

Halloween Hints



Saying 'Boo' To Cavities This Halloween: Preventive Tips And Tricks For Parents And Kids

(NAPSA)—Halloween can be a scary holiday for families. Not because of the haunted houses, ghosts and goblins, but because of tooth decay.

On average, between parties and trick-or-treating, kids consume three cups of sugar on October 31 alone, but even before that, the battle has already begun. Parents trick themselves into thinking that this sweet holiday is just one day, but the treats begin early in the month and continue long after the costumes are put away, and the sugar-laden Thanksgiving and Christmas holidays loom ahead.

That's one reason October is National Dental Hygiene Month. Another is that while people generally have a brushing "routine," most don't really know how to take optimal care of their teeth. Now, that is frightening.

It's time to correct some myths about mouths:

Myth #1—Brush After Every Meal

Brushing right after meals, or after consuming sugar-sweetened drinks, can do more harm than good. Surprised? After you eat or drink sugars and starches, acids may be present on your teeth, attacking the enamel and causing them to soften. If you brush them before the enamel has time to reharden, the polishing compounds in your toothpaste can act as abrasives and actually damage your teeth. Tiny amounts of precious enamel are being sanded away forever if you brush too soon.

To make things worse, the primary function of toothpaste is to deliver minerals to repair your enamel, and this remineralization is inhibited if your mouth is still acidic right after a meal or sweet beverage.

The American Dental Association (ADA) recommends waiting an hour before brushing to lower the risk of harming your enamel. Experts also recommend brushing with fluoride toothpaste 30 minutes before eating. This ensures that your enamel is strong and ready for the acid challenge of typical foods and sweetened drinks.

Myth #2—Fillings Are the Only Way to Treat Tooth Decay

The traditional approach is to "drill it and fill it." You're born with a limited amount of enamel and when it's

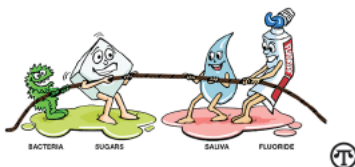


Photo credit: NIH/NIDCR

Throughout the day, a tug-of-war takes place inside your mouth.

lost, it's gone forever. Thankfully, new science-based research says preventive dental care can avoid painful fillings, crowns and root canals. Weakened enamel can repair itself with the right products and protocols, such as those found at NewEnamel.com, a new, prescription-based dental care system that helps remineralize teeth to reverse early decay and lower the risk of future decay, when used correctly.

Myth #3—Sensitive Teeth Cannot Be Cured

Tooth sensitivity can be a sign of early tooth decay. Millions of Americans suffer from sensitive, painful teeth, purchasing various over-the-counter toothpastes seeking relief. These products often lack sufficient levels of necessary active ingredients and only mask the sensitivity. Prescription-strength dental care products, containing the optimal amounts of key minerals (calcium, phosphate and fluoride), can more effectively remineralize teeth, greatly reducing sensitivity.

"It's important to follow validated best practices to prevent tooth decay, and keep your enamel strong and healthy," advises Dr. Anthony T. Fernandez, DDS. NewEnamel is designed to reduce the risk factors that promote decay, and increase the protective factors that enhance repair to the surface of the tooth. The newly repaired enamel surface is often stronger than it was before treatment.

With some simple precautions and changes to your dental routine, you can help your teeth last a lifetime—and save yourself a lot of money and unnecessary visits to the dentist.

Learn More

For further facts about preventing, reducing and even reversing tooth decay, visit www.newenamel.com.