

# How are changing patient expectations encouraging more engagement and innovation in the profession/industry?



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Photo: private

**During the last decade we have observed a growing awareness that prevention is the key to oral health. That is why Young Innovations, as the US market leader in this segment, decided in 2017 to expand our products and brands in Europe. We wanted to support this process and fully share products developed over decades of research and refinement in the USA with our European customers.**

We have been seeing high demand for our range of prophylaxis products and have now officially introduced our Young™ and Zooby® brands onto the European market and made the expertise, which we have built up over the years, available. Both product lines are used in professional dental cleaning for adults and children.

Preventative therapy can avoid tooth decay and secondary diseases. Professional tooth cleaning is carried out in a risk-oriented manner and should start at a young age because the breakthrough of the second teeth brings about changes such as incomplete enamel formation, unfavourable topographical position of the chewing surfaces or retention niches and thus increasing the risk of plaque deposits. Also Orthodontic braces, as well as the increase in sugar intake and acidic foods effect plaque build-up. Zooby's child-friendly prophylaxis system offers a wide range of tools to significantly increase patient compliance in children. Young is our brand for adults.

We strongly believe in supporting the development of preventative therapy in dental practices. Our focus is to offer increased efficiency, greater clinical added value for patients and better comfort for dental professionals. We work constantly to deliver reliable, high-quality products to help dentists to consistently achieve the best results for their patients and ensure that dental staff always have the best equipment to hand.