



# March

forward

in this month of March,  
more power to you!

**ida**

Indian Dental Association  
Bangalore branch



**NATIONAL DENTIST  
INTERNATIONAL WOMENS  
WORLD ORAL HEALTH DAY**

This is a digital magazine.  
All elements are clickable,  
and it's awesome.

Made with  for Dentists by Dentists!



ISSN: 2582-3469

# DENTALREACH

DIGITAL EDITION

**.today**

**WE LEAD  
WE CARE  
WE GROW  
WE LEARN**



**20,000+ readership worldwide!**

# INTRO

DentalReach is a professional site and forum for dentists.

DentalReach is one of the fastest growing online communities for dentists, where you can talk dentistry. It's a place to be visible as a dental practitioner and get liked and lauded by fellow professionals.

While the rest of the world can openly share their stories, experiences, and challenges, ethics restrain dentists to converse in an open-to-all world. DentalReach is a gated community of dentists where you can converse freely. It gives you a great opportunity to connect with peers in your locality, region, country, and specialty base. It's a place where you can voice your opinion as a dental professional, within your circle of specialty and outside.

It's a podium for visibility and networking as a dental professional. Happy connecting!

**Dr Rockson Samuel**

# LETTER FROM THE EDITOR



DentalReach | Making sense of dentistry.



**World Oral Health Day**  
20 March

#BeProudOfYourMouth

While most professions are struggling with equality, pay parity and workplace harassment of women, dentistry seems to be quite an equal playground for women. All colleges have female staff in every department, and a huge number of women take a lead and set up their own private dental practice.

Women are definitely painting a pretty picture of dentistry!

Dr Nupur Shrirao

Read more





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A COVID-19 INDUCED PSYCHO-  
SOCIAL IMPACT



**5** proven reasons

Why do

# DOCTORS

**across the world prefer**

Stabilised Chlorine Dioxide mouthwash in Pre & Post dental surgery ?

**1** Eliminates harmful bacteria, fungi and **VIRUSES** in less than a minute<sup>1</sup>

**2** Doesn't alter the taste<sup>2</sup>

**3** Doesn't stain the teeth<sup>2</sup>

**4** Safe for long term use<sup>2</sup>

**5** Promotes healing

# Freshclor<sup>®</sup>

Stabilised chlorine dioxide 0.1%

Mouthwash

**Crystal Clear Choice**



1. Drake D, et.al, J Clin Dent 2011;22:1-5

2. Hussein M. Periodontal abstract, Vol 53, Number 3-2006



**Group Pharmaceuticals Ltd**  
healthy smiles matter



We are 10,000 times stronger

A community group would be nothing without its members, so thank you all for joining! The main purpose of this group is to build a positive and friendly environment to encourage everyone to share their experience, best practices, or ideas and grow TOGETHER.

*Join now!*





READER

VOICES



**GOT  
SOMETHING  
TO SHARE?**

**LET YOUR  
VOICE  
BE HEARD!**

**Special  
Contribution**

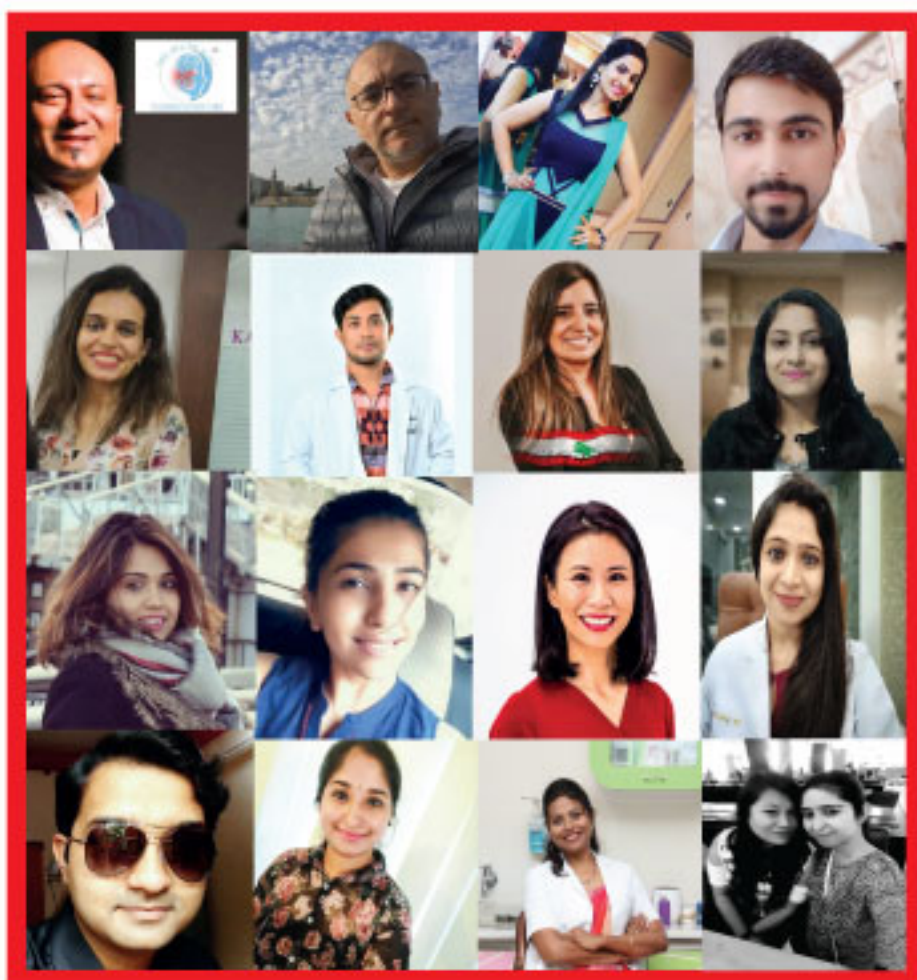
Dr Deepa Ravichandran

**Contributors  
of the month**

Dr Liwanshi Shokeen  
Dr Mohanapriya Michael  
Dr Ketaki Pawar Chavan

**Crossword  
puzzle winner**

Dr Arthi Baskaran



**THANKS A MILLION!**

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of dentistry.



DentalReach - Divas Digital Summit

Season II



BRAND  
AMBASSADOR







# CRISPR: RESHAPING FUTURE – AN OVERVIEW

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Science has progressed to a level where we are literally playing with the human genetic code. Straight out of a sci-fi film, CRISPR has the superpower to switch on and switch off human genes!

Is this the holy grail we have been searching for, or a dangerous game to be avoided?







# GET DISCOVERED WITH DENTALREACH

## START PROMOTING YOUR BUSINESS, JOBS AND EVENTS

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Let's uncover the best places to Learn, Unlearn & Relearn.

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## EMERGING: ANTI-AGING DENTISTRY



In a world where anti-aging creams enjoy extreme popularity, did you know you can incorporate similar principles in your dental profession too?

Learn the concept of anti-aging dentistry and offer something unique to your patients!

**Read more**







# Unable to Enjoy?



## SHY-NM<sup>®</sup>

Calcium sodium phosphosilicate 5%

Toothpaste

**Prolonged sustained sensitivity  
relief** than Potassium Nitrate

- ➡ Occludes the opened dentinal tubules with HCA
- ➡ Prolonged relief from sensitivity



Free from Paraben



More Freshness



Free from SLS



More Foaming



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healthy smiles matter





## WOMEN'S DAY 2021 – WOMEN IN LEADERSHIP

The theme of this year's Women's Day is something all female dentists should live by – be a leader in your profession! Team DentalReach wishes you a super Women's Day!

**Read more**



# TIME KILLER



Time for an entertaining challenge!  
Tickle your brain to solve the dentistry  
crossword in our latest edition.

*Last month's  
answer:*

PROSTHODONTISTS  
IMPLANTS  
MOUTHGUARD  
NASAL

BARODONTALGIA  
PROVISIONAL  
LEGO  
FERRULE

**Play now**



**Sports Dentistry  
World Oral Health Day  
Special **LIVE**  
March 20<sup>th</sup>**



*Exclusive sneak peek  
into a conversation  
with **Sports Dentist,**  
Dr Sneha Divekar*

## **Dr Sneha Divekar**

Dip., Sports Science, ISPA, USA;  
Faculty, Sports Dentistry, Institute of  
Sports Science and Technology (ISST), Pune, India;  
Private dental practitioner since 14 years

## **Dr Raheel Syed**

Program host  
Associate Editor,  
DentalReach



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**YouTube**

Advertise **here**





# MODERN METHODS IN ORTHODONTICS: CHANGING LIVES OF DENTISTS AND PATIENTS!



Orthodontics has transformed faces and lives, but with the use of modern technologies, it has gone one more step higher!

Here are the top advances in orthodontic technology



**DentalReach** | Making sense of dentistry.




**Dental Divas Achievers of The Year – Women's Day Special**

By **DR ZAINAB KASID** © March 8, 2021



**Dental Chair to Wheel Chair - An Inspiring Story - Dentist Day Special**

© March 5, 2021



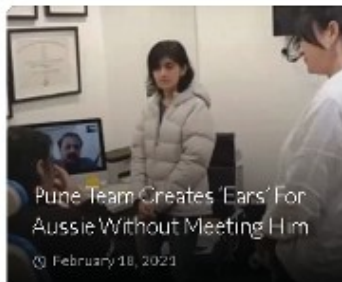
**SalivaDirect: What You Need to Know About the New COVID-19 Test**

© February 25, 2021



**So-called 'Biocompatible' Dental resins might be toxic to reproductive health**

© February 23, 2021



**Pune Team Creates 'Ears' For Aussie Without Meeting Him**

© February 18, 2021

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Dr Zainab Rangwala

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**NATIONAL DENTIST DAY**



 **WATCH IT ON YouTube**

**Dento-Medical Symbiosis**



## DENTAL CHAIR TO WHEEL CHAIR – AN INSPIRING STORY – DENTIST DAY SPECIAL

Sometimes, we forget to count our blessings and only remember life's shortcomings. And then a story comes along which makes you re-think your thought process.

Orthodontist Dr Nikhil Mahajan's story shares one such story on National Dentist's Day 2021.



Read more







Dr Rockson Samuel

## Dental Marketing the 101 Guide

Download Now!

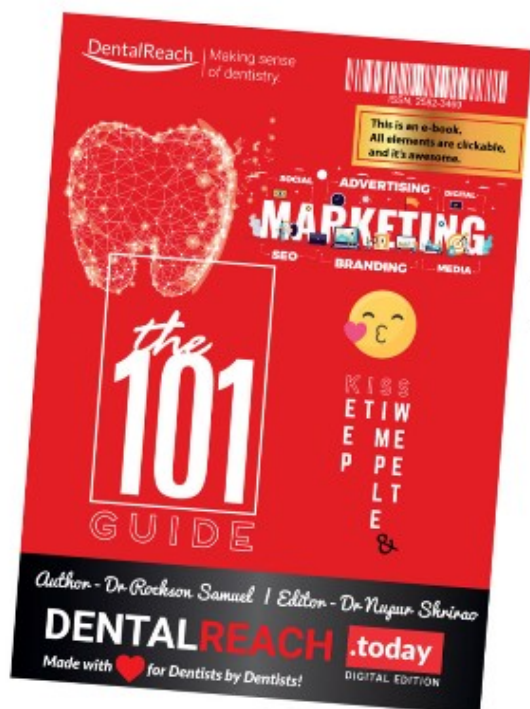


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**azcentral.** **MarketWatch**

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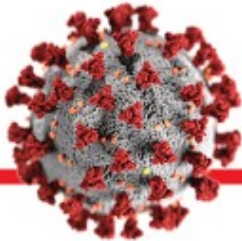
Team DentalReach decided to come up with the perfect companion for your dental practice journey - Dental Marketing the 101 guide - completely authored by Dr Rockson Samuel, an aspiring unicorn marketer and in this editor's note, I present to you 4 experts, providing valuable insights into this relatively unknown world of marketing.

Read more

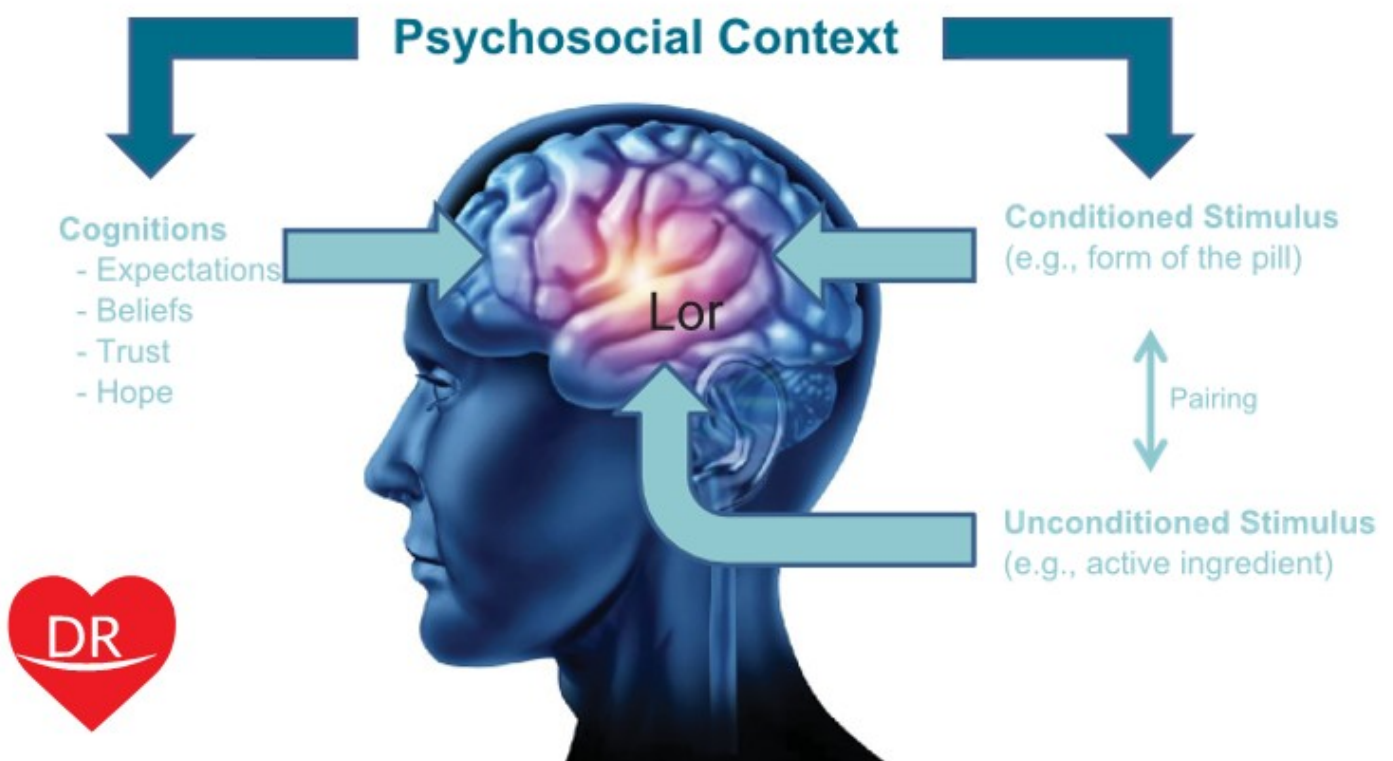
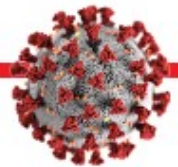


# IDIOPATHIC FACIAL PARALYSIS- A COVID-19 INDUCED PSYCHO-SOCIAL IMPACT

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Bell's Palsy & Covid-19 – does it ring a bell?  
Is there any connection between the two? As an oral physician, what should you be knowing about it?  
Find out here.



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## COLLABORATE WITH US

Although some may think starting a business often means doing it alone, the reality is quite different. Collaboration is vital to the health and success of any business today. As neighbors and friends, it's our natural inclination to look out for each other, and the world of business can be no different. There are many ways in which small-business owners can join forces and learn from each other, exchange ideas, increase purchasing power and grow revenues.

### Why collaborate with DR?

1. Inspires you
2. Helps you grow your network
3. Educates you
4. Helps you save money
5. Solves problems
6. Is a win-win situation

*Join our journey and grow together*



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