

I CAN
SMILE

I CAN'T
STOP
MYSELF
SMILING

Make the difference between well-fitting dentures and an outstanding patient experience. Poligrip is clinically proven to work with well-fitting dentures, to increase hold and seal as well as improve comfort.*

Recommend Poligrip, so your patients can eat, speak, and smile with confidence.

*vs no fixative

Make the difference

POLIGRIP

Confidence from your patients' first use

As a dental professional, you're in the business of smiles. Restorative dentistry, in particular, is focused on putting smiles back on patients' faces and that's something you achieve with each denture you fit. While your well-crafted, well-designed dentures will soon have your patients smiling again, recommending they use an appropriate denture fixative can help them eat, speak and smile with confidence.¹⁻³

Dr Samantha Rawdin, a New-York based Prosthodontist, says,

"Denture adhesives... are scientifically proven to improve chewing efficiency... increas[ing] retention and stability...[The] use of [an] adhesive can help avoid food impaction beneath the denture... they can have an enormous positive influence on the patient's confidence in their prosthesis and on the psychosocial impact of wearing a denture."

Create outstanding patient experiences

Replacing missing teeth with dentures can be positively life changing for patients. From their physical health, by enabling them to eat and enjoy a wide range of foods, to their sense of wellbeing, by helping them feel confident socialising. Even well-fitting dentures require some time to get used to, they may move in the mouth, or your patients may feel insecure. What if you could take your patients' experience with dentures to the next level? Poligrip denture fixatives are developed to make that difference by **improving confidence, comfort and function.***

*vs no fixative

Why recommend a denture fixative to your patients?

17% of people in Great Britain wear a denture so could experience the benefits of a denture fixative,⁴ yet:

- ▶ **Denture movement** is one of their most common concerns⁵
- ▶ **A large majority (86%)** experience food trapped under their dentures⁶
- ▶ In a recent clinical study, **87% of newly fitted dentures required some adjustment for comfort** after 1-week wear⁷
- ▶ **Retention and seal** are the fundamental needs for every denture, even well-fitting ones

Freedom to get on with life

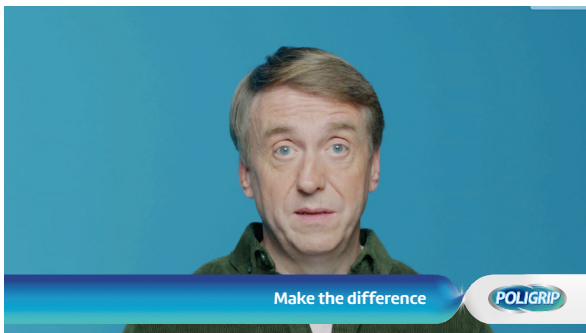
You will not be surprised to hear what securely-fitted dentures mean to your patients. Feeling confident that their dentures are not going to move as they go about their daily activities can be hugely liberating.

It means they can talk, sing, eat and laugh without worrying – or even thinking – about their dentures.^{2,3}

They can go out to eat with family and friends and choose freely from the menu, and beam for the camera with their former confidence restored. Rediscovering that confidence can make a dramatic improvement in their daily life.

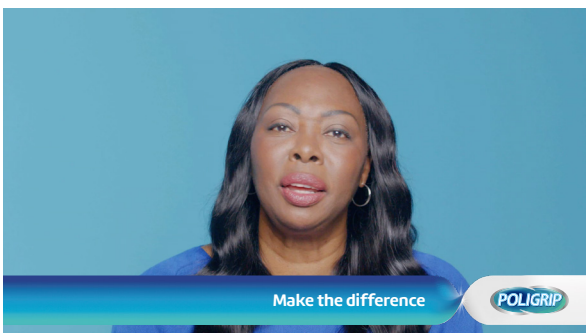
What your patients with dentures say:

We've selected two of the many patients we spoke with to talk in depth about how using denture fixatives has affected their quality of life.



“[Using an adhesive] opens more doors than you could ever imagine”

David, a 56-year-old singer, remarks when he first started wearing dentures, he did not know about fixatives, but discovering fixatives substantially improved his confidence while eating and especially when on stage singing. Describing the experience of using a denture fixative as **'phenomenal'**, he explained that he went from being shy and barely talking to people to 'being able to talk to anybody'. **“It opens more doors than you could ever imagine”**, he adds.



“No matter how well your dentures fit, the fit can be improved through using adhesive and just to give you that little bit of extra confidence whatever it is you're doing”

Likewise, **61-year-old Lynn, an actress**, realised how using a fixative stopped food getting stuck under her denture. **“For a little while when I first had these dentures, even though the fit was great, I found myself taking out the denture and finding somewhere to rinse it under a tap to get food off it.”** She says, **“No matter how well your dentures fit, the fit can be improved through using adhesive and just to give you that little bit of extra confidence whatever it is you're doing”** Lynn continues, “It's also the confidence that with your dentures being kept in place by the adhesive, it forms a food seal, so you're not getting the irritating bits of food underneath.”

Which denture fixative would you recommend to your patients?

CLINICALLY PROVEN

Poligrip is backed by extensive clinical evidence⁴. It delivers significantly improved retention, food seal and comfort in well-fitting dentures* – three critical factors that together make the difference to your patients' experience.^{2,6}

* vs no fixative

RETENTION

WITHIN 30 MINUTES, THERE WAS AN IMPROVEMENT IN BITEFORCE OF +39%*

* vs no fixative

FOOD SEAL

POLIGRIP SIGNIFICANTLY REDUCED FOOD ENTRAPMENT UNDER DENTURES⁸

* vs no fixative

COMFORT

POLIGRIP USERS REPORTED SIGNIFICANT INCREASES IN THEIR RATINGS OF COMFORT AND CONFIDENCE²

* vs no fixative

Dr Rawdin continues,

“Selecting a denture adhesive without zinc is best for patients, so that excessive consumption of zinc products is avoided.”

ZINC FREE

ALL POLIGRIP FIXATIVES ARE ZINC FREE

Make the difference

POLIGRIP

New studies reveal further insights on significant improvement in biteforce

A pooled analysis of 7 biteforce clinical studies on 322 patients with dentures clearly demonstrates that Poligrip denture fixatives significantly increase and maintain denture retention over time.⁹



*vs. no fixative

These findings were confirmed across all subgroups of patients, including those with well-fitting dentures, irrespective of how well their dentures fitted, underlying tissue condition and biteforce at baseline.

Introducing patients to denture fixatives

When are the most appropriate times to introduce denture fixatives to your patients? There are three key moments when fixatives can help prepare your patients for their new life.

1. PLANNING.

Starting with your initial discussions with patients about the need for a tooth extraction and the need for dentures, you can support your patients' emotional and social concerns. Reassuring them of a secure fit can help ease any apprehension they may have around their transition to dentures.

2. FIT.

Discuss using an appropriate fixative as part of getting used to their new denture, just when it feels most unusual. This is a perfect time to demonstrate how to use fixatives appropriately, so they can benefit from the stability, retention and comfort provided from the start.

3. FOLLOW-UP.

Discuss fixative as part of follow-up discussions with patients, especially if they express concerns about hold, comfort or the food seal of their dentures. Recommending Poligrip may just make the difference they're hoping for.

Turn every well-fitting denture into an outstanding patient experience by recommending Poligrip at each stage along your patients' adaptation journey.

The Poligrip promise

Poligrip fixatives are clinically proven to significantly improve denture retention, stability, and comfort, and to minimise food entrapment.*²

Both you and your patients can trust Poligrip to make a real difference. By helping them regain their confidence to live life to the full, you'll be providing holistic care for your patients, as well as the best denture experience they can have.

* vs no fixative

References: 1. Massad JJ, et al. Rationale for adhesives in complete denture therapy. Dentalcare.com. Available at: <https://www.dentalcare.com/-/media/dentalcareus/research/pdf/fixo/massad.pdf>. Accessed February 2022. 2. Munoz CA et al. 2012, A clinical study to evaluate denture adhesives use in well-fitting dentures. J Prosthodont; 21: 123-129. 3. Hasegawa, S. 2003, Effect of denture adhesive on stability of complete dentures and the masticatory function. J Med Dent Sci; 50: 239-247. 4. Oral Health Care Categories Incidence and Penetration Omnibus, IPSOS. 2015. Haleon Data on File. 5. Radius Global Market Research 2015. Haleon Data on File. 6. Bartlett D et al. 2019, White paper on guidelines for the use of denture adhesives and their benefits for oral and general health. Oral Health Foundation. 7. Kivovics P et al. 2017, Frequency and Location of Traumatic Ulcerations Following Placement of Complete Dentures. Int J Prosthodont; 2(4): 397-401. 8. Patel N et al 2020, Clinical Evaluation of Denture Adhesive Efficacy at Preventing Food Ingress. J Dent Res 99 (Spec Its A):0992. 9. Grimaldi R et al. 2021, A Pooled-Analysis Study to Investigate The Efficacy Of Denture Adhesives. Manuscript in preparation, Abstract submitted to International Association for Dental Research Conference 2022. Trade marks are owned by or licensed to the Haleon group of companies. PM-GB-POLG-23-00022



Make the difference

POLIGRIP