DENTAL TRIBUNE

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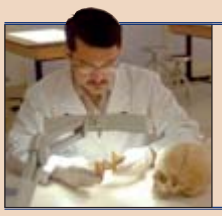

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Overseas dental work troubles Australia

Fourty per cent made offshore—Professionals demand legislative change

HONG KONG/LEIPZIG, Germany: Almost every second dental patient in Australia is receiving dental work that is made abroad. Dentists in the country are now demanding new legislation to make it mandatory for the profession to let patients know where their crowns or bridges are being produced. Momentarily, only dental prosthesis made in Australia are regulated by the government but those standards do to not apply to imported dental work.

Dental laboratories in Thailand, India or China have gained a huge share out of the regional dental prosthesis market. Companies like Modern Dental Laboratory, which maintains a large facility with 3,000 technicians in Shenzhen near the China-Hong Kong border, are increasingly serving customers in Australia making it harder for local labs to compete.

Job prospects for dental technicians have been steady recently but could decline by 50 per cent over the next 10 years, a government report has found.

More and more dentists in Australia eye for foreign made dental work. (DTI/Photo Kacso Sandor)

"This loss of work is slowly destroying the dental laboratory industry, in turn making the remaining key players work harder to retain the business they have and increasing costs further as they struggle to find quality staff for less pay," says Dr Paul McKay, a dentist from Brisbane specialised on dental implant surgery.

He estimates that dental laboratories near the city already lost 40 per cent of their market share to off-shore labs, a number similar to those reported for the whole country.

Dental work made in countries like Thailand costs significantly less than in Australia due to cheap labour and materials. Speaking to different dental labs in the region, *Dental Tribune Asia Pacific* found that crowns or

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Forensic centre opens in India

The state government of Karnataka in India has approved the Department of Forensic Odontology of the SDM College of Dental Sciences and Hospitals in Dharwad as the country's first institution for forensic dental case-work. It will function as referral centre for forensic examination of teeth following disasters or in criminal cases, according to members of the Indian Association of Forensic Odontology (IAFO).

Currently, the examination of teeth in medico-legal cases is not standard procedure in India. Established in 2006, the Department led by IAFO secretary Dr Ashith B. Acharya has lobbied for the state's approval for more than two years. Forensic experts have hailed the decision as another step in the recognition of the specialty by the medical profession, police and judiciary.

India currently has only eight forensic dentistry experts nationwide, of which most have received their formal education abroad. DT

A keeper at the Shanghai Zoo in China using a broom to brush the teeth of a hippo. Unlike humans, these animals have 40 teeth and can open their mouth to an angle of 180 degrees. (DTI/Photo courtesy of Xinhua News, China)

Malpractice in Pakistan spreads

Policy makers in Pakistan have urged the government to condemn the spread of medical malpractice through tougher restrictions on the registration of medical and dental personnel. According to the Pakistan Ministry of Health, over 200,000 doctors including 70,000 dentists currently practice without a licence. DT

Korean kids have better oral health

Dentists from the Department of Preventative and Public Health Dentistry at the Seoul National University in South Korea have reported a decline of dental decay among children. Most improvement was observed in the age group 9 where, in 2006, over 40 per cent had lower caries levels compared to the year 2000. DT

Dental crisis to worsen on Fiji Islands

Private dentists on Fiji are having a hard time to find enough patients to sustain their business. At least two practices on the main island Viti Levu have closed down in November due to lack of patients, Fiji Dental Association President Dr Vikash Sigh told the newspaper *Fiji Times*.

According to the latest National Oral Health Survey in 2007, the country has slightly over 100 dentists of which 30 are currently working in private practice. Prevalence of dental decay is high among all age groups and mostly left untreated which oberservers say is due to the price of dental treatment that the majority of Fijians are not able to afford. Dr Sigh commented that dentist recently had to increase their fees in order to buy and import expensive dental equipment from providers abroad. DT

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Malaysia teams with global dental organisation to help kids

Daniel Zimmermann
DTI

HONG KONG/LEIPZIG, Germany: The National University of Malaysia's Faculty of Dentistry is taking on the oral health of children. At the International Conference of the Asian Academy of Preventive Dentistry (AAPD) in Kuala Lumpur in November, the faculty announced that it has signed a Memorandum of Understanding with Global Child Dental Fund, a UK-based international oral health organisation. The agreement is supposed to promote dental research and programmes that could affect disadvantaged children in Malaysia and elsewhere.

Deputy Vice Chancellor of the National University of Malaysia Prof. Dato' Hassan Basri (left) and Prof Bedi signing the memorandum. (DTI/Photo courtesy of UKM, Malaysia)

The Global Child Dental Fund, led by England's former Chief Dental Officer and Dentistry Prof. Raman Bedi, was founded in 2006 to support governments worldwide on improving children's oral health. The organisation currently maintains programmes in over fourteen countries, including Australia, China and the Philippines. It is sponsored by dental heavyweights Colgate-Palmolive and Henry Schein.

Prof. Bedi, who is based at King's College in London, told *Dental Tribune Asia Pacific* that under the agreement a Malaysian national child dental health taskforce led by AAPD past president Prof. Rahimah Abdul Kadir, Malaysia, will be established to champion the dental needs of disadvantaged children and to implement and coordinate country-wide activities. It also aims to grow local and regional capacity for effective caries management, as well as support new dental leadership programmes in the country.

"I am delighted that such a prestigious university as the National University of Malaysia will be working with us and that Prof. Kadir will be leading this work," Prof. Bedi said. "Only transformational dental leadership will change the rising levels of early childhood caries and for this we need effective leaders within the dental profession."

According to figures from the Ministry of Health in Malaysia, only 13 per cent of children below the age of five are caries-free. DT

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bridges manufactured in Thailand currently cost between three or four times less than those produced in Australia. Crowns made in China even cost up to ten times less. However, dental labs there are often believed to use heavy metals including nickel, cadmium or lead which have toxic potential and can accelerate the development of non-communicable diseases such as allergies or cancer. McKay claims that patients should be aware that they might receive a lower quality product from abroad before they undergo dental treatment at home.

"There is not necessarily a lack of ethics in Australia regarding this matter, dentists have the right to choose where they have their dental work constructed," he says. "However, they should be required to inform the patient that their dental work is being constructed off-shore."

The Therapeutic Goods Administration which oversees medical drugs and devices did not comment on the matter before this edition went to print. DT

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Foreign mouthwash gets recalled by Singapore authorities

Daniel Zimmermann
DTI

HONG KONG/LEIPZIG, Germany: Health authorities in Singapore have issued a public health warning to customers and medical professionals on imported mouthwash found to be contaminated with bacteria of the *Burkholderia cepacia* complex. Several unsold batches of Oral Guard Antiseptic-Antiplaque Mouthwash, imported by Medimex Singapore Pte Ltd and distributed by IDS Pharmaceutical Division, were recalled after the country's Health Sciences Authority (HSA) detected irregularities in three samples of the product during regular quality testing in November.

According to an HSA press release, the affected mouthwash is manufactured by Group Pharmaceuticals Limited, an Indian pharmaceutical company based in Mumbai, and labelled for use as an antiseptic aid for treating oral conditions such as inflammation of the gums, dental plaque, mouth ulcers or a sore throat. It is currently available in a limited number of retail stores and distributed to dental clinics, specialist institutions and general medical hospitals throughout the country.

Medimex has refused to provide the exact numbers of the recalled products, the newspaper *Strait Times* reports.

Burkholderia cepacia, a so-called gram-negative bacillus, is usually found in moist environments such as water or wet soil. It is considered harmless to healthy people but can pose health problems for people with weakened immune systems or chronic lung disease. *Burkholderia cepacia*-related infections often lead to a rapid decline in lung function and result in death.

The HSA has advised customers and health professionals nationwide to stop using the mouthwash until further notice and seek medical attention should they feel unwell after using the product. DT

Sex virus saves from oral cancer death

Yvonne Bachmann
DTI

HONG KONG/LEIPZIG, Germany: Patients who suffer from certain types of head and neck cancer are more likely to survive following treatment if the tumor was caused by a papillomavirus (HPV), scientists from the University of Sydney in Australia report. According to their research published in the October issue of the *British Journal of Cancer*, patients with HPV positive tumours of tonsil and base of the tongue are four times less likely to die than patients whose cancers did not follow a HPV infection.

Furthermore, the cancer was three times less likely to recur at the primary site in patients with HPV positive cancers.

The scientists examined 198 Australians with advanced oropharyngeal cancer for an average of two years. The patients had received surgery or radiotherapy for the disease. Dr Angela Hong, lead author from the University of Sydney, said: "The beneficial HPV effect was seen regardless of the type of treatment they had. Various clinical trials are now in development to tailor treatment according to HPV status of tumours."

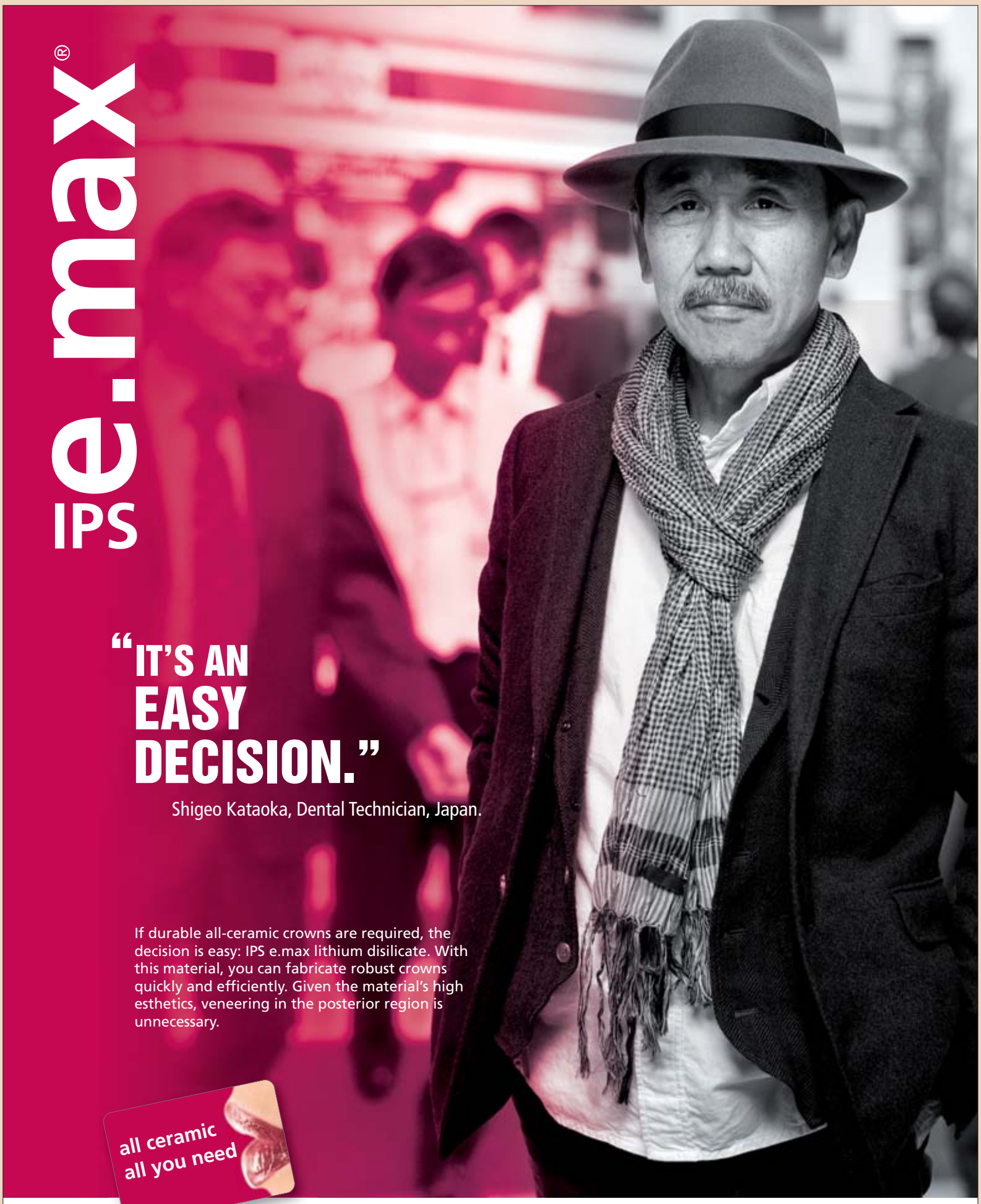
Dr Lesley Walker, director of information at Cancer Research UK, predicts beneficial effects on prospective treatments: "It's possible that, in the future, patients with HPV positive cancers may be able to have less intensive forms of treatment which would reduce the side effects of therapy."

"In addition to its role in cancer of the oropharynx, HPV causes most if not all cervical cancer and increases the risk of cancer of the vagina, penis and anus", she adds.

HPV is spread through all types of close sexual contact, however, the use of condoms and vaccination reduces the risk of infection, expert say. Smoking and drinking alcohol are other factors to increase the chance of developing head and neck cancer. DT

(Edited by Daniel Zimmermann, DTI)

AD



Dear reader,

Daniel Zimmermann
DTI

There has been a major outcry after my last editorial was released and I have to admit that I expected this due to the mixed reactions that overseas dental work usually evokes among many dental professionals. Offshore production might have become a major business in Asia, however, it is not definitely one that most people involved are happy to speak about.

Regarding the fact that most of my readers are from countries where these products are made, I do not have to stress how much impact this development had on the local dental industries. In China particularly, over 50 per cent of all lab work is now produced for customers overseas. Similar figures can be expected from countries like Thailand or the Philippines where more and more labs seeking for customers abroad in order to advance their business.

The market cries out for regulation. It seems unfair that patients are constantly left in the dark where products they have to rely on every day are coming from. Unfortunately, change seems unlikely to come soon as responsibilities are merely shifted between regulators, dentists and the industry. DT

Yours sincerely,

Daniel Zimmermann
Group Editor
Dental Tribune International

Avoiding the 'Acid Attack'

Dr Jeff Wilcox
USA

I was shocked to see an article in *DT Asia Pacific* recently about a study at Harvard actually recommending that people apply strongly acidic things to their teeth to whiten them. Lemon juice will certainly whiten teeth, but it does this by demineralising the enamel. How many of you have seen teenagers with white bands around their front teeth at the gingival line? The enamel is white, all right, but they are well on their way to rampant decay problems.

Remember the school experiment involving placing an extracted tooth in a jar of pop for a couple of weeks? The tooth actually dissolves, because pop is extremely acidic. I maintain that the primary cause of tooth decay is not refined sugar—it's acid.

My book *Acid Attack* (see also the website *acidattack.com*) was based on research involved testing the pH of people's saliva and testing the pH of commonly consumed liquids. What I found confirmed what I have been observing for decades: People who are prone to decay have a very 'acid system'. In other words, they have a low salivary pH. And every one of the patients I have seen with severe decay problems also has something in their diet that's high in acid. The most destructive one is pop. Lemon and grapefruit are also very destructive.

I have seen hundreds of patients with severe decay. But after eliminating the acidic things from their diets (primarily pop), decay isn't nearly as much of a problem. And, these people often have acid reflux issues. Hydrochloric acid from the stomach causes the same damage that phosphoric acid in pop does.

If you want to really help your decay-prone patients, there are a few things you can do. First, have them eliminate all acidic things from their daily diet, such as pop, lemons, grapefruit, sour candies or chewable vitamin C. Show them a method of flossing that's really effective (under the gum) and have them buy and brush with Mylanta or Maalox a few times a day to neutralise acid. Finally, chewing gum is helpful—as long as it isn't sour—for neutralising acid because it increases salivary flow. DT

Contact Info

Dr Jeff Wilcox is a dentist from Ohio in the US and author of several books on acid wear. He can be contacted at jwilcox3@wowway.com.

To the Editor

Re: Editorial "Digital technology does not make better dentists" (*Dental Tribune Asia Pacific* No. 1+2, Vol. 8, page 4)

Technology may make an ethical, competent dentist better, but it will not make a "fast-food, Persian bazaar" practice perform clinically better. I am opposed to the use of technology as a marketing tool without the ability of the clinician to perform in the first place. Technology is wonderful, but it does not substitute for clinical quality. ■

Dr James Craig, USA

Re: Editorial "And the battle goes on ..." (*Dental Tribune Asia Pacific* No. 10, Vol. 7, page 4)

Root canals and implants are not interchangeable procedures. Case selection is paramount for successful prognosis for both endodontic treatment and implants. According to Dr Carl Misch in his text *Contemporary Implant Dentistry*, there are 17 reasons alone for NOT replacing a mandibular second molar with an implant. While an implant body will most likely osseointegrate, it does not guarantee long-term success once restored and placed in function, particularly in the posterior maxilla.

It is a given that a case focused on aesthetics at the expense of function is not in a patient's best interest and will have a poor prognosis long term. And, an implant certainly does not guarantee better aesthetics in comparison to a tooth. Not every tooth can or should be saved. However, not every tooth should be extracted based on the assumption that an implant is better.

An increasing number of endodontists are gaining extensive continuing education in the field of implantology. These clinicians will be the best resource for determining which procedure should be done in each individual situation. If the dental community as a whole continues to hold a cavalier attitude about extracting teeth that can be saved, it is the patients who will lose this battle, not the endodontists. ■

Lisa P. Germain, USA

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Flouride rich baby food under fire from scientists

Daniel Zimmermann
DTI

NEW YORK, USA/LEIPZIG, Germany: Scientists in the US have warned of the risks of exposing young children to large amounts of fluoride. In a study published in the October edition of the *Journal of the American Dental Association* they claim that an increased intake of the mineral from drinking water, dentifrice, infant powder products or beverages can lead to a higher risk of developing fluorosis, a condition that discolours and weakens teeth.

The findings confirm earlier evidence indicating a link between dental fluorosis and greater intake of fluoride in early life. The latest study, conducted by researchers from the University of Iowa in the United States, found that a greater fluoride intake from reconstituted powder, a popular choice for infant food in the US, and other beverages with added water increased fluorosis risk in children between the ages of three and nine months. They suggested avoiding the ingestion of additional fluoride through consumption of these mixtures in order to reduce the prevalence of the condition nationwide.

According to the US Centers for Disease Control and Prevention, one-third of children between the ages of 12 to 15 years in the US suffer from some form of fluorosis. The country also has the highest occurrence of flouridated water in the world. DT

(DTI/Photo PeterG)

EAO votes first Brit for president

Daniel Zimmermann
DTI

LONDON, UK/LEIPZIG, Germany: Dr David A. Stone has been elected the first British President of the European Association for Osseointegration (EAO). The dentist from Perthshire in the UK, who also serves as Chairman of the Royal College of Surgeons of Edinburgh Advisory Board in Implant Dentistry, took over from Prof. Christoph Hämmerle, Switzerland, during the association's recent congress in Glasgow in October. He will serve as president for 2011/2012.

Dr Paul Stone adressing the audience at the EAO congress in Glasgow. (DTI/Photo courtesy of the European Association for Osseointegration, Belgium)

The meeting also saw Prof. Søren Schou from Denmark instated as President-Elect. French Prof. Pascal Valentini from Paris will be taking over as new Secretary-General.

"Dentistry is still an 'empirical discipline', relying on evidence to provide the most appropriate way of treating patients. A very important part of the EAO's philosophy is to bridge the gap between science and clinical practice." Dr Stone told *Dental Tribune Asia Pacific*. "As president of this organisation I intend to ensure that this is further strengthened in a way that is relevant to modern practice."

Founded in Munich in Germany in the late 1980s, the EAO aims to promote and facilitate research, clinical applications, and treatment methods based on the principles of osseointegration. The organisation's recent congress in the UK focused on a wide range of surgical, prosthodontic and planning processes in implant dentistry. DT

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Alaska study supports employment of dental therapists

Daniel Zimmermann
DTI

NEW YORK, USA/LEIPZIG, Germany: Dental therapists can offer adequate dental health care to underserved populations, a US study has found. The two-year evaluation of a dental therapists programme in the state of Alaska supports the use of therapists to perform basic dental procedures, such as sealant placement and filling preparation, to overcome the significant shortage of dental professionals in rural areas.

(DTI/Photo dusko)

Dental therapists routinely perform dentist tasks in many countries, including Canada, Australia, New Zealand and Sri Lanka. Montana and Alaska are the first US states to allow therapists to provide higher dental care. Therapists in Alaska have been performing basic surgical procedures under the supervision of dentists in remote native villages since 2005.

While Alaska has a sufficient number of dentists, according to US government statistics, it fails to provide adequate dental care to its widely scattered native population.

National and local dental associations in the US have criticised the study. A speaker of the American Dental Association said that the model has not sampled sufficient therapists to provide data that would justify the generalisation of the model to other states.

The organisation, which represents all dentists in the US, has long rejected the idea of permitting non-dentists to perform surgical procedures. DT

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Biggest Dental Show in China

New evidence links mercury to Alzheimer's

Yvonne Bachmann
DTI

LEIPZIG, Germany: Dental patients with silver fillings are more likely to suffer from senile dementia of the Alzheimer's type. In a review published in the latest *Journal of Alzheimer's Disease*, researchers associated with universities in Boston (USA), Freiburg/Breisgau and Frankfurt (Oder), both in Germany, claim that symptoms of the condition were reproduced or accelerated when brain tissue was exposed to inorganic mercury, the main ingredient of amalgam.

Earlier studies of low-dose human exposure, such as to dentists and their staff, have shown that exposure to mercury is correlated with long-term neurological or psychological harm. The new review is one of the first that has found a systematic link between memory deficits and ncreased levels of mercury found in Alzheimer's patients.

According to Prof. Harald Walach, Viadrina European University in Frankfurt (Oder), patients with silver fillings are exposed to 1 to 22 µg mercury per day, of which the majority accumulates in the brain. The metal binds with selenium, a substance responsible for preventing oxidative stress, which can lead to cell death and early ageing. Removing mercury from medical and ecological cycles could slow down cell death and prevent the development of dementia and possibly other forms of neurological disorders, including Parkinson, he added.

"The situation is similar to the early 1970s regarding smoking: substantial experimental evidence existed, but human studies were inconclusive at the time and were under attack by groups with a vested interest," Prof. Walach told *Dental Tribune Asia Pacific*. "To wait until irrefutable evidence has accumulated is not the best option in view of what we already know about the toxic potential of mercury."

Amalgam is still the most common type of filling used by dentists worldwide. It is banned in Sweden and restricted in Norway and Denmark. DT

(Edited by Daniel Zimmermann, DTI)

Fewer US Americans have dental insurance benefits

Daniel Zimmermann
DTI

NEW YORK, USA/LEIPZIG, Germany: The recession is finally baring its teeth at dental patients in the US. The latest data released by the US National Association of Dental Plans (NADP) and dental service corporation Delta Dental Plans Association shows that almost ten million Americans lost or cancelled their dental insurance last year. The decrease is the first decline in dental benefit enrolment since 1994.

At the end of last year, slightly over 50 per cent of the US population or 166 million had some form of dental insurance and only one per cent had its benefits through individual policies. NADP representatives said that the 5.7 per cent dip in subscribers in some employee groups most likely reflects family financial constraints and layoffs. By contrast, enrollment from 2006 through 2008 grew in line with population growth holding steady at 57 per cent of the US population.

Unemployment in the country doubled in 2009, according to figures from the US Bureau of Labor Statistics, putting more than five million people out of work. Latest figures released by the department forecast no significant improvement in 2010.

Currently, Americans with dental benefits have an average spending of US$1,000 per year at their disposal. Dentists' groups in the US have criticised the system, which they say only benefits insurance companies and limits patients in accessing much-needed treatment. DT

(DTI/Photo Bill Oxford)

Dentists in the UK show low morale

Lisa Townshend
DT UK

LONDON, UK: The British Dental Association (BDA) warned that growing bureaucracy is destroying the morale of high street dentists in England and could be driving experienced practitioners to retire early or leave the National Health Service (NHS). According to their research, excessive administration is the primary factor behind a downturn in dentists' confidence.

Nearly half of all high street dentists are reporting that their morale has fallen during the past twelve months. More than 60 per cent of those said that growing administration was to blame. Rising expenses and continuing problems with the 2006 dental contract, including a lack of time to provide preventive care to patients, were also cited as major factors in the declining confidence of the profession.

Worryingly, more than ten per cent of dentists aged 55 and over are already leaving public service each year. The BDA is concerned that the registration of dental practices with the Care Quality Commission in 2011 could exacerbate the problems that are already being seen, and drive many dentists into early retirement limiting patients access to dental care.

John Milne, Chair of the BDA's General Dental Practice Committee, commented: "Morale amongst family dentists in England is becoming a real problem. My fear is that many of our most experienced practitioners, the dentists that families have relied on for generations, could feel so wrapped up in red tape that they simply choose to walk away. That would be a disaster."

"The Government is taking steps to address the problematic contract that was introduced in 2006 and we are looking forward to an announcement of how new arrangements will be developed. But it's also clear that red tape is becoming a major issue, with CQC registration a real concern for dentists. If the new contract is to be a success the Government must look at this carefully, untangle the red tape and free dentists to do what they are trained for—care." DT

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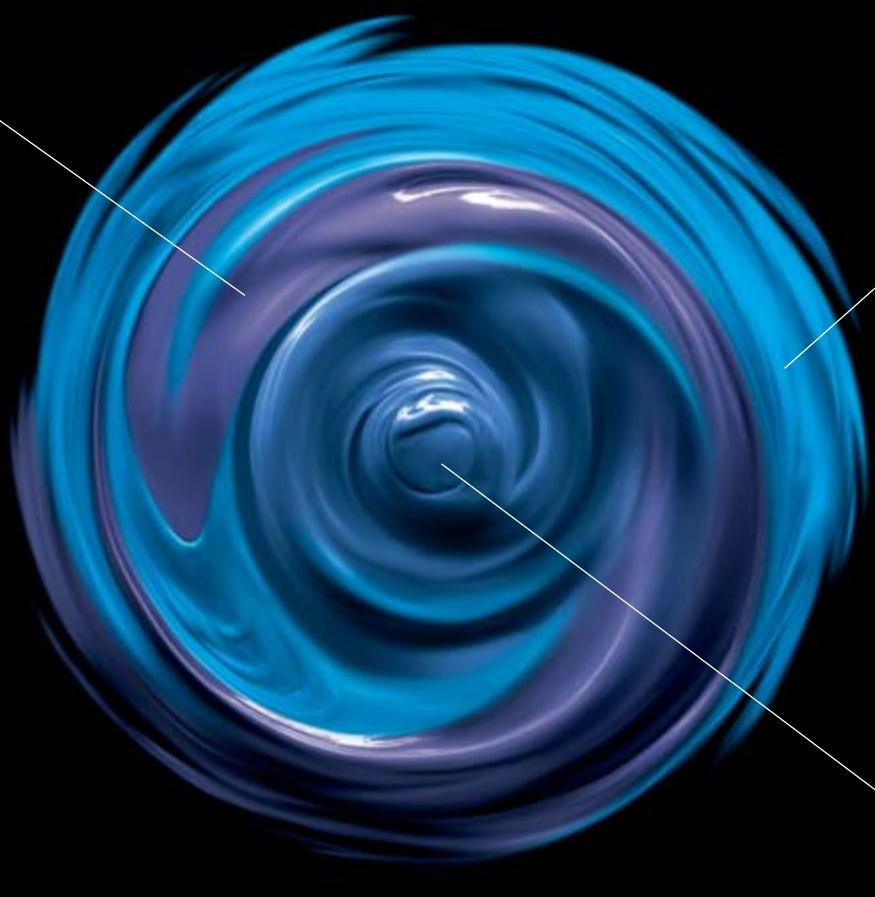

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Straumann wins Asia *Company of the Year* award

Straumann Asia Pacific Senior Vice President Frank Hemm (left) receiving the award from David Frigstad, Chairman of Frost & Sullivan. (DTI/Photo courtesy of Frost & Sullivan, USA)

Daniel Zimmermann
DTI

HONG KONG/LEIPZIG, Germany: Frost & Sullivan has awarded Straumann Singapore with the 2010 Asia Pacific Dental Implant Company of the Year Award. The global business consultant acknowledged the company's focus on business fundamentals, continuous innovation and market penetration in 2009/2010. Straumann is the first dental manufacturer in Asia to receive the award.

Frost & Sullivan annually recognises companies in a variety of regional and global markets for outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service and strategic product development. Straumann was chosen with regard to the company's commitment and ongoing investments in the combined Asian markets, an industry analyst at Frost & Sullivan said.

Straumann has gained a strong position in most major Asia Pacific markets recently with products like the Straumann Bone Level Implant, Roxolid and SLActive, a dental implant surface technology that is said to significantly accelerate osseointegration and enhance healing times.

The company has also been engaging in educational activities across all specialisations in cooperation with their worldwide academic partner organization International Team of Implantology ITI including the recently held First International Periodontology Congress in Hanzhou in China.

"This award recognises the success of our Asia Pacific headquarters in Singapore. Straumann has outperformed the global market over the past two years and has enjoyed market-share gains, particularly in the fast-growing China and South East Asia region," said Frank Hemm, Senior Vice President of Straumann Asia Pacific during the award handover. "Our success is driven by innovative, differentiated and clinically proven products and technologies with Swiss quality. With our strengthened sales and marketing structure, we provide additional services that focus on our customers' needs in the region. World-class clinical education, patient education and practice building support have won us the confidence of dental professionals."

Straumann is doing business from its regional office in Singapore since mid 2008. DT

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Colgate ranks top among Asian customers

Daniel Zimmermann
DTI

HONG KONG/LEIPZIG, Germany: Consumers in Singapore, Malaysia and Hong Kong consider Colgate one of their favourite brands. A recent survey conducted by the Nielsen Company Singapore & Malaysia has found that Colgate, a toothpaste manufactured and distributed by US-based consumer products giant Colgate-Palmolive, is a brand preferred by the majority of consumers in all three markets. A similar survey in India also put it amongst consumers' most trusted brands.

Colgate has ranked top amongst consumers in recent years but has had to relinquish the top spot recently to other companies, including Nokia and Internet giant Google. However, the brand was the only one to achieve top ten rankings in all four countries, Nielsen reports.

Colgate, which is based in New York, is one of the largest distributors of consumer dental products worldwide. In 2009, the company reported a record profit of US$631 million, which they said was mainly driven by increasing toothpaste sales globally. Colgate also sells manual and electric toothbrushes, mouthwash, and tooth-whitening products.

"In this time of economic uncertainties, it is even more crucial to have strong brands to retain customer loyalty and sustain business growth. Brands with the greatest equity are more likely to tide over the tough times, as customers are willing to pay higher prices for products which they have established a closer relationship with," said Paul Richmond, Managing Director, Consumer Group, the Nielsen Company Singapore and Malaysia.

The Nielsen reports identified over 500 brands across 93 categories of consumer products and services in Singapore, Malaysia, Hong Kong and India. DT

Biomaterials and implants stimulate global demand

Yvonne Bachmann
DTI

NEW YORK, USA/LEIPZIG, Germany: The increasing demand for dental biomaterial and implants is driving the global dental equipment and consumables market. According to a report released by US market research company MarketsandMarkets last month, both segments are expected to grow at a compound annual growth rate of 6 per cent—only slightly below the 7 per cent growth rate predicted for all market segments combined. Total market volume is forecasted to reach US$27.6 billion by 2015.

According to the report, the growth of these segments is expected to be highest in North America and the EU, where the generation of ageing baby boomers can afford high-priced dental procedures, including cosmetic treatments and implants. Improved orthodontic products are also in high demand, especially by younger people.

Improvements in the field of dental biomaterials and tissue regenerative material have enabled dentists to offer more natural and long-term dental solutions. The latest technology, such as CAD/CAM, reduces the overall turnaround time for dental procedures, while improving efficiency of dental practitioners further, the report states. DT

(Edited by Daniel Zimmermann, DTI)

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