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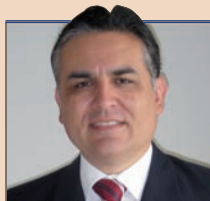
DENTAL TRIBUNE

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**Korea congress
IAPD president
Dr Castillo speaks**

▶ Page 5



**Business
Ivoclar Vivadent prepares
for the future**

▶ Page 13



**Resin-bonded bridge
A patient-friendly
prosthesis**

▶ Pages 18

Dental researchers meet in Thailand Chulalongkorn University to host AP meeting on science in dentistry

DT Asia Pacific

BANGKOK, Thailand/GENEVA, Switzerland: The latest dental research from the Asia Pacific region will be presented in August when the International Association for Dental Research-Asia Pacific Region (IADR-APR) holds the second Asia Pacific meeting of the IADR in partnership with Chulalongkorn University in Bangkok in Thailand. Among other topics, new strategies for bone augmentation, and advances in the regeneration of oral, dental and craniofacial tissues will be discussed. Other important topics are polymicrobial infections and the benefits of interdisciplinary research, the organiser said.

According to IADR-APR, more than 1,000 professionals from the region had already registered for the event in late July. With over 900 abstracts, submissions have also exceeded original projections. A large number of attendees from the host country, South Korea, Japan, and China are expected. In addition to poster presentations and scientific



Bangkok will host the 2nd regional meeting of the IADR this month. (DTI/Photo Nimon Thonguthai, Thailand)

lectures, the event will feature a symposium on oral health research methods and an industry exhibition. Dental students with promising research will be competing for both the Joseph Lister and Unilever Divisional awards. The organiser said that this year's meeting, to be held at one of the oldest universities in Thailand, will offer dental researchers and clinicians the opportunity to learn about the

latest research and technological breakthroughs in the field of oral health.

The first Asia Pacific meeting of the IADR, which attracted 700 delegates, took place in 2009 in Wuhan in South Central China. Established in 1920, the region, which is part of the US-based IADR, currently comprises 4,000 members from all over Asia Pacific. According to its

mission statement, the organisation's main goal is to advance research and increase knowledge through diverse activities and the promotion of dental research for the purpose of improving oral health worldwide. Its general session, held annually in collaboration with the American Association for Dental Research, is one of the most recognised meetings for research in dentistry worldwide. [\[1\]](#)

RCLM considered helpful in detecting metal allergies

Clinicians from universities in Tokyo and Kyoto in Japan have recommended reflectance confocal laser microscopy (RCLM) for evaluating allergic contact dermatitis owing to dental materials such as alloys. In a comparison test conducted by several members of the research team in 2010, RCLM demonstrated advantages over patch testing for visualising features of allergic contact dermatitis due to nickel and cobalt, two substances that have been found to cause the highest incidence of allergies in dental patients.

"While it might become a real-time diagnostic or adjunctive tool to identify a suspicious lesion or to delineate tumour margins," RCLM still has limitations, such as the inability to detect deep objects in the dermis of normal skin, the researchers stated in the report. They recommended that in order to distinguish between different cells and determine pathological characteristics better, higher and better contrast is needed for these devices. Despite the increasing use of non-metal materials in dental treatment, contact allergies to different metals remain a problem for almost one in five dental patients worldwide. [\[1\]](#)



A hand holding rice husks, a residue from the milling process of rice grains. The waste material could hold potential for extracting silica for use in dental composites. (DTI/Photo Nunnicha Supagrit, Thailand) ▶ ASIA NEWS, page 3

Teeth confirm T. rex was a hunter

The crown of a T. rex tooth found in South Dakota in the US and lodged in the fossilised spine of a plant-eating hadrosaur provides direct evidence of the dinosaur's predatory behaviour. Previous evidence of predation included only fossil discoveries with preserved stomach contents like bones. [\[1\]](#)

Have better gums with vegetables

German researchers have reported that vegetarians have a better periodontal status compared with meat eaters. In a recent study, they showed less inflammation, less periodontal damage and better dental home care. Their dental status however was worse than that of non-vegetarians. [\[1\]](#)

More demand for cosmetic procedures

Dental clinics in Singapore have noted a rise in demand of an estimated 25 to 50 per cent for cosmetic dental procedures in the last five years, according to a report by the online news platform AsiaOne. An increasing number of dentists refer patients to plastic surgeons for dermal fillers to remove facial lines to improve their appearance, the website cited Dr Gerald Tan, President of Aesthetic Dentistry Society Singapore.

According to Tan, especially women are more willing to undergo cosmetic procedures, such as having their gums reshaped with laser, because they are more aware of the importance of healthy smiles. Moreover, treatment outcomes have become more predictable owing to advances in dental technology, he added. [\[1\]](#)



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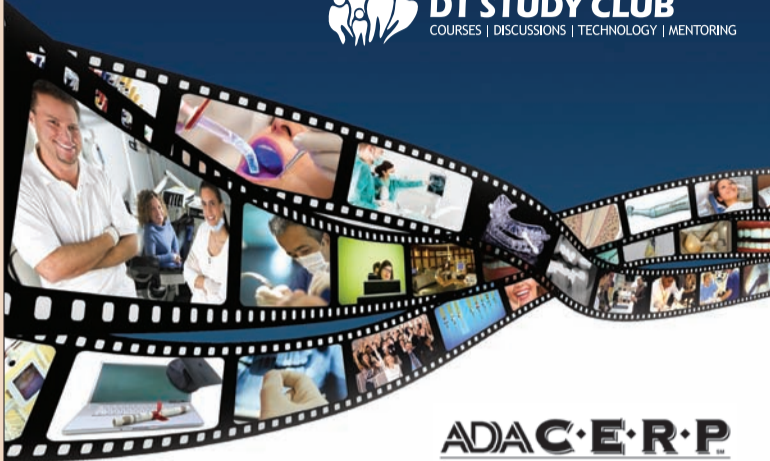
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**NEW TECHNOLOGY TRENDS
IN DENTAL PRACTICE**

Paul Feuerstein, DMD
08:00 PM (EST)

An introductory look at new caries detection systems (including early detection/CAMBRA/decalcification), 3D digital radiography (Conebeam), digital impression systems and lab CAD/CAM.

Participants will learn:

- How to understand high tech diagnostic aids and digital impression/CAD systems
- To use digital and 3D radiography and associated implant and treatment planning
- To make intelligent purchase decisions



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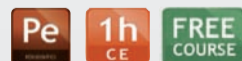
**DIABETES AND PERIODONTAL
DISEASE MANAGEMENT**

Luciana M. Shaddox, DDS, MS, PhD
08:00 PM (EST)

In this webinar, the association between Diabetes and Periodontal Diseases will be elucidated, with special emphasis to how it impacts Periodontal health and the management of diabetic patients with periodontal disease.

Participants will learn:

- How does Diabetes impact Periodontal Health and how Periodontitis can impact Diabetes control
- How to best manage Diabetic Patients with Periodontal Disease
- How to avoid diabetic emergencies in your office
- How to help diabetic patients maintain their periodontal health and concomitant metabolic control



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Thai university backs virtual reality simulation technology

Mahidol in Bangkok opens advanced training centre at Faculty of Dentistry

DT Asia Pacific

BANGKOK, Thailand: The Faculty of Dentistry at Mahidol University in Bangkok in Thailand has introduced computerised simulation technology to its dental programme. Since June, students at the faculty have been trained in the new Dental Simulation Centre equipped with 120 DentSim units, which was opened on the school's 45th anniversary.

With more than 600 undergraduates, the faculty is currently one of the largest dental learning institutions in the South-East Asian country. Prof. Passiri Nisalak, dean of the faculty, said that the new technology, developed and marketed by US manufacturer Image Navigation, is going to enhance the learning experience for students through the simulation of a full clinical environment.

By using DentSim simulators, students will be able to develop their cognitive and motor skills in dental surgery, as well as other fields, such as implantology, prosthodontics and endodontics, he said.

The school is estimated to have invested several million US dollars in the technology. The DentSim system is based on GPS technology and uses a camera to track a set of LEDs that send infra-red signals, giving students



Image Navigation's Curriculum Development Advisor Laura A. Darnell demonstrating the SimDent technology to Mahidol clinicians.

live feedback in a virtual simulation of a treatment area that includes a manikin with an adjustable head and lifelike mouth.

The system has been used in dental education since 1998, when the University of Pennsylvania installed the first units in its School of Dental Medicine. It is backed by 36 studies and over 100,000 hours of student learning, the manufacturer said. According to DentSim figures, over 400 SimDent units are currently in use worldwide, primarily in dental schools in the US, Japan and Taiwan.

"By integrating state-of-the-art technology, advanced expert

performance teaching methodologies and an innovative curriculum, Mahidol is setting a new standard for dental education," Image Navigation CEO Lawrence Obstfeld commented in view of the latest acquisition.

Virtual methods have increasingly found their way into dental education. Along with SimDent, a few other systems are available on the market, including the Simodont trainer by Dutch technology provider Moog, which is based on high-fidelity flight simulation technology and used by a number of dental schools in Australia (see page 3, DT Asia Pacific, Vol. 11, No. 1+2). **DT**

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New Zealand changes rules for tooth-whitening products

DT Asia Pacific

WELLINGTON, New Zealand: New regulations on tooth-whitening products containing hydrogen peroxide have recently come into effect in New Zealand. The decision includes new requirements for labelling, as well as sale and use restrictions for products with a high peroxide concentration.

In June, the Environmental Protection Authority (EPA) announced that restrictions will be placed on the sale of all tooth-whitening products containing more than 7 per cent hydrogen peroxide. In particular, products containing more than 7 per cent and up to 12 per cent hydrogen peroxide will only be available from a dentist, a registered oral health practitioner

or a non-registered practitioner working under the supervision of a dentist.

However, products with concentrations of less than 7 per cent will continue to be freely available on the market.

Moreover, the EPA resolved that all tooth-whitening products containing hydrogen per-

oxide will have to carry safety warnings in the future, including a statement advising that the product is not recommended for children younger than 16.

"The EPA expects the industry to be ready to comply as soon as the new rules come into force, as the industry has had two years to prepare for the change," said

Andrea Eng, the EPA's General Manager for Compliance.

The rules were amended in response to concerns raised by the Dental Council of New Zealand and the Ministry of Health that tooth whiteners containing hydrogen peroxide may cause irritation to gums, tooth sensitivity, and more severe damage when used excessively. [DT](#)

AD

Food waste used to make composite

DT Asia Pacific

KUBANG KERIAN, Malaysia: Synthesising silica for use in dental nano-composites through the sol-gel process is considered a time-consuming and often dangerous method owing to the toxicity of the materials involved. Researchers from the School of Dental Sciences of Universiti Sains Malaysia claim to have developed a more cost-effective and environmentally friendly method to extract the vital substance from rice husks, the outer shell of rice grains.

In Malaysia alone, an estimated 0.5 million tons of this crop residue from the milling of rice are discarded annually. The global annual production is estimated to exceed 100 million tons, resulting in a vast amount of organic waste in South-East Asia particularly, where it is used as fertiliser and insulation material, among other applications.

With a silica content of 10 per cent, it could be a low-cost source for the production of silica nanoparticles, which are the main component of composite fillings used in dentistry, according to project leader Prof. Ismail Ab. Rahman from the school. He said that production costs could be reduced by almost two-thirds using his method compared with conventional synthesis of silica.

The first dental composite produced from silica components acquired from rice husks was presented by Rahman and his research team at the 24th International Invention, Innovation and Technology Exhibition in Kuala Lumpur, where it was awarded a silver medal, among 1,000 innovations from around the world.

Rahman said that the material could be ready for market launch by as soon as 2016 and after it has undergone thorough testing on animals and humans. According to him, the material can last in the mouth for up to ten years, a life expectancy comparable to commonly used metal fillings, such as amalgam, and other composite resins. [DT](#)

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Dear reader,



Daniel Zimmermann
DTI

This editorial, which is also available on my blog on the *Dental Tribune* website, is accessible to the public to be read, shared or discussed. My online activities outside my job are definitely not; whether speaking to my other half over Skype, posting pictures on Facebook or ordering something from Amazon.

With the Snowden revelations about the mass surveillance of online communication by the US National Security Agency and other intelligence services around the world, this perception has changed fundamentally. It clearly demonstrates that anything we produce online can be stored, analysed and probably shared by forces we have no personal or legal control over.

For professionals like you who increasingly have to deal with digital client or patient data, this also poses a valid concern. It is more important than ever before to exercise extreme caution regarding what you may unwittingly make available to the never-forgetting archives of the World Wide Web.

Unfortunately, it looks like Internet privacy will remain a major issue for the years to come. **DTI**

Yours sincerely,

Daniel Zimmermann
Group Editor
Dental Tribune International



Coming closer to simulating teeth



Dr Phattanapon
Rhiemora
Macau

Dental education is a discipline in which a significant proportion of preclinical training requires trainees to depend primarily on tactile sensations to achieve a high level of precision. This makes haptics ideally suited for all kinds of dental training systems that will teach, provide practice in and improve tactile skills.

The ideal dental training simulators should provide sensations similar to those felt when executing the same procedure on a real tooth. Manikin-based dental training simulators, such as DentSim, allow procedures to be performed using real dental instruments; therefore, tactile feedback involved in simulated procedures is naturally provided. However, most manikin-based dental simulators use only disposable

plastic teeth for training. While they are becoming more realistic and coming closer to simulating the real feel of actual teeth, it is still difficult to provide its level of detail and material properties. Using real teeth with such systems might be possible, but there are still problems regarding availability of extracted teeth in various conditions, rules and regulations about how they can be used, and standardisation.

The alternative dental simulation currently being developed and investigated by few research groups is haptic-enabled virtual reality dental training. In this kind of system, the trainee holds a haptic device stylus, which is a virtual representation of real dental tools and executes movements over virtual models of projected or on-screen human teeth. Some of these simulators use reconstructed virtual teeth from CT images of real teeth to simulate the tissues that form the tooth structure or even caries. However, simulating realistic force sensations for differ-

ent dental materials, instruments, and procedures is very challenging and still an active area of research. Force-computing techniques currently used vary from basic spring force models to sophisticated methods involving CT density value and torque.

There is still room for improvement for both types of simulator in terms of haptic sensation. The manikin-based simulators will benefit from much more realistic plastic teeth that are not prohibitively expensive, and the virtual reality simulators need a novel, high-fidelity force-computing algorithm. **DTI**

Contact Info

Dr Phattanapon Rhiemora is a postdoctoral fellow at the UN University's International Institute for Software Technology in Macau. He can be contacted at pat@iist.unu.edu.

Protect the public



Prof. Laurence J. Walsh
Australia

Restricting sales of all tooth whiteners that contain 7 per cent hydrogen peroxide or more is logical, given that the well-accepted threshold level for soft-tissue adverse effects is 6 per cent. Higher-strength products with 7–12 per cent hydrogen peroxide should be limited to the control of a registered dental practitioner, who will take responsibility for appropriate diagnosis, product administration and monitoring, as well as appropriate follow-up care after bleaching. In my view, the restriction makes sense for the even higher-strength products, which are those typically used for in-office bleaching.

Advice on peroxide products not being recommended for children younger than 16 is appropriate, given the limited need for their use in this group of patients and the greater likelihood of pulpal responses to reactive oxygen species. A period of two years to prepare for the change would seem more than ample for the required labelling changes to be made to dental products. Overall, these changes will protect the public from the indiscriminate and inappropriate use of bleaching products by beauticians and others outside of dentistry, and are a good model for other jurisdictions to consider. **DTI**

Contact Info

Prof. Laurence J. Walsh is head of the University of Queensland's School of Dentistry in Brisbane, Australia. He can be contacted at l.walsh@uq.edu.au.

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“There is much to learn from our Korean colleagues”

An interview with IAPD president Dr Jorge Luis Castillo, Peru



Dr Jorge Luis Castillo (DTI/Photos courtesy of KAPD, South Korea)

In June, the International Association of Paediatric Dentistry (IAPD) held its biennial meeting in partnership with the Korean Academy of Pediatric Dentistry in Seoul. *Dental Tribune Asia Pacific* spoke with the newly elected president, Dr Jorge Luis Castillo, from Peru about the event and what he hopes to achieve with the association in the future.

The Koreans did a great job with putting together an outstanding scientific programme in which all the main issues in paediatric dentistry were presented. I think that everyone who attended this excellent meeting will remember it for a long time.

Sedation and early caries prevention were two of the main topics discussed during the congress. What progress has been achieved in these two fields over the last two years, and what new information was communicated in the presentations?

With the most important researchers and clinicians in both areas present, these two topics were discussed comprehensively during the meeting. According to Drs Stephen Wilson, Keira Mason, Leda Mugayar and Eduardo Alcaino, there is still a great need to improve the training of dental providers for the purpose of reducing adverse effects and improving sedation outcomes. In addition, new sedative agents were dis-

adolecents, we should wait until growth is complete to avoid problems with the position of the implant.

The congress paid tribute to genetics with a lecture series. How does this new field improve the understanding of processes in children’s dental health?

As we gain more knowledge about the way genes regulate normal and abnormal processes in the human body, we have more tools at our disposal to fight certain conditions and diseases. At the meeting, genetic factors in the development of enamel and other dental features, such as the size and number of teeth, were discussed.

It is very important to know that genomics plays a significant role in the development of caries. The information we gain in this area in the future will help in terms of personalised risk assessment, as well as disease prevention and treatment, as discussed in another lecture series.



Dr Castillo (left) will serve as IAPD president for the next two years.

field and we intend to continue supporting it.

Overall, we aim to contribute significantly to the improvement of oral health in children through our activities worldwide.

The oral health of children in underdeveloped and developed nations alike leaves much to be desired. Is there generally a lack of awareness?

Unfortunately, dental caries prevalence in many countries is almost 100 per cent, with little potential for improvement. We need better policies, greater involvement by governments, as well as resources to prevent and treat dental disease. A coalition between dental scientists, authorities, and institutions could improve oral health in many parts of the world.

Thank you for this interview. ■

AD

“Overall, we aim to contribute significantly to the improvement of oral health in children through our activities worldwide.”

DT: This year’s IAPD congress saw an exceptionally high number of presentations by domestic speakers. What was your impression of the quality of Korean lectures and the paediatric field in the country in general?

Dr Jorge Luis Castillo: Dentistry in South Korea is definitely of very high quality. During the congress, I had the opportunity to attend some of the lectures by Korean presenters and the level of the presentations was impressive. An approach to early Class III malocclusion, demonstrating different treatment scenarios in different dentition stages, presented by Dr Kitae Park from the Sungkyunkwan University School of Medicine in Seoul, caught my attention in particular. I think there is much to learn from our Korean colleagues.

Did the congress meet expectations with regard to the scientific programme and participation?

If this congress has demonstrated one thing, it is that interest in paediatric dentistry has increased all over the world. With more than 1,800 delegates attending from all five continents, the number of participants at this year’s congress undoubtedly exceeded the expectations of the local organising committee.

cussed that may improve the efficacy, quality and outcome.

With regard to early caries prevention, Prof. Svante Twetman from Denmark emphasised the importance of biofilm in dental caries and how we can prevent dental decay through measures like metabolic inhibitors, diet frequency interventions, saliva stimulation and anti-bacterial therapy. Special attention was given to the caries balance concept, and how we should strengthen the protective factors and avoid the pathological factors. The importance of risk assessment to determine the correct management protocol was discussed too.

Speaking of treatment concepts, what is your personal view of the use of dental implants in adolescents?

Congenitally absent teeth is a common condition. When a patient is missing a tooth, you can either close the space orthodontically or you can replace it with an implant or a bridge.

The techniques and materials in implantology have improved so much in the recent years that the results obtained after placing implants and restorations thereafter are indeed impressive; however, there are many factors to consider regarding this option. In

You have just taken over the responsibilities of the IAPD presidency from Dr Alcaino from Australia. What are the most important issues that you feel need to be addressed in the years to come?

We will continue with the programmes the IAPD has developed in the past and include others that are aimed at strengthening our association. For example, we intend to organise more regional meetings, similar to those we held in countries like Russia, Brazil and India in recent years. We will also continue helping individuals from underdeveloped countries to attend our meetings and organise educational programmes in countries that need help in the field of paediatric dental care.

Furthermore, we want to increase the already huge IAPD membership by including more national associations and individual members, especially postgraduate students, who are the future of our specialty. In addition, increased participation of our members through our webpage, online lectures and other Internet resources will be promoted.

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Dental patients in the US receive millions in compensation

DTI

SEATTLE, USA: As reported in the online edition of the Seattle Times, a US law court has awarded US\$35 million to 29 former patients of a retired dentist who allegedly performed unnecessary root canal

treatment over a period of almost 30 years. The case is one of the largest compensation claims in dental negligence.

According to the online newspaper, Henri Duyzend had performed nearly 2,200 root canals on about

500 patients before he retired in 2007. So far, the state health department has received 76 complaints against the practitioner.

One of his former patients reported that Duyzend made patients feel comfortable when he started

his practice in Shoreline, Wash., in 1977. However, she started questioning his work about 15 years ago. "I was afraid to tell him anything was wrong with my teeth, because I was afraid he would say I needed a root canal," said the woman, who had to have four of her teeth replaced with

implants after having been treated at Duyzend's practice.

In addition, Dr David To, the dentist who took over Duyzend's practice, noticed a high number of patient infections from root canals that were missed, unfilled or not packed properly after the root had been removed, causing the patients enormous pain. To found that in five years the average patient had had four root canals performed by Duyzend, the *Seattle Times* stated.

The King County Superior Court found that the dentist had been negligent, failed to obtain informed consent from patients and committed fraud. The damages awarded to individual patients range from US\$440,000 to US\$2.09 million. [DTI](#)

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More options for atrophic patients

DTI

ZURICH, Switzerland/CLEVELAND, USA: Patients with severe atrophy of the jaw are not typically considered good candidates for dental implants. Combined with the All-on-4 concept for restoring edentulous jaws, a new type of implant introduced five years ago can benefit a wider range of patients, including those with degeneration of the bone in the upper or lower jaw.

Researchers from the Cleveland ClearChoice Dental Implant Center reported on the results of the All-on-4 treatment used with the NobelActive implant by Swiss-based dental manufacturer Nobel Biocare. After one to three years of follow-up of 227 implants, they found a cumulative implant survival rate of 98.7 per cent at the end of three years.

In the All-on-4 concept, four implants are used to support an acrylic, screw-retained provisional prosthesis, then a final prosthesis about four months later. Two of the implants are distally tilted in areas where bone height, nerve proximity, or other conditions make it impossible to place the implant axially. This tilting allows the placement of longer implants that have good anchorage in the best positions for prosthetic support.

Previously, standard practice called for dental implants of at least 4 mm in diameter. For tilted implants in particular, this was considered the smallest diameter that could guarantee sufficient anchorage. The NobelActive implant, introduced in 2008, made it possible to use a 3.5 mm diameter implant for patients with atrophic jaws.

With a variable thread and an inward-tapered collar, this tapered implant is self-drilling and condenses bone gradually. High torque values can be achieved, giving the implant high initial stability. Previous studies have found that failed implants using the All-on-4 method were a result of soft bone and lower insertion torque values. [DTI](#)

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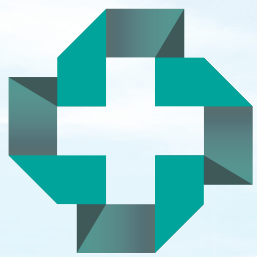
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Mitsui purchases DENTCA shares

Japanese manufacturer acquires advanced denture technology

DTI

TOKYO, Japan/LOS ANGELES, USA: In order to strengthen its dental material business, Mitsui Chemicals, a Japanese manufacturer and supplier of chemicals, plastics and similar materials for various markets, has purchased 50.01 per cent of issued and outstanding shares of DENTCA, a US-based manufacturer and distributor of CAD/CAM dentures produced using the company's proprietary 3-D modelling and printing technology.

As the dentures market is expected to continue to grow owing to an aging population worldwide and rising incomes in emerging countries, Mitsui Chemicals is targeting expansion of its global denture business through DENTCA's denture design technology, which uses its own advanced material

development and processing technology, to develop dentures that meet global needs, the Japanese company announced last week.

According to Minoru Koshibe, Executive Vice-President of Mitsui Chemicals, the overall aim of the company is to expand its portfolio in businesses resilient to changing economic conditions, such as health care. As part of the strategy, Mitsui Chemicals acquired the dental materials business of German Heraeus Holding in April.

The CAD/CAM DENTCA dentures are produced in just two visits using the company's proprietary 3-D modelling and printing technology. As the first CAD/CAM denture company in history, DENTCA received the Pride Institute's Best of Class Technology Award in 2012. [DTI](#)

Lamoian expects losses in oral care

Cosmetics business to be expanded

DT Asia Pacific

PARAÑAQUE CITY, The Philippines: Owing to the reduced growth expected from its oral health care segment, Filipino tooth-

The new products will most likely form part of the company's anti-lice shampoo line, Pedro said. His company, which also manufactures the Dazz line of household products, grew by 11 per cent in 2012, of which 80 per cent alone was achieved from its sale of toothpaste. For this year, however, Pedro said that his company expects flat growth in this segment despite a price advantage of 20 per cent over its national competitors and the recent introduction of specialised products, such as mouthwash for patients suffering from dentine hypersensitivity.

Originally a third-party supplier of toothpaste tubes, Lamoian has been operating in the Philippines since the late 1980s. With both its Hapee and Kutitap toothpaste brands, the company is currently estimated to hold a 15 per cent share in the Philippines' P9 billion (US\$218 million) oral health care market, which is dominated by global companies Colgate-Palmolive, GlaxoSmith-Kline and Unilever.

With a new joint venture between the Japanese Lion Corporation and Peerless Products Manufacturing in Pasay City, the country has seen the entry of another significant competitor recently. [DTI](#)

paste manufacturer Lamoian has announced plans to expand its portfolio of personal care products this year. In addition, the company is in negotiations with the government in Myanmar regarding a new production facility, president and CEO Cecilio Pedro recently told the *Manila Standard* newspaper.

Ultradent takes on market in China with new office

New subsidiary located in the city of Guangzhou

DT Asia Pacific

GUANGZHOU, China: US dental products provider Ultradent has recently opened its 11th international subsidiary in China. Located in Guangzhou, the new office is intended to achieve better coverage of the East Asian market through stocking of products and distribution to a larger number of dealers and customers, the company told *Dental Tribune Asia Pacific* in June.

Although the company has been selling its range of restorative, endodontic and tooth-whitening products to customers in China, growth has been limited in recent years owing to the small number of customers with the ability to import, according to the company. It said

that its new Guangzhou office will allow for the storing of Ultradent products to ensure the availability of its full inventory and fast supply to its Chinese customer base.

In addition, the company said it will profit from favourable logistics and tax implications.

"Our investment in China is representative of what we feel is a very promising future for Ultradent products in this important market," commented a company representative. "Having a local presence, including a warehouse, will allow us to offer a wider range of products, provide better customer service, and make our products available in parts of the country that previously did not have access."

Adding further subsidiaries in China is not anticipated, according to the source. Rather, the focus will be on meeting the market's needs, with Guangzhou as home base and sales personnel throughout the country to support Ultradent's sales efforts. Besides sales, the new office will assume marketing, regulatory, logistics, and administrative responsibilities.

Prior to the opening, Ultradent had been working with several distributors in the country with geographic emphasis on eastern China. The company maintains ten other offices in Europe, Asia and South America.

According to its figures, 70 per cent of its products are exported to markets outside the US. [DTI](#)

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