



DR DAWN HARPER JOINS DENTEK TO PROMOTE GOOD ORAL HEALTH CARE

DENTEK (WWW.DENTEKUK.CO.UK) GOES BEYOND BRUSHING, PROVIDING INNOVATIVE ORAL CARE PRODUCTS THAT CLEAN BETWEEN THE TEETH, PROMOTING ORAL HYGIENE HABITS FOR A FABULOUS SMILE AND GOOD OVERALL PHYSICAL HEALTH.



Dr. Dawn Harper, co-presenter of Channel 4's Embarrassing Bodies and a regular on ITV's This Morning, is working with DenTek to help promote the importance of good oral health care. Dr Harper says, "I am pleased to be working with DenTek on their Beyond Brushing Campaign. There are so many health benefits surrounding good oral hygiene, and the regular use of interdental cleaning, which has a beneficial effect for the whole family. Just a few small steps as part of your everyday routine can make a big difference to your health and wellbeing, without blowing the budget."

DenTek together with Dr. Dawn will be focusing on a number of oral hygiene issues including bad breath, the importance of flossing and how to combat plaque and tartar. Additionally they will cover solutions to teeth grinding (bruxism), and more serious health implications – such as Periodontal and Cardiovascular Disease, that have been linked to poor oral hygiene. The simple, important messages being promoted are that **good oral health leads to good heart health as well as a winning smile** and that a little investment in tooth and gum care can save money on expensive dentist bills in the long run.

Charlotte Havelly, DenTek Marketing Director says, "We're thrilled to be working with Dr. Dawn Harper to help raise awareness of the importance of good oral hygiene. Our Beyond Brushing Campaign has been developed to help avoid gum disease – important in saving money with expensive visits to the dentist and also in reducing the risk of heart disease. Our beyond brushing product range provides a comprehensive and effective armoury in the battle against poor oral hygiene and the many health hazards this can entail."

DenTek's Beyond Brushing product range includes: **floss picks, interdental brush cleaners, disposable picks, tongue cleaners and dental guards for nighttime teeth grinding.**

DenTek believes in oral health care for life, delivering it with a spirit of innovation to keep smiles healthy and happy.



For further information go to www.pressinformation.co.uk or contact Brandnation on 0207 940 7170

eva@brandnation.co.uk 0207 940 7179

lizzie@brandnation.co.uk 0207 940 7188