

EP. 53 Interview with Peter Maroon from ProBiora Health

In this episode, we chatted with Peter Maroon, director of sales at ProBiora Health, to learn more about the oral probiotic EvoraPro. This product is hot on the dental market!

Q. Tell us about yourself.

A. Well I live in sunny Florida. I know I sound like it with my southern accent. I live in a little town called Parrish, in between St. Pete and Sarasota. I've been here since 1977 and I don't miss the cold at all.

Q. How did you get started with ProBiora Health?

A. I've been in dental for almost 20 years. I got started off selling dental practice management software. I worked with my brother who is a dentist in Connecticut. We started a couple of dental organizations called Generation Next and then the Academy of Comprehensive Aesthetics. In 2010, Evora Pro was made by a company called Orogenics. Orogenics approached me to launch Evora Pro in the professional and dental market. So I've been with Evora Pro since 2010, almost 8 years. Now it's with a new company, ProBiora Health, and I run sales there and it's a very exciting product...a fantastic product.

Q. What exactly is EvoraPro?

A. EvoraPro is an oral care probiotic. ProBiora Health is the company now that manufactures and markets EvoraPro. It's bringing the science of probiotics to oral care. EvoraPro is the first of its kind. A true dental probiotic. It's a probiotic that strictly focuses on your tooth and gum health. In essence, it's the only product out there that uses gum and tooth bacteria to promote gum and tooth health.

Q. I don't think people realize that they have probiotics for oral health. Since so many patients are already taking it for their gut health, it's something they can easily relate to.

A. You hit the nail on the head. Most people understand what probiotics are in general when you talk about them and look at the definition. They are live microorganisms that when administered in adequate amounts can have health benefits. You are replenishing the beneficial bacteria to the body that the body needs in order to stay healthy. It's the same idea as your digestive probiotics except it strictly focuses on your gum and tooth health.

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Q. We have so many patients that are looking for more holistic remedies. I would think this would fall into that category. Is that right?

A. Yes, most definitely. We have a lot of holistic offices. When you think about it, it fits in to a lot of different methods and treatment. Basically, it's uses as an adjunct to a patient's everyday oral health care. It's a little mint tablet that you put on your tongue. You let it dissolve in the mouth. As soon as your saliva hits the tablet, it will activate the live freeze-dried probiotics, and they simply go to where they would normally reside in the mouth. Deep in the crevices, deep in the pockets, subgingivally into the tissue on and around the tooth surfaces and they compete with the same nutrients and space as the bad pathogenic bacteria ultimately forcing them out and killing them off.

Q. What types of patients can benefit from this?

A. Well when you look at this any patient can benefit from this. Most patients start out with patients that have perio issues. Then they see how the products help them. We have offices that have already totally incorporated it into their overall hygiene protocol and are putting every patient on it. It can do everything in between. It's good for all ages. We have children that take it all the way up to elderly patients.

Q. Don't just offer preventive measures to people who need it. Offer it to patients to help prevent a problem down the road.

A. That's a great way to look at it!

Q. How would a dental professional go about getting this product?

A. There's a couple of different ways. They can go online to evorapro.com and do some research on the product there. We have some studies there. We have a couple of different ways to become a dispensing office. They can refer online and have their patients purchase directly from us. They can purchase some inventory and dispense it in the office directly to the patient. We try to partner with the office and make it very easy for them to work with this product and dispense it through the office.

Q. Is this something they could get over the counter?

A. Not the EvoraPro. It's a specific product for dental professional only. It's professional strength so patients can only get it through the practice or dental professional.

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Q. If you put it in their hands they are much more likely to use it. What's the best way for listeners to contact you?

A. They can contact me directly at 813-428-1835 or call my assistant, Kim Lane, who is also very helpful at 800-983-6908. Again at EvoraPro.com and they can fill out an online form there and we will be back in touch very shortly. If they mention they heard through the podcast, it will get us back to them even quicker.

We love EvoraPro! Check it out and see if it's a good fit for your practice.