXACTLY THE SAME HIGHLY EFFECTIVE PRODUCTS. DHCo will continue to always provide you and your patients with the most effective, highest quality, Truly Natural® oral hygiene products available anywhere in the world.



Volume 3, Issue 3  
GEMS Publishing USA, Inc.

377 Union Avenue  
Framingham, MA 01702  
888880GEMS  
5088792468(fax)  
www.1000gems.com

## I Told My Periodontist: Keep Your Hands *Out* of My Pockets



By Tom Orent, DMD

It's probably *not* what you think. This article is about *my* periodontal pockets! One of the most effective ways we can *dramatically* improve our relationship with patients is to walk a mile in *their* shoes. Why does *one* balk at treatment? What motivates another to accept your recommendations? The follow-

ing is my personal experience as a periodontal patient! It

has reshaped how I treat periodontal disease. Not just in my own case, but for my patients. Acceptance has increased, and results are excellent. It's a win-win situation, resulting in increased patient compliance, and increased treatment acceptance. Ultimately, our patients are *far* healthier, and we become more profitable.

My gums? Six months ago my hygienist told me that two of my teeth were experiencing the worst level of periodontal disease ever. My upper right first molar and lower left first molar both had recorded depths of six millimeters, with bleeding. Okay, so it wasn't eight millimeters with "3+" mobility. But these are *my* teeth and *my* gums. I've had all sixteen posterior teeth reconstructed in Empres inlays, onlays and crowns. I visit my own hygienist several times a year. Floss every contact daily, and use a Sonicare twice before the sun sets into the western sky. So I'm *concerned* when my own four becomes a five, becomes a six... 'cause you know what's next. Seven. Sevens and eights are *bad* numbers when they're *anyone's* pocket scores!

**The solution?** I have a wonderful periodontist, on-staff. He treats our patients, on-site, one day each week.

Certainly a couple of carpules of 2% Lidocaine, a Bard-Parker #12, and gone would be my pockets. Right? Wrong. I told my periodontist to keep his hands out of my pockets! Interesting. He'd do it for *free*, and I *still* don't want him to touch me! Think about it for a moment. Remove the financial barrier, educate the patient to the benefits of treatment, and case acceptance should be a shoe-in. Not so. Although I tolerate dental work quite well, I'd rather try fire-walking (I hear it's not that difficult anyway) than have him cut my gums!

Enter Dr. Bernard Schechter. Twenty years of research, a dental degree, a certificate in therapeutic herbology, and extensive training in microbiology, as well... have resulted in one of the hottest new products to hit the dental market today. Dr. Schechter searched for a truly natural herbal and essential oil remedy to help alleviate periodontal problems, *non-surgically*. After twenty years of research and development, he introduced the Dental Herb Company, and a line of highly effective products. The "flagship" is his "Tooth and Gum Tonic." With seven different herbal and essential oil ingredients, "Tooth and Gum Tonic" has hit the market with explosive acceptance.

**What's in it, and why does it work so well?** A call to Dr. Schechter (1-800-747-4372) will afford you *exhaustive* detail, right from the source.

**Why the widespread public clamor?** Walk a mile in your *patients'* shoes before you ask why they respond and react as they do. If they could find a way to avoid periodontal surgery, *and* it happened to involve the use of all-natural herbal and essential oil remedies, they'd try it in a heartbeat. And they do. **And it works!** Have you looked at the little \$1.00 bottles of "spring water" that have become all the rage today? It's been an



especially hot summer, above average, for most of the country. We've watched folks walking around town carrying these in-vogue brands of holy water in one hand, cell phone in the other!

**Isn't Chlorhexidine (Peridex) just as effective?** Yes, and no. It may well be as effective as an adjunct to periodontal therapy, *if* patient compliance is high. Unfortunately it's rarely high. In fact, it's rarely used! Why don't patients continue use of the Peridex they spent good money on? Because it stains your teeth and tastes bad. It's *not* rocket science. If it's trendy, tastes great, and works well, today's savvy consumers will eat it up!

**More than just a periodontal remedy:** Dr. Schechter had the opportunity to run his new product by Dr. Gordon Christensen (Clinical Research Associates, Provo, UT). CRA's first studies on Dental Herb Company's "Tooth and Gum Tonic" did *not* evaluate its efficacy as an adjunct in periodontal therapy (although from what I understand, those studies may be done in the future). The first CRA evaluation pitted "Tooth and Gum Tonic" against sixteen well-known breath remedies. Dr. Schechter's research led to the creation of a **breath control product which ranked number one, ahead of all other products tested.** This included over-the-counters, such as Listerine, Zinc products (Discus Dental), as well as stabilized chlorine dioxide based products like Oxyfresh. As we now know, the same pathogenic bacteria associated with periodontal disease are the same microorganisms associated with halitosis.

**What about my Gums?** My regimen was simple. Following a scaling of the pockets in question (six millimeters with bleeding upon probing), add two easy steps to the home care routine. Each morning, after brushing and flossing, gently shake the "Tooth and Gum Tonic" and pour less than a quarter cap full. A "Sulcabrush" is utilized to deliver the solution right to the sites in question, and to massage the soft-tissue. Sulcabrush is a tiny conical-shaped brush. It's effective and inexpensive (for information on Sulcabrush, call the company directly at 1-800-387-8777). Dip the little brush tip into the Tonic inside the cap. Place the tip of the brush directly into the interproximal area in question, and make circular motions. The effect is to both massage the gum, *and* introduce the solution to the compromised site. After five or six repetitions (which literally just takes a matter of seconds), rinse with whatever solution remains in the cap. Rinse for up to sixty seconds. Due to the small molecule



size, a more vigorous rinse will actually force the herbal remedy through the membranes and deep into to the periodontal supporting tissues.

The results have been incredible. The pockets around my two molars in question have reduced from six millimeters to two and three millimeters, a single four-millimeter, and *no* bleeding upon probing! Imagine not only your patients' response to this type of treatment, but the ease of tissue management during prosthodontic treatment. It has been rewarding working with my patients, achieving this same level of periodontal compliance and result. Compliance can almost be taken for granted, as the vast majority of patients report very favorable ratings of this product.

In addition to "Tooth and Gum Tonic", the Dental Herb Company has three other products with similar herbal and essential oil formulations. These are: "Tooth and Gum Spritz", "Under the Gum Irrigant", and the increasingly popular "Tooth and Gum Paste." For the first time in their history, the company reports that unit sales of their toothpaste have exceeded the unit sales of their already popular rinse.

I owe much of the technical information to Dr. Schechter, and his in-depth article in the October, 1998 issue of *Dentistry Today*, Vol. 17(10) pp110-115. For more information about his products, Dr. Schechter may be reached at **Dental Herb Company, 1-800-747-4372.**

Dr. Tom Orent, a management consultant and practicing dentist, was a founding member and has served as the President of the New England Chapter of the American Academy of Cosmetic Dentistry. Dr. Orent lectures internationally with "1000 Gems Seminars TM". Dr. Orent has been a guest lecturer at Tufts University School of Dental Medicine, University of Nevada, Las Vegas, Brigham Young University, Illinois State University, New York University, New Jersey Dental School, and has been a member of the faculty at Boston University Graduate School of Dentistry. He has lectured to dentists in four countries and at state and national meetings in 46 of the 50 United States. His books, tapes and newsletters have been sold in 22 countries.

Accredited by the AACD in 1990, Dr. Orent has served on the Ethics Committee and as an Accreditation Examiner. He writes a column for, and served as the Editor of the Journal of the AACD. Dr. Orent is a member of the editorial advisory board for a number of publications. He currently serves as Chairperson of the Public Relations Committee for the American Academy of Cosmetic Dentistry.

Dr. Orent has authored four books and numerous articles on Esthetic Dentistry, Practice Management, TMJ, and Extreme Customer Service. Dr. Orent was one of the pioneers of "Instant Orthodontics." Practicing Esthetic Dentistry in Framingham, Massachusetts, Dr. Tom Orent is the GEMS GUY...

To receive Dr. Orent's FREE "1000 Gems e-letter", weekly clinical, practice management and marketing GEMS delivered by e-mail, sign up at [www.1000gems.com](http://www.1000gems.com), or, e-mail [orent@1000gems.com](mailto:orent@1000gems.com). Just write, "Gems e-letter".