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WHAT DOES 'CLEAN' REALLY MEAN?

Beware of Imposters in Your Beauty Products

The "wellness economy," which includes any business or service that focuses on wellness activities or a healthy lifestyle, has soared over the last few decades. Consumers increasingly care about what goes into and onto their bodies, and this has led to \$4.5 trillion in revenue in 2018 alone for this subset of the economy. COVID-19 has brought about a new interest in wellness, and beauty and other personal care businesses are riding the wave by increasing their output and marketing. But "clean beauty" is a new enough concept that it doesn't have a legal definition or strict regulations yet, which makes it hard for consumers to know if the products they're using are actually as safe for them as they claim to be. So, how can you know if your products are safe?

DON'T RELY ON COMPANY CLAIMS. Large retail companies are pros at stretching the truth or sugarcoating it in a way that's appealing, especially when it comes to marketing techniques. Don't trust a beauty business simply because it says its products are clean. Businesses can say just about anything they want when there are no legal requirements prohibiting them from doing so. Also, be wary of products that claim to be "100% natural" or "paraben-free." Products labeled as such can still cause allergic reactions or contain toxic heavy metals.

READ INGREDIENT LABELS CAREFULLY. Ingredients are always listed in order from the highest concentration to the lowest. Just because an ingredient is featured on



the front of the packaging doesn't mean it's going to be high on the product's ingredients list. So, be thorough in your research and avoid products that contain potentially toxic ingredients, such as:

- Parabens (methyl, propyl, butyl)
- Ingredients beginning with PEG
- Phenoxyethanol
- Mineral oil
- Paraffin
- Petrolatum
- Propylene glycol
- Butylated hydroxytoluene (BHT)

These are just a few commonly found ingredients — with mixed safety reviews — that are lurking in products that claim to be clean and safe to use.

When a trend spikes in any industry, some take advantage solely to make money. This can create a market that's flooded with products, leaving consumers questioning which are imposters. When it comes to beauty and wellness products, there's still a lot these imposter companies can get away with. Be your own advocate for your health and take knowledge into your own hands before applying any products to your body.

INTRODUCING PDTA!

We're Now Pediatric Dental Team Association

Notice anything different about our website recently? How about this newsletter? If you can't quite put your finger on it, I'll help you out: PDAA is now PDTA!

We've officially changed our name to Pediatric Dental Team Association because we feel it more accurately represents what we're all about. We're here to provide your entire *team* with the insights and training they need to make your practice better every day. That includes doctors, hygienists, assistants, administrative or business personnel, and anyone else who helps your team do its job. Providing great dental care is only possible when the entire team is on the same page in that effort, and that's what we aim to help you achieve.

When we first started, our clinical training focused solely on education for your clinical team, but we've come a long way since then and have added training for communication skills, soft skills, risk management, leadership, malpractice avoidance, and general team conduct. These are topics that entire dental teams have benefitted from and continue to implement, so it only made sense to make sure our name is as inclusive as our training has become. In addition, your entire team can earn ADA CERP credits for completing each module. Your team members can obtain their necessary CE credits while also learning pediatric dental focused information — what could be better?

While we're in the process of making changes and improving our intentions and message, we're encouraging everyone to take a look at our website, ThePDTA.org, and let us know what you'd like to see on it. If there's a specific topic you've been eager to learn more about, we'd love to hear from you! Our mission is to provide the things you need to make your team better, and we can

achieve that by hearing what you'd like to learn about next. Our most recent membership survey told us that you want more CE on Communication and Behavior Guidance, so our 6th Annual CE conference will provide both! And we're going VIRTUAL! One of our speakers is **Dr. Matt Allen**, a renowned expert on patient-centered communication who will be providing the training as a workshop. In addition, I will be presenting **"Are Your Parents Backseat Drivers? — Guiding Parental Behavior,"** my most often requested presentation which is also in a workshop format.

Much of our recent focus has revolved around communication. It's the key to everything we do and should be the key to everything your practice does. Good communication is what makes procedures and patient interactions successful! Great communication also benefits your practice with increased productivity and profitability!

While our PDTA Conference on **Oct. 9–10, 2020** may not be live and in-person this year, we're incredibly excited about the opportunities going virtual opens up to dental teams everywhere. This is the perfect time to have the entire team participate without having to worry about the expenses of travel, lodging, or meals associated with doing so. From the comfort and convenience of home or the office, your entire team can participate in two days of learning and workshops that will help you practice real communication skills that will benefit your office.

We'll also be talking about behavior guidance and developing scripts for setting parents up to be on your team. I like to think of the doctor as the coach and the parent as the quarterback: The quarterback has an on-field sense of what's going on and can give the coach pointers for how to best manage the player (in this case, the kid in your chair). Being on the same team working



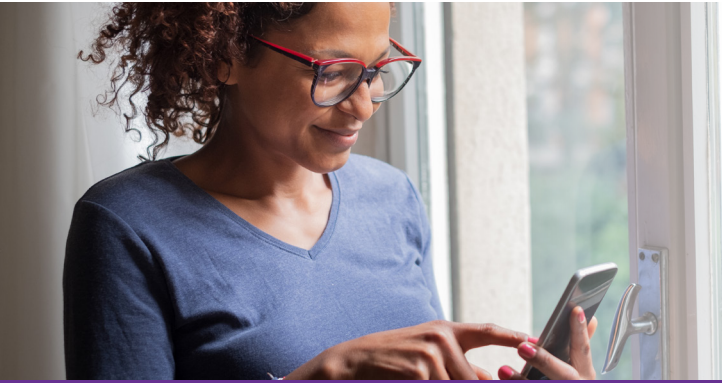
together results in the best outcome for the child, and in the end, that's what we all want.

This is a great opportunity for teams to really immerse themselves, and each attendee will even receive **16 hours of ADA CERP credit for participating.** Head to our website, ThePDTA.org, to register for the conference!

We can't wait to "see" everyone in October, and until then, stay safe, stay happy, and wear a mask!

Rhea
Rhea M. Haugseth, D.M.D.

P.S. Speaking of wearing masks, check out our latest practice pearl all about masks! It's an entertaining 4-minute video about "mask mouth," and if you're not sure what that is, all the more reason to check it out! Visit vimeo.com/user40769185/review/453407844/dbcfff712



When you lead a busy lifestyle, mental health often takes a back seat to other pressing matters. Thankfully, there are a number of easy-to-use apps to help address this concern. Even if you're pressed for time, these apps can help you maintain your mental health. And if you're just looking for some simple resources to guide you through mood-boosting exercises, they've got you covered there too.

MOODFIT (GETMOODFIT.COM)

Think of this app as a fitness tracker for your mind. The mood tracker allows you to record your moods and thoughts and follow trends and changes over time. You can look at these trends yourself or set the app to monitor specific areas of your mood. This highly customizable app is packed with tools and resources to help you with your mental health. In addition to the mood tracker, Moodfit offers a range of breathing exercises and a guide to mindfulness meditation.

MOODMISSION (MOODMISSION.COM)

If you're struggling with mental health issues, like anxiety and depression, you may feel like this free, evidence-based app was designed just for you.

3 GREAT APPS TO MAINTAIN YOUR MENTAL HEALTH AT HOME

MoodMission asks you a series of questions to assess how you're feeling, then suggests a series of "missions" you can complete to help you get into a better state of mind. Missions are short, achievable tasks, like taking a walk around the block or cleaning up a room in your home. Of course, like all the apps listed here, it is not a replacement for professional mental health care, but it offers evidence-based exercises and a level of support that's not often found in smartphone apps.

TALKSPACE (TALKSPACE.COM)

While this app contains a number of mental health tools, its primary purpose is to connect you quickly with one of the company's thousands of licensed and experienced therapists you can message on a regular basis. Unlike traditional therapy where you schedule an appointment and meet in person, Talkspace allows its user to communicate with their therapist through the app's encrypted messaging system. It also allows you to request a check-in from your therapist and provides a place for them to upload your therapy notes. Talkspace is more costly than some other apps, but depending on your specific needs, it may be worth it.



COULD A LLAMA SAVE US FROM COVID-19?

Meet Winter, a 4-Legged Hero of Vaccine Research

Throughout the COVID-19 pandemic, people have turned to their four-legged friends for help and comfort. In Nebraska, an 11-year-old girl and her pony, Peanut, cheered up nursing home residents through their windows this spring, while in Pennsylvania, an award-winning golden retriever named Jackson starred in videos that kept thousands laughing. Pets like these have given the national mood a boost, but another four-legged critter deserves just as much recognition. Her name is Winter, and she's the 4-year-old llama whose antibodies could help us beat the coronavirus.

At this point, you're probably thinking, "Llamas? Really? What will these scientists think up next?" But in fact, Winter wasn't an outside-of-the-box discovery during the COVID-19 vaccine scramble. Llamas have been helping scientists battle viruses for years.

That's because, along with her fuzzy brown coat and long eyelashes, Winter has a unique virus treatment hidden in her blood: llama antibodies.

According to The New York Times, Winter has participated in past studies for both SARS and MERS — diseases also caused by coronaviruses — and her antibodies fought off both infections. Llamas have also helped out with research for HIV and influenza. It turns out llama antibodies are smaller than the ones found in humans, which makes it easier for them to wiggle into the tiny pockets in virus-carrying proteins. This superpower gives them the ability to "neutralize" viruses, including COVID-19. Studies are now showing that using these llama antibodies in humans could potentially keep coronaviruses from entering human cells as well.

At least two separate llama studies have shown the effectiveness of these antibodies on coronavirus infections. This summer, a team of researchers from the U.K. discovered that llama antibodies "have the potential to be used in a similar way to convalescent serum, effectively stopping progression of the virus in patients who are ill" when given to those patients in a transfusion. They also suggested that a cocktail of llama and human antibodies could be even more successful at temporarily blocking the virus.

Studies of the latter are in the works, and scientists around the world have their fingers crossed for success. In the meantime, Winter will continue peacefully grazing in Belgium, unaware that she just might play a role in saving the world.

SITUATION OF THE MONTH PRACTICING PROPER COMMUNICATION

DEAR PDTA PRO,

One of my coworkers just doesn't have the best communication skills when it comes to working with kids and their parents. We're getting worried about the impact they might be having on our reputation, but it's such a hard subject to breach. How can we appropriately help them have better communication skills?

Sincerely,

—Use Your Words

DEAR USE YOUR WORDS,

Providing great dentistry is obviously essential to doing our jobs well, but some people forget how important great communication is, too. Children take a special degree of patience and understanding, and sometimes, their parents take even more! If we don't get that communication right, we risk more than losing repeat business — we risk our reputation, peace of mind, or worse, having a disgruntled parent and the possibility of a complaint filed against the practice.

Confronting a coworker about their lack of communication skills isn't easy. No one likes to be singled out, and it's never pleasant to be the one doing the singling.

That's why making a group effort to get better with communication skills is so useful. Not only is it a chance to educate employees who might need more than a gentle nudge, but it's also a great opportunity for the entire team to brush up on the latest in good communication practices and get on the same page with each other. There's always room for everyone to improve.

Attending CE conferences like the PDTA's upcoming October event is a great way to learn and practice new communication skills and it presents the opportunity to work together as a team to do so. There are also many training modules available on the PDTA membership site that take communication skills to a whole new level. There are educational insights, scripting exercises, charades workshops, and much more.

The most important thing to remember in this scenario is that your office is a team. If one person needs to improve on something, then the rest of the office should work together with them on finding a solution that's beneficial for everyone. There's a good chance this coworker doesn't even realize their communication is lacking. So, give them a fighting chance to realize it by presenting them and the entire team with the opportunity to learn.

All the Best,

—Pediatric Pro

HAVE A LAUGH



SPOOKY STRAWBERRY GHOSTS

These adorable chocolate-dipped strawberry ghosts will be the stars of your Halloween party!

INGREDIENTS

- 16 oz white chocolate, chopped
- 24 strawberries
- 1 package mini dark chocolate chips

DIRECTIONS

1. In a microwave-safe bowl, heat the white chocolate at 50% power for 30 seconds. Remove it and stir, then repeat the process until melted.
2. Lay out a sheet of parchment paper.
3. One by one, dip the strawberries into the melted white chocolate and set them on the parchment. Allow the extra chocolate to pool to form a "tail" effect.
4. Before the chocolate coating fully cools, add three mini chocolate chips to each berry to form two eyes and a mouth.
5. Let chocolate set, then serve your spooky snacks!

Inspired by Candiquik.com