

PRIME DENTAL PROMOTIONS

Specials valid: 24 May – 2 July 2021, or while stocks last.
 Place your order on 011 788 9799 or admin@primedental.co.za
 Delivery fee R100 for orders under R1250. Less 2.5% on all COD payments

RELAUNCH!!! CURAPROX BE YOU 60ml

GENTLE

GENTLE CARE FOR YOUR TEETH AND GUMS

BE YOU toothpaste is gentle on the enamel with a low RDA of 50. Hydroxyapatite closes openings that expose dentine – and relieves the pain of sensitive teeth. Glucose oxidase encourages the flow of saliva with natural enzymes and strengthens your mouth's natural defences. No SLS means no dry mouth – and fewer ulcers.

EVERYDAY

HAPPY AND HEALTHY EVERY SINGLE DAY

Daily support for a healthy oral microflora and daily protection against caries, thanks to fluoride and xylitol. Provitamin B5 and herbal extracts fight bacteria and help to stop inflammation. BE YOU comes in six zesty, fresh flavours. Pure joy every day!

WHITENING

NATURALLY WHITER AND BRIGHTER, DAY BY DAY

This is gentle, natural, whitening – enzymatically... so your teeth become a little whiter and brighter every time you brush. Hydroxyapatite smoothes the teeth, making it difficult for new discolouration particles to take hold. No harmful bleaching. No grinding down. And a filter absorbs yellow light to make your teeth appear even whiter.



- BLACKBERRY + LICORICE
- WATER-MELON
- GIN TONIC + PERSIMMON
- PEACH + APRICOT
- GRAPEFRUIT + BERGAMOT
- APPLE + JUICY ALOE



New Price R130ea (inc vat) – RRSP R180

Curaprox Black is White Toothpaste

Activated charcoal is responsible for the gentleness of this whitening toothpaste. It adsorbs stain particles and gently eliminates them.

Sodium fluoride

- Remineralises the enamel and protects against tooth decay; it is particularly fast-acting and helps maintain a neutral pH in the mouth

Hydroxyapatite

- Remineralises the enamel and closes exposed dentin channels. Provides relief against painful teeth sensitivity.

Enzymatic system

- Contains enzymes that occur naturally in the saliva. These enzymes enhance the saliva's antibacterial and antiviral functions. In addition, they protect against tooth decay and help to combat dry mouth.



Black is White Chewing Gum
R416. 46 (12x sleeves)



Black is White Set
 Toothpaste (90ml) +
 5460
 Toothbrush
R286.10



Black is White Duo Pack
R119. 81



Black is White Toothpaste (90ml)
R261.53

Prestige Sparkling Blue®

- Prestige Sparkling Blue aesthetically supports the whitening effect as a physical brightener and emphasizes the whiteness of teeth because blue compensates for the yellowish tinge.

Starphere®

- Gives a pleasant cooling sensation while cleaning.

No harmful ingredients

- Contains no sodium lauryl sulphate (SLS); no triclosan; no plastic particles.

Buy 5 and get 1 FREE

Buy 10 and get 3 FREE

Buy 15 and get 4 FREE

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STOP Sensitivity Toothpaste

Get your free samples and try it now!

Contact your Oral Care Specialist

Buy 10 & get 2 free!



R104. 21

Journal of Odontology

The %OCT with BioMin® containing dentifrice was significantly higher than NovaMin® and a control i.e., fluoride containing dentifrice. Biomin® and Novamin® containing dentifrices showed significant citric acid resistant compared to the fluoride containing dentifrice although the BioMin® containing dentifrice significantly showed better resistant to a citric acid challenge than the NovaMin® containing dentifrice

Biomin® containing dentifrice onto a dentine surface was statistical significant from the Novamin® and fluoride containing dentifrices. BioMin® containing dentifrice significantly showed better resistant to a citric acid challenge compared to the NovaMin® containing dentifrice.

Comparative Evaluation of Desensitizing Dentifrices containing BioMin®, Novamin® and Fluoride on Dentinal Tubule Occlusion before and after a Citric Acid Challenge – A scanning Electron Microscope in-vitro Study, Pereira R1*, Gillam DG2, Shaikh K1 and Phad S1. 1Department of Periodontics, M.G.M. Dental College, Kamothe, Navi Mumbai, Maharashtra, India 2Department of Adult Oral Health, Institute of Dentistry, Barts and The London School of Medicine and Dentistry, QMUL, London, UK

Clinical Evidence of Fluoro Calcium Phosphosilicate (extract)

This study compared fluoro calcium phosphosilicate dentifrice to calcium sodium phosphosilicate and standard fluoride dentifrices. The sensitivity level of this study was determined by translating the subjective feedback scale into objective data using VAS scale. The validity and reliability of the VAS for measuring both experimental and clinical pain have been demonstrated by several investigators.[8,10,14] The results of the present study revealed statistically significant reduction in symptoms for all treatment groups from baseline to 15, 30, and 60 days for both measures of sensitivity. A significant reduction in DH with time for all the variables during the 8 weeks of the active phase of the study independent of treatment groups was noted. However, the fluoro calcium phosphosilicate group showed a higher degree of effectiveness in reducing DH, followed by calcium sodium phosphosilicate then standard fluoride dentifrices.

Fluoro calcium phosphosilicate is a fluoride-releasing bioactive glass recently incorporated in desensitizing dentifrices. It differs from the conventional calcium sodium phosphosilicate by the presence of CaF₂ in the glass, higher phosphate content and smaller average particle size (D50 of 6 μm).[17] Studies have reported that fluoride ions are released by fluoride-containing bioactive glasses during dissolution[20] resulting in the formation of fluorapatite.[21] Moreover, the presence of CaF₂ increases glass dissolution and higher phosphate content enhances the ability to form apatite crystal.[17,22] Fluoro calcium phosphosilicate dentifrices have shown to instantly occlude some of the dentinal tubules, after 2 min of brushing. Even after washing with 6% citric acid for 30 s, the tubules were reported to remain occluded.

The significant clinical improvement of hypersensitivity through the formation of fluorapatite in the present study may aid to hypothesize that fluoro calcium phosphosilicate could be useful in remineralization and the prevention of demineralization of tooth structures, especially dentin. Besides, it also inhibits the metabolism of bacteria associated with caries, by preventing their metabolic acid production.[17]

Comparative Evaluation of Desensitizing Efficacy of Dentifrice Containing 5% Fluoro Calcium Phosphosilicate versus 5% Calcium Sodium Phosphosilicate: A Randomized Controlled Clinical Trial. S. Ashwini, K. Swatika, D. N. Kamala1. Department of Periodontology, Faculty of Dental Sciences, Ramaiah University of Applied Sciences, 1 Research Coordinator, Group Pharmaceuticals Limited, Bengaluru, Karnataka, India.

Full clinical paper available on request



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