



## Rajasthan can show to India how to remain in pink of dental health: Clove Dental

*\* India's largest dental care chain launched its 350th clinic, 12th in Jaipur*

*\* Announces unique 2-minute Magic Gel campaign for early detection of oral ailments*

**Jaipur, November 18, 2019:** Rajasthan, which has a glorious history of being at the forefront of many reforms including Right to Information, is ideally suited to take the lead in driving awareness on dental health in India. Given the speed with which cases of oral and related cancers are rising in the country, oral ailments are taking shape of most deadly silent threat, and we must do all we can to stop this trend, Amarinder Singh, CEO of Clove Dental, said on Monday while inaugurating 350th Clinic.

"We attach huge significance to Rajasthan and therefore we chose the city to launch our 350th Clinic, a huge milestone for us. We are out with a mission to scale up awareness on this acute crisis that is staring at us," Singh added. With this new state-of-art centre, Clove Dental now has 12 clinics in the Pink City.

Lt Gen Dr Vimal Arora, Chief Clinical Officer, Clove Dental said, "As a society we must adequately respond to the challenge of oral diseases. According to WHO, oral diseases are the most common non-communicable diseases and affect people throughout their lifetime, causing pain, discomfort, disfigurement and even death."

The Global Burden of Disease Study 2016 estimated that oral diseases affected half of the world's population (3.58 billion people) with dental caries (tooth decay) in permanent teeth being the most prevalent condition assessed.

Referring to a report from Union Drinking Water and Sanitation Ministry, Dr Arora said that Rajasthan paints a scary picture of groundwater containing fluoride. "Many habitations are reported to have high fluoride content in groundwater which is a reason for causing fluorosis and while the Government is making concerted efforts through National Rural Drinking Water Program, as a community we must be aware of the threats this poses for our oral health. Clove Dental is geared to meet the needs of attending to people's dental health by providing the highest quality of care," he added.

Dr Arora said, "Our clinics offer the highest thresholds for cleanliness, clinic safety, transparent pricing, ethics, and customer service. Our four-step sterilization protocol guarantees hygiene and clinical safety of each instrument and surface that comes in contact with each patient."

Always at the forefront of driving awareness, Clove Dental also announced the launch of a new public health awareness campaign 'Magic Gel Test'. "This is a very simple, easy and quick way to identify whether one has symptom of oral problems like tooth decay and gum disease. The test consists of a dye made of Propylene Glycone, which is harmless, pain free and scientifically proven non-invasive in nature. Applying the dye on teeth will highlight the areas of tooth decay, dental cavities or caries. This could be followed by a suitable treatment like fillings and RCT," added Singh. Nowhere in the country ever a nation-wide campaign like this has been launched.

Clove Dental manages to reach around 40,000 patients a month across India and maintain their trust through quality healthcare services, hygiene, and excellence.