

# Presenting...

## *Professor Fridus Van der Weijden*

Oral Hygiene Products...

What should I tell my patients?



12.30 pm  
26 May 2011

Education Lecture Theater

RSVP: Lorelle Hamilton 5444 7584 or  
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by 19 May

*Light refreshments will be provided.  
tea, coffee, juice and something  
sweet.*

Topics include

Clinical Trial Methods

How to assess product safety

Appropriate Indices

Tips and tricks in reviewing claims

How to evaluate the literature

Basics of a systematic review

**Professor Fridus Van der Weijden**, of the University Of Amsterdam, Implant-specialist, the Dutch Society of Oral Implantology, The Netherlands, is a leading expert on clinical trial methods for assessing all types of oral hygiene products from toothpaste to electric tooth brushes.

Oral Hygiene manufactures spend millions of dollars each year advertising to consumers; as a dental professional, how do you separate fact from hype? What are the tools that are needed to assess oral hygiene products in order to provide independent expert advice to your patients? What questions should you ask manufacturer representatives when they present and promote products to you? How can you research product claims in order to make a valued judgments?

**Professor Fridus Van der Weijden** initiated an independent clinical trial unit at the Academic Centre for Dentistry Amsterdam (ACTA) where he and his team have developed protocols, indices and methods for evaluating oral hygiene products. **Professor Fridus Van der Weijden** has shown how evidence based decisions can be made through systematic literature reviews when recommending products to patients.