



JOFFREE BUNLEANG, BSDH, RDH

Joffree Bunleang serves as a member of the hygiene council for Signature Dental Partners, acting as a recruiting liaison and clinical mentor while also practicing dental hygiene within the organization. She cofounded Hygiene Elevated, a dental consulting firm, to inspire and mentor other dental hygienists in her community. She is also cohost of the *Hygiene Elevated Conversations and Innovations* podcast. Joffree continues to travel to dental hygiene schools to present to future registered dental hygienists, sharing her insights and tips, and providing free mentorship to all students.

KETTENBACH

Profisil Fluoride Varnish

A mucosa-friendly, pleasantly flavored 5% sodium fluoride varnish with a silky smooth, alcohol-free formulation ensures a positive treatment experience on both sides of the chair

In the short time that Joffree Bunleang, BSDH, RDH, has been using Kettenbach's Profisil Fluoride Varnish, she has already dubbed it "the MVP of fluoride varnishes." The cofounder of Hygiene Elevated, a coaching business created to inspire and mentor dental hygienists, Joffree is excited to spread the word about this gamechanging varnish. Here, she explains why it gets more of her patients to accept treatment.

One of the most heartbreaking moments in my practice occurred when I suggested fluoride varnish treatment to a patient with high-risk decay, emphasizing its unique preventive advantages. Despite my assurance, the patient declined, saying, "No, I don't like the way it feels on my teeth."

I personally love recommending fluoride varnish to all my patients, and I would say that about 80% of the patients I see receive treatment. But over time, I've lost count of how many applications end with the patient asking, "Is it supposed to sting my gums like this?"

Since I started using Profisil Fluoride Varnish, the barriers that previously prevented my patients from accepting fluoride varnish have been eliminated. This varnish is barely noticeable when applied to the teeth, while its smooth, soft tissue-friendly formulation encourages more of my patients to say the magic word: "yes."



A Worry-Free Formulation

When I first tried this fluoride varnish, I couldn't believe how well it lived up to its claims. For me, the feature that pushes Profisil over the top is that it's free of both ethyl alcohol and rosin, which is wonderful for our patients because it means the varnish won't irritate their gums. With 5% sodium fluoride, Profisil excels at its job of treating dentinal hypersensitivity.

For patients, it's not sticky or gritty; it's as smooth as silk when its applied to the teeth, and patients are happier leaving the office without that tacky prophylaxis feeling in their mouths. With the first few Profisil samples I received, I decided to test it on my husband and my children, and they were wowed by how smooth the fluoride felt.

Simple from Prep to Postop

Aside from its incredible formulation, Profisil's single-dose packaging makes it easy to apply at the end of appointments. We don't have to worry about wells and droppers; we just place the prepackaged blister pack on the tray, and it's nice and easy to open and apply.

Additionally, my patients have said that the mint and berry flavors taste much better than other fluoride varnish flavors they've tried, and Kettenbach offers an unflavored option, too. Postop instructions are simple—don't brush your teeth and don't drink hot beverages or eat sticky foods for 4 hours.

What's Not to Love?

That said, I have completely fallen in love with Profisil Fluoride Varnish. I would even go out on a limb and say that it's the best fluoride varnish on the planet, and I am always eager to recommend it to my fellow hygienists.

I love sharing my passion for dental hygiene with my peers, and when I lecture to and mentor other hygienists, I emphasize the fact that we are not just dental hygienists, but prevention specialists. Gamechanging products like Profisil allow us to be the best prevention specialists we can be and provide an exceptional service to our patients.

3 STEPS TO GETTING A 'YES'

Over the years, Joffree has meticulously refined her approach to recommending fluoride varnish to patients in a way that successfully gains treatment acceptance at the end of their hygiene appointments. Here, in her own words, she shares her 3-step recipe for success:

First, you need to **educate your patients on why they should have fluoride varnish treatment.** It helps to explain its benefits and the reasons that make them a good candidate. For example, you might say, "Hey, I see you have some severe recession. I highly recommend we do a fluoride treatment to protect those root surfaces that are currently exposed."

Then, the next thing is you should do is **inform the patients of the price.** If there is an out-of-pocket expense, it is better to bring it up in the moment, rather than making it an unpleasant surprise once the treatment is completed. This step allows patients to make their own decisions, and whether we agree with the choice they make or not, we can at least honor their wishes and treat them accordingly.

Finally, **ask your patients, "Are you ok with that?"** I strongly encourage that hygienists avoid asking, "Do you want fluoride?" or "Do you like fluoride?" because the patients will not register it as positively. Their mind goes to wanting and liking tangible things like ice cream and vacationing, but certainly not fluoride varnish treatment. I have found that asking if it's ok has been very successful in my clinic.

