



Biophotonic Scanner Program for Periodontal Health

INNOVATION

83 YEARS, 30,259 DAYS
4,316 WEEKS, 125 FULL-
TIME SCIENTISTS, AND
3 LABS IN 2 COUNTRIES
in the **MAKING**





Dear Doctor,

Enclosed you will find some information about a scientific company that has a proprietary technology and systemic approach to improving patient response in the treatment of periodontal disease. This program of risk assessment and adjunctive treatment can be easily incorporated into any dental practice utilizing the latest in scanning technology and biomedicine for the long-term benefit of your patients, while providing a profit center that can result in a significant additional source of income for the practice.

The Pharmanex biophotonic scanner analyzes light reactive molecules in living tissue to measure 18 different beta carotenoids to determine antioxidant status, a leading biologic risk indicator for inflammatory response and degenerative disease processes in the body. The scanner measures antioxidant levels non-invasively in about 90 seconds. It is as innocuous as a blood pressure reading, and the information just as vital for determining your patient's level of risk for illness. Antioxidant status plays a key role in the immune response in periodontal disease as well as diabetes, cancer, heart disease, arthritis (EVERY degenerative disease could be listed). In addition to the award winning scanner, Pharmanex has developed a proprietary product called PF3, which is a natural, daily supplement treatment for patients with any indication of inflammation, gingivitis and mild to moderate periodontal disease. The results with patients using this product are compelling. Every patient taking the product in a study at Loma Linda University utilizing a double blind, placebo based, randomized, controlled clinical trial, improved their periodontal health dramatically in 8 weeks. While it is not intended to replace traditional therapies, it is designed to be incorporated as an adjunct to removal of local toxins and irritants. Local and systemic antibiotic therapies alone however seldom restore chronic patients to long term health. Recent literature recognizes the oral systemic connection, and identifies the benefit of antioxidants as a key component to improving the immune response. Pharmanex has developed the science to now measure your patient's baseline, and then prescribe a product whose efficacy can be quantitatively measured and clinically supported.

Attached is a summary of some of the latest research on the link between antioxidant status and periodontal disease, as well as the connection to a host of other systemic diseases. Also attached is a technical overview on the revolutionary PF3 product. Implementing this program into your practice can not only make your patients healthier, but increase your profitability as well.

While you will find this informative, please visit the website for additional information on this program, as well as testimonials from some of your colleagues who are successfully implementing this program in their practice.

Sincerely,
Pharmanex Healthcare Consultant



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New Age Periodontics: What's Coming Down the Pike

H. Ross Lambert, DMD



A whole new light is emerging as we continue to learn more about periodontitis, one of the most interesting and baffling diseases. We are entering a new age as we look at periodontal disease from a different perspective. New modes of therapy have arrived, and laser treatment has expanded rapidly over the last several years. Treatment with locally administered antibiotics has become common. Utilization of host modulators such as subantimicrobial doses of doxycycline are popular. As we progress, risk assessment will become increasingly important, as well as a patient's nutritional status and antioxidant assessment and supplementation.

Similarly, free radicals play an important role in the development of periodontal disease. Bacteria in periodontal pockets produce collagenase, hyaluronidase, endotoxins, and antigens that trigger immunologic reaction. Neutrophilic lysosomes produce oxygen-derived free radicals, collagenase, serine proteases, and histamines. Patients with chronic periodontal disease have lower levels of antioxidants, especially glutathione. Antioxidants can neutralize the free radicals. A better understanding of how antioxidants function in the pathogenesis of periodontitis, and the effects of diet and nutritional supplementation on antioxidant status, may lead to new strategies on the treatment of the disease. **An accurate and low-cost noninvasive laser test to measure a patient's antioxidant levels is commercially available and will become part of the prevention and treatment modules (Biophotonic Scanner [Pharmanex]).** It is well-accepted that antioxidants play a major role in the immune system, fighting cancer and aging.(15) Studies have shown that antioxidant levels play a role in periodontal disease and that periodontal disease significantly improves when these levels are restored to accepted levels. High-quality pharmaceutical-grade nutritional supplements are now proven to make a difference, elevate antioxidants and beta carotenoids, and become part of every module in the model. **The laser test for antioxidants provides a method to measure these levels on an ongoing basis and to confirm the effectiveness of a supplement. Nutritional assessment and supplementation are not new to dentistry, and the role of the dental hygienist as a nutritional counselor will enjoy renewed attention and importance.**

PHARMANEX® the measurable difference™



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Introducing a revolutionary program that when implemented in a dental office not only improves your patient's immune system, reduces the risk for diabetes, cancer, heart disease and many other degenerative disease, but is now being implemented in many dental practices as the adjunctive treatment of choice in hygiene departments across the country in the treatment of mild to moderate periodontal disease. Systemic antibiotics have side effects, local antibiotic therapies work only as long as they are present in the gingival sulcus.

The paradigm shift in dentistry is to improve the missing link, the host response. A unique proprietary product, PF3 is now available with clinical trials at Loma Linda University, ([read more](#)) substantiating the efficacy of treatment. The simple risk assessment takes 90 seconds to perform non-invasively and subsequent monitoring validates the absorption of the product in your patient's body, while the clinical results are seen in follow up periodontal examination.

ORAL SYSTEMIC RELATIONSHIP

The oral systemic relationship has been extensively studied and definitively acknowledged in relation to a person's overall well being. The correlation of systemic disease to periodontal disease is well documented. Research substantiates that Americans are the most overfed, undernourished population on our planet. It is not surprising to note that we are also the sickest population on the planet. The bombardment of fast food and absence of fresh fruits and vegetables is taking its toll on our health, and the oral cavity is often the first site affected by lack of nutrition in the body. According to Dr. David Tecosky, DMD, MAGD, "More than 90% of systemic diseases reveal signs and symptoms in the mouth. Most patients see their dentist on a regular basis more frequently than they do their physician. We are in a unique position to help our patients."

CAN NUTRITION PLAY A ROLE IN PERIODONTAL DISEASE?

Recent data suggests that nutrition has an important role in periodontal disease as in many systemic diseases. Nutrients such as antioxidants neutralize the effects of free radicals at the gingival margin, and can modulate gingival inflammation. Researchers at Loma Linda University studied the effects of antioxidant status in the body and periodontal response to traditional therapy. Results of that study showed significant improvement in the periodontal indicators of pocket depth and bleeding on probing with improvement of antioxidant status. Their clinical trials showed that periodontal treatment combined with pharmaceutical grade nutritional supplements potentiates the clinical response by nearly 40%.

RAMAN SPECTROSCOPY MEASURES ANTIOXIDANTS IN LIVING TISSUE

So how do we as dentists monitor antioxidant levels? A technology introduced in 2005 called the Bio photonic Scanner is now commercially available to noninvasively measure antioxidant status in the body in approximately 90 seconds. It works similarly to the Diagnodent, utilizing Raman Spectroscopy light waves to measure the presence and the amount of antioxidants in living tissue. [Click here](#) to review the literature validating this technology. Host response to disease has replaced bacteria as the leading etiologic factor in periodontal disease in much of the literature. A better understanding of how antioxidants function in the pathogenesis of periodontitis will lead to a holistic total health approach to prevention and management of the disease.

HYGIENISTS AIDED IN COUNSELING PATIENTS

A low cost non-invasive way to measure antioxidant levels will empower dentists to be able to document their patients risk for degenerative disease. Hygienist's role in counseling patients about the effect of antioxidants will enjoy renewed importance, creating more job satisfaction by changing the lives of their patients. The Biophotonic Scanner is an important risk assessment tool that can offer a tremendous service to our patients and improve dental treatment outcomes.

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TESTIMONIALS FROM THE DENTAL COMMUNITY

Dr. Ron Goldstein (Team Atlanta) has incorporated antioxidant scanning technology into his new patient exam.

Dr. Ross Lambert, a prominent periodontist in Moorestown, New Jersey says, "Nutritional assessment and supplementation are not new to dentistry. Inexpensive risk assessment provides a reliable indicator of susceptibility based on a medical and dental profile collected at examination."

Dr. Mike Milligan, Bloomington, IL did his own clinical trials in his office using the scanner for monitoring antioxidant levels in conjunction with complete periodontal examination. Patients with 4mm pockets and at least one site of bleeding on probing were given high quality nutritional supplements, called PF3, consisting of antioxidants, green tea catechins and herbal extracts specifically targeted to neutralize free radicals at the gingival margin. His personal results were impressive and he states, "I am convinced that we are not only improving the periodontal tissues with the use of PF3, but that every tissue in the body benefits."

HEALTHIER PATIENTS & PROFITABILITY FOR YOUR PRACTICE

These practitioners see the benefits of improving the overall nutritional status of their patients. By improving the host response and gingival condition in our patients, we can enhance the clinical results of even our most demanding treatment plans. By implementing this technology into your practice, you will also increase the profitability of your practice while improving patient health. For the progressive dental practice that wants to be a leader, this program can be a satisfying improvement to your current preventative regimen.

PHARMANEX – A 25-YEAR COMPANY – 125 SCIENTISTS ON STAFF - THEY NEVER GUESS, THEY MEASURE

We invite you to visit the website www.pharmanexmd.com to review the information on this breakthrough technology.

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Treatment Plan

1. Visit Pharmanex website www.pharmanexmd.com
2. Click on the [Dental Articles](#) and read many clinical trials on supplementation and periodontal disease.
3. Download the Product Information and Ingredient Sheets on PF3:
 - a. <http://www.pharmanex.com/intercom/productDetail.do?prodId=01003630>
4. Attend the Healthcare professional Forum at Pharmanex's state of the art laboratories and receive in depth training and information.
5. Learn how to easily implement this revolutionary program into your dental practice.

For more information on the Pharmanex Scanner, please contact:

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