

# GUM Go-Betweens Proxabrush Cleaners

*Sunstar Americas introduces a new proxabrush designed with hygienist input.*

According to the American Dental Association, 6 out of 8 patients will eventually exhibit some form of periodontal disease.<sup>1</sup> To combat this eventuality and to help treat periodontitis when it occurs, dentists and hygienists are always looking for new tools for patients to use at home.

## CLINICALLY PROVEN

Sunstar Americas recently introduced just such a new tool—GUM Go-Betweens Proxabrush Cleaners. According to the manufacturer, this system of interdental brushes is clinically proven to reduce gingivitis and remove plaque between teeth just as effectively as floss.<sup>2</sup> Independent lab testing shows that GUM Go-Between cleaners reduce interproximal bleeding by 67%, reduce plaque scores by 17%, and reduce gingivitis by 32% over 6 weeks.<sup>2</sup>

## HYGIENIST INPUT

The GUM Go-Betweens Proxabrush cleaners were developed with input from hygienists. Some of the recommendations incorporated into the design of the brushes included contact size icons, color coding, and appropriate package communication.

**Contact Size**—Because one size rarely ever fits all, GUM Go-Betweens were designed for specific contact sizes. By correctly matching the brush size to the embrasure space, more plaque will be removed. Each package has a Tight, Moderate, or Wide icon so that the correct product can be recommended to the patient.

**Color Coding**—Color coding of the various sized brushes means that patients can be easily directed to the correct product. The brush for tight contacts is green, for moderate contacts is berry, and for wide contacts is blue.

**Communication**—All GUM Go-Betweens Proxabrush packaging highlights the brush size with the icon and color coding, as well as provides information about the antibacterial bristles.



## PREVENTION

An ounce of prevention is always worth a pound of cure, and then some. This is particularly true when it comes to periodontal disease. GUM Go-Betweens are ideal for many situations, including: 1. cleaning along the gingival margin to prevent inflammation; 2. removing food and plaque between teeth in patients with orthodontia or bridges; and 3. cleaning between open embrasures and between large interproximal spaces.

Correctly matching the brush size to the embrasure space results in more plaque removal.

The tapered shape of the brush allows it to fit into small areas and has been clinically proven to reduce plaque accumulation. The Wide cleaner is nylon coated to prevent galvanic shock in patients with implants.

## A SIMPLE SOLUTION

The design of GUM Go-Betweens is meant to make the brushes easy to use. By simplifying the product and packaging, Sunstar Americas has reduced confusion about which brush to recommend and improved patient compliance, which results in healthier gums and teeth. — *Laura Bruck*

## REFERENCES

- 1 ADA News Release. American Dental Association; September 2000.
2. Data on file.

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