

For immediate release
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Launch of new partnership will bring Prevora and preventive oral healthcare to care homes in the United Kingdom

A new partnership between CHX Technologies of Toronto (CHX) and Protect Your Mouth Ltd. (PYM) of Northampton, England will provide Prevora and associated preventive oral healthcare services to residents of care homes in the United Kingdom. The service is expected to launch in late 2020, after PYM is licensed by the Care Quality Commission of the UK government to meet their new required standards for oral healthcare.

About oral healthcare in UK care homes: In the United Kingdom, there are some 7,000 residential care homes serving 200,000 independent seniors. In addition, another 200,000 adults with special needs and complex needs reside in 4,000 nursing homes. The number of seniors in the UK is expected to grow to 18 million by 2036, from 12 million today.

A recent investigation by the Care Quality Commission found the majority of UK care homes had no oral health program, had no in-home care from local dentists, and that the majority of residents' care plans only partly covered or failed to cover oral health. To improve this situation, the Commission is requiring care homes to meet new standards of oral healthcare.

Recent medical research has shown that improved oral health contributes to improved overall health, with links to diabetes, respiratory disease, hypertension, cardiovascular disease and mild cognitive impairment, all chronic diseases common among older adults and common pre-existing conditions for COVID-19 mortality.

About the Prevora oral healthcare service for UK care homes: This new service starts with an oral health assessment performed by a dental therapist, within the care home. The therapist is qualified to then provide appropriate restorative and prevention procedures, including the application of Prevora, a topical, high strength, long-lasting antiseptic medication approved for use by the UK Medicines and Healthcare Products Regulatory Agency.

Prevora is applied quickly and painlessly to the teeth and gum line where it treats the cause of poor oral health – an imbalance of bacteria in the plaque called oral dysbiosis. Years of observation show Prevora uniquely can prevent both dental decay and gum disease, simultaneously. Prevora helps overcome the traditional barriers to oral healthcare for older adults – it is affordable, avoids anxiety, and is convenient.

About Protect Your Mouth: This new company is led by pharmaceutical and healthcare marketing executives, George Whitcroft White and Isla Whitcroft, and by Dr. Richard Guyver, a dentist with a focus on managing diabetes by way of improving oral health.

About CHX Technologies: CHX is an established Canadian company which has developed the Prevora platform for managing poor oral health. Prevora is approved for use in Canada, the U.K. and the E.U. CHX continues to conduct studies of Prevora in medical settings so as to integrate this treatment into chronic disease management. CHX has new models of delivering preventive oral healthcare which are used by its strategic marketing partners such as PYM.

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