

A.O.H

ADVANCED ORAL HYGIENE

A NEW APPROACH





ADVANCED ORAL HYGIENE



- Today's Dentist practice is often challenged by «aggressive» proposals that make oral hygiene a «flag» to capture patients
- The Dentist has difficulties to make his patients aware about the DIFFERENCE between his professional work and what is offered by the many «low cost» operators
- With the **ADVANCED ORAL HYGIENE** proposal, the Dentist can at last offer a UNIQUE AND MORE COMPLETE TREATMENT that will cut him clean from the traditional proposal for oral hygiene and this will make him «competition proof»
- With the **ADVANCED ORAL HYGIENE** proposal, the Dentist establishes a strong bond with his patients to last over time



ADVANCED ORAL HYGIENE



Identikit of AOH Dental Office

- Dental Office of medium-high / high level
- Business vision
- For those who do not want to undergo price pressure
- Investments ? ... Yes but focused
- For those with an eye to innovation
- For those interested in differentiation
- For those who are attracted to new revenue opportunities (everybody !!!)



ADVANCED ORAL HYGIENE



EXCLUSIVE PROPOSAL

SOFT TISSUES PHOTOBIOSTIMULATION

TULIP MED D Equipment containing
LIGHT MODULATION technology



€ 30,00 / VISIT

500 X € 30,00
€ 15.000,00

ORAL CANCER SCREENING

Test with ORAL ID system



€ 30,00 / VISIT

500 X € 30,00
€ 15.000,00

500 Patients per year





TULIP MED D

Specific for Oral Hygiene and Parodontology

4 CERTIFICATIONS

- Medical CE (CE0476) - Europe
- FDA 510k - USA
- TGA - Australia
- ISO - Europe

4 INTERNATIONAL PATENTS

Which is the innovation that characterizes TULIP ?

- The innovation is in the source of emission. It is made of high pressure Diode Micro Lasers able to emit infrared rays at a wavelength of 835 nm which has the advantage of acting in **depth**, allowing extra oral applications.
- Light Modulation[®] light has an excellent conduction through human tissue and the prolonged irradiation at the correct wavelength, determines its greater infiltration and effectiveness.
- With Light Modulation[®] the electrical potential is converted into electromagnetic energy emitted in the form of **light photons**.
- Light Modulation[®] does not carry enough energy to damage the tissue, but enough to stimulate a response. Its effect is **photochemical** not photothermal.
- The emitted light is monochromatic (same frequency), coherent (able to maintain the same frequency for a long time) but unlike in a laser, light is not collimated.
- Light Modulation[®] Medical technology is unique and Patented.



ADVANCED ORAL HYGIENE



PHOTOBIOSTIMULATION...NAMELY

A series of atraumatic biochemical reactions developed between light photons emitted by Light Modulation[®] equipment and some cell receptors.

- It starts with a light stimulus.
- It triggers the increase of intracellular Ph and electric potential of the mitochondrial membrane.
- It achieves an increase in the concentration of ATP and of its synthesis.

THERAPEUTIC EFFECTS

- Increased speed to restore the integrity of treated tissues.
- Increased lymphatic drainage
- Stimulation of vascularization and local blood flow.

LIGHT MODULATION[®] therapy
optimizes the biological response of gum tissue.



ADVANCED ORAL HYGIENE

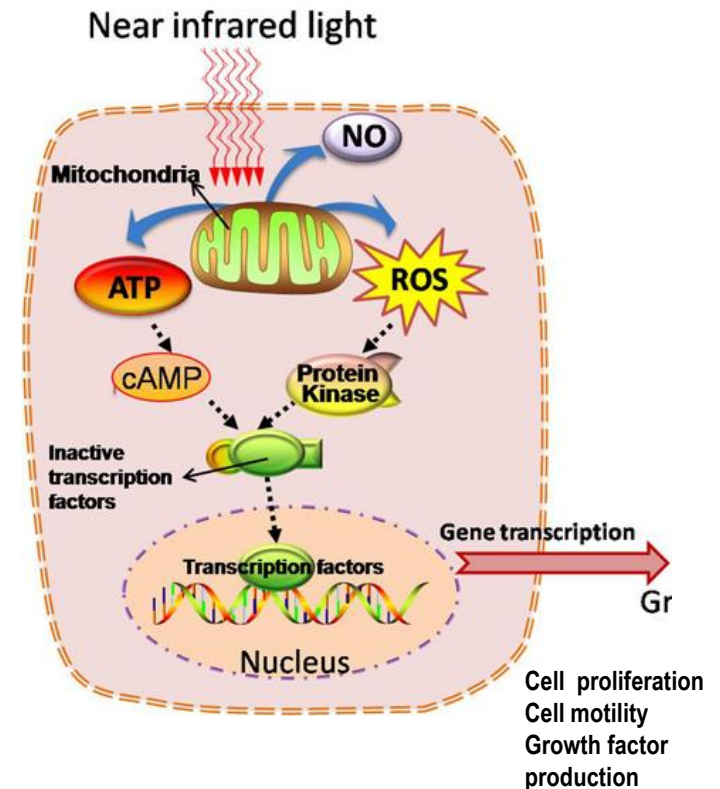


LIGHT MODULATION ... WHY ?

- **Light Modulation®** therapy adds a significant improvement in the therapeutic use of mechanical periodontal therapies, ensuring success in the short and long term.
- **Light Modulation®** treatment stimulates cell regeneration and **gum tissue trophism**: it is also recommended **at preventive level**, in combination with the standard hygiene treatment.
- The simplicity of the procedure and the immediate perception of results assure the complete satisfaction of patients.
- Thanks to this **innovative** proposal, Dentist is assured to **retain** patients.
- With **Light Modulation®**, **unique and Patented** technology, the Doctor **completes** its offer to patients.

LIGHT MODULATION ...HOW IT WORKS:

- **Light Modulation®** is a strong metabolic enhancer
- The **infrared** light penetrates in depth and optimizes the biologic response of tissues, promoting mitochondrial parodontal fibroblasts reaction
- Infrared light stimulates mitochondria (2/3000 inside each cell) that are the energetic source of the cell. The stimulated mitochondria produce ATP.
- Light Modulation treatments ensure an increased ATP production of the cell, production that, because of the age and of several other factors, decreases over time.



E-LIGHT D/ TULIP MED OPERATIVE PROTOCOL OF PREVENTIVE AND NON-INVASIVE SUPPORT THERAPY FOR PERIODONTAL DISEASES WITH PSR EXAM



WHAT IS PSR

- **P**eriodontal **S**creening and **R**ecording is a screening diagnostic test able to identify quickly patients affected by periodontitis .
- The purpose of the PSR developed by the American Academy of Periodontology is the identification of health state of periodontal tissues by a rapid and effective procedure that avoids an unnecessary waste of human and economic resources .

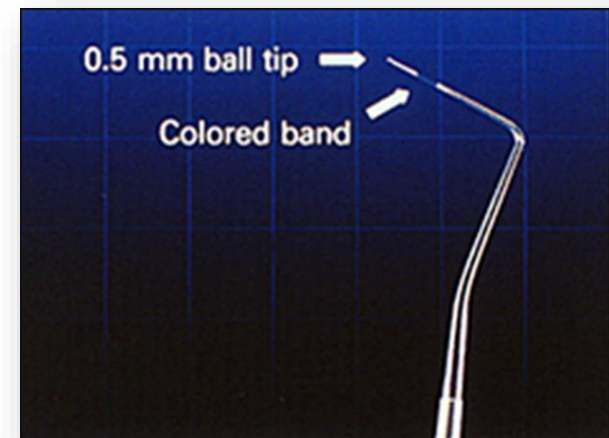
PERIODONTAL SCREENING & RECORDING

S ¹	S ²	S ³
S ⁶	S ⁵	S ⁴

SEXTANT SCORE

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MONTH DAY YEAR





ADVANCED ORAL HYGIENE



E-LIGHT D/TULIP MED operative protocol for periodontal diseases with PSR exam

- PSR can be interpreted by following a few simple guidelines, suggesting the most appropriate therapeutical procedure or the necessary in-depth diagnosis before treatment.

CODE 0: gingival health

CODE 1: presence of gingivitis

CODE 2: presence of retentive factors for bacterial plaque

CODE 3 AND 4: suspected periodontitis

E-LIGHT D/TULIP MED operative protocol for periodontal diseases with PSR exam

CODE 0 : gingival health

If the patient has all sextants with code 0 a primary prevention program is recommended.

Preventive program E-LIGHT D/ TULIP MED :

- 2 sessions of 20 min
- with 10 days interval .



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E-LIGHT D/TULIP MED operative protocol for periodontal diseases with PSR exam

CODE 1 : presence of gingivitis

Therapeutic program E- LIGHT D/ TULIP MED : 3 sessions

- 1 session of 10 min just after oral hygiene
- 2 sessions of 20 min every 10 days



ADVANCED ORAL HYGIENE



E-LIGHT D/TULIP MED operative protocol for periodontal diseases with PSR exam

CODE 2 : presence of retentive factors of bacterial plaque

Therapeutic program E- LIGHT D/ TULIP MED : 4 sessions

- 1 session of 10 min just after oral hygiene
- 3 sessions of 20 min every 10 days



ADVANCED ORAL HYGIENE



E-LIGHT D/TULIP MED operative protocol for periodontal diseases with PSR exam

CODE 3 - 4 : suspected periodontitis

Therapeutic program **E- LIGHT D/ TULIP MED** : 6 sessions

- 6 sessions of 20 min every 7 days, during other treatments.

Supporting program to :

- Causal therapy
- Mechanical non-surgical therapy (root planing)
- Drug therapy
- Surgical therapy

Near infrared (NIR) transfacial led therapy Light Modulation[®] (LM) a new adjuvant treatment in postsurgical and chronic periodontal patients



Giovanni Mauro MD, DDS

Visiting Professor University of Parma
Master in Aesthetic Medicine

Pierluigi Casella DDS

Visiting Professor University of Parma
Master in Implantology and Prosthetic
Dentistry

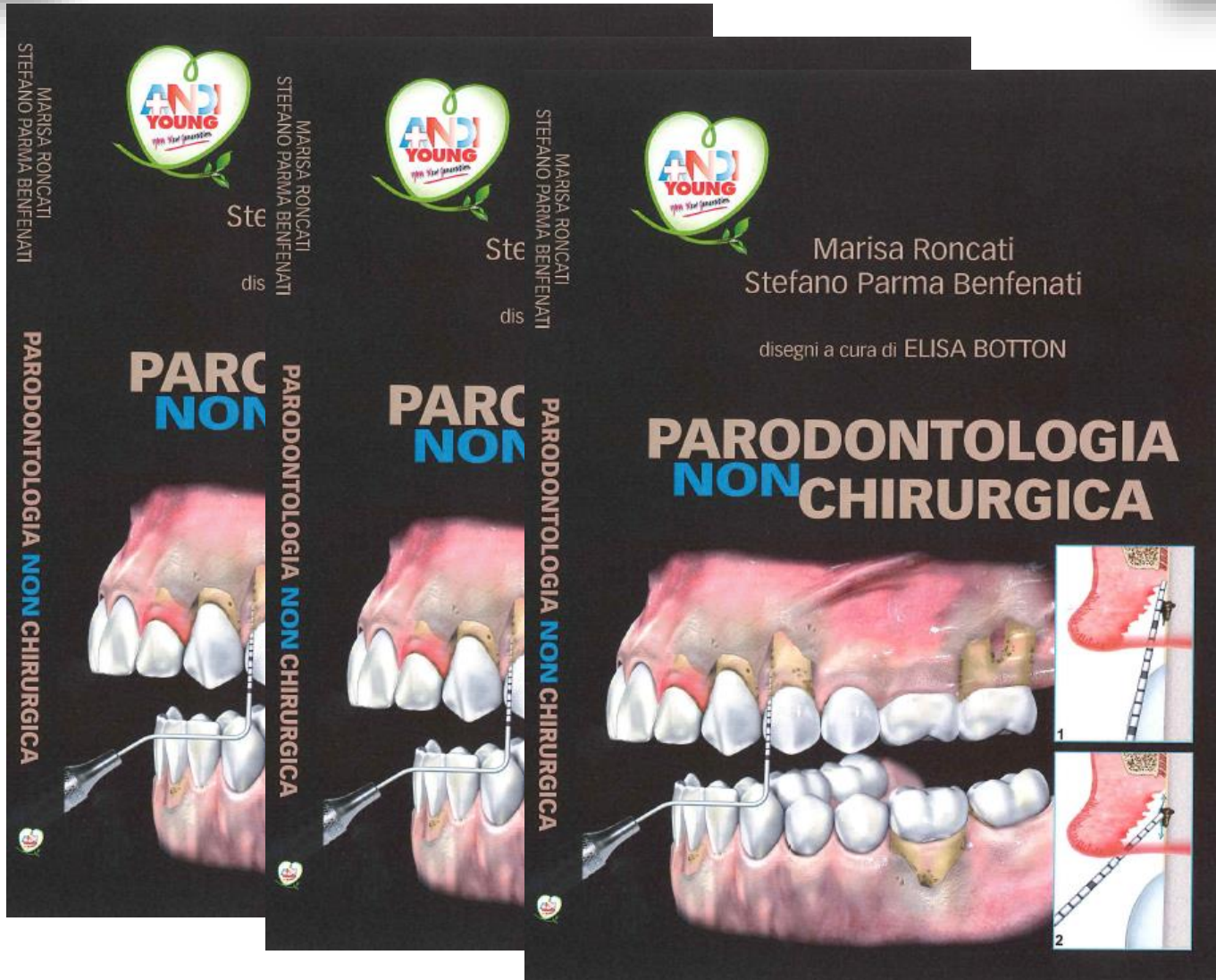


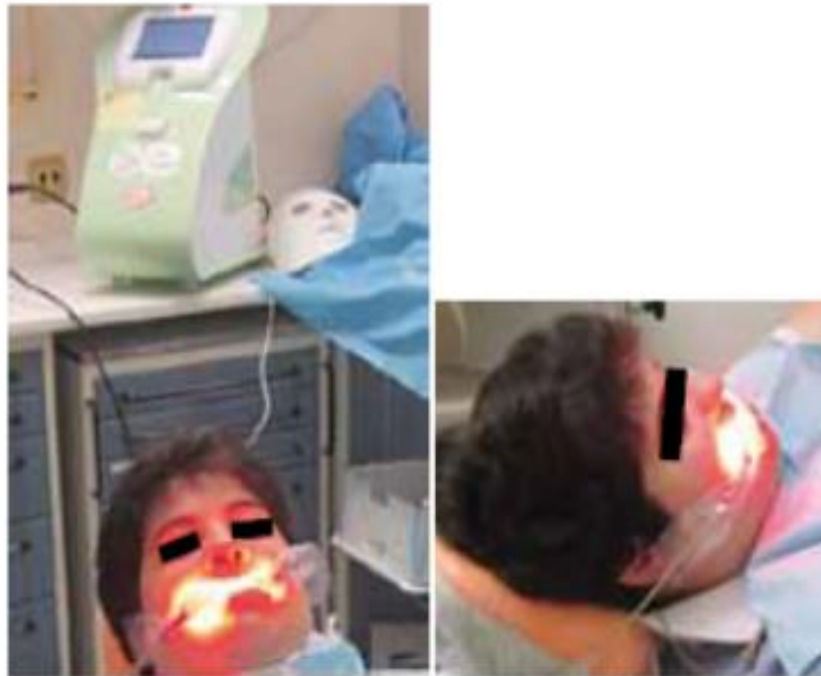
Doc 111 rev 00 – ENG – PHTOBIOSTIMULATION WITH IR LED LIGHT - B.S. RONCATI



**PHOTOBIOSTIMULATION
with INFRARED LED LIGHT
(LIGHT MODULATION® TECHNOLOGY)
as an ADJUNCTIVE THERAPY in
Maintenance Recall :
A PRELIMINARY STUDY**

Marisa Roncati, B.S., R.D.H., D.D.S.
Studio Dr. Stefano Parma Benfenati – FERRARA Italy
Assistant Professor - University of BOLOGNA Italy -
Master on Post-prosthetic follow-up and
professional hygiene





Pict. 30-31 Clinical application of infrared energy to improve tissue oxygenation, accelerating speed of capillary microcirculation, for a cicatrizing and anti-inflammatory action and to promote better healing (E-LIGHT Light Modulation[®] (L.M.) TECHNOLOGY **Espansione Group, Bologna, Italy**



Pict.74 Photobiostimulation (PBS) with infrared light (630-1000 nm) using a device emitting a red light (E-LIGHT MODULATION® TECHNOLOGY). It is an adjunctive therapy that promotes an increase in the peripheral microcirculation speed and a cellular proliferation to the advantage of the healing processes.



ADVANCED ORAL HYGIENE



DENTIST ADVANTAGES:

- Simple application of treatment: intuitive touch screen interface and imbedded management software allow always the optimal result
- It does not require the Dentist to stand by the patient
- It does not require a «dedicated» work position
- Minimum time requested: 15 minutes
- Comfort and satisfaction of your patient
- **Adjuvant in the non-surgical treatment of periodontitis**
- **Considerable pain reduction of 1/2 points (VAS)**
- **Reduction of germs responsible of parodontal diseases (directly or through disinfectants excitement – PDT photodynamic -)**
- **Accelerates tissue repair (post-surgery)**

PATIENT ADVANTAGES

- Immediate satisfaction of patient: visible result
- **Fast** treatment: **15 minutes**
- Gums bleeding reduced: **as of first treatments**
- No risks of bacteria resistance
- Non-invasive: **extraoral** application
- Totally painless...in fact it is a **pleasant** application
- **No side effects**
- Very reasonable cost



OralID™
Shine Light. Save Lives.



SAVES YOUR LIFE

Over 90% curing rate if the test is made within the first 2 grades of the illness

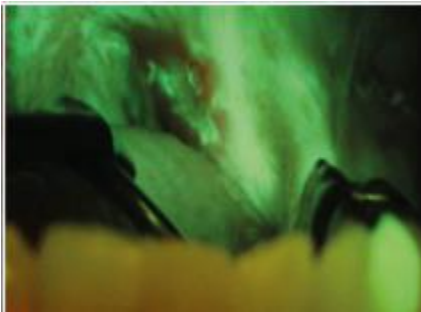
In Italy there are 8,000 new cases of oral cancer every year and 3,000 death



MEDICAL TECHNOLOGY FOR ORAL CANCER SCREENING

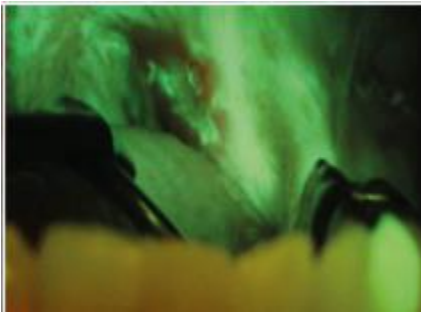
- THE 5' TEST THAT CAN SAVE A PATIENT'S LIFE
- FDA APPROVED FOR ITS EFFICIENCY
- DENTAL ADVISOR 5 STARS PRODUCT

HOW IT WORKS



- Illuminate the oral cavity
- Examine the cavity under the proven high intensity fluorescence
- Take a picture for your archive through the **smart filter** (PATENTED)
- Illuminating the oral cavity with the special high intensity blue light, it is possible to spot out, wearing the special eye glasses, any darker tissue area that indicate a possible cancer

HOW TO USE IT



- Easy and effective using method, suitable for outpatient use
- Learning curve is very fast
- No need for specific medical expertise in the examination of an healthy tissue



ADVANCED ORAL HYGIENE

OralID has patented simplicity

- Thanks to the special tool accessory Smart FilterID, unique and Patented, you can immediately capture the image of the suspected area with your smartphone to evaluate the decisive cytology.
- No need for a dedicated Camera
- No need for costly and complex dedicated filters.





THE GOAL



The Goal is **NOT** to find cancer.
The Objective is to **find abnormalities**
before they progress into cancer.

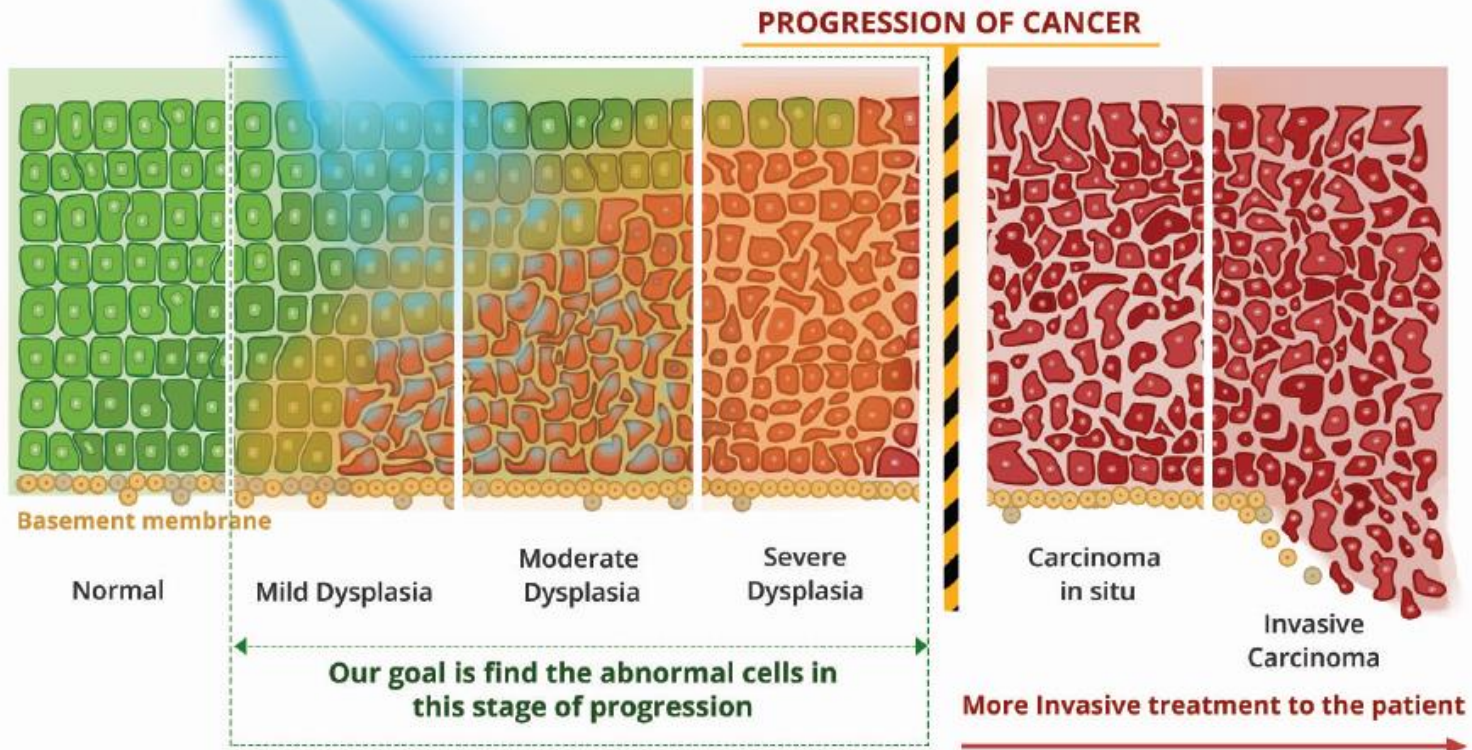




Fig. 12. Immagine clinica della superficie dorsale lingua.



Fig. 13. La stessa superficie dorsale della lingua della Fig. 12, fotografata aggiungendo un filtro specifico che evidenzia la luce fluorescente, così come la vede anche il clinico, che indossa speciali occhiali (ORALID, Espansione Group, Bologna, Italy).

Il livello di collaborazione del paziente, alla terapia parodontale di supporto, tende ad essere poco prevedibile nel lungo termine, per cui il professionista dovrebbe adottare misure specifiche, mirate a migliorare l'adesione del paziente al regime di mantenimento raccomandato. Ciascuna sessione di terapia di supporto, inoltre, dovrebbe includere una parte di motivazione alla salute orale e parodontale, nonché il rinforzo delle istruzioni di igiene orale domiciliare, sempre adattate specificamente alle necessità del paziente.

Il mantenimento parodontale ha come obiettivo la stabilità clinica dei casi, sia quelli sottoposti a un trattamento considerato ideale, sia quelli che, per volontà imposta dal paziente, o per altre variabili, sono stati trattati con una terapia alternativa.

Infine, la terapia laser ^{Roncati M, 2015} e quella fotodinamica ^{Soukos NS, Goodson JM, 2011} possono apportare vantaggi aggiuntivi alla terapia di mantenimento, anche se non sostituiscono in alcun modo il trattamento tradizionale, che rimane indispensabile e imprescindibile.

Nel caso di recidive di patologia parodontale, sarà necessario programmare ulteriori accertamenti diagnostici per selezionare il tipo di trattamento più idoneo. Un lungo trattamento di successo, sia parodontale che implantare, è determinato da un mantenimento congruo, efficiente e dinamico ^{AAP, 2003}.

Tutte le fasi sopraelencate sono estremamente importanti, ma certamente il punto 2: l'esame obiettivo extra e intraorale rappresenta un momento di prevenzione e intercettazione, che può assumere un significato salva-vita.

L'ANDI si è sempre impegnata nella prevenzione del tumore orale, facendosi promotrice di iniziative di screening e informazione. L'odontoiatra, in occasione di ogni appuntamento di richiamo, è tenuto ad eseguire un esame scrupoloso dei tessuti molli, per verificare che tutto risulti nella norma oppure per individuare eventuali alterazioni, refertando il paziente a chi di competenza, per accertamenti più specifici ^{Roncati M, 2015}.

L'obiettivo di tale esame è quello di intercettare lesioni pre-cancerose, per favorire un trattamento tempestivo. I siti di insorgenza più frequente sono: il labbro inferiore e il bordo laterale della lingua. Mentre il labbro è ben visibile, un'alterazione delle mucose a livello della superficie laterale della lingua, potrebbe sfuggire all'analisi del clinico, per cui si raccomanda di afferrare la punta della lingua con una garza, dopo aver chiesto al paziente di protruderla al di fuori della cavità orale.

Oltre ai fattori di rischio tradizionali: tabacco e alcol, nei giovani adulti, sottotipi di papillomavirus umano, fattori genetici o una condizione di immunodeficienza potrebbero favorirne l'insorgenza ^{Majchrzak E e Coll., 2014}. Una intercettazione precoce può determinare un trattamento di successo, anche in caso di tumore maligno ^{Brocklehurst P e Coll., 2013}.



Fig. 10. Esame intraorale per lo screening e la prevenzione del tumore orale (ORALID, Espansione Group, Bologna, Italy).

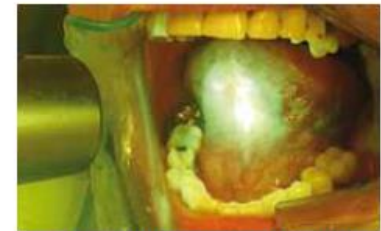
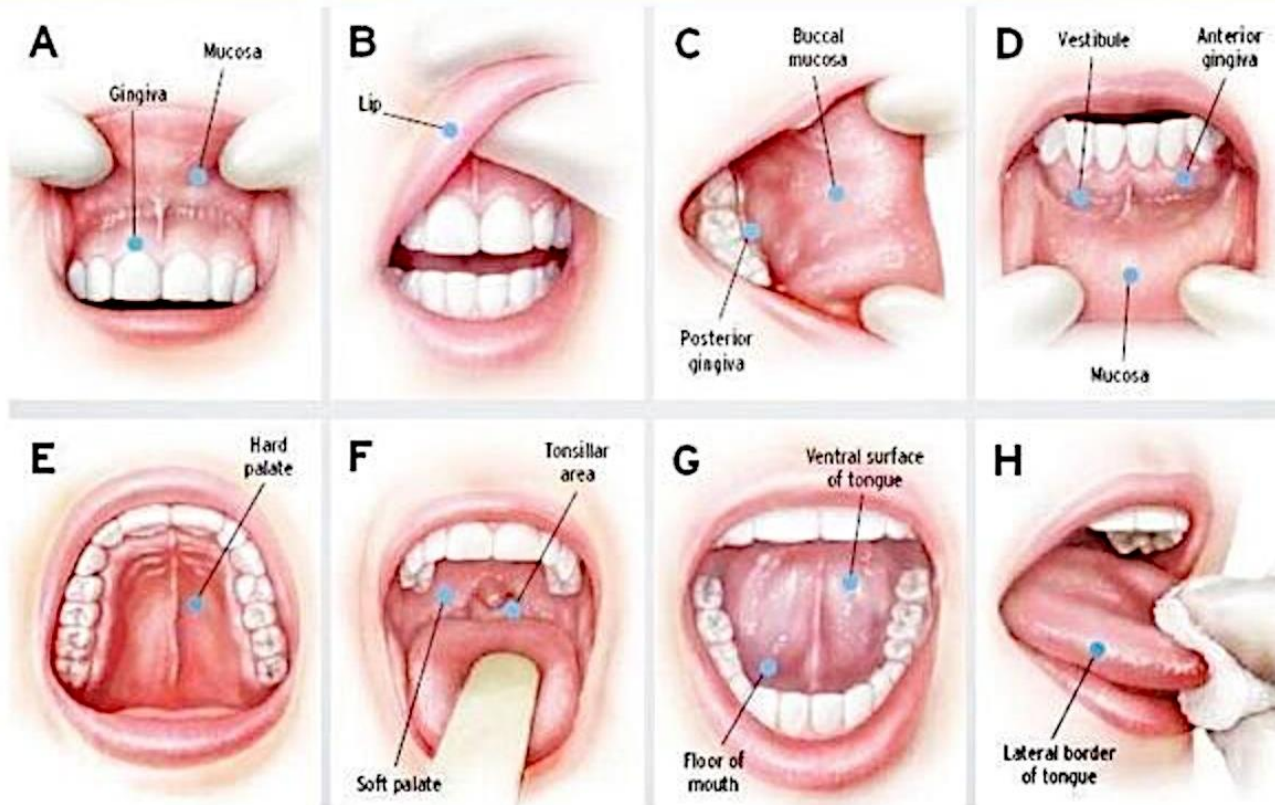


Fig. 11. Grazie alla luce fluorescente è possibile fare uno screening iniziale, differenziando le lesioni maligne da quelle benigne (ORALID, Espansione Group, Bologna, Italy).

The 8-Step Oral Cancer Screening



Michael Douglas aims to raise public awareness on the importance of **early recognition** of symptoms related to this disease and especially on the importance of **annual screening**.



WHY

- The low investment requested allows to propose the screening almost for a «nominal» value thus making it **available to everyone**
- No per-patient consumables, so no costs for each test
- The test is not invasive and it is fast to be made (3/5 minutes), it can then become an integral part of routine visits to the Clinic allowing thus a fast amortization
- An exam that **completes Doctor's proposal** and underlines his professionalism to **distinguish himself from "low cost" chains**



OralID system is unique and special

Single use sterile kit to take a sample for cytologic test

- CytID (CE Mark *pending*) is the only product available for use directly at the Dentist's Clinic.

