



GET STARTED

Visit Centrix's website to learn more about FluoroDose and its innovative LolliTray packaging.

CENTRIX

FluoroDose With LolliTray Packaging

With 4 custom, patented features added to make fluoride application more efficient and comfortable, the new LolliTray package was designed with providers and patients in mind

Most fluoride varnish packages are simple in their design and do not take into account the frustrations and difficulties of working with both the package and material with a gloved hand. Frequently, clinicians have to deal with brushes falling out of the packaging or struggle to remove them from the tray while performing a fluoride application.

That's why Centrix has developed the patented LolliTray to hold their already exceptional FluoroDose fluoride varnish. The LolliTray contains an ergonomic finger rest, an easy peel lid, and easy removal of excess varnish.

Developing a Solution

Matt Czaplinski, Director of Sales at Centrix, described the process of the LolliTray's development to be an exercise in listening to their users. "When we spoke with hygienists, we heard several things that we tried to solve with the new LolliTray packaging," he explained. "Some faced challenges with opening the packages and getting the brush out, but the new LolliTray is designed with an easy-to-grip top that peels smoothly, even with wet, gloved hands."

The finger grip helps hygienists coordinate procedures with their necessary tools, even when gloves are wet with saliva. "Many hygienists hold the tray in one hand, brush in the other, and mirror in the third—or so it seems," Czaplinski joked. "The built-in finger grip helps to keep the tray securely in hand."

Responding to Clinicians' Needs

Centrix's goal in creating the LolliTray packaging was to respond to users' concerns in an effective manner. In doing so, they needed to understand the



importance of making sure their customers' customers—the patients—are happy. Clinicians shared patient feedback with Centrix, which they used to help create the product.

"Patients want cleanliness," explained Czaplinski. "LolliTray delivers FluoroDose in a fully enclosed tray that is easy to open and easy to use. The angled design in the well helps to remove excess varnish and eliminate drips, and the finger rest helps by giving a level of conformity while applying the varnish."

The LolliTray also is clearly marked and easy to peel with a pop-up brush fulcrum that allows the brush to literally pop up for accessibility. Thanks to this innovation, you don't need to "dig" for the applicator brush.

"With the growth of telehygiene appointments, offices can send LolliTrays home to their patients," noted Czaplinski, "The intuitive, easy-to-open package combined with the great-tasting FluoroDose varnish makes this a product that the patient can easily apply. It's just one more way the dental team can take care of patients, even if the patient can't come to the office."

FOR MORE INFORMATION:

800.235.5862
centrixdental.
com

