

ADVANTAGE DENTAL

Hemaseal & Cide for Ultimate Protection

Documented strong bond, reduced microleakage, zero sensitivity

When initially being introduced to a new product, many dentists may be a little skeptical, according to Brian Gray, DDS, of Giannini Gray Dental Partners in Washington, DC, who provides input for product evaluations and research and development. When evaluating a new product, he receives a package library (a collection of all relevant research data associated with the product). Dr. Gray was surprised to find a robust amount of data supporting the efficacy of Advantage Dental's Hemaseal & Cide Desensitizer with 4% chlorhexidine.

"Of course, Hemaseal & Cide has great antimicrobial activity, compared to glutaraldehyde-containing products in this category," Dr. Gray said, "but there are a number of other benefits that set it apart."

Bond Strength, Marginal Integrity

As Dr. Gray describes it, the bonding step should incorporate a powerful desensitizing agent to reduce postoperative discomfort. However, determining success requires using a product over time with a large enough patient pool to validate claims, which is what Dr. Gray has done with Hemaseal & Cide. "Postoperative sensitivity with our composite restorations is nonexistent—we just don't see it," he said.

Another benefit Dr. Gray found is increased bond strength. "This came as a surprise to me," he said. "Yet it also is supported by a number of independent studies." Giannini Gray Dental Partners hasn't seen a lost or displaced composite restoration in decades.

Even more impressive, according to Dr. Gray, are the "beautiful, healthy unstained margins of our composites. I attribute this benefit to Hemaseal & Cide's documented reduction in microleakage improving overall marginal integrity."

Dr. Gray isn't afraid to guarantee a lifetime of service on a properly supported restoration. "I've been doing it since I started practicing and have hardly ever had to use it. I simply say, 'Treat it like a tooth.' It gives my patients an incredible amount of confidence in the quality of dentistry I provide. Hemaseal & Cide fits perfectly in this practice model."

Meeting Patient Expectations

Dr. Gray has found that he doesn't even have to discuss the product with his patients. "Our patients come to expect that the material we use will be superior in every way and sensitivity won't be an issue," he said. Dr. Gray believes that a product like Hemaseal & Cide acts as a great practice builder. "Patients are glad to share their positive experiences with others interested in exceptional quality dental care," he said.

Daily Success

With strong bonds, no microleakage, and zero sensitivity, Dr. Gray confidently declares that success occurs on a daily basis with Hemaseal & Cide. "And I should mention, we use it on all our veneer and cosmetic cases as well," he added. "Easy to use, affordable, and reliable. It doesn't get better than that—period."



Brian Gray, DDS

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WHY CHOOSE HEMASEAL & CIDE?

- In a 9-product study, Hemaseal & Cide is the top-rated desensitizer
- It's the only product to improve bond strength with self-etch and total-etch products
- Twice the antimicrobial activity of glutaraldehyde desensitizers
- Total elimination of postoperative sensitivity
- It's soft-tissue friendly