

## The Fit 4 Prevention Mindset:

### 3) Healthy patients need you too! Help them protect their whole mouth health – for lasting peace of mind

Make 'healthy patients' central to your dental team's work. Not only do they represent regular customers for preventive procedures – if satisfied, they could also become the most passionate recommenders of your dental practice.

#### Healthy patients need reassurance and coaching to stay low-risk:

- Healthy patients are often very proud of their achievements in oral health and are your best partner and role model. They are highly motivated and will greatly appreciate the time you and your team dedicate to enhanced oral health advice.
- They can also be risk-averse and concerned for their oral health. Guide and support them – reassure them that together you can prevent dental diseases and their consequences.
- Actively plan recall with them – they often look to check-ups and hygienist appointments as 'coaching sessions'.
- Explain that the different stages of life come with different oral health challenges and that they need to care for 100% of their mouth – not just their teeth, but also the gums, tongue and cheeks. To get the highest protection they need to go beyond tooth brushing and use effective oral care products at home.
- Help them to fulfil their long-term goal of remaining disease free (and worry free) through evidence-based choices.

#### Oral health is not just the absence of dental diseases:

- True oral health is when the patient's whole mouth is resilient and able to comfortably adapt to life's various challenges.
- While a healthy mouth has a balanced biofilm, it doesn't take much to knock the equilibrium of the biofilm off-balance. Destabilizing events can range from a change in diet, to illness and stress.

#### Protect your patients by recommending Colgate® Total® for superior protection across 100% of the mouth's surface.

#### Soft tissue represents 80% of the mouth's surface and can act as a reservoir for pathogenic bacterial species.

Even in patients with no visible issues, potential pathogens can be transported from the soft tissue to the teeth and gums, where they can easily colonize an unbalanced plaque biofilm. Therefore, the decontamination of these adjacent bacterial habitats can have a beneficial impact on tooth-related plaque development and repopulation.

