

News Bites

News for 3M Oral Care Sales Rep Partners

The next generation of fluoride treatment is here!

Finally, a fluoride treatment your dental offices and their patients will love. Formulated for patient comfort, 3M™ Clinpro™ Clear Fluoride Treatment tastes, feels and looks better on teeth than traditional varnish treatments — eliminating many of the drawbacks. No sticky residue, no yellow appearance, no strong smell, and no long contact time. All while delivering effective fluoride uptake at a lower dosage.

What's the secret? An innovative, water-based formulation that goes on quick and clear. It's that simple.



Patient preferred:
Improved taste,
smell and mouthfeel



Available in 3 flavors:
Mint, watermelon
and flavorless



Quick and easy:
15-minute required
contact time



Effective fluoride uptake at a lower dosage than traditional varnish treatments



Convenient delivery:
Just press and go!



[START COURSE](#)

New 3M™ Clinpro™ Clear Fluoride Treatment training available!

Take advantage of this great opportunity:

Available while supplies last, channel reps who complete the training module will have the opportunity to claim a **Free Sample Kit of 3M™ Clinpro™ Clear Fluoride Treatment!**

Each kit includes:

- 10 - Clinpro Clear Fluoride Treatment sample packs
- Hand-held mirror for demonstration
- 20 - promotional flyers
- 10 - brochures

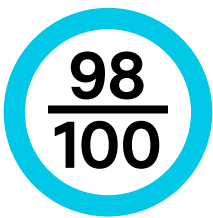


The choice is clear for hygienists.

See how 3M™ Clinpro™ Clear Fluoride Treatment could give your hygienists — and their patients — something to smile about.



100% of hygienists found Clinpro Clear Fluoride Treatment easy to open, easy to use, and quick to apply.¹



Hygienists scored their patients' perception of their experience with Clinpro Clear Fluoride Treatment 98 out of 100.¹



100% of subjects judged Clinpro Clear Fluoride Treatment to have a clean and fresh feel in mouth.¹



Better compliance for better outcomes.

No doubt about it, getting patients to accept fluoride treatment isn't always easy. Thankfully, Clinpro Clear Fluoride Treatment gives patients more reasons to say “yes” by addressing many of the complaints that make patients say, “no.”

Traditional Varnishes	3M™ Clinpro™ Clear Fluoride Treatment
Patient objections	Patient benefits
Bad taste	Improved taste ¹ and 3 flavors
Sticky feeling on teeth	Improved mouthfeel ¹
Restrictions on eating and drinking	15-minute required contact time means patients can eat and drink right away
Esthetic concerns after treatment	Water-based formula goes on clear

¹Solventum internal data on file.

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