

Oral care: the superduo's here!

Kriens, 06 January 2015 – The “superduos” from Swiss dental brand Curaprox are now available in specialist retail outlets: a toothbrush and three interdental brushes in one pack. This is because toothbrushes only clean 70% of tooth surfaces. Interdental brushes are needed for the remaining 30%. Using them is easy. To be on the safe side, Curaprox recommends asking your dental professional to show you how.

The campaign motto for this is “Mind the gap!”, i.e. the interdental spaces. Available from dental professionals and pharmacies, the superduo is the focus of this campaign. The promotional pack contains a CS 5460 ultra soft toothbrush as well as three CPS prime interdental brushes, including the smallest one – the CPS 06 prime is only twice as thick as dental floss. They are easy to use: hold against the gum between two teeth and insert without using any pressure. Ideally, it's best to have a dental professional show you how.

A toothbrush isn't enough and dental floss can't do it

Many people brush solely with a toothbrush and fail to reach the interdental spaces. This is why dental floss is usually recommended, but it does have its drawbacks: firstly, it's not so pleasant to use. Secondly, you risk injuring the gum line and, thirdly, it doesn't clean properly: apart from the front teeth and the incisors, all teeth have niches that dental floss simply stretches over.

Tiny brushes are thus the answer. Curaprox, the Swiss dental brand, has been manufacturing brushes like these since 1972. Once a day, they are inserted without any pressure into the spaces, withdrawn again and interdental care is complete. Any gum inflammation should clear up within a week; by continuing to use the little brush, users should be protected against further gum inflammation.

A film and tips for interdental beginners are available on the Curaprox website:

www.curaprox.com

Photos

<http://bit.ly/PhotoSuperduo>

Web

www.curaprox.com/mindthegap

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