

## **“The Science of Whitening” and “Make the Recommendation: Toothpaste as Treatment”**

**Date:** March 28, 2020 – Saturday  
**Time:** 8:30am – 11:30am  
**Location:** 5850 E. Still Circle, Saguaro Rm.  
**Audience:** All Dental Professionals  
**Format:** Lecture  
**CE Credit:** 2.5 credits  
**Tuition:** \$65



**[Register online at ATSU’s Continuing Education website!](#)**

### **The Science of Whitening**

In the first of this 2-part course, we will discuss a predictable, efficient, and state-of-the-art whitening system that uses advanced ionic technology to transform the whitening experience for both dental practitioner and patient. We will look at the differences between whitening and bleaching products and explore strategies for patient discussion regarding whitening procedures and managing treatment expectations.

#### **Learning Objectives:**

- Explain how tooth-whitening technology works.
- Describe indications for home and professional tooth whitening options.
- Effective conversation to discuss tooth whitening and expectations with patients.
- Make clinical decisions about patient selection for successful tooth whitening.
- Develop effective tooth whitening messages and marketing strategies.

### **Make the Recommendation: Toothpaste as Treatment**

In this session, we will explore the formulation and action of toothpastes. Discussion regarding both active and inactive ingredients will enable the dental professional to understand how and why each product works and how they differ from one another. Therapeutic benefits, mechanisms of action, and assist the dental professional with assessing the needs of today’s complex patients and providing them with an appropriate toothpaste recommendation.

#### **Learning Objectives:**

- Explain the principle therapeutic outcomes of various toothpaste formulations.
- Describe how fluoride is assimilated into the apatite crystal of enamel.
- Discuss reduction of biofilm and gingivitis via toothpaste.
- Describe management of dentin hypersensitivity with potassium nitrate.
- Determine the appropriate dentifrice based upon individual patient need.

#### **Meet the Presenter:**



#### **Linda D’Amico, RDH, BS**

Linda has been in the dental profession for 25+ years, first as a clinical dental hygienist and then as a sales representative. She has spent the past 10 years as an Oral Care Consultant with Colgate and enjoys sharing what she has learned with other dental professionals. Linda has provided continuing education to a wide variety of audiences including dental and allied dental students, dental study groups and organized dentistry groups.

## General Information

### Registration:

All registrations are completed online and processed in the order in which they are received. Registrations cannot be processed without full credit card payment. Early registration is encouraged as space is limited for certain courses.

### Course Location:

All courses are held on the campus of A.T. Still University unless stated otherwise. Building addresses and classrooms are noted under each course description. Ample free parking is available adjacent to all campus buildings.

### Day of Course:

Registration begins 30 minutes prior to course start time.

### Continuing Education Credit:

A.T. Still University Arizona School of Dentistry & Oral Health is an ADA CERP Recognized Provider. Continuing education credits are awarded on an hour-for-hour basis. Participants will receive verification of attendance at the conclusion of each course.

### Refund and Cancellation Policy:

A tuition refund, less a \$50 cancellation fee, will be issued for notice of cancellation up to 7 days prior to the course. Refunds cannot be given for missed courses. ASDOH reserves the right to cancel a course up to 30 days prior to the event and will not be responsible for additional expenses incurred by registrants. In the event that ASDOH cancels a course, the full tuition fee will be refunded to registrants.

### Contact Information:

Please contact the ASDOH Continuing Dental Education office at [asdoxce@atsu.edu](mailto:asdoxce@atsu.edu) for all questions related to continuing dental education courses.

### Directions to Campus:

From the West: US 60, exit S. Higley Rd., left on E. Baseline, left on S. Sunview, right on E. Still Circle  
From the East: US 60, exit S. Power Rd., right on E. Baseline, right on S. Sunview, right on E. Still Circle

This course is sponsored in part by an unrestricted educational grant from Colgate. This continuing education activity has been planned and implemented in accordance with the standards of the ADA Continuing Education Recognition Program (ADA CERP) through joint efforts between Arizona School of Dentistry & Oral Health and Colgate.



Arizona School of Dentistry & Oral Health is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Arizona School of Dentistry & Oral Health designates this activity for 2.5 continuing education credits.