

JANUARY 2019

# Access

## QUALITY ASSURANCE

Dental Hygiene  
and Quality  
Assurance

Peri-Implant  
Tissue  
Evaluation

Oral Cancer  
Diagnostic Aids  
& Techniques



American  
Dental  
Hygienists'  
Association

# NEW PRODUCTS



## LUMINEUX NON-TOXIC MOUTHWASHES

Lumineux announces a new line of non-toxic mouthwashes bearing the MADE SAFE seal of approval. The seal means that the mouthwashes are made using clinically tested, naturally derived ingredients. These include Dead Sea salt to remineralize tooth enamel; aloe vera for its rich

antioxidant and hydrating qualities; coconut oil as a natural whitener that doesn't damage enamel; and essential oils including mint, clove and basil to gently fight bad breath. Lumineux is also working towards certifying their toothpastes and whitening strips in 2019. For more information, visit [www.oralessentials.com](http://www.oralessentials.com).

## BURST ORAL CARE LIMITED-EDITION ROSE GOLD SONIC TOOTHBRUSH

BURST Oral Care announces the Limited-Edition Rose Gold Sonic Toothbrush. According to the maker, this new colorway combines the highest clinical standards with a sleek design and industry-leading technology. The Limited-Edition Rose Gold Sonic Toothbrush Set costs \$99.99 and includes the toothbrush, toothbrush head, USB charger and travel case. The brushes run at 33,000 sonic vibrations per minute and have binchotan charcoal-coated bristles sourced from Wakayama, Japan. A one-hour charge lasts up to four weeks. For more information or to purchase, visit [www.burstoralcare.com](http://www.burstoralcare.com).



## PLACKERS APPLE CINNAMON FLAVORED DENTAL FLOSSERS

Plackers announces limited-edition Apple Cinnamon flavored dental flossers. The new flossers are now available for \$2.00 per 60-count pack and crafted with sweet apple and spicy cinnamon for a unique and fresh flavor that maintains a clean smile that patients won't want to hide. The flossers come in Plackers' new Sure-Zip™ packaging to ensure a spill-free experience. Each Plackers flosser is engineered not to stretch, shred or break. The easy-to-use flossers are ideal for after every meal and snack to have a fresher, cleaner mouth. For more information, visit [www.plackers.com](http://www.plackers.com).



## QUIP

quip has sold over one million of its award-winning, American Dental Association accepted electric toothbrushes through its direct-to-consumer website since its launch in late 2015. In October 2018, quip expanded into an omni-channel approach through a nationwide launch into Target, enabling it to accelerate access to affordable oral care for millions more consumers in 2019 and beyond.

quip's entry into Target follows the acquisition of Afora, the New York-based dental care membership plan. The acquisition accelerated quip's mission to offer a simpler and more affordable alternative to dental insurance for millions of potential consumers both directly through its website and through partnerships and employers.

As the largest oral care subscription service with a digital platform, quip has the unique ability to connect its millions of users to a growing network of over 25,000 dental professionals. This platform will close the gap between professionals and patients, providing a simpler, more modern and affordable way for patients to access and pay for care, and for providers to offer their care services to new and existing patients.

"My co-founder Bill May and I built quip with the vision to create a full-service oral care platform that serves every oral care need, from the products our members use every day, to the professional care services they require at least twice a year," said Simon Enever, CEO and cofounder of quip. "We've been working closely with our full-time dental professional staff and ever-expanding provider network to make the full range of dental products and professional

care services more simple, accessible and enjoyable to more people. Our momentum is extremely strong, and this additional funding will allow us to further scale the business while investing more into growing our operations and talented team."

The financing will further subscriber growth through more omnichannel programs, including the recent launch of quip's "Practice program" at the Greater New York Dental Meeting. This program offers providers who join or are a part of quip's free network a simple, low-cost and seamless way to offer quip products and subscription services at their practice as a means to attract and retain new patients, while improving the oral care habits of those who join the program. This is the first such direct-to-practice dental distribution program that uses an ongoing subscription relationship with patients to help dental practices guide brushing compliance and reward patients for timely checkups.

Alongside this program, funding will also support national advertising campaigns, and help grow quip's Brooklyn based team and HQ in preparation for the upcoming launch of additional consumer oral care products and care services.

Product Report is compiled by ADHA staff. Inclusion of product information in this column does not constitute an endorsement or guarantee by ADHA of the quality or value of the products described. Send product releases to [jeanb@adha.net](mailto:jeanb@adha.net).