

January 2008



**Improve your oral hygiene this Oral Health Month
With Te Pe® - the number one interdental brush**

Fed up with getting tied up in knots with your dental floss? Find taking care of your teeth time consuming? If this sounds familiar, then take a look at the revolutionary interdental brushes from Te Pe, recommended by dentists and dental experts nationwide.

These clever brushes are designed with springy, strong wires with optimum filament coverage to make them easy to pass between the teeth whilst removing the maximum amount of plaque. The handle is ergonomically designed for easy use and their colour coding for size has set the standard for gentle and effective cleaning, making routine oral hygiene quick and easy.

The UK Adult Dental Health Survey showed that nearly three-quarters (72%) of adults with their own natural dentition, had visible plaque on their teeth with 54% showing signs of the gum disease that breaks down the support for the teeth (periodontal disease).¹



Given the vital role our mouths play in our daily lives, oral health is one of the gateways to general health and well-being, current research has drawn links between gum disease and other major health problems, including stroke and heart disease.

Healthy teeth and gums are dependent upon the effective daily removal of plaque and calculus (tartar). Plaque removal from between the teeth is equally important but interdental brushes make the job much easier than flossing.

¹ Adult Dental Health Survey: Oral Health in the United Kingdom 1998. Office for National Statistics

Also ideal for use around restorations, implants and orthodontic appliances, TePe brushes come in 7 different sizes and are coloured coded to identify the different sized brushes. Selecting the correct sized brush should be ideally guided by a dental professional.

Pink 0.4mm

Orange 0.45mm

Red 0.5mm

Blue 0.6mm

Yellow 0.7mm

Green 0.8mm

Purple 1.1mm

Recommended by dentists and hygienists nationwide, TePe Interdental Brushes get into those awkward places that normal toothbrushes fail to reach, helping to reduce the likelihood of dental diseases and prevent the build up of plaque and tartar.

To use, just ease the brush into the space between the teeth, and move it backwards and forwards once or twice to remove the plaque and debris, before rinsing under cold water and re-using it. For comfortable, effective removal of plaque and food debris the brush should not be forced but fit snugly between the teeth with the filaments in contact with the teeth and gums.

Te Pe Interdental brushes come in packs of six, RRP £3.25, with a cap to protect the brush while not in use and to extend the handle for use at the back of the mouth. Available from dental practices and chemists including Superdrug, Boots, Lloyds, Alliance Pharmacy, and supermarkets including Asda, Sainsburys, Tesco and Waitrose. For your local stockist, please call 01934 710022 or visit www.molarltd.co.uk.

- ends -

Notes to Editors

- Te Pe™ is distributed in the UK & Ireland by Molar Limited, the leading oral hygiene supplier.

For further information, please contact:

Hayley Lee/Wendy Campling/Nicola Boniface
Sparkle PR
T: 020 8686 4885/8441/3141
E: hayley@sparkle-pr.com