



WATCH VIDEO

Scan the QR code below for a quick tutorial on FluoroDose application and see how fast and easy it is to prevent decay!



CENTRIX

A Flavorful Tribute with a Fresh Berry Twist

Centrix introduces a new flavor option to its popular line of FluoroDose fluoride varnish—named in honor of William Dragan, DDS, who founded the company over 50 years ago



What do sweet berries and a treasured European Grandma have in common? The answer is simple: they're the inspiration behind the name of Centrix's newest flavor of fluoride varnish, DraganBerry, named after the company's founder Dr. William B. Dragan.

Recently celebrating his 90th birthday, Dr. Dragan frequently recalls the delicious berry treats his grandmother baked for him when he was a child, often using recipes gleaned from her own childhood spent gathering sweet berries in the forests of Eastern Europe where she was born. Realizing the need for a berry-flavored varnish, Centrix developers took things a step further, introducing the new flavor

during Dr. Dragan's milestone birth year and serving up a flavorful tribute to his contributions to dentistry over the years.

It's safe to say that over the past 5 decades, his leadership and dedication to creating products that solve common dental problems has simplified dentistry for clinicians everywhere.

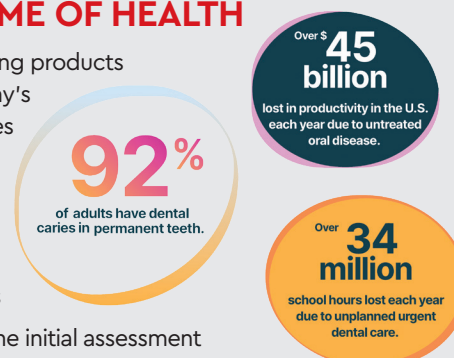
A Solution to Every Dentist's Problem

Dr. Dragan first served his country as a U.S. Air Force dentist before setting up his private practice in Stamford, CT. "One of the things that bothered me about dentistry was that we were just supposed to accept certain problems," he explained. "The

A DOSE OF PREVENTION FOR A LIFETIME OF HEALTH

Centrix has always emphasized the importance of developing products devoted to oral care and prevention. Example A? The company's Prevention for Life program, a forward-thinking set of initiatives and tools designed to help clinicians across the globe fight, treat, and prevent caries, as well as increase acceptance of preventive treatment. With Centrix's downloadable prevention tools, practices will learn how to:

- **Maximize** use of patient self-assessment and CAMBRA forms
- **Create** a compelling case for preventive treatment during the initial assessment
- **Communicate** with patients in a way that helps overcome barriers to treatment and ensure they accept preventive therapy regardless of insurance or other concerns



"Nothing has given us more pleasure than combining FluoroDose fluoride varnish with the unique taste of DraganBerry."

—Dr. William B. Dragan, Founder, Centrix

one that annoyed me the most was composite resins, which were hard to apply correctly."

Not content to join other dentists who struggled with the same issue, Dr. Dragan got busy looking for a solution. Using his own funds, he created a prototype for a stainless-steel syringe and rubber piston that would push materials through the composite syringe. In 1966, after several rounds of trial and error, the Composite Resin (C-R) Syringe and Gun was born, and just a few years later, Centrix was founded to produce and market it.

Making Prevention Easier

Over the years, Centrix earned a reputation for many more first-of-their-kind products, including the Benda Brush disposable applicator and AccuDose tubes.

"Everything I developed and everything Centrix sells has to meet 3 essential criteria," said Dr. Dragan. "First, it has to fill a void in dentistry—a 'cavity,' if you will—that nobody else has figured out how to fill. Second, the quality has to live up to my high standards. And third, it must be simple and economical to use." It's this guiding principle that led to the company's tagline, "Making Dentistry Easier."

But of all the innovations that Centrix has introduced to dentistry, Dr. Dragan is especially proud of FluoroDose and other Centrix preventive solutions.

"When I started out as a dentist, preventive dentistry was drill and fill, brush and floss," he explained. "Today, we have so many more options, and prevention now is what we always wanted it to be back then."



New Flavor, Same Benefits

DraganBerry, the newest flavor of FluoroDose, builds on the success of the company's existing collection of patient-friendly—and very popular—FluoroDose flavors, which includes mint, bubble gum, caramel, melon, and cherry.

A DPS Best Product, FluoroDose is a 5% sodium fluoride varnish sweetened with xylitol that has no bitter aftertaste. When tested on both sound enamel and incipient tooth lesions, FluoroDose demonstrated proven sustained fluoride release and uptake over a 2-year period. Patients appreciate the varnish's smooth, natural-looking, nonclumpy, and almost invisible texture.

Packaged in a patented hygienic LolliTray that features an easy-to-peel and ergonomic design, each tray contains 1 Benda Brush applicator for a quick, easy swipe-on application.

"Nothing has given us more pleasure than combining FluoroDose fluoride varnish with the unique taste of DraganBerry," said Dr. Dragan. "We are excited to share it with the world!"

MORE PRODUCTS TO POWER UP YOUR PREVENTIVE CARE

Here are a few other Centrix solutions that help make prevention easier:

SilverSense SDF:

An evidence-based solution that helps deliver better patient care by alleviating hypersensitivity and providing benefits that will allow your patients to comfortably wait for restorative treatment. It will not stain healthy enamel or dentin, though infected lesions may turn darker.



Champ: A bioactive and light-activated pit and fissure sealant that does not require a bonding agent; it utilizes a moisture-tolerant chemistry that seals out microleakage for a long-lasting sealant. Simply etch, rinse, apply and cure.



Exposé: Instead of messy squeeze bottles or syringes, this easy-to-use caries detector is pre-dried on a Benda Micro applicator. Simply touch it to a wet tooth surface to apply.

LolliCaine:

Fast-acting 20% benzocaine gel in a convenient single-use LolliPack package that reduces cross-contamination and eliminates the need for cleaning up or wiping down bulky jars.



Scan to learn more about our Oral Care and Prevention line of products.

FOR MORE INFORMATION:

800.235.5862
centrix
dental.com