

## An update on the efficacy of mouthwash use

Johnson & Johnson Ltd, the makers of Listerine, have provided an update on the efficacy of mouthwash use. The update, presented at a press briefing, was chaired by Professor Iain Chapple, Professor of Periodontology and Consultant in Restorative Dentistry, Birmingham UK, featured presentations from Professor Elena Figuero, Full-Professor in Periodontology at the University Complutense of Madrid, Benjamin Tighe, a dental therapist in private practice and a tutor dental therapist at the Eastman Dental Hospital and Soha Dattani, a periodontist and Head of Professional at Johnson & Johnson.

The meeting served as the culmination of 12 months of activity for Johnson and Johnson Ltd., which involved both the National Advisory Panel and Hygienist Advisory Panel gatherings and their subsequent consensus statements on mouthwash use, as well as the dissemination of new data revealing how to tackle interproximal plaque with essential oils-based LISTERINE.<sup>1,2</sup>

Bringing all of these threads together for a full overview, the results from the peer reviewed studies were shared. The published results report that for patients who brush and floss, adding LISTERINE reduces interproximal plaque by 28.4% versus brushing and flossing alone.<sup>2</sup> For those who don't floss, adjunctive use of LISTERINE reduced interproximal plaque above the gum-line by 4.6x versus floss.<sup>1</sup>

For further information, visit <https://listerineprofessional.co.uk/>.

### References

1. Bosma M L, McGuire J A, Sunkara A *et al*. Efficacy of flossing and mouthrinsing regimens on plaque and gingivitis: a randomized clinical trial. *J Dent Hyg* 2022; **96**: 8-20.
2. Milleman J, Bosma M L, McGuire J A *et al*. Comparative effectiveness of toothbrushing, flossing and mouthrinse regimens on plaque and gingivitis: a 12-week virtually supervised clinical trial. *J Dent Hyg* 2022; **96**: 21-34.



## A trio of successes

This year has been a great success for Christie & Co. In September 2022, we brokered the sale of Dawood & Tanner to the Dentex group.

The practice offers 14 surgeries, an operating room, and two consulting rooms, and provides the highest standards of patient care delivered by a world-class team of clinicians and support.

After successfully operating Dawood & Tanner for more than 30 years, Andrew Dawood and Susan Tanner engaged our team in late 2021 to assist them with finding the right choice of partner to support the next phase of the business's growth. Both are fully committed to the long-term development of the practice and will remain in a clinical capacity for the foreseeable future.

The choice of purchaser was critical, and a confidential process was undertaken from which Dentex, an expanding UK-based dental group, was chosen.

A pioneer of the dental partnership model in the UK, Dentex has itself recently announced a merger of its business with Portman, which is the third largest dental group in the UK.

In November, we announced the sale of a pair of large, mixed-income dental practices in the north-west: Hoghton Street Dental Practice in Southport, Merseyside, and Hesketh Lane Dental Practice in Tarleton, Lancashire.

We brought the practices to the market on a confidential basis, attracting a substantial amount of interest. Following the launch, around 20 enquires were received from interested parties, resulting in an extremely competitive closing date, with no less than eight quality offers submitted. The principals decided to accept an offer from The Dental Team group, a Manchester-based multi-practice operator.

Finally, the sale of Hanji Dental Group, a successful, mixed income dental business with a total of 88 surgeries spread across 18 trading dental practices in Birmingham, Manchester, Staffordshire, South Yorkshire, and the East Midlands.

Earlier this year, in a deal handled by our team at Christie & Co, the group was sold to Riverdale Healthcare. With the tenacity and agility of the buyer and seller, along with quite remarkable hours put in by the lawyers, we concluded one of the largest dental transactions in recent times in little over a month.

The quick timescale of this transaction really emphasises the importance of how being fully prepared for a sale, and having the right advisory team in place, can make for a smooth and speedy process.

If you are interested in selling your practice, or for further information about the market in general, please email [paul.graham@christie.com](mailto:paul.graham@christie.com) or call 07739 876 621.

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