Preventive Care. In-Office & At-Home.
Our products are only available directly from Elevate. Visit our website at elevateoralcare.com or call 877-866-9113 to order.
You may not be familiar with **Elevate Oral Care** but you are probably very familiar with some of the oral care products our management team has brought to dental professionals and consumers over the past 30 years. CavityShield, the first unit-dose varnish, Vanish™, the first white varnish, SootheRx®, the first calcium phosphate prescription dentifrice, and PerioMed™, the first stannous fluoride oral rinse concentrate were just a few of the many innovative products developed by OMNII Oral Pharmaceuticals, the company our team sold to 3M ESPE in 2006.

Since founding Elevate Oral Care in 2010 we have introduced **Advantage Arrest™**, the first Silver Diamine Fluoride available in the U.S., our patented **FluoriMax™** varnish, the only 2.5% sodium fluoride varnish available in the world and our patent-pending **Allday™** Dry Mouth Spray with 44% xylitol. These innovations are a sign of things to come. Stay tuned because we are working on more exciting products to further advance preventive oral care.

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Advantage Arrest is the ONLY Silver Diamine Fluoride available in the U.S.
Advantage Arrest™ is the hottest topic in dentistry

Silver Diamine Fluoride has been used extensively for decades in numerous countries around the globe. FDA cleared for use as a desensitizer since 2014, Advantage Arrest Silver Diamine Fluoride 38% is the hottest topic in dentistry today.

Advantage Arrest has been the subject of hundreds of lectures, online posts and professional journal articles in the past 2 years. It has also been featured on major consumer media outlets including the New York Times and the Today Show.

Much of the discussion has been on its off-label use as a caries therapy. If you are not familiar with Advantage Arrest you’ll want to be. Visit elevateoralcare.com/AASDF to download a copy of our Scientific Literature Review packet so you are ready for patient questions that will likely arise. Advantage Arrest:

- Provides immediate relief from dentinal hypersensitivity
- Kills pathogenic organisms
- Hardens softened dentin making it more acid and abrasion resistant
- Does not stain sound dentin or enamel
- Can provide important clinical feedback due to its potential to stain visible or hidden carious lesions

Advantage Arrest™ can be billed to insurance

Most dental insurance plans cover the use of Advantage Arrest under Codes D1208 (Topical Fluoride), D9910 (Desensitizing) or the new code D1354 (Interim Caries Arrest).

Advantage Arrest™ Applicators for precise placement

These capillary action applicators are ideal for placement of Advantage Arrest Silver Diamine Fluoride 38% to specific sites on teeth. They will not absorb the product as it applies, and there is no risk of leaving flock portions of the applicator on the site. The surface tension of the material being applied holds the liquid on the applicator until it contacts the application site.
FluoriMax varnish is **super-thin & dries completely** so patients forget they have it on their teeth.

Available in Flow-Through Unit-Dose Ampules and 12 mL bulk bottles.
**FluoriMax™ 2.5% Sodium Fluoride Varnish** delivers better fluoride uptake than other brands

Dentists, hygienists and patients all over the country have been choosing FluoriMax 2.5% sodium fluoride varnish since it was introduced in 2014. But why does FluoriMax contain just 2.5% fluoride?

During the development of FluoriMax varnish our research showed fluoride uptake into enamel was statistically the same at 2.5% and 5% concentrations, better than traditional 5% colophony-based varnishes. Research published by the University of Colorado determined that fluoride “saturation” from varnishes occurs at 2.5% NaF to available tight and loosely binding sites in a HAp disc in vitro model, further providing proof of the efficacy and efficiency of our formulation. FluoriMax varnish:

- Uses the fluoride in its patented formula more efficiently, delivering better fluoride uptake with half the fluoride concentration
- Is hydrophillic, flowing far beyond the bristles on moist tooth surfaces
- Flows further across and between teeth than traditional varnishes
- Dries to a non tacky coating that is six to seven times thinner than traditional varnishes
- Contains hypoallergenic, food-grade shellac vs. traditional varnishes that contain resin from pine trees

**FluoriMax™ Varnish** is available in multi-dose bottles or our exclusive flow-through unit-dose delivery system

Our patented formula is the key to superior results no matter which delivery system you prefer. If you want the convenience of unit dosing you can have it. If you want the economy and dosing flexibility of a bottle delivery system you can have that too.

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To order call 877-866-9113 or visit www.elevateoralcare.com • 7
FluoriMax 5000 is the only prescription strength toothpaste developed with patient recall in mind. Single tubes last 3 months, twin packs last 6 months.
Fluoride Home Care

**FluoriMax™ 5000, prescription fluoride toothpaste...**
maximum fluoride effectiveness with 10% Xylitol

What do patients really want in prescription strength fluoride toothpaste? Great protection against demineralization and a great flavor at the right price. New FluoriMax 5000 ppm fluoride toothpaste really delivers because it:

- Has a creamy consistency that allows for better fluoride dispersion, resulting in better fluoride uptake than Prevident®, Clinpro 5000, and Fluoridex™ Daily Defense
- Comes in a 3 or 6-month package for continuous therapy between appointments
- Comes in an airport-friendly, TSA-compliant, 3.4 oz tube, for uninterrupted therapy while on vacation or travel

Our Oral Health Guide is a great chairside tool to help explain oral health risks and how FluoriMax 5000 can help your patients at risk. We will send it free with your first order.

The exclusive FluoriMax 5000 formula was developed by one of the world’s leading experts on fluoride dentifrices. It’s everything you want in a prescription fluoride toothpaste.

**Stance™ 0.63% Stannous Fluoride Rinse Concentrate...** the only antimicrobial fluoride rinse with 10% Xylitol

Stannous fluoride has been a proven performer for decades. Stance stannous fluoride combines the power of fluoride with the benefits of xylitol. Stannous fluoride:

- Provides antimicrobial activity for up to 8 hours
- Has been shown to significantly reduce plaque¹
- Is alcohol-free
- Is available in Mint and Tropical Breeze flavors

“Allday™ works like a miracle! I spray it and my whole mouth feels moist in an instant, it’s fantastic!!!”

Kelli Kaschimer (Oral Cancer Survivor), Clinton Township, MI
**Allday™ Dry Mouth Spray** with 44% Xylitol... for better moisture retention than Biotene® spray

Allday Dry Mouth Spray is everything you and your patients want in a dry mouth relief therapy. Our patent-pending, alcohol-free formula soothes oral tissue and helps keep the mouth healthy. Allday Spray has received rave reviews from patients and dental professionals.

*In an independent review by dental professionals and their patients all evaluators said Allday was “better than the leading OTC option” and “91% rated Allday an excellent product”.¹*

Allday spray:

- Provides better moisture retention than Biotene® Spray for rapid and long-lasting patient comfort¹
- Has a mild mint flavor designed specifically for the comfort of dry mouth sufferers
- Contains a unique combination of mucosadhesives and a super-saturated 44% xylitol concentration to provide prolonged, high-level xylitol exposure
- Has a neutral 7.0 pH, which is an essential benefit for dry-mouth sufferers
- Does not contain any artificial or cavity-promoting sweeteners

All dry mouth patients are at high caries risk. With Allday spray they’ll get the relief you know they want and the protection you know they need... all day long.

**Epic™ 100% Xylitol Sweetened Gum and Mints...**

be sure your patients know that all xylitol gums and mints are not created equally

Your patients may have heard about xylitol but they probably don’t know that a proper daily dose of 5-12 grams of xylitol has been proven beneficial to help reduce the risk of cavities in children and adults.

- For dosing ease, each piece of Epic gum contains just over one gram and each Epic mint contains .5 grams of xylitol

Epic™ xylitol sweetened gums and mints help stimulate saliva flow. They are a perfect compliment to Allday spray for your dry mouth patients.

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¹. An independent, non-profit, dental education and product testing foundation, Clinicians Report®, October, 2016. For the full report, go to elevateoralcare.com/alldayCR
So effective, it’s been hailed on Good Morning America by Dr. Wenyuan Shi, renowned Professor of Oral Biology, UCLA School of Dentistry.

Loloz™ Lozenges and Lollipops.... An Easy, Naturally Delicious Way To Support Your Patients’ Oral Health

Loloz lozenges and lollipops are turning current thinking about sweet treats upside down. They can reduce the levels of bacteria known to cause cavities, gum disease and bad breath.

Loloz is the result of 7 years of research by a team of microbiologists at the UCLA School of Dentistry. The patent-pending extract, from a specific type of licorice root, is the secret to Loloz. Laboratory tests have shown that 5 minutes of exposure from one Loloz kills 99.9% of Strep Mutans in saliva1.

• Kids love Loloz because it tastes great... like candy that’s actually good for you.
• Adults at moderate to high caries risk love Loloz because it’s an easy therapy for added defense, especially helpful for dry mouth sufferers.
• Dentists and hygienists love Loloz because it’s a proven way to support dental health and it’s a great tasting treat.

1. Antibacterial Compounds from Glycyrrhiza Uralensis, National Journal of Natural Products, 2006, Vol 69, 121-124

Loloz Lollipops and Lozenges come in Berry, Lemon and Orange Flavors
**Just Right™ Fluoride Toothpaste…**

proper dosing made easy

The ADA recommends that children 0-6 years use only the proper amount of toothpaste. One pump provides the recommended pea-sized 0.25 grams for 3-6 year olds and a half pump the rice-grain 0.125 gram dose for 0-3 year olds. Dosing instructions made easy!

**Laboratory tested… proven protection**

Laboratory tests show the Just Right™ fluoride toothpaste formula exhibits better fluoride uptake into incipient lesions than Aquafresh™ Kids, Colgate™ Kids, Crest™ Kids and Oral B™ Stages toothpaste brands, so you can be confident that each pea-sized dose is providing over-sized protection against cavities.

**Just Right™ Counselor Kit…**

patient education made easy

The ADA also recommends dental professionals inform their patients about the proper use of fluoride toothpaste. Our Just Right™ Toothpaste and Professional Counselor Kit make it easy for you. The Counselor Kit includes:

- A waiting room easel communicating the benefits of proper dosing
- Patient education brochures that contain a 10% discount coupon
- Two Just Right 6-Month Anticavity Kits and Four Just Right toothpaste pumps for guardian chairside demonstration, which is recommended by the ADA
Despite recent news, flossing is important. But for your patients at elevated risk, it’s not enough.

**TePe Interdental and Specialty Brushes**

TePe brand Interdental Brushes provide the widest selection of sizes and styles available.

- TePe Original Interdental Brushes are available in nine, color-coded sizes for proper patient embrasure fitting
- TePe Angle™ Interdental Brushes, the longer-handled angled interdental brush, provides an ergonomic grip that is especially helpful for use between posterior teeth and for patients with dexterity issues
- Both brush types are available in 6 and 25 count packages

Implant patients, ortho patients and those who are sensitive after surgery can really benefit from a wide variety of TePe brand specialty brushes.
TePe EasyPick

The flexible and durable core of EasyPick, along with the silicone coating, make them a unique compliment to other interdental cleaning devices.

- Recommend them as an on-the-go solution
- Suitable for braces and implants
- Latex-free

Elevate Tongue Cleaners...
guaranteed for life

Effective tongue cleaning is a vital part of good oral health. A 2004 study in the Journal of Periodontology found that tongue cleaners reduced the production of oral malodor-causing volatile sulphur compounds by 75% while a toothbrush reduced production by 45%.

- Dishwasher safe
- Slim, low profile design allows easier access to the dorsum (back) of the tongue, for less gagging
- Super smooth and perfectly rounded edge for gentle, yet effective cleaning
- Solid construction will not nick, no sharp edges to injure the tongue
- Available in four colors for easy identification
- Lifetime guarantee

The patented design and superb quality set Elevate Tongue Cleaners apart from ordinary tongue cleaners. Order your supply today.

Dualpro™ Prophy Paste

Dualpro prophy paste cleans and polishes beautifully. Plus Dualpro:

- Does not splatter
- Rinses easily
- Is available in Mint and Cherry flavors
- Is also available in a flavorfree “natural” version
- All versions are glutenfree

Dualpro… a great prophy paste for your patients and your practice.
Let’s meet!

The recent additions of caries risk codes to the Code on Dental Procedures and Nomenclature (CDT Codes) are changing the way offices communicate with patients and how insurance carriers are paying for targeted prevention. The three new Diagnostic codes are D0601 - caries risk assessment and documentation, with a finding of low risk, D0602 - moderate risk and D0603 - high risk. Elevate Oral Care representatives can provide you with a recognized, yet simple, form and training to document patient risk.

A recent risk assessment study of nearly 11,000 patients summarized in the California Dental Journal found that an astounding 62.6% of patients were either high or extremely high risk for caries. 55% of patients included in the study had visible cavities or radiographic evidence of caries into dentin. The study found that the effort to assess risk “had a 83.6% sensitivity for decay at follow-up”. Effective risk assessment coupled with office recommendations with targeted in-office and at-home preventive care can positively impact patient outcomes.

Let us help you and your staff identify these patients within your practice, and move them away from tertiary care into primary prevention protocols. This can be accomplished via informative staff meetings, either in-person or online. Properly established staff meetings can earn you Continuing Education credits. Contact our Customer Service Supervisor at 877-866-9113, Ext 108 for details.

Where to order?

Our products are not available from traditional dental products distributors because we believe working directly with you helps us provide the highest quality products at the best value. We make it easy to order our products online or on the phone. And when you set up an online account you will be eligible for FREE Shipping on all of our products.

Thank you in advance for your business.