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Australia regulates distribution of tooth-whitening products

Daniel Zimmermann
DTI

Over-the-counter sales of tooth-whitening products have been restricted in Australia. (DTI/Photo Benis Arapovic)

CANBERRA, Australia: From May 2013, tooth-whitening products with high concentrations of active ingredients may only be sold to customers by registered dental practitioners as part of their dental practice in Australia. Over-the-counter sales of these products will be limited to products containing 6 % or less hydrogen peroxide and/or 18 % or less carbamide peroxide, a new amendment to the country's Poisons Standard states.

These regulatory changes by the government are the result of a recent proposal by the Australian Dental Industry Association that the decision to supply patients with higher-strength tooth-whitening products rest with dentists. Prior to that, the Australian Dental Association (ADIA) and the Australian Competition and Consumer Commission had repeatedly called on the government to restrict direct sales of these products in retail stores and online owing to a number of recalls of DIY tooth-whitening products believed to be unsafe for home use in the past.

"This is a sensible decision that enables appropriate patient access to tooth-whitening products and puts in place appropriate measures to ensure patient safety," said Troy Williams, Chief Executive Officer of the ADIA. "It ends the confusion that has existed over which tooth-whitening products may be sold in Australia." Dentists too have praised the new regulation as a step towards better patient safety.

Up to now, the market for tooth-whitening products in Australia has been largely unregulated, with plenty of DIY products containing high levels of hydrogen and carbamide peroxide being launched onto the market, according to industry experts. As part of an increasing demand for cosmetic procedures, the market for tooth whitening has seen a boom in recent years, with more than 700 tooth-whitening salons available. DT

Better outlook for consumables market

A new report from the US has predicted the worldwide market for oral care products & dental consumables to exceed US$17.46 billion by 2016, a volume comparable to the current gross domestic product of the Nation of Brunei. The report published by MarketsandMarkets included products such as biomaterials, prostheses, endodontic, orthodontic and periodontic products, as well as restoratives, alloys, cements, bonding agents, impression materials, preventives, disposables, and other products.

The new figures significantly differ from earlier predictions that estimated the market value to reach only US$14–15 billion in the same period. The reasons for this increase are the rising awareness in developing nations about oral hygiene as well as new product developments in the consumables sector, the report states. Higher income levels and insurance coverage in emerging markets like India and China are also expected to contribute significantly to the growth of the market. DT

AD

Earthquake-damaged buildings in Christchurch, New Zealand. The devastations caused by the disaster in 2011 also had an effect on the dental infrastructure. NZDA's Donna Batchelor explains. (DTI/Photo Alexandralaw1977) ASIA NEWS, page 2

Diet shift affected oral health

A new study of human teeth over the last 7,500 years has revealed that oral bacteria diversity dropped markedly with the introduction of farming and manufactured food. This shift in diet is believed to have contributed significantly to the development of chronic oral diseases in post-industrial lifestyles. DT

Biomet *3i* and Sirona collaborate

According to the companies, the collaboration will provide dentists with simplified aesthetic restoration solutions by allowing the combined utilization of BIOMET *3i*'s patented BellaTek Encode Impression System and Sirona's CEREC intraoral scanner to create intraoral impressions for custom abutments. DT

Positive effects confirmed

Researchers from the University of Adelaide's School of Dentistry have found new evidence that fluoride in drinking water is effective in preventing tooth decay.

In the largest population-based study to date using data obtained from the 2004–2006 Australian National Survey of Adult Oral Health, they found that the substance provides dental health benefits to adults, particularly those who have been exposed to fluoride for most of their lives.

Among other findings, they reported that adults who were exposed to fluoridated water for more than 75 per cent of their life had 30 per cent less tooth decay than those exposed for less than 25 per cent of lifetime. DT

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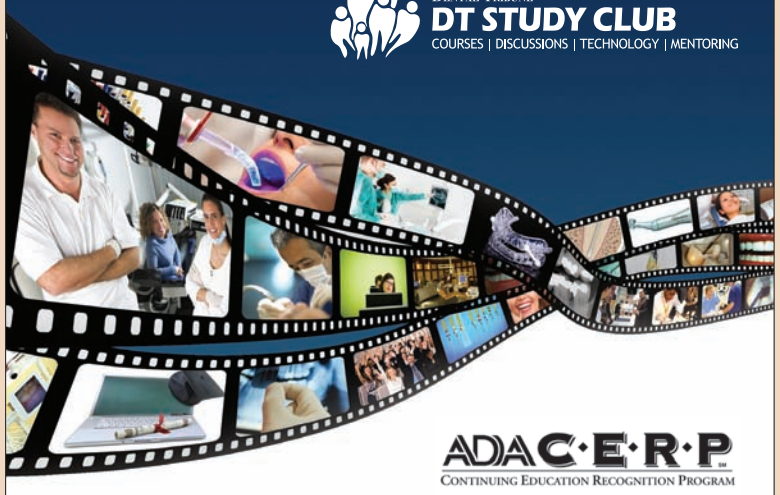

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"Priorities regarding dental care have changed"

An interview with Donna Batchelor, President of the Canterbury Branch of the New Zealand Dental Association

In the second-largest earthquake New Zealand has ever seen, the Canterbury region and its capital Christchurch suffered widespread devastation in early 2011. Two years later, dentists in the region are reporting an increase in stress-related symptoms like bruxism among dental patients. *DT Asia Pacific* spoke with Donna Batchelor, President of the Canterbury Branch of the New Zealand Dental Association, about the phenomenon, as well as the impact of the disaster on the region's dental health care infrastructure.

DT Asia Pacific: In a recent interview, you said that some of your members in the region are reporting stress-related symptoms like teeth grinding that could be a result of the February 2011 earthquake. What is the extent of the problem, and how have your members reacted to the situation?

Donna Batchelor: Although there have been no studies to monitor stress-related symptoms like bruxism among patients, inter-collegial discussions among members of the profession indicate that dentists are seeing more patients with problems of this nature and dealing with them according to their usual practice protocols.

Some have also reported consulting with medical practitioners more than usual concerning patients with stress-related issues.

The Christchurch earthquake of 2011 was the second worst in your country's history. What is the situation in the region currently?

Since the earthquake, we have had over 11,000 aftershocks. Unfortunately, there is slow progress with rebuilding and fixing damaged roads and sewers, as well as replacing lost facilities and public amenities. Dealing with insurance companies has also proven difficult for many families and businesses.

> "...a significant proportion lost either family homes or business premises."

However, New Zealanders have a get-on-with-it attitude to life and tend to put up with the situation rather than complaining. Many people are finding the long process difficult and stressful though.

How were your members affected by the disaster?

There were no direct casualties among our dental community but a significant proportion lost either family homes or business premises. Some even lost both. Several dentists assisted with the victim identification process, which was complex and harrowing at times.

For those dentists whose practices were destroyed, under what circumstances are they currently working, and when do you foresee them being able to return to normal working conditions?

Dentists have joined other practices or have had to purchase buildings in different areas in or outside the city. A very small number have downsized their practices while dealing with home damages or ceased practising altogether.

Was there any support from the government?

Initial support provided by the government assisted with paying the wages of staff during the first six weeks after the February 22 quake.

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Dentists are Singapore's most sought-after medical specialists

DT Asia Pacific

SINGAPORE: According to the latest figures published by a Singaporean health-care specialist portal, dentists are at the top of the list of the ten most requested categories of medical professionals on the website. The profession beat gynaecologists and general practitioners by far.

Almost 50 per cent of users on the site scheduled appointments with dentists, while only 18 per cent booked appointments with obstetricians and gynaecologists, who were the second-most requested type of medical specialist. About 6.5 per cent of users requested appointments with general practitioners and 1.3 per cent with ear, nose and throat specialists.

The data was collected via bookings on *www.docdoc.com*, a health-care platform for finding doctors and booking appointments online in Singapore and South Korea. The website lists about 29,000 profiles of medical professionals in the Asia Pacific region. "This data highlights the huge demand for dental specialist care in Singapore," said John Sharp, DocDoc's president and CEO.

"The findings indicate either an undersupply of dentists or an uptick in the demand for cosmetic dentistry, or a combination of both," he suggested.

Currently, Singapore has a dental work-force of slightly over 1,500 dentists, of which two-thirds are employed in the public sector. The dentist-to-patient ratio in the country is about 1 in 3,400. DT

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What has the impact of the quake been on oral health care infrastructure and oral health behaviour?

The Christchurch Hospital Dental Service's pre-quake facility was damaged, and they have had to move into a smaller facility for the next five years. Priorities regarding dental care have changed, as families are seeking less treatment as a result of dealing with the loss of their homes, schools, jobs and security.

Canterbury is a predominantly rural region. How did the oral health of people in the area compare with the New Zealand standard before the disaster?

I have to admit that we do not know. Although the dental status in rural and urban areas was examined in the 2009 New Zealand Oral Health Survey, findings from that region were not reported.

Do you have any recommendations for other dentists or dental organisations living in high-risk areas regarding how to prepare for a disaster like this?

All records should be backed up off-site, preferably in another city, as obtaining records for disaster victim identification was very important in the aftermath of the quake. Fresh water supplies, hand sanitisers and emergency kits for various specialties, such as orthodontics, endodontics and maxillofacial surgery, should be stored in significant numbers. The New Zealand Association of Orthodontists, for example, has created a travel kit containing pliers and other equipment.

Replacing equipment and materials was also difficult and protracted after the quake, despite the very best efforts of the suppliers. Therefore, having the tools, materials and equipment to provide basic urgent treatment is important.

Dentists living in high-risk areas should also check the wording of their insurance policies.

Thank you very much for this interview. DT

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Mouthwash improves oral health more than toothbrushing alone

DTI

CHICAGO, Ill., USA: The findings of a new study suggest that using a germ-killing mouthwash in addition to regular toothbrushing provides greater oral health benefits than toothbrushing alone. Study participants who rinsed their mouth twice a day reduced plaque and gingivitis significantly.

The study was conducted among 139 US adults diagnosed with mild to moderate plaque and gingivitis, who were divided into two groups. While members of the first group brushed their teeth and rinsed with an antimicrobial mouthwash twice a day, members of the second group used a placebo mouthwash.

After six months, the researchers observed that participants in the first group had reduced their dental plaque by up to 26.3 per cent.

In addition, the study found that almost 100 per cent of the participants using the antimicrobial mouthwash showed a reduction in gingivitis, compared with only 30 per cent in the placebo group. Overall, members of the antimicrobial mouthwash group had a 20.4 per cent reduction in gingivitis, said Dr Janice Pliszczak, representative of the Academy of General Dentistry.

According to the study's authors, mouthwash can reach nearly 100 per cent of the mouth's surface, while toothbrushing affects only 25 per cent. By using a germ-killing mouth rinse twice a day in addition to one's daily brushing routine, a person can effectively target oral bacteria usually left behind, they concluded.

The study was published in the January/February issue of *General Dentistry*, the journal of the Academy of General Dentistry. DT

Smile contributes most to first impressions, survey shows

DTI

MADISON, Wis., USA: A survey among US adults has revealed that an attractive smile has the greatest impact on a positive first impression at work or in personal relationships. Almost half of the participants rated a person's smile over what a person says or the way he or she dresses.

The study involved a nationally representative sample of 1,018 men and women aged 18 and over. It was conducted by Kelton Global, a marketing research company, on behalf of the American Academy of Cosmetic Dentistry from 17–23 August, 2012.

The investigators extrapolated the survey results to the entire population and concluded that a smile is the most memorable feature when meeting someone for 48 per cent of US citizens. It seems to be more important than the first thing a person says (25 per cent), what he or she is wearing (9 per cent) or the way he or she smells (8 per cent).

According to the academy, three in four adults think that an unattractive smile can reduce a person's chances of career success.

With regard to age, the survey revealed that people aged 50 and older (52 per cent) are more likely to remember a smile when first introduced to another person, compared with those aged 18 to 49 (45 per cent).

In addition, the investigators found that people with crooked or stained teeth are perceived as less attractive by 37 per cent and as less confident by 25 per cent of US citizens. Women in particular (40 per cent) found an imperfect smile less appealing, while only 35 per cent of men reported likewise.

In collaboration with a panel of lifestyle experts, the academy has compiled an e-guide titled "First Impressions in the Digital Age," which provides useful information about making a favourable first impression in professional and personal life, as well as on social media networks.

The guide can be accessed free on the academy's website. DT

Head and neck cancer: New system simplifies treatment planning

Yvonne Bachmann
DTI

LEIPZIG, Germany: Doctors and computer scientists from Leipzig in Germany have developed a system that makes it easier to plan treatment for head and neck cancer. The multimedia system collates patient data and processes it for use by the treating physicians.

The head and neck cancer mortality rate is high. In Europe, only four out of ten patients survive the first five years after diagnosis.

Researchers at the University of Leipzig are well aware of these figures: "In recent years, we have treated more patients than ever before, yet the chances of survival are still the same," said Dr Andreas Boehm, chief physician at the Department of Otolaryngology. This observation motivated the development of the new program.

Once a week, the doctors involved in the treatment of patients suffering from head and neck cancer meet for about half an hour and confer about what treatment is appropriate in each case.

"In order to make the right decision, we need to do more than simply look at the patient and say we'll do this and that," said Prof. Andreas Dietz, director of the Department of Otolaryngology. "We have to obtain the most accurate diagnosis and offer the optimal treatment. If the first treatment attempt is not successful, the patient could be negatively affected."

According to Dietz, treatment of head and neck tumours worldwide is not generally interdisciplinary. The doctors in Leipzig however adopt a different approach: ENT specialists, oncologists, pathologists, radiologists and surgeons all take part in the weekly tumour board review.

A new software program called Oncoflow, which was developed by ENT doctors and computer scientists from the Innovation Center Computer-Assisted Surgery at the University of Leipzig, simplifies the decision-making process for tumour board reviews significantly. Among other functions, the program processes lab results, test results, medical reports and image data from X-ray, MRI and CT scans. Together with other data, this is combined into 3-D tumour models. The program also calculates the size and extent of the tumour.

Previously, data was stored in various places. Bringing it together in one system provides an overview for tumour board reviews. A special function enables the doctors to vote for the appropriate treatment with a remote after the presentation. The aim of voting is not to come to a democratic decision, but to aid decision-making, according to Dietz. Oncoflow not only simplifies treatment planning, but also documents the process of decision-making; thus, the data is stored long term and can be retrieved. DT

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Zimmer acquires P-I, launches new implant system

New functional hybrid dental implants to be available in Latin America and other selected markets

Jan M. Agostaro
DT Latin America

SÃO PAULO, Brazil: In 2012, Zimmer Dental—quietly—acquired Exopro, a company founded by the father of modern dental implantology, Prof. Per-Ingvar (P-I) Brånemark. The strategic acquisition of Exopro adds Brazil to the growing list of Zimmer Dental global subsidiaries and offers new opportunities in the burgeoning Latin American region. According to *Dental Tribune Latin America* sources, for its P-I brand, Exopro has spent several years researching and developing a unique and cost-effective implant system, which is now ready to be launched and distributed in Latin America and select global markets, leveraging the formidable strength of Zimmer.

Harold C. Flynn, Jr. (DTI/Photo courtesy of Zimmer Dental, USA)

Brånemark first developed and proved his theory of osseointegration in Sweden in the 1950s. Over 60 years have passed since that remarkable discovery changed dentistry forever, improving the lives of millions of people around the world. Now, according to Fabio Giannini, President of P-I/Exopro, the company is ready to launch its new P-I product line in Brazil and other select global markets where customers require a cost-effective implant solution built on simplicity and ease of use.

With commercial initiatives supported by private equity investment funds, the P-I brand offers knowledge, contemporary science, technology, and, most importantly, a simplified approach to address modern implant dentistry demands.

In 2007, P-I Brånemark jointly with a group led by Giannini established a pilot programme in Brazil to develop the new system further. For over three years, they conducted market analyses in Brazil and in other countries and regions of the world. The P-I product line was finally launched in July 2011.

"We developed this new implant system with a world-renowned researcher, P-I Brånemark, with very strong scientific backing and knowledge," said Giannini. "We have products much simpler to use than what is out there, supported by science and technologies that address the most demanding clinical needs."

Highlights of this new product line include the Functional Hybrid Implants, which feature simplified conical surgical preparation, platform-switching connections, and a micro and nano structured, minimally roughened surface (blasted and ion bombarded), along with other complete and well-designed surgical and prosthetic solutions.

"The P-I line of functional hybrid dental implants uses technologies developed by Brånemark himself, and by other clinicians and scientists from all over the world in well-known universities," according to Giannini.

With Zimmer Dental's backing and history of global leadership and innovation, the initial roll-out will focus on market growth in Brazil, although other select global markets where a cost-effective dental implant system is desired will also be considered. "With cutting-edge technologies such as the Zimmer Trabecular Metal Dental Implant and Zfx's digital dental solutions, as well as premium solutions such as the Tapered Screw-Vent implant system, Zimmer Angled Tapered Abutments, and Puros Allograft and IngeniOs™ Synthetic Bone Grafting Particles, the new P-I product line will allow Zimmer Dental to offer an even more comprehensive range of solutions to clinicians to best serve their patients," explained Harold C. Flynn, Jr., Zimmer Dental president.

Fabio Giannini (DTI/Photo Jan Agostaro)

"P-I products have been in clinical use in Latin America and Europe for over eight years now, so this launch is based on solid clinical and scientific research," Giannini added. "Brazil was a very good environment in which to test the fundamentals of our products; it was our battlefield and reason that we achieved exceptional levels of safety and performance."

With over 220,000 dentists, many of them with postgraduate qualifications in dental implantology, Brazil is a formidable market indeed. In addition, several Brazilian dental implant manufacturers are positioning themselves for a rapid expansion into world markets. At IDS 2013, many of these companies will be present at the Brazilian pavilion.

For its part, the new P-I/Zimmer Dental offering is now positioned to be a major product line in the dental implants business in Latin America and in other select markets with a demand for an economical implant system built on simplicity and ease of use.

Exopro started as a development corporation in 1988 in Sweden, evolving into a leading dental implant company owing to its research-based endeavours. Under the philosophic principles of Brånemark, its aim is to create high-performance, simple, safe and versatile solutions for patients and professionals. DT

The new functional hybrid dental implants will be distributed by Zimmer Dental in select markets. (DTI/Photo courtesy of Zimmer Dental, USA)

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