

Complete oral health through ecosystem & biofilm balance

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For decades, the dental profession, health organizations, governments and individuals, have been fighting tooth decay and gum disease, without significant reduction in their global epidemic status. 92-95% of the world's adult population still suffers from dental caries (WHO and National Institute of Dental and Craniofacial Research statistics) and equally large numbers of the populations suffer from different levels of gum/periodontal disease and its consequences-oral and systemic effects are well documented. This is despite the world spending \$30billion in 2012 alone (this figure increases by 4% annually) on dental hygiene products and hundreds of billions on dental treatment, which mostly needs to be repeated, to everyone's frustration.

Where is our profession and related industry missing the target? There is a global epidemic of the two most common infectious diseases of human kind, and we still can't control them in 2013. That is a clear call to re-evaluate our thinking, communication, products and beliefs. This presentation brings to surface the level of the problem, the Biofilm, and a very timely focus on a real solution, based on health-through awareness, moderation and balance-rather than the continued fight against repeated illness which stems from waiting for magic solutions to work, that haven't worked so far!

A new method of ecosystem and biofilm balance will be discussed, new product formulations based on years of scientific evidence and recent clinical trials to resolve most of these infectious diseases, when applied over time. This is the next evolution in true healthcare within our profession: Let's seek health rather than fight disease. Understand and apply the how to, today.

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