

## REASONABLE EXPECTATIONS FOR DENTAL HOME CARE

Over the years there have been many products that were great ideas but that did not really make it big in the real world. For many of these products, the primary problem was that people had *unreasonable expectations* and so when the results failed to meet these *unreasonable expectations*, the consumer felt the product had failed.

When considering dental home care products, it is essential that you and your clients have *reasonable expectations* of what these products are intended to do and how.

When it comes to the entire water additive segment of the market, **healthymouth™** really is the only one to consider. It is the only one with VOHC acceptance based on several clinical trials of the complete recipes given to the species for which the products are intended. It contains no toxic ingredients such as alcohol or xylitol. The topical gel is also the only product of its kind in the world and also has VOHC acceptance based on species-specific trials. Now there are also VOHC accepted topical sprays for dog and cat and **healthymouth&mobility™**.

I encourage you all to visit [www.vohc.org](http://www.vohc.org) and become familiar with the Protocols to research and submission of applications as well as to keep current on the list of products that have been awarded VOHC acceptance. When given a choice, always favour products that have been accepted for helping to control plaque over those that just have a tartar claim. Remember, plaque is the enemy, Tartar is just the fortress the enemy lives in. Teeth can have lots of plaque and disease without much visible tartar.

**On the other hand, no product is a miracle. There is NOTHING that treats established dental disease other than mechanical/surgical intervention under general anesthetic. To expect any potion, lotion, pill, diet or any other product or strategy to treat established dental disease is unreasonable and will always lead to failure and frustration.**

Any product that claims to treat dental disease as an alternative to proper professional care is, in my view, a fraudulent product and I would like to see regulations banning companies from

making such claims, especially without any credible evidence, but I digress.

**healthymouth™** products, tooth brushing, VOHC accepted diets and chews, ALL of these are intended and should only ever be used as and sold as aids in the maintenance of good oral hygiene when starting with a clean, comfortable, healthy mouth AND as part of a comprehensive oral care program that includes regular professional examinations and treatments under general anesthesia. To expect more is unreasonable and will lead to failure and frustration.

I brush my own teeth twice a day. I floss daily. I still go see my hygienist and dentist every 6 months and they always find some areas to clean that I have been missing. This is not an either/or proposition. (either I brush or I go to the dentist). Well maybe it is. It is EITHER daily plaque control plus regular professional care OR your patients will have a lifetime of periodontal infection OR require whole mouth extraction.

Suggested reading:

[Home Care Concepts and Products](#)

[Why is periodontal disease still so common?](#)

[Periodontal disease is hidden](#)

[You cannot prevent disease that is already established](#)

[VOHC Seal of Acceptance](#)

[COHAT defined.](#)

