



FOR IMMEDIATE RELEASE

CONTACT:
Troy Bergstrom
(651) 994-5210

**DENTAL DILEMMAS: KNOWLEDGE CAN MEAN THE DIFFERENCE
BETWEEN SAVING OR LOSING YOUR TOOTH**
Securian Dental Offers Simple Tips to Preserve Your Smile

EAGAN, MINN. September 21, 2004 – Dental emergencies can happen at any place, at any time. Immediate treatment gives the best possible chance of saving the tooth and preserving that perfect smile.

“Although dental emergencies can range from a painful toothache to a knocked out tooth, when appropriate emergency procedures are followed, it is often quite possible to save most teeth,” said Dr. Richard Hastreiter, vice president of Oral Health Analytics at DeCare International, administrator of Securian Dental plans (www.securiandental.com). “The first step is to have your dentist’s phone number, including an after-hours number, readily available. It’s also extremely important for individuals, parents, teachers and other caregivers to know what to do in an urgent dental situation.”

Knocked out tooth – An estimated 1 to 3 million permanent teeth are knocked out annually in the U.S. If appropriate emergency procedures are followed and you bring the tooth to the dentist, ideally within 30 minutes, but even up to an hour or more, it may be possible to save the tooth.

If a permanent tooth is knocked out, find and pick up the tooth by the enamel, or top portion, of the tooth to prevent damage to the root, says Hastreiter. If the tooth is dirty, carefully rinse it with water, but do not scrub the tooth or use soap or chemicals. If possible, replace the tooth in the socket immediately and hold it in place with fingers or by gently biting down.

If the tooth cannot be replaced in the socket, keep it moist at all times and do not wrap it in a tissue or cloth. Transport the tooth to a dentist in a tooth preservation kit, in milk, in the mouth (next to cheek), or if none of these is practical, in clean water with a pinch of salt if possible. If

(More)

Dental emergencies, page 2

replanted by a dentist within 15 to 30 minutes, there is a 90 percent chance the tooth will be retained for life. For baby or primary teeth, do not try to place the tooth back in the socket. This could damage the formation of the permanent tooth bud. Seek immediate advice from a dentist.

Broken teeth – Traumatic tooth damage can range from a small chip in the enamel to a major tooth fracture. Depending on the size and location of a fracture, treatment may vary from bonding to root canal treatment.

“A dentist may be able to smoothen a small chip in the enamel, but moderate to severe fractures often require more extensive treatment”, said Hastreiter.

Displaced tooth - Rather than being knocked out, a tooth can be displaced – pushed inward or outward. If this occurs, reposition the tooth to a normal position with light finger pressure, but do not force the tooth to place. Use a moist cloth or gauze to hold the tooth in place. Hastreiter says a dentist should be seen within 30 minutes of the injury.

Broken or lost fillings - If a missing filling is causing pain, take an over-the-counter pain medication until you can see a dentist, but don't delay. Brush and floss gently to remove impacted foods, and eat soft foods.

Toothache - A toothache can strike at any time. Hastreiter suggests rinsing the mouth with warm water to clean it out. Gently use dental floss to remove any food or debris caught between teeth. Do not put aspirin or other painkillers against the gums near the aching tooth because this may burn the gum tissue. If the pain persists, contact your dentist.

For additional information on Securian Dental plans, visit www.securiandental.com or call (toll-free) 1-866-222-6507.

Securian Dental plans are underwritten by Securian Life and administered by DeCare Dental Health International, LLC (DDHI). Securian Life is authorized to conduct business in 44 states and in the District of Columbia, and is recognized by A.M. Best with an A+ (Superior - second highest of 16 categories) rating. Securian Life is part of the Minnesota Mutual Companies. DDHI is an affiliate of DeCare International, a global leader in oral health care management, serving 3.2 million individuals in 13,000 companies nationwide.

###