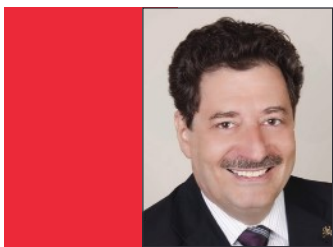


DENTISTRY TODAY

THE NATION'S LEADING CLINICAL NEWS MAGAZINE FOR DENTISTS

FIRST IMPRESSIONS



In First Impressions, George Freedman, DDS, gives readers a brief summary of products that have recently been introduced to dentistry, based on his clinical experience. He can be reached at (416) 473-0045 or via email at freedman@epdot.com.

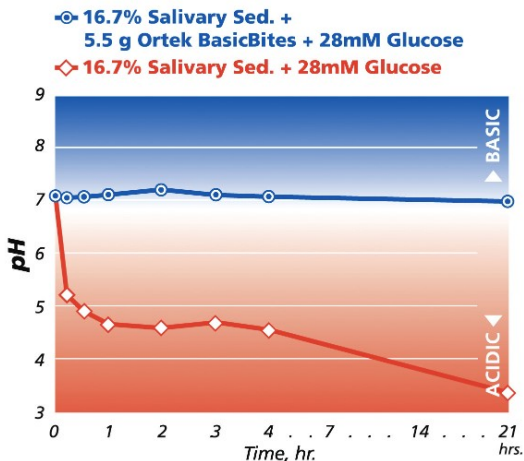


BasicBites

Ortek Therapeutics

Everybody loves candy. Unfortunately, it is bad for you—especially for your teeth. How many times have we heard that familiar refrain? And how many times have we repeated it as dentists?

BasicBites helps support existing normal pH levels in the presence of glucose



In vitro study conducted at Stony Brook University School of Dental Medicine and sponsored by Ortek Therapeutics, Inc.

Sugar-infused candy generates a harmful acidic environment, allowing demineralizing damage on the enamel and dentin surfaces, providing a welcoming environment for more bacteria that generate even more acid and, eventually, decay.

Ortek Therapeutics' tasty, sugar-free BasicBites candy chew uses a revolutionary blend of arginine bicarbonate and calcium carbonate to activate microbial alkali that counteract plaque acids, fortify enamel, and help maintain oral homeostasis. These ingredients trigger the mouth's natural processes for protecting teeth.

By nourishing beneficial pH-raising oral bacteria, BasicBites sustain a normal acid/base pH balance on tooth surfaces, maintain healthy oral biofilm communities, and support the remineralization process. A recent study demonstrated that BasicBites inhibited the progression of non-cavitated occlusal caries lesions in the first permanent molars of children.

Arginine is a natural amino acid that beneficial bacteria in biofilms metabolize to produce alkali. The elevated pH results in immediate and sustained buffering that can neutralize sugar acids. Bicarbonate is a natural acid-neutralizing buffer. Together, they can help maintain the right acid/alkaline pH balance on tooth surfaces and enhance the remineralization of enamel.

BasicBites is good for your oral health and delicious! For more information, visit basicbites.com.