

3M™ Clinpro™ Clear  
Fluoride Treatment

# Fluoride. Simplified.

3M™ Clinpro™ Clear Fluoride Treatment

Dr Ruth Hayes

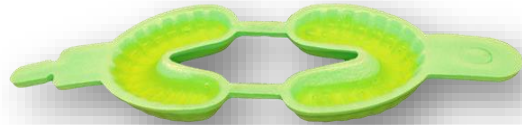


# Learning Objectives

- Background
- Innovating Fluoride Treatments
- Patient Benefits
- Healthcare Professional Benefits
- New technology with a water-based formulation



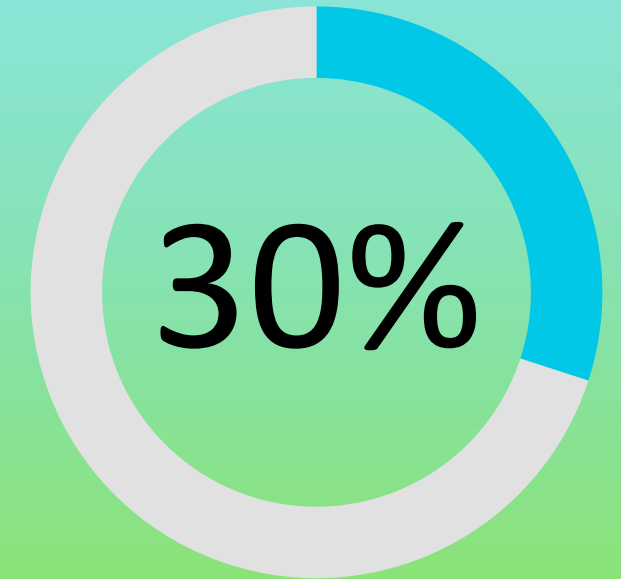
# Why it was time to take a new look at fluoride delivery.



Traditional varnishes, gels, and rinses all work clinically,<sup>1</sup> but come with:

- Unpleasant tastes and smells
- Uncomfortable applications
- Surfaces feeling fuzzy, sticky, or dirty
- Undesirable aesthetics after application
- Wait times of up to 4 hours before eating or drinking
- Low patient satisfaction

1. R. Hawkins et al. British Dental Journal 2003; 195: 313–317



Only 30% of patients are satisfied with their fluoride treatments.

Source: Data on file.



# We listened to patients and professionals.

They're looking for a fluoride treatment that:

- Goes on fast
- Isn't sticky
- Easy to clean up
- Appears clear
- Leaves a smooth and clean feeling
- Available in single-use dosing

Source: Internal CIDH 2013.



# Introducing the next generation of fluoride treatment.

## 3M™ Clinpro™ Clear Fluoride Treatment

- Designed with patient comfort in mind
- New water-based formula free from rosin
- Reimagined delivery system



# 3M™ Clinpro™ Clear Fluoride Treatment.

## Product Description

2.1% sodium fluoride (9,500ppm) water-based coating with neutral pH

## Key Product Features & Benefits

- Increased patient comfort (quick, better tasting, smooth mouthfeel)
- 15-minute contact time
- Rosin free and formulation is free of common allergens\*
- Effective with lower fluoride dosage vs traditional varnishes (2.1% vs 5%)
- Suction line friendly formula
- Compatible with orthodontic (including aligners) and restorative procedures

## Differentiation

- Increased patient comfort (quick, better tasting, smooth mouthfeel)
- Water-based formula allows for effective treatment with lower fluoride dosage with added benefits of calcium and phosphate
- L-Pop: unique press and go delivery

\*See allergen disclosure at [3M.com/ClinproClear](https://www.3M.com/ClinproClear).

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# Efficient and effective fluoride ion release.

A much shorter contact time than traditional varnishes



Fluoride particles need to be released to deposit minerals on tooth surfaces, but a large portion of the ions within a rosin-based or shellac-based coating do not get a chance to be released from the sticky, hydrophobic coating before it wears away or is removed by the patient.

3M™ Clinpro™ Clear Fluoride treatment has a ready release formula that is effective with a contact time of just 15 minutes.



Designed with patient comfort in mind.





# The patient's perspective.

3M™ Clinpro™ Clear Fluoride Treatment gives patients more reasons to say “YES” because it solves the complaints that cause patients to say “NO”:

- Bad taste
- Sticky feeling on teeth
- Restrictions to eating or drinking
- Esthetic concerns after treatment



# Better compliance equals better outcomes.

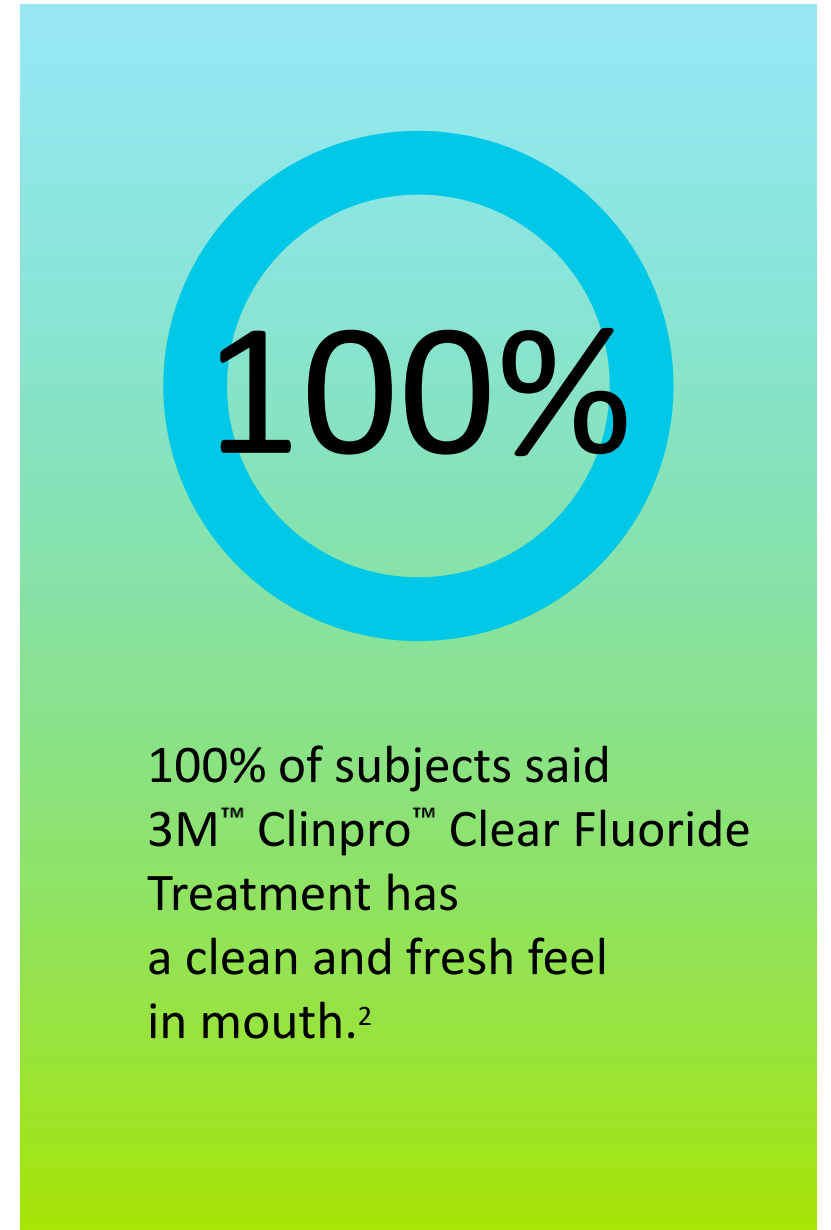
In a clinical study,<sup>1</sup> patients preferred 3M™ Clinpro™ Clear Fluoride Treatment over a rosin-based varnish.

100% of subjects judged Clinpro Clear Fluoride Treatment to have a clean and fresh feel in mouth.

Compared to Colgate® PreviDent® 5% Sodium Fluoride Varnish, patients also preferred the:

- Taste
- Mouthfeel
- Smell

<sup>1, 2</sup> Source: Internal. Data on file.



# Features & benefits for the patient.

A positive patient experience.

- Requires only 15 minutes of contact time, compared with traditional varnishes requiring 4 or more hours
- No restrictions on eating or drinking after 15 minutes
- No need for uncomfortable trays
- Tastes great, smells great, and leaves patients' mouths with a smooth, clean feeling



# Dental professional benefits.





# The choice is clear for dental professionals.

In a clinical trial, 100% of dental professionals preferred 3M™ Clinpro™ Clear Fluoride Treatment:

- Easy to open
- Easy to use
- Quick to apply

On a scale of 0-100, dental professionals scored patient acceptability with Clinpro Clear at 98.



100% of dental professionals found 3M™ Clinpro™ Clear Fluoride Treatment easy to open, easy to use, and quick to apply.

Source: Internal. Data on file.

# Dental Professionals' feedback.



Best that I have used in the last 15 years

Not overly sticky like other brands

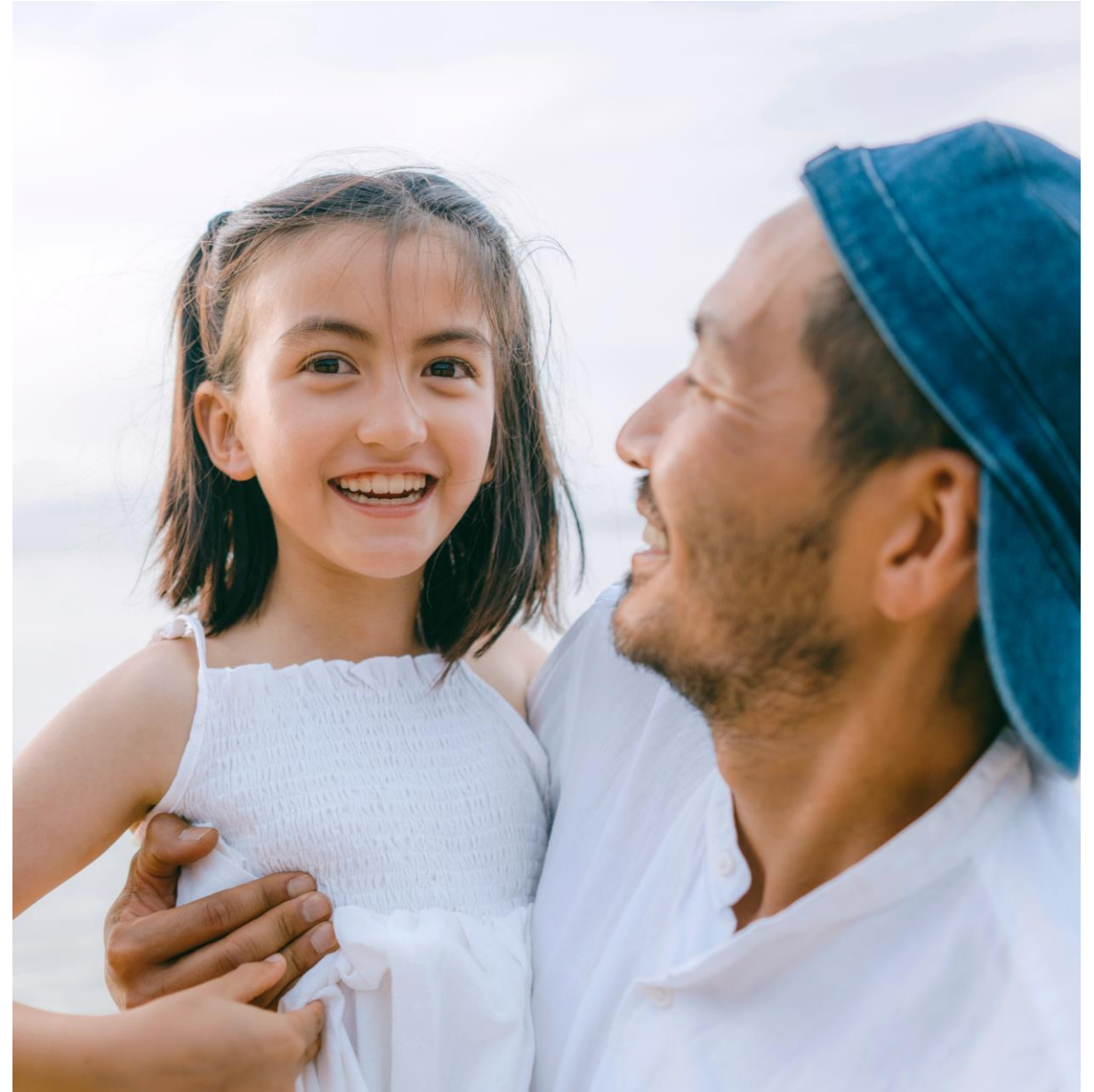
Great improvement from previous varnish-like products

Like how smoothly it applies and doesn't get clumpy

Love the dispensing package

# Better compliance equals better outcomes

- Scope of control on patient behavior disappears the moment they leave the practice
- 15-minute contact time ensures the full application time can be easily and confidently achieved
- Patients will have a positive experience and are more likely to accept follow-up care



# New L-Pop unit dose packaging.

Unique press and go delivery system that allows intuitive, one-handed operation and does not require the use of a tray like many fluoride products.

- Press slowly to dispense
- No mixing required
- Swipes on quickly and easily
- Can also dispense onto back of gloved hand





# Compatible with other treatment methods.

3M™ Clinpro™ Clear Fluoride Treatment can be applied in combination with other procedures.



Clear Tray Aligners

Will not stick to Clear Tray Aligners  
& can be easily rinsed



Brackets

Will not cause debonding of  
orthodontic brackets



Restorative work

Compatible with restorative work

# No mixing required.

## Unmixed traditional rosin-based varnishes

- Must be mixed to disperse heterogeneous parts



## 3M™ Clinpro™ Clear Fluoride Treatment

- Homogenous, water-based solution means no mixing is needed
- Goes on clear and stays that way

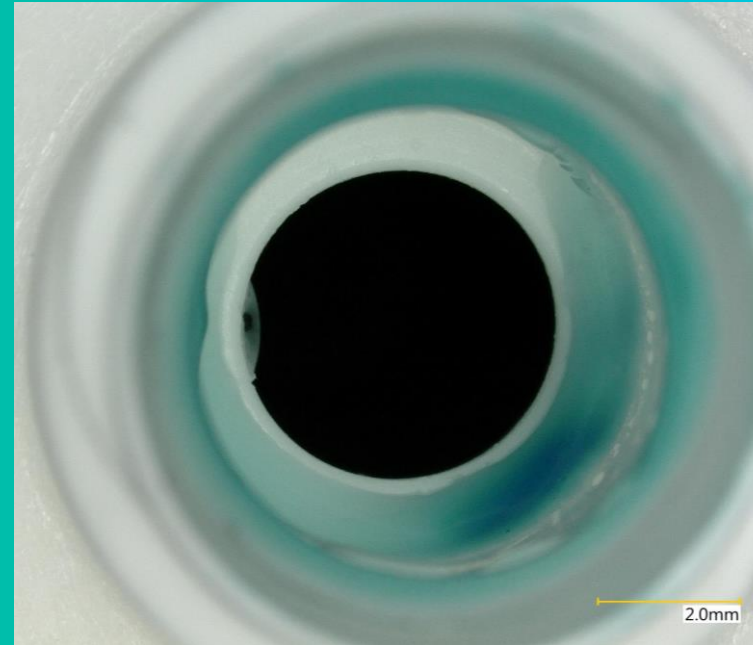
# Suction line compatibility.

With its water-based formulation, 3M™ Clinpro™ Clear Fluoride Treatment is easier to clean from dental suction lines than a conventional varnish.

Suction lines after being flushed with water.



Dyed conventional varnish



Dyed Clinpro Clear Fluoride Treatment

# Water-based technology provides a smoother application.

## 3M™ Clinpro™ Clear Fluoride Treatment





# Innovative technology behind 3M™ Clinpro™ Clear Fluoride Treatment.

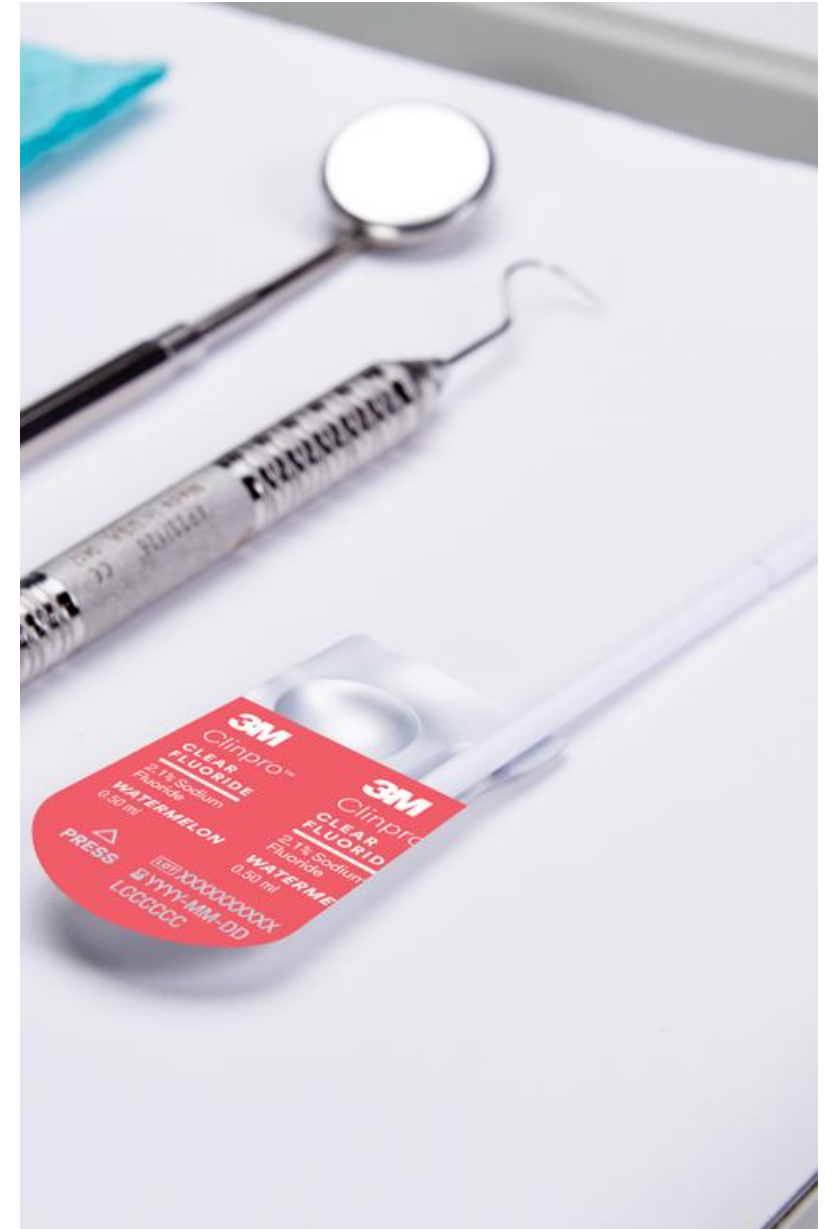


# The science of subtraction.

Rather than adding, 3M™ Clinpro™ Clear Fluoride Treatment's formulation was developed by removing:

- Rosins
- Common allergens\*
- More than half the fluoride found in traditional varnishes

All while maintaining the performance of traditional varnishes in a water-based formula!



\*See allergen disclosure at [3M.com/ClinproClear](https://www.3m.com/ClinproClear).

# Water-based technology with ionic minerals.

- 3M™ Clinpro™ Clear Fluoride Treatment attaches to the tooth using an ion exchange reaction
- Minerals are fully ionic in solution and immediately available, removing the need to wait for sticky rosins to release them at the tooth's surface
- Contains fluoride, calcium, and phosphate

**Benefit:** Minimal contact time for effective performance.



# Why use a fluoride treatment that includes Calcium and Phosphate?

3M™ Clinpro™ Clear Fluoride Treatment has a water-based formula designed for efficient and effective fluoride ion release that facilitates fluoride uptake on tooth surfaces.

Water dissolves the fluoride, calcium, and phosphate in the formulation and creates a solution which promotes rapid ion diffusion and mineral deposition to tooth surfaces.

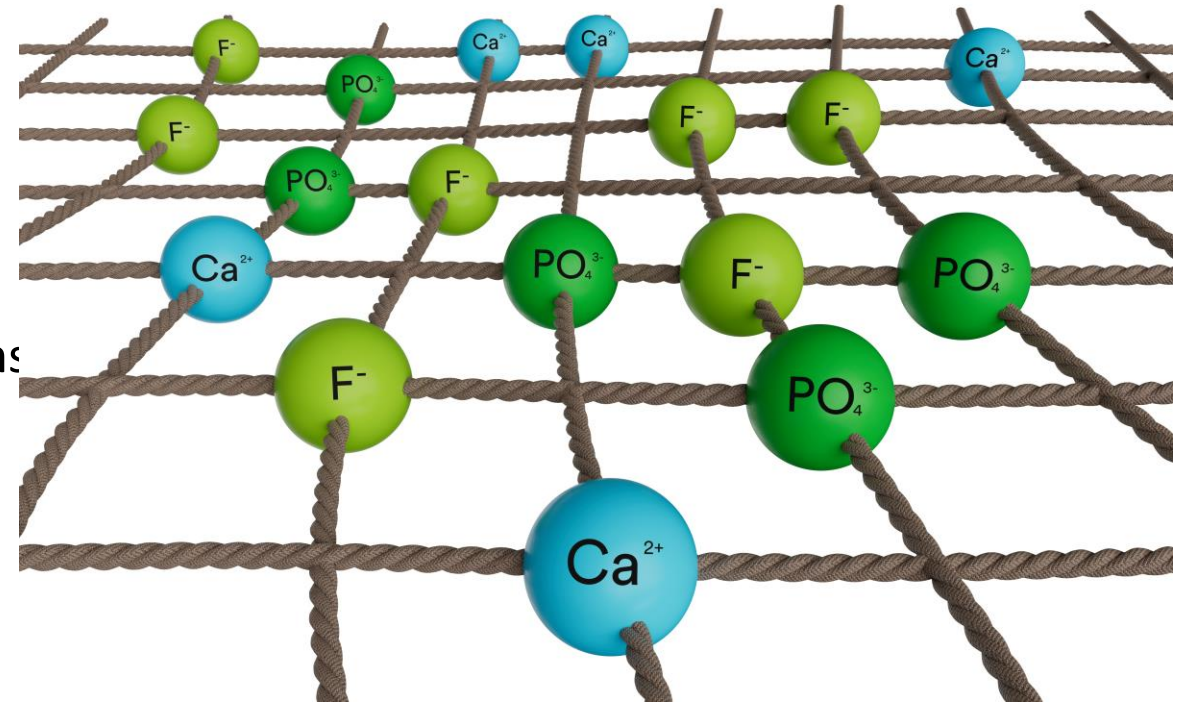
When calcium and phosphate combine with fluoride, they create fluorapatite, a stronger, more acid resistant mineral.





# 3M stabilized calcium phosphate technology.

- Calcium and phosphate ions are widely known to be the building blocks of healthy tooth structure
- Fluoride and calcium have affinity to one another and need to be stabilized to prevent premature interactions
- 3M uses **stabilized calcium phosphate technology** which protects these ions until they are delivered intraorally
- The ions are weaved together in a lattice-like structure that can unravel to free the ions at the tooth surface, but not before



## ! What about fTCP?

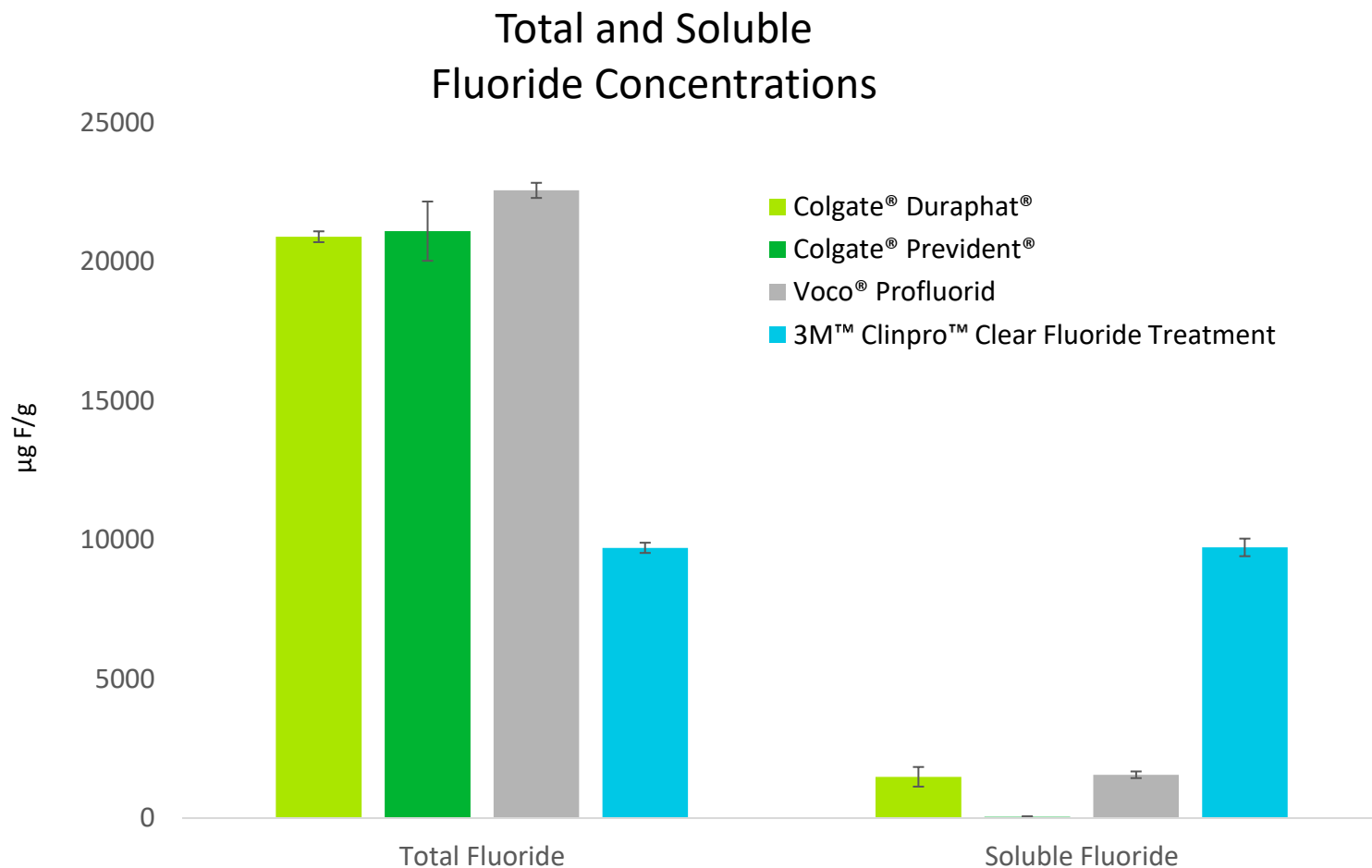
We know our customers love our fTCP, so we developed a new form of stabilized calcium and phosphate for use in this water-based formula. In practice, it works just like our trusted fTCP.

# 3M™ Clinpro™ Clear Fluoride Treatment is a ready release formula.

The concentration of total and soluble fluoride was measured among different fluoride treatments.

Even with a lower overall fluoride concentration of 2.1%, 3M™ Clinpro™ Clear Fluoride Treatment provides a greater quantity of available fluoride to the tooth compared to rosin-based varnishes.

Soluble fluoride is available fluoride.



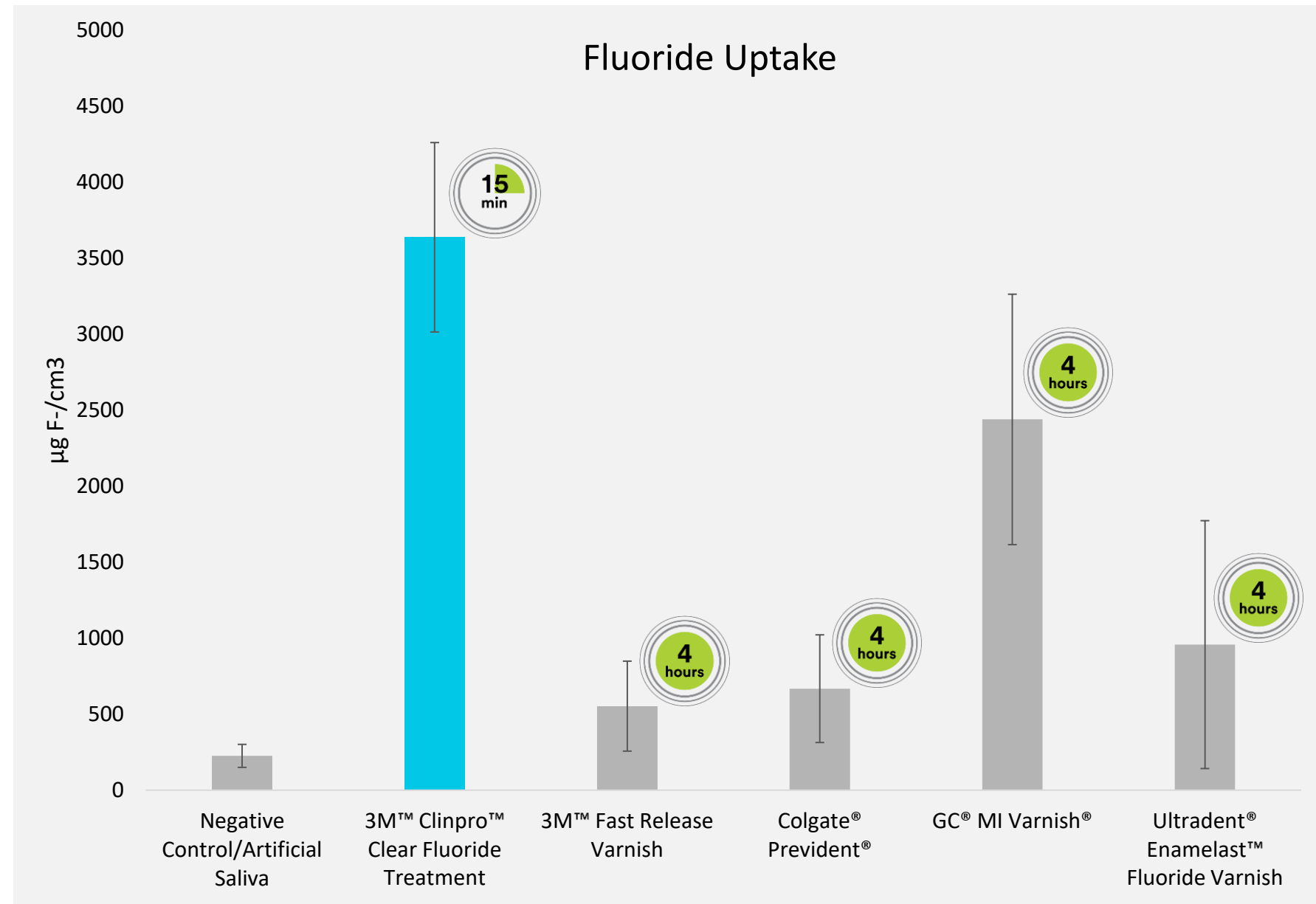
Source: University of Michigan Report, Dr. Livia Tenuta. Data on file.

# Fluoride uptake after treatment.

3M™ Clinpro™ Clear Fluoride Treatment demonstrated a greater fluoride uptake on enamel.

Clinpro Clear Fluoride Treatment achieved these results in only 15 minutes.

Source: Internal. Data on file.  
Laboratory testing using a model similar to FDA Method 40 for enamel fluoride uptake



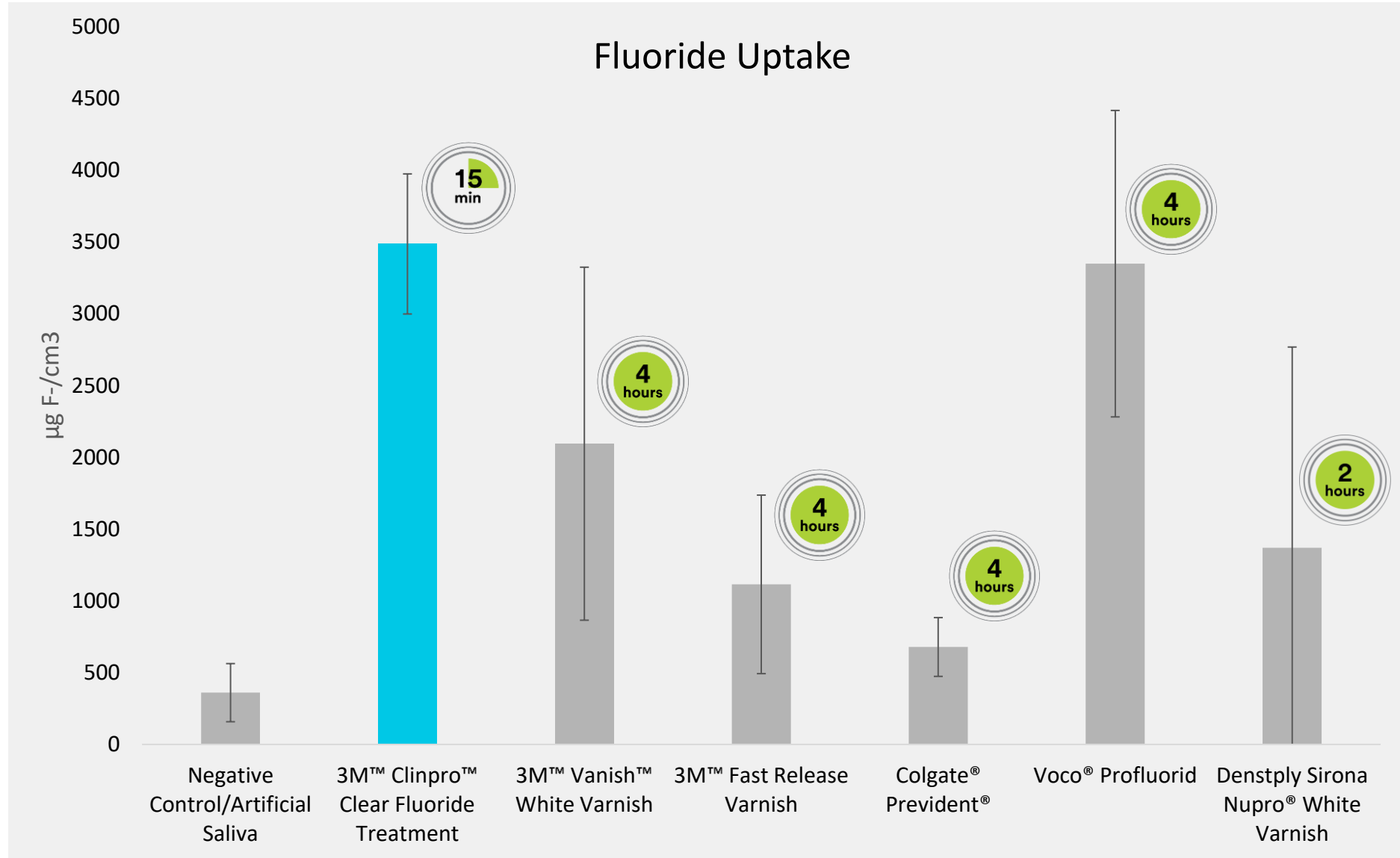
Uptake measurements were taken after elapsed treatment times specified in the instructions for use for each product.

# Fluoride uptake after treatment.

3M™ Clinpro™ Clear Fluoride Treatment demonstrated a greater or equal fluoride uptake on enamel.

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Laboratory testing using a model similar to FDA Method 40 for enamel fluoride uptake



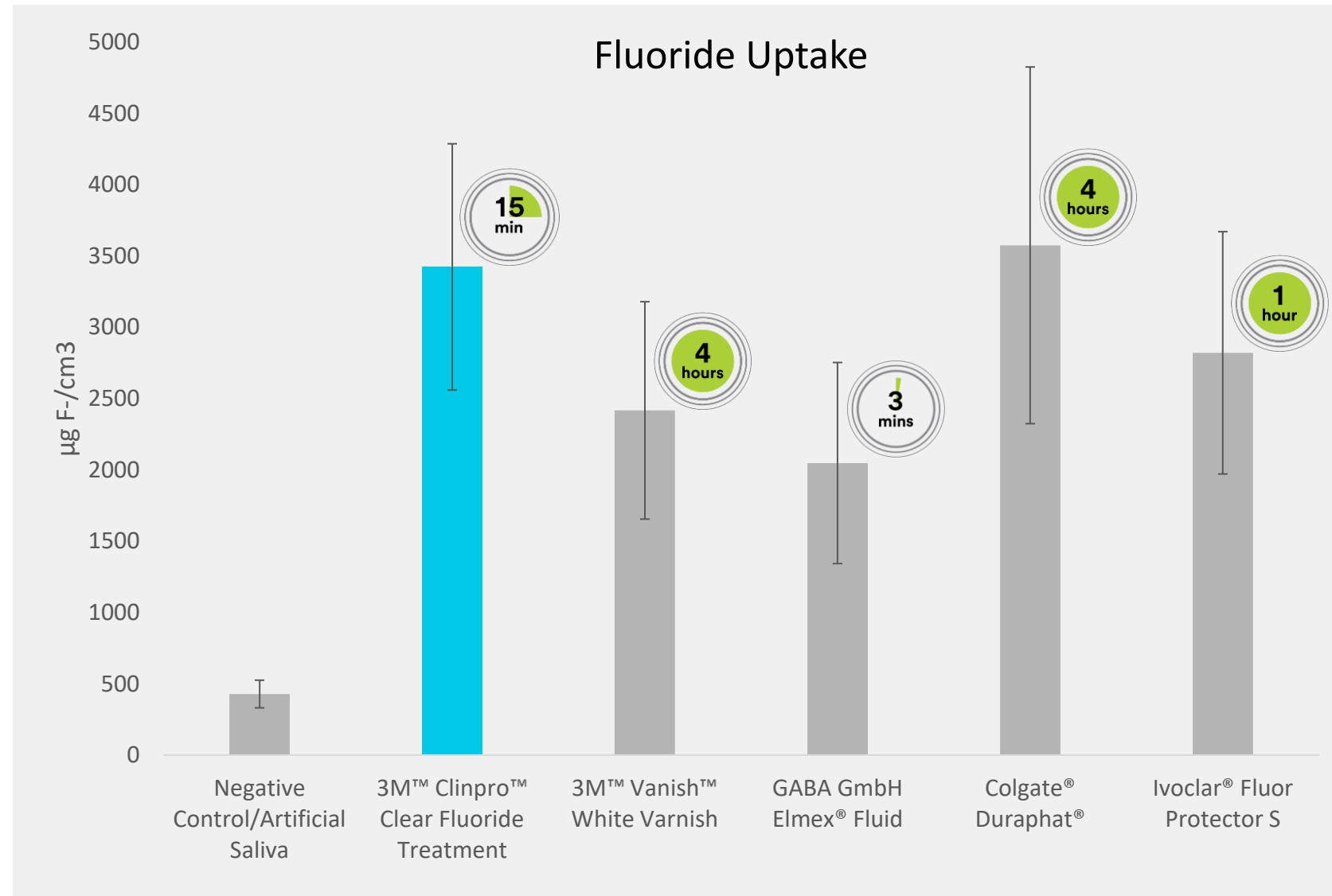
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# Fluoride. Simplified.

3M™ Clinpro™ Clear Fluoride Treatment is the next generation in fluoride treatment.

- 2.1% sodium fluoride (NaF)
- Water-based with neutral pH
- Formula free of common allergens\*
- 3M stabilized calcium phosphate technology
- Unique, 0.5 ml L-Pop delivery system
- No mixing—just press and go
- Goes on quickly and easily
- Clear appearance on teeth
- 15-minute contact time
- Available in flavorless, mint, and watermelon
- Contains xylitol



\*See allergen disclosure at [3M.com/ClinproClear](https://www.3M.com/ClinproClear).

# Indications.

3M™ Clinpro™ Clear Fluoride Treatment is indicated for the treatment of hypersensitive teeth

3M™ Clinpro™ Clear Fluoride Treatment maintains the same indications for use as current 3M varnish.



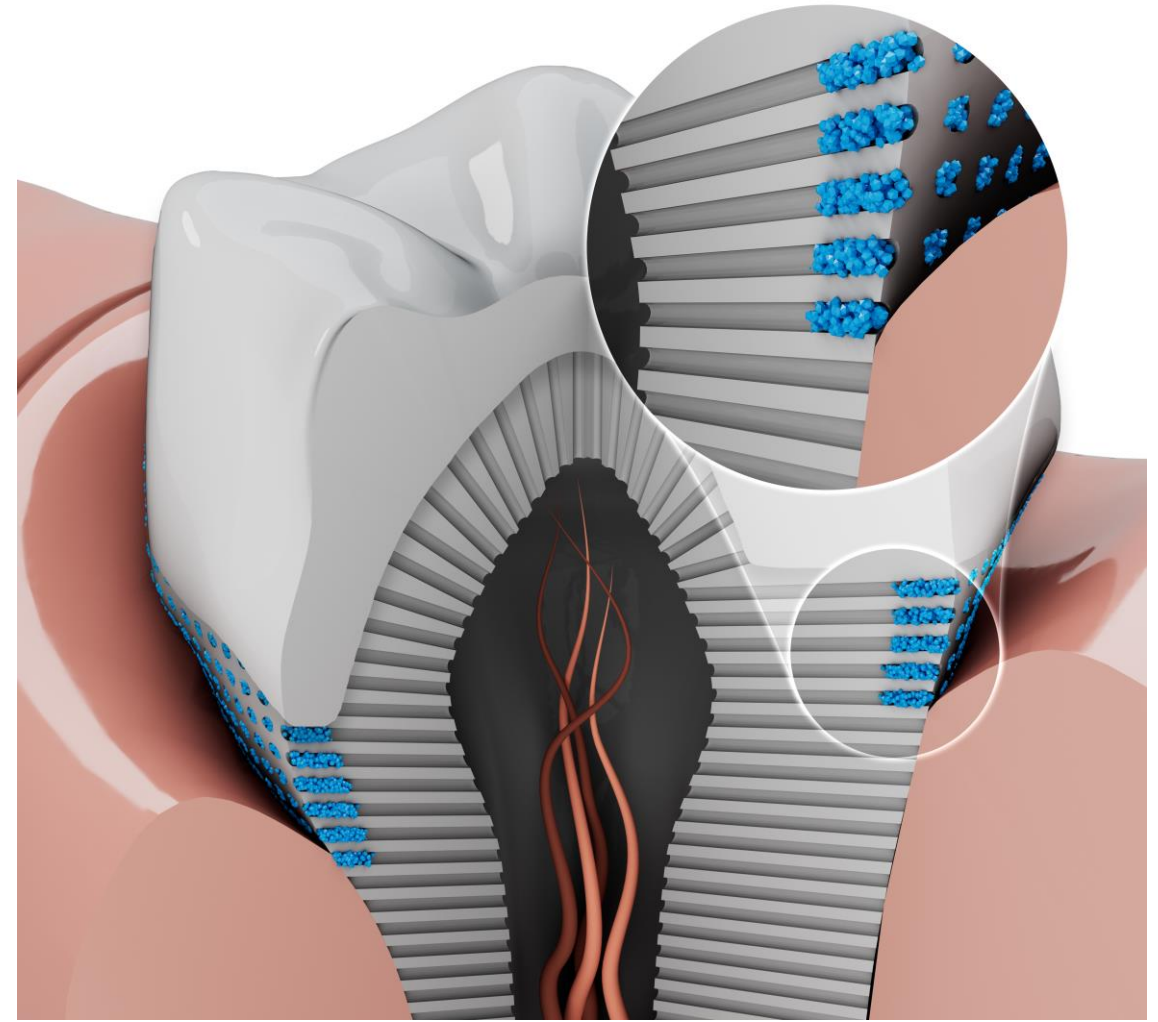
# Relief for sensitive teeth.

Applying 3M™ Clinpro™ Clear Fluoride Treatment creates a physical barrier that reduces hypersensitivity.

After application, Clinpro Clear Fluoride Treatment forms mineral deposits which block dentin tubules and reduce dentin fluid flow.

This reduction in dentin fluid flow reduces hypersensitivity.

Blocked dentin tubules



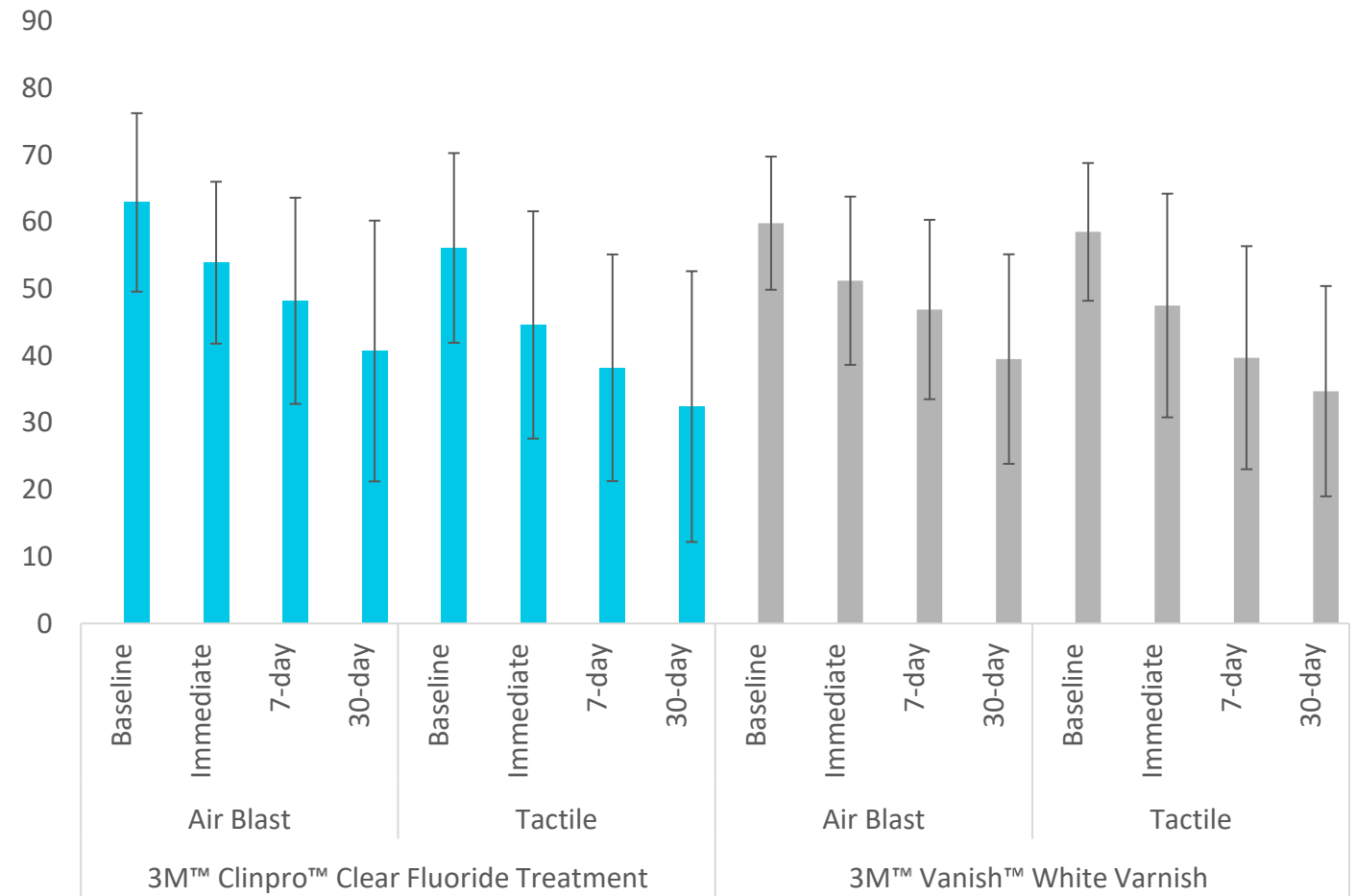


# 3M™ Clinpro™ Clear Fluoride Treatment effectively reduces hypersensitivity.

In a single-blinded randomized clinical trial, Clinpro Clear Fluoride Treatment demonstrated its ability to reduce hypersensitivity over various time points after one application.

Clinpro Clear Fluoride Treatment was deemed comparable in its ability to reduce hypersensitivity with a rosin-based fluoride varnish after a single application.

Patient Pain Scores



\*Source: Clinical evaluation of Clinpro Clear Fluoride Treatment in the treatment of dentin hypersensitivity, Dr. Li, Loma Linda University. Report on file.

# Benefits for patients and professionals.

① Improved patient experience	② Formulation	③ Efficient fluoride uptake	④ Easy application
<ul style="list-style-type: none"><li>• Short contact time</li><li>• Pleasant taste, smell, and mouthfeel</li><li>• Non-sticky</li><li>• More likely to say “yes”</li></ul>	<ul style="list-style-type: none"><li>• Water soluble</li><li>• Added stabilized calcium and phosphate</li><li>• Neutral pH</li><li>• Rosin-free</li><li>• Allergen-free formulation*</li></ul>	<ul style="list-style-type: none"><li>• 2.1% vs. 5%</li><li>• Ready release, high uptake</li><li>• Equivalent performance to traditional treatments</li><li>• 15-minute contact time</li></ul>	<ul style="list-style-type: none"><li>• Unique, L-Pop delivery system</li><li>• No mixing</li><li>• Just press and go</li><li>• Can also dispense on gloved hand</li></ul>

\*See allergen disclosure at [3M.com/ClinproClear](https://www.3M.com/ClinproClear)



# Make fluoride treatments a part of your daily conversation

- ✓ Motivate your patients towards fluoride treatments by speaking to them about their individual needs for achieving greater oral health.
- ✓ In combination with a risk assessment classification, you can openly communicate how fluoride treatments can be part of an overall prevention strategy. Some conditions where the evidence<sup>1</sup> supports topical fluoride treatment are: patients undergoing active orthodontic treatment, patients experiencing dry-mouth, and patients who have undergone recent treatments for caries.
- ✓ Ask your patients if they experience hypersensitivity and educate on the benefits of fluoride treatments.
- ✓ If they are hesitant to receive fluoride because of previous unpleasant experiences, explain how fluoride treatments have been improved with the patient experience in mind!
- ✓ Remember, 3M™ Clinpro™ Clear Fluoride Treatment's formula is ideal for patients who may require a shorter treatment time, are allergic to colophony, dislike the mouthfeel of traditional fluoride varnish treatments, or cannot tolerate a tray-based fluoride gel application.

1. Topical fluoride for caries prevention, JADA 2013;144(11):1279-1291.

# Available in 50ct and 100ct packs





3M™ Clinpro™ Clear  
Fluoride Treatment

# Thank you

Visit [3M.com/ClinproClear](https://3M.com/ClinproClear) to learn more.

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