

# PRODUCT NEWS

## Toothpaste

OraCare has introduced OraPro Paste, a new toothpaste sold exclusively to dental professionals. OraPro improves plaque removal with "micro netting technology," a cellulose microfibril network that entraps difficult-to-remove biofilm. According to the company, OraPro is clinically proven to be more effective than over-the-counter toothpastes, with 359% better plaque reduction, 209% increased fluoride absorption, and less abrasive whitening.



For more information, contact OraCare, 2000 Industrial Road E., Bridgeport, WV 26330. (855) 255-6722; [www.oracareproducts.com](http://www.oracareproducts.com).

## Interdental Brush

A slim, conical shape and longer head enable the EasyFit interdental brush to reach where a traditional toothbrush cannot. The soft brush tip allows for easier insertion between teeth, reaching a higher percentage of tooth surfaces to gently remove plaque. EasyFit comes in two sizes to accommodate both tight spaces and wider gaps, improving patient comfort, according to the company.



For more information, contact TePe Oral Health Care, 1170 N. Gilbert St., Anaheim, CA 92801. (714) 991-6700; [www.tepeusa.com](http://www.tepeusa.com).

## 3D Technology

LightForce 3.0 represents a major upgrade to the three-dimensionally printed LightForce fixed appliance system, according to the company. The smoother LightBracket HD bracket is designed to reduce friction, improve sliding mechanics, and enhance patient comfort. The new Tooth Movement Tools in LightPlan software provide greater control in digital planning. These enhancements are designed to work seamlessly within the LightForce platform, while the upgraded LightTray increases bonding speed and success.



For more information, contact LightForce, 400 Research Drive, Wilmington, MA 01887. (800) 481-0185; [www.lf.co](http://www.lf.co).

## Insurance Claims Tool

VideaHealth has launched ClaimsAI, an AI-powered tool that automates the labor-intensive, error-prone parts of insurance claims submissions. According to the company, orthodontic practices can use the software to reduce losses caused by denials, documentation gaps, and administrative inefficiencies. ClaimsAI consolidates information from clinical imaging, care history, and payer requirements to select relevant images and automatically generate text, leading to faster claims submissions and improved approval rates.



For more information, contact VideaHealth, 179 South St., Boston, MA 02111. [www.vidahealth.ai](http://www.vidahealth.ai).

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