If dentistry were to name a goodwill ambassador, the orthodontist would be an excellent choice. Unlike other specialties, orthodontists treat problems that are generally structural and not caused by the disease process. They have an opportunity to work with young people and help them develop life-long skills that prevent disease and promote wellness. Importantly, their work is visual. Changes and improvements during therapy are noticeable not just to the patient but to family and friends.

There are many stakeholders in the process of helping a patient achieve a good orthodontic outcome. Most obvious are the patient, the family members, particularly the parents if the patient is a minor, and the entire office staff, especially the doctor. Others are less obvious such as the laboratory where the appliances are made. Often overlooked are the corporate partners; the people who design the products to help the patient attain optimal self-care during orthodontic treatment.

Waterpik Technologies is a corporate partner that cares about you and the oral health of your patients. We make a self-care product to meet a wide variety of needs from daily brushing to interdental cleaning to reaching hard to access areas with the dental water jet. Importantly, our products are backed by clinical studies demonstrating safety and efficacy.

**Waterpik® Dental Water Jet**
With over 45 clinical trials in 25 university and independent research facilities, the Waterpik® dental water jet is clinically proven to reduce bacteria up to six millimeters³ and reduce bleeding by 50%.⁴ When orthodontic patients combined oral irrigation with either manual or power toothbrushing, the addition of the dental water jet resulted in greater reductions in bleeding and gingivitis than manual toothbrushing alone.⁵ The dental water jet is a gentle, yet effective way of reducing gingivitis and removing debris in individuals with orthodontic appliances. These reductions in gingivitis and bleeding may occur as soon as two weeks.⁶

**Waterpik® SenSonic® Toothbrush**
With 30,000 sonic brush strokes per minute, the SenSonic® toothbrush has been shown as effective as the leading sonic toothbrush and more effective than a manual toothbrush in removing plaque and reducing bleeding.¹ Two speeds allow for customized brushing. A quadrant timer signals every thirty seconds to enhance brushing time. The soft compact brush head is priced affordably and is not too big for younger patients.

**Waterpik® Power Flosser**
Designed by a dentist and the recipient of the 2001 Medical Design Excellence Award, the Waterpik® power flosser has been shown to be as effective as manual floss in removing biofilm and reducing bleeding and gingivitis.² It is easy to use and was preferred by patients over manual floss.² The single filament nylon tip vibrates at 10,000 linear strokes per minute and is safe and gentle on both hard and soft tissue.
**Waterpik® Professional Programs**
In addition to oral care products, Waterpik Technologies has many programs to help you with the recommendation that you make to your patients.

- **Education**
  - In-print and web-based CE courses, including one titled “Helping Individuals in Orthodontic Treatment have Healthy Smiles and Health Lives”
  - Patient Education Brochures
  - Rebate pads
  - Display models
  - Research reviews and full studies

- **Web-Based – www.professional.waterpik.com**
  - Newsletters including one called “Focus on Orthodontics”
  - Frequently asked questions on Waterpik® oral care products
  - Detailed product information
  - Product comparison charts
  - Research reviews

**Conclusion**
Partnering with patients to improve or maintain good oral health is easy when you dispense Waterpik® oral care products. All of our products have been clinically tested and proven both safe and effective. Our dental water jet is preferred by dentists 10:1 over other brands. Waterpik; name that you and your patients can trust.

**References**