

MAY 2019

THERAPEUTICS UPDATE | MAY 2019

New Products/New In My Practice: OTC



PD: WHAT IS CLEURE TOOTHPASTE?

Dr. Chacon: Cleure toothpaste was developed for people with sensitive allergy-prone skin by Dr. Flora Stay, a prominent dentist and professor of dentistry at the University of Southern California. We know that toothpastes with mint and cinnamon can cause cheilitis. Fragrances are a common cause of allergic and irritant contact dermatitis. Sodium lauryl sulfate (SLS) in toothpaste also frequently contributes to dry mouth and oral ulcers. Alcohol, too, contributes to dry mouth. Balsam of Peru used in toothpaste increases sensitivity to the sun and is considered a top allergen. Cleure toothpaste is formulated with xylitol and baking soda and is free of common irritants and allergens, and as a result is very well-tolerated by patients. The toothpaste is on the American Contact Dermatitis Society's list of accepted and recommended products. It also has a great taste and is made in the US. It is not a prescription-based product and is relatively affordable and can be easily obtained by patients through the web or retail.

PD: HOW DO YOU SUGGEST THAT YOUR PATIENTS USE THIS PRODUCT?

Dr. Chacon: I have been recommending it to patients with oral disorders, contact dermatitis of the mouth, or sensitive teeth and gums. This product can be part of their sensitive oral care daily routine. Patients need not be afraid that it will damage their teeth, gums, cause a rash, or be abrasive to the skin.

PD: TOOTHPASTE IS NOT USUALLY ASSOCIATED WITH DERMATOLOGY AND DERMATOLOGISTS. WHY ARE YOU BEHIND THIS PRODUCT?

Dr. Chacon: I did not learn too much about toothpaste during residency. As I got into practice, I started noticing that more and more of my patients were inquiring about what toothpaste to use. Some of my sickest patients with immunobullous disorders were in desperate need of a toothpaste that would not be abrasive. Perioral dermatitis is a common predicament that we all come across on a daily basis in practice. It is prevalent in all age groups. The use of a sensitive toothpaste can help prevent contact dermatitis around the mouth.

PD: WHAT TYPE OF RESULTS ARE YOUR PATIENTS SEEING WITH REGULAR USE?

Dr. Chacon: My patients report fewer breakouts, reduced symptoms, such as itching and tenderness, and far fewer ulcerations in the perioral and oral area. The have less reactions and intolerance and experience less flares overall with this product.