

PerioStöm™

Sample Verbiage

Introducing PerioStöm® to periodontal patients:

You have a gum infection called periodontal disease, which is caused by plaque, bacteria, and inflammation. If left untreated, it can lead to tooth loss. Sometimes, just cleaning below the gumline isn't enough to fully treat it. We now have a non-drug treatment that is applied directly to the infected areas, and through its key ingredient, provides a 3-pronged approach to gum health.

Introducing PerioStöm® to gingivitis patients:

"You have a gum infection called gingivitis, an early sign of gum disease. At this stage, it's completely reversible; however, if left untreated, it can progress into a more advanced and irreversible condition that requires lifelong management and control. Gingivitis is caused by plaque, bacteria, and inflammation. We now have a non-drug solution that is applied directly to the infected areas, and through its key ingredient, provides a 3-pronged approach to gum health."

Introducing PerioStöm® to prophylaxis patients:

"You have some localized gum inflammation and bleeding, which are signs of early infection. If not treated, it could progress to something more serious. We now offer a non-drug treatment called PerioStöm®, which is applied directly to the affected areas and supports gum health in 3 key ways through its active ingredient."

Overcoming Objections:

#1. I've never had this recommended before. Why do I need it now?

That's a great question. Let's take a quick look at your chart together. Most of your gums are healthy, with normal readings of 1–3mm, but this area shows a 5mm pocket that also bled during probing. You can also see some inflammation in the photo and mirror, that tells us there's an active infection starting in this spot.

After I clean below the gumline to remove the buildup, I'll apply PerioStöm. It's a non-drug treatment that is applied directly to the infected areas, and through its key ingredient, provides a 3-pronged approach to gum health. Even though we haven't needed it in the past, this is a new issue and the sooner we treat it, the easier it is to prevent it from getting worse.

#2. My gums have always bled; it's normal for me.

I totally understand it might feel normal to you, but actually, healthy gums don't bleed. Bleeding when brushing or flossing is a sign of inflammation and an active infection in the gums. It's often an early warning sign of gum disease. If left untreated, that infection can spread deeper, damaging the bone and support around your teeth, and it can even affect your overall health.

That's why we recommend treating it early. After I clean the area, I'll place PerioStöm. It's a non-drug treatment that is applied directly to the infected areas, and through its key ingredient, provides a 3-pronged approach to gum health.

#3. Why can't I just do the scaling and root planing (SRP)?

That's a great question. Scaling and root planing is an important first step, as it removes the buildup under your gums that's causing the infection. But in some cases, cleaning alone doesn't fully address all the factors that keep the infection going.

That's why I recommend adding PerioStōm. After your cleaning, I'll place it directly into the gum pocket. It becomes sticky once it mixes with saliva, so it stays in place and continues working. Its key ingredient targets the three main causes of gum infection—bacteria, biofilm, and inflammation—giving the area the best chance to heal and helping us stop the disease from progressing.

#4. How does PerioStōm work?

PerioStōm is a wound dressing for your gums. The active ingredient is chitosan, a natural compound that helps support the healing process. I place it as a powder directly into the gum pocket after your cleaning. Once it mixes with your saliva, it turns into a gel that sticks to the tissue and stays in place. This helps protect the area and supports healing after treatment.

#5. It looks like a needle, will it hurt?

It might look like a needle, but it's not. The tip is actually blunt and about the same size as the tools we just used to clean your teeth. When I place PerioStōm into the pocket, you shouldn't feel any discomfort at all.

#6. Will my insurance cover this procedure?

We'll submit this to your insurance for you. While coverage isn't guaranteed, the fee, if not covered, would be \$X. My priority is to recommend what's best for your oral health and to help manage the infection we're seeing today.

Call to Action (add this to whatever you're already saying):

What questions do you have for me before we get started?

Before I lean you back and get started, what questions do you have?