

Six-second toothbrush

Whilst those within the dental profession may get excited about the continual technological and chemical advances available to improve oral health, it isn't often that the general public are that interested. However the launch of Blizzident, the six-second toothbrush is definitely something that caught the public's imagination. To find out more, we spoke to **Chris Martin** about the product's development and potential impact in the fight for good oral health.

How long has Blizzident been established?

CM: Blizzident has been around approximately two years now but the whole development team has been around for longer with a lot of previous experience in the technologies applied. Marketing for the 'six-second toothbrush' started in July 2013. We are a worldwide interdisciplinary team of dentists, engineers, computer scientists and dental prophylaxis experts, who cooperate to radically improve and facilitate toothbrushing with the help of advanced technology.

How much research was involved prior to its release, and how many people have trialled the product?

CM: We have tested many different designs and prototypes over the past two years. We tested in a similar way clinical studies test in order to obtain the best and most accurate results.

We have done extensive and long-term testing during the whole development time, but we only started marketing after successfully testing it and obtaining proven superior cleaning efficiency with no negative side effects. Hundreds of dentists and several university institutes and students have requested Blizzidents for their own trials now so we are expecting to still get much more feedback in the future.

Would it ever be possible to have a generic shape to save on having the 3D scan?

CM: This is something that we have thought about and it was something

that we did tests on, but we do not think so. The mouth and gums and teeth are very delicate and so tailoring the Blizzident is the only way to make it effective.

What has the reaction been from within the dental profession?

CM: We have been overwhelmed with the 100 per cent positive responses from dentist who have tested it so far. About 80 per cent of all enquiries we receive are from dentists who want to test and offer it to their patients. Hundreds of dentists requested a Blizzident within just two weeks from the initial launch.

As well as dentists we have also had 100 per cent positive reaction from the people who have trialled it so far. Which is great as this is something that will be available to the general market as well as the dentist, although we see the dentists as our main distribution channel by far.

How much time do you think people will save by using this?

CM: People save on average 50 hours per year in brushing time (compared to manual three minutes brushing and flossing). But the six second brushing time has never been the main focus, it is just a nice side-effect of the concept. Our main intention has been to develop a highly specialised tool for perfect and easy tooth/gingival sulcus cleaning.

Is six seconds really long enough to clean the teeth?

CM: When you brush by hand for three minutes, then each single



place to be 'scrubbed' has to be brushed for 4.8 seconds, on average. Biting and releasing, and chewing, about 15 times in the Blizzident, for six seconds cleans all these single places in parallel - at the same time. It works out to be a longer brushing time than three minutes with a manual brush. Using Blizzident for 10 seconds would equal over five minutes of traditional brushing. The average manual brushing time is currently just 47 seconds.

Should it be used with toothpaste?

CM: Yes, You put a drop of toothpaste onto the tip of your tongue and distribute it over your upper teeth (it automatically flows onto your lower teeth from there).

How do you recommend cleaning a Blizzident brush?

CM: Every day cleaning is done just like with your ordinary toothbrush (rinsing under water). Every two months it can additionally be cleaned in a bath with antiseptic mouthwash or additionally it would be possible to clean under a UV-light and/or ultrasound.