

Come and visit us at **Booth E.06**

Don't miss our **Colgate® Sponsored Session**
Lunch will be provided*



Chair, Maria Ryan, Colgate®



12:30 - 14:00



Congress Hall A



Thursday 16th June 2022



SESSION 1 - Tim Newton, London, UK

Understanding behaviour change in today's prevention landscape



SESSION 2 - George Kitsaras, Manchester, UK

Behaviour change and connected technologies as drivers of improved health outcomes



SESSION 3 - Juliana Gomez and Richard Hogan, Manchester, UK

Recent advancements in connected oral health: from research to practice

*Lunches are provided on a first come first serve basis.

meridol®



Antibacterial efficacy



Compliance



meridol® – effective gum health solutions designed to increase compliance

meridol®

meridol® Chlorhexidine

NEW
meridol® mouthrinse
Designed for no teeth staining,
with fresh taste

6.8x more
plaque reduction*



NEW
formula

Daily prevention



NEW
formula

Short-term treatment

NEW
meridol® 0,12% CHX
With unique
Anti-stain
technology

42% less
chlorhexidine
related staining¹

Your advice can make a difference



Learn more about the new alliance of efficacy and compliance or access www.cpgabaprofessional.com

* At 6 months with continued use vs fluoridated mouthrinse (250 ppm F as NaF), data on file, Dec 2021.
1 vs 0.12% CHX without Anti-Stain technology.
1 Fine D, et al. (2019). (CRO-2018-05-CHX-ED).

meridol®

PROFESSIONAL
— ORAL HEALTH —



Efficacy



Adherence

60% of bacterial plaque can remain after brushing alone which can lead to further gum problems and requires effective anti-bacterial products.¹



When dental care products taste unpleasant or lead to tooth staining, **patients may not adhere** to their oral hygiene routine.

NEW PerioGard® – Effective gum health solutions designed to encourage adherence

Short-term use:
PerioGard® 0.12% Chlorhexidine Mouthwash

- Use for up to 4 weeks
- 42% less staining after 4 weeks²

With unique **anti-stain technology**



Daily oral care routine:
PerioGard® Gum Protection

- Long-lasting antibacterial effect^{3,4,5}
- Designed for adherence - 8 out of 10 people like the taste from the first use^{6,^}

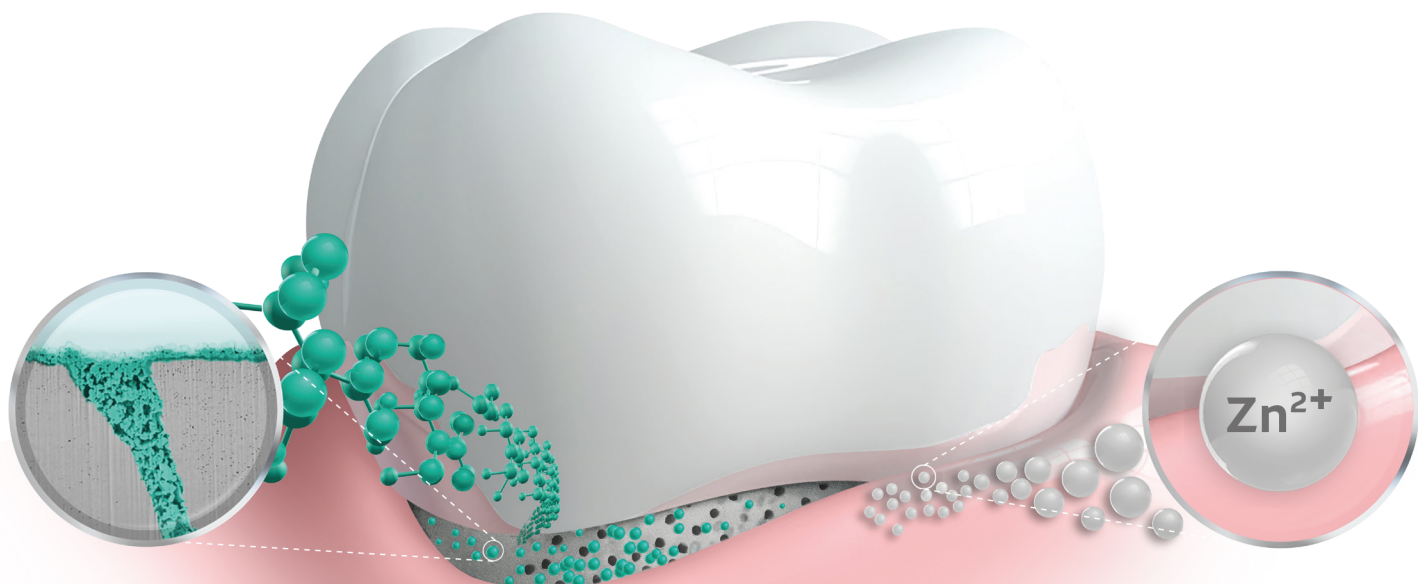
For patients with gum problems, recommend PerioGard® to encourage adherence and drive positive clinical outcomes.



Scan here to learn more about the new PerioGard portfolio or access www.colgateprofessional.co.uk

* Plaque bacteria, with twice daily Four weeks of continued use. ^ Claim applies to PerioGard® Gum Protection toothpaste.
1. Brushing with regular fluoride toothpaste. Chapple I, et al. Clin Periodontol 2015;42(Spec Iss):S71-S76. 2. Vs 0.12% CHX without anti-stain technology. Fine D, et al. (2019). (CRO-2018-05-CHX-ED). 3. With continued use. Hu D, et al. JADA 2019;150(4 suppl): S32-S37. 4. Vs. CPC alone. Rösing CK, et al. Braz. Oral Res. 2017;31:e47. 5. Vs a competitive mouthrinse with essential oils in an alcohol-free base. Langa GPJ, et al. JADA 2021;152(2):105-114. 6. Data on file. Colgate-Palmolive Company, 2022.

For **instant***
pain relief **+** **lasting**
gum protection



Repair

PRO-ARGIN technology repairs sensitive areas of the teeth for instant* and long lasting pain relief:¹⁻²

- **60.5% reduction in sensitivity instantly and 80.5% after 8 weeks**^{1,2}

Prevent

Zinc helps to strengthen gums and to prevent gum recession – a key cause of sensitivity:³

- **Over 25% reduction in gingivitis after 6 months**^{3, #}



For further information visit www.cpgabaprofessional.de

* When toothpaste is applied directly with a finger tip to each sensitive tooth for one minute

Compared to a standard fluoride toothpaste

¹ Nathoo S, et al. J Clin Dent. 2009;20(Spec Iss):123–130. ² Docimo R, et al. J Clin Dent. 2009; 20(Spec Iss):17–22.

³ Lai HY, et al. J Clin Periodontol 42 S17 (2015).