

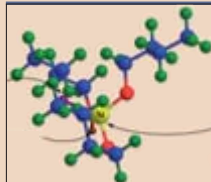
# DENTAL TRIBUNE

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No. 9 Vol. 10



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**Composite resins**  
How to build up the  
perfect tooth

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## Titanium implants may carry risk of corrosion, study finds

DTI

**BIRMINGHAM, UK:** Titanium medical implants used in dental prostheses and bone-anchored hearing aids may be less robust than commonly believed. Researchers from the UK have recently discovered evidence to suggest that in environments where there is no significant wear process, microscopic particles of titanium can be found in the surrounding tissue, which may have a negative impact on the devices.

For the study, Dr Owen Addison in the Biomaterials unit of the University of Birmingham's School of Dentistry and his team obtained tissue from patients undergoing scheduled revision surgery associated with bone-anchored hearing aids (BAHA) at University Hospitals Birmingham NHS Foundation Trust. Soft tissue surrounding commercially pure titanium anchorage devices was examined using micro-focus synchrotron X-ray spectroscopy at the Diamond Light Source, Oxford, UK.



Panoramic dental X-ray showing several fixed tooth replacements. Microscopic particles of Titanium have been found in the surrounding tissue of medical implants. (DTI/Photo Natasha Spiridonova, Ukraine)

"The results showed, for the first time, a scattered and heterogeneous distribution of titanium in inflamed tissue taken from around failing skin-penetrating titanium implants," the authors reported. "Wear processes and implant debris were unlikely to be major contributors to the problem. In the

absence of obvious macroscopic wear or loading processes, we propose that the titanium in the tissue results from micro-motion and localised corrosion in surface crevices."

Globally, more than 1,000 tonnes of titanium are implant-

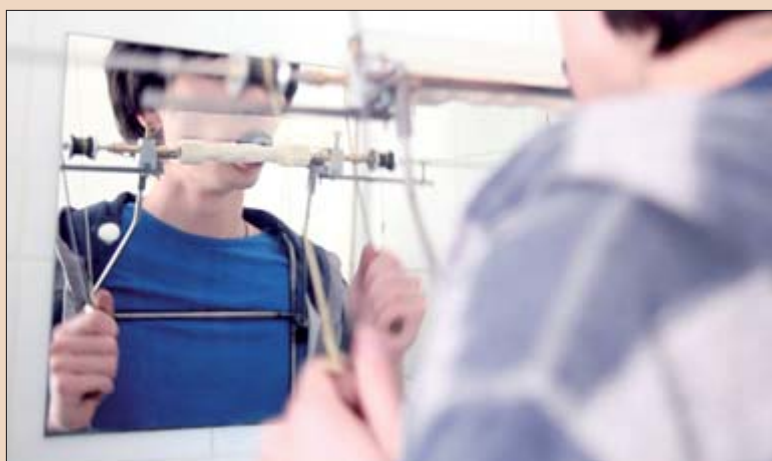
ed into patients in the form of biomedical devices every year. Metallic prostheses, fixation and anchoring devices are used extensively for dental, orthopaedic, and craniofacial rehabilitation and their effects on the body are widely

→ DTI page 7

## DTI partners with publisher in Japan

The largest publishing group in dentistry has joined forces with *Medical Tribune Japan*, a leading publisher in medicine and dentistry, in order to extend its broad range of media and educational services to Japan. The recently formed partnership includes the establishment of an online edition of *Dental Tribune Japan* in Japanese, targeted at more than 60,000 dentists, with weekly news in the local language sections of [www.dental-tribune.jp](http://www.dental-tribune.jp), as well as regular e-newsletters and educational programmes in collaboration with the global e-learning platform Dental Tribune Study Club.

*Dental Tribune Japan* will also be the official representative of all publications and services of the Dental Tribune International portfolio in Japan, DTI president Torsten Oemus said. He added that Japanese dental professionals, including researchers, dentists, dental technicians, hygienists and dental industry representatives, are invited to submit abstracts, articles, product reviews or other editorial content. DTI



With its Mouth Factory project, the Chinese designer and artist Cheng Guo wants to explore the capabilities and versatility of the oral cavity. (DTI/Photo courtesy of Grey Chen and James Champion, UK) ▶ OFF TIME, page 19

## High apnoea prevalence in women

Sleep disorder in women seems to be more common than previously reported. In a Swedish study, obstructive sleep apnoea was observed in 24 per cent of women aged 20 to 44 years and in 56 per cent of women aged 45 to 54. With 75 per cent, elderly woman were found to be most susceptible to the condition. DTI

## Maxillent and China company cooperate

The Israeli company Maxillent has announced to have signed an exclusive contract with Pioneer Rich Teeth in Shanghai last month for the distribution of its iRaise dental implant in Hong Kong. According to the company, the iRaise offers a minimally invasive alternative to sinus lift surgery. DTI

## Coconut oil could reduce caries

Researchers from Ireland think that coconut oil may be of great interest to the oral health industry in the future because a new study has found that its natural antibiotic properties strongly inhibit the growth of bacteria that cause oral infections. They suggest that the oil could be integrated into commercial dental consumer products to combat tooth decay.

In clinical tests, the researchers discovered that coconut oil that had been treated with enzymes similar to those found in the digestive tract was most effective in blocking the development of most strains of *Streptococcus bacteria*, including *Streptococcus mutans*. Additional tests revealed that the same enzyme-modified variant of coconut oil was also harmful to *Candida albicans*, the yeast that causes oral thrush, among others. DTI



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# Debate about dental colleges in India heats up

DT Asia Pacific

**NEW DELHI, India:** In a letter to the state government of Maharashtra, the President of the Dental Council of India, Dr Dibyendu Mazumder, has recently asked the chief minister of the state to retract permission for a new dental college to be established at the Maharashtra University of Health Science. He warned that with increasing output of graduates from dental schools, there will be fewer and fewer patients to provide sufficient employment for dentists.

In Maharashtra, which currently has over 35 educational institutes for dentistry, Mazumder said that the dentist to patient ratio has fallen lately to under 1:5,000, a number lower than recommended by the World Health Organization. In addition, the state recently increased the number of positions available in its three state-run dental colleges with the goal to provide attract more students.

With this trend continuing, Mazumder said that more and more dentists throughout the country are at risk of becoming jobless and pursuing other professions that offer more security and a better income, for example, in the business process outsourcing or insurance sector.

The problem of having too many dentists is not only limited to India's third largest state. In August, the government of New



Dental experts warn that India is educating too many dentists.

Delhi, for example, announced plans to expand the Maulana Azad Institute of Dental Sciences into a full university.

Back in February, the Kerala chapter of the Indian Dental Association also ran a campaign against the opening of new colleges in their state, which already has 20 dental institutions and a ratio even lower than that in Maharashtra.

Nationwide, dental colleges have mushroomed over the last few years, now adding 30,000 new dentists to an already massive dental workforce of 1.5 million, according to the Dental Council of India.

The organisation has sought to halt the trend by introducing regulations to make it more difficult, particularly for private entities, to open new colleges. For the next academic year, therefore, new institutes will only receive permission if associated with a nearby medical college. From 2015, all dental colleges will also have to be certified by the National Assessment and Accreditation Council in Bangalore, a governmental body for quality assurance in higher education.

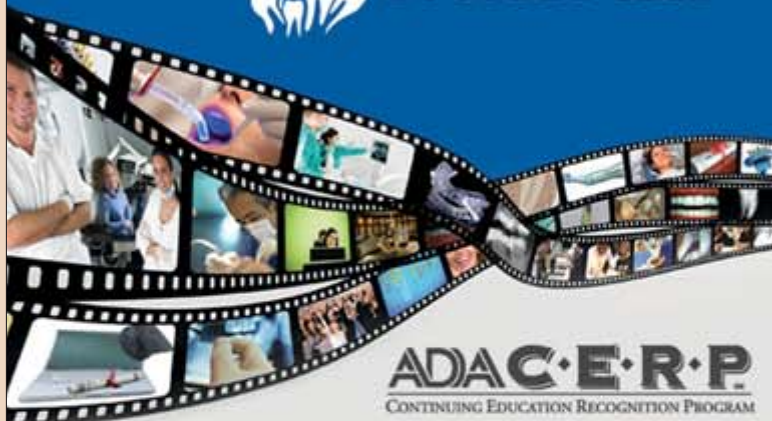
However, experts say that these steps may already be too late and that there is time for a revised national strategy on dental education. [DT](#)

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### PERIODONTAL DISEASE AND INFLAMMATION: RETHINKING HOW WE MANAGE PATIENTS

Dr David Paquette

Learning objectives:

- The current model of infection and inflammation central to the pathogenesis of periodontal disease
- The evidence on mechanical as well as adjunctive pharmacological (antimicrobial and host modulatory) therapies for periodontally diseased patients
- The emerging data that periodontal disease interventions may improve biomarkers associated with systemic diseases like cardiovascular disease and diabetes.

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### COMMON ORAL COMPLICATIONS OF MEDICATION USE

Dr. Ann Eshenaur Spolarich, RDH, PhD

Learning objectives:

- Discuss the etiologies of medication-induced xerostomia.
- Identify prescription drugs that increase risk for xerostomia and related oral sequelae.
- Describe appropriate interventions for patients experiencing drug-induced xerostomia to reduce oral disease risks.
- Describe drug classes known to alter taste.
- Discuss medication-induced oral soft tissue alterations, including mucositis, aphthous stomatitis, lichenoid drug reaction, and gingival hyperplasia.
- Describe medications associated with causing extrapyramidal effects that alter oral muscular function resulting in hard tissue damage

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**DENTAL TRIBUNE**

The World's Dental Newspaper - Asia Pacific Edition

# PRC's Minister of Health receives first FDI award

Daniel Zimmermann  
DT Asia Pacific

**HONG KONG:** The Grand Hall of the Hong Kong Convention and Exhibition Centre saw its latest highlight this month, when the FDI World Dental Federation officially opened its centennial congress with an eye-catching traditional performance featuring a 100-foot long dragon dancing among a sea of lions and flags.

The ceremony was attended by high-ranking officials from the Hong Kong Dental Association, the University of Hong Kong, among other institutions, as well as the Chinese and Hong Kong SAR governments, including China's Minister of Health Zhu Chen, who also received the FDI World Oral Health Recognition Award, which was handed over by FDI President Dr Orlando Monteiro da Silva.

Chen, who has served in this position since 2007, is the first person ever to have received this award. According to the FDI, he was selected for his contributions to the development of dentistry in China, as well as his leadership in the education of new dentists and the establishment of new dental schools.

cable diseases campaign with the World Health Professions Alliance. The latter aims to help professionals, including dentists, to respond to the epidemic of noncommunicable diseases, such as cancer and respiratory disease. This year marked the 100<sup>th</sup> time that the FDI has invited dental pro-

fessionals to its Annual World Dental Congress and it was the second time that it was held in Hong Kong. Thousands of dental professionals from the region and around the globe attended the event, which has been organised in collaboration with the Hong Kong Dental Association. [DI](#)



Zhu Chen (center) receiving the award from FDI president Orlando Monteiro da Silva (left). On his right the Executive Director of the FDI, Jean-Luc Eisel.

AD



Chen is the first individual to be awarded by FDI for his contributions to the development of dentistry.

In his welcome speech, da Silva congratulated Chen, saying that the challenges the minister has had to overcome in the People's Republic of China are a good example of the challenges his own organisation is confronted with in its goal to improve oral health globally. With its "Vision 2020" document, introduced at a special forum during the World Dental Parliament, da Silva said that the FDI is able to provide not only a roadmap for the future of dental medicine, but also inspiration to the profession, preparing it for new and exciting partnerships in leading the world to optimal oral health.

Available for download from the FDI's website, the document focuses on significantly improving access to oral health care worldwide by 2020 by expanding the role of oral health professionals and developing a responsive model for future dental education, among other things. In addition, the federation has launched two new websites in Hong Kong, both for its Global Caries Initiative, developed jointly with Dental Tribune International, and for its noncommuni-

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## A unique event in Asia



Tzvetan Deyanov  
Singapore

In October, all eyes will be on Singapore for the 7<sup>th</sup> CAD/CAM & Computerized Dentistry International Conference, which is to be held at the Marina Bay Sands Expo and Convention Center.

This remarkable networking event will bring together dentists, dental technicians and leading dental industry players to exchange knowledge and experience on the latest developments in dental CAD/CAM and computerised dentistry. Among other things, the dental technicians' session will be well worth attending.

This tailor-made programme with a focus on dental lab technicians has been integrated into the two-day main programme for continuing professional education. It will focus on providing them with contemporary, technology-focused education and cover various aspects of using digital dentistry in the lab environment. Participants will learn how to take advantage of the latest digital technologies and the most up-to-date CAD/CAM methods and applications for CAD/CAM systems. The unique course will demonstrate key factors in increasing lab productivity and improving the efficiency of the dental team.

The parallel session on the second day of the conference will be dedicated to dental lab technicians, with presentations by professional speakers on the state of the art. In his presentation, "CAD/CAM technology... Flexibility at its best", Lutz Ketelaar from DeguDent will review ten years of CAD/CAM in dentistry, including materials, production methods and indications. Patrizio Corso from Zirkozahn will present quality, perfection, precision and an intelligent and wide variety of solutions in "Ready to face the future—Endless possibilities". This will be followed by a hands-on course, "Digital functional prosthetics—Best practice", by Barış Çakır from AmannGirrbach and a workshop on "IPS e.max CAD-on technique—Where STRENGTH and ESTHETICS combine" by Pitsnu Intoratat from Ivoclar Vivadent.

The session will conclude with a lecture by Rik Jacobs from Vertex Dental entitled "ThermoSens monomer-free thermoplastic denture base material". ■

### Contact Info

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*"Are you hiding any weapons off mass destruction?"*



## Global oral health in the context of preventive or treatment interventions and materials



Dr Peter Cooney  
Canada

The appropriate use of different oral health promotion or preventive interventions and materials, as well as treatment options in public policy is crucial for the improvement of the oral health

**"...it is utterly important to evaluate the needs and current oral health status of the individual or population first..."**

of individuals and populations. Whether one is a private practice dentist doing treatment planning or a public health dentist assessing the needs of a community, the approach is the same.

In order to assess which preventive and promotion intervention to use, it is utterly important to evaluate the needs and current oral health status of the individual or population first, as well to conduct an assessment of the community. The oral health assessment would include the incidence of caries, periodontal disease, and oral cancer. The assessment of the community would include elements such as whether there is a community water system, whether the community is fluoridated and at what level, and the availability

of dental and other health professionals.

Canada recently completed an oral health survey that established the current oral health status of Canadians and, in addition to describing the needs of the population, it established a baseline to which the effectiveness of any intervention can be compared. This assessment, along with an in-depth understanding of the dental public

health community and the particularities of a community, lays the necessary groundwork for determining the intervention approach to take.

In addition to understanding the needs of an individual or a population, it is also important to compare the reach, effectiveness and costs of an intervention in order to determine which intervention will have the greatest impact. For example, a community with a high incidence of caries and a viable central water supply may benefit from introducing water fluoridation.

In terms of treatment options, an understanding of the individual or community is also vital when making clinical decisions involving different dental materials. For example, when decid-

ing between composite or amalgam fillings for treatment of caries, establishing the ease of access to a dental professional and the size of the cavity are key. Amalgam is inexpensive, durable, and relatively fast and easy to place. Composites may cost more, may not be as strong or durable in locations where they are subject to forces produced by chewing, and are often more difficult to place. In some remote

communities with limited access to a dental professional, amalgam fillings may be the material of choice.

In summary, it is essential when making an intervention or treatment decision to evaluate and consider the results of a thorough needs assessment, the pros, cons and effectiveness of the proposed intervention, as well as the associated costs. This detailed planning from the outset will translate into health improvements in a population. ■

### Contact Info

Dr Peter Cooney is the Chief Dental Officer of Canada. He can be contacted at [peter.cooney@hc-sc.gc.ca](mailto:peter.cooney@hc-sc.gc.ca).

## A major obstacle



Dr Martin Gillis  
Canada

In September 2011, a UN High-level Meeting on Noncommunicable Diseases (NCDs) was held in New York City. This was a watershed moment in the global fight against NCDs with the adoption of a declaration by UN member states, meaning that all nations must take action against this global epidemic.

Oral disease, the most common NCD and one of the most expensive to treat, is a global public health concern. The political declaration notes that oral diseases "share common risk factors and can benefit from common responses". Therefore, interventions and strategies to improve nutrition should have a positive impact on all NCDs, including the prevention and control of oral disease.

The World Health Organization will be the lead agency implementing prevention and control measures for NCDs; however, progress will require a multifaceted approach from multiple sectors. Partnerships are crucial to the success of future endeavours against NCDs. The FDI and IDF recognise this as witnessed by the release of "A call to action for integrated case management of the diabetic patient" during the 2007 Annual World Dental Congress in Dubai. This led IDF to create oral health resources for diabetes care providers and raised awareness about the importance of oral health in diabetes management.

Today we have the task of implementing the Political Declaration on NCDs by addressing complex issues such as poor nutrition. Mitigating this risk factor will help with the prevention and control of oral disease and type 2 diabetes. Now is the time for both federations to renew efforts for collaborative action on this global concern. ■

### Contact Info

Dr Martin Gillis is an assistant professor at the Dalhousie University's Faculty of Dentistry in Halifax, Canada, and a member of IDF's Consultative Section on Diabetes Education. He can be contacted at [Martin.Gillis@idf.org](mailto:Martin.Gillis@idf.org).

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# Ivoclar talks dental ceramics at first international expert symposium

Daniel Zimmermann  
DT Asia Pacific

**BERLIN, Germany:** Ceramic materials used in dental restorations have evolved significantly over the last 20 years. A review of the latest materials and their clinical use

was presented last weekend at an international symposium organised by dental manufacturer Ivoclar Vivadent in the German capital of Berlin.

Opinion leaders and renowned clinicians from all over the globe

attended the one-day event, held by the specialist company from Liechtenstein in this form for the first time. Under the theme "All ceramics meets implant aesthetics", they presented results from clinical studies and experiences from practice, demonstrating current

applications and the potential of full-ceramic restorations fabricated using Ivoclar Vivadent's IPS e.max all-ceramic system.

Introduced to dental markets over a decade ago, the system covers a wide range of indications, from thin veneers used in single-tooth restorations to crowns and wide-span bridges. According to Ivoclar Vivadent Chief Sales Officer Josef Richter, it is currently available in lithium disilicate and zirconium oxide and can be used for the press technique, as well as CAD/CAM technology.

Prior to the presentations, a round-table discussion, joined by Dr Christian Coachmann from Brazil and Dr Kenneth A. Malament from the US, among other experts, discussed different indications for dental ceramics and the long-term success achieved using such ceramics. The selection of materials was given particular attention and most participants agreed that this has a significant impact on clinical success. Dr Manfred Kern from Germany, for example, presented a new



Officials from Ivoclar Vivadent in talks.

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Dr Yukio Kusama

study conducted on patients in Germany, demonstrating that success rates of three-unit fixed dental prostheses (FDPs) made from e.max monolithic lithium disilicate were comparable to those of conventional metal-ceramic FDPs. Similar results from studies involving the material were presented by Prof. Van P. Thompson from New York University's Department of Biomaterials and Biomimetics.

"If we do not understand how to select the right material, it will be difficult to achieve any type of success," remarked Prof. Nitzan Bichacho, head of the Ronald E. Goldstein Center for Aesthetic Dentistry in Jerusalem in Israel, who discussed parameters for durable and aesthetic tooth- and implant-supported restorations.

Other topics included treatment planning for complex implant-prosthetic restorations and communication aspects with regard to treatment procedures. In addition, Dr Yukio Kusama from Tokyo in Japan presented a new abutment design made from lithium disilicate press ceramics that is said to combine perfect biological function with better aesthetics. **DT**

# Study questions preventive dental visit intervals

DTI

**ANN ARBOR, Mich., USA:** Adults are usually advised to visit the dentist every six months for examination or cleaning. A new study, however, suggests that there is no significant difference between one and two preventive dental visits per year in large parts of the population. The researchers therefore recommend a movement towards more personalized preventive management.

The preliminary results of the Periodontal Disease Prevention Study, conducted by researchers at the University of Michigan School of Dentistry in Ann Arbor, show that almost 14 per cent of patients who had one dental visit and about 16 per cent of the patients who had two dental visits had undergone tooth extractions.

The researchers enrolled approximately 5,400 male and female adults, who were mainly teachers from Michigan above 50 years of age, from a large dental database with more than 16 consecutive years of documented history. The participants had to provide DNA samples and information on possible risk factors, such as diabetes and smoking, in order to determine whether they were at a high or low risk of developing periodontitis. The researchers also used the PST Genetic Susceptibility Test, a genetic test developed by Interleukin Genetics, the collaborating company of the study, that analyses two interleukin genes for variations that identify an individual's risk for periodontal disease, in order to identify individuals with increased risk.

Low-risk patients (47 per cent of the study population) were identified as non-smokers, genetically negative to the PTS test and with no history of diabetes. High-risk

patients were defined as having one or more of these risk factors.

The researchers found that the second dental cleaning did not reduce the risk for tooth loss in low-risk patients, while high-risk patients benefitted from additional dental care. Over the monitored period, only about 17 per cent of high-risk patients who had visited the dentist twice a year had undergone extractions, while

more than 22 per cent of high-risk patients who had consulted the dentist only once in the same period had undergone extractions.

According to Dr Lewis Bender, CEO of Interleukin Genetics, the data from the study appears to question the conventional one-size-fits-all model for preventive dental visits for adults, especially in the low-risk population.

"We believe that patients who have none of the major risk factors have a much lower progression rate for the disease. The frequency of cleaning in those low-risk individuals thus can be longer than in persons with a risk factor," Bender told *Dental Tribune*.

The researchers estimate that 8 to 15 per cent of adult Americans have moderate to severe periodontitis, which can lead to tooth

loss if the disease is not diagnosed early and treated properly. Other studies have associated periodontitis with heart attacks, strokes and other systemic disease.

As the study data is still being analysed for secondary endpoints, the researchers could not provide final recommendations yet. They are currently working on a manuscript and hope to publish the final result within the next six months. [DTI](#)

AD



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← [DTI](#) page 1

perceived to be predictable following initial implantation.

The development of peri-implant inflammation may result in the premature loss of the implanted device or the requirement for revision/rescue surgery, which are scenarios that can "impact on patients' well-being and economically on the health service provider," the authors concluded in the study. "Our results emphasise the need to understand further both the physical and chemical mechanisms leading to the dispersal of titanium species in tissue around implants and their potential to exacerbate inflammation."

Addison commented that while the findings pose no alarm to those with BAHA implants or similar devices, they demonstrate that improvements in materials like titanium can be sought. Research is currently being conducted to look at the biological consequences and to understand the mechanisms by which the debris is produced. [DTI](#)

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# Traditional imaging will not disappear with CBCT

*An interview with Prof. Stefan Haßfeld, Germany*

The ability to examine the craniofacial anatomy with help of three-dimensional images obtained through Cone Beam Computerized Tomography (CBCT) has been praised as the new gold standard in oral surgery. *Dental Tribune* recently had the opportunity to speak with Prof. Stefan Haßfeld from the University of

Dortmund's Department of Oral and Cranio-Maxillofacial Surgery in Germany about the technology and its future potential at the FDI Annual World Dental Congress in Hong Kong.

**Dental Tribune: Prof. Haßfeld, in your opinion, has CBCT become a standard in dentistry?**

Prof. Stefan Haßfeld: CBCT has been available in dentistry for over a decade and since then has been established as a standard for many indications. Despite this development, I doubt that the technology will make traditional imaging obsolete any time soon. Instead, it will be used as an aid in more complex treatments.

**One of the areas in which CBCT is used is implant treatment planning. What are the other main areas of application?**

Nowadays, the technology is widely used in complex oral and maxillofacial surgery procedures. For example, we regularly examine large cysts and deeply impacted third molars with CBCT. Its use can also be of benefit for



Prof. Stefan Haßfeld

the diagnosis of maxillary sinus diseases, as well as in traumatology or the correction of anomalies and dysgnathias.

**What potential does the technology offer regarding the improvement of treatment outcomes?**

In contrast to traditional imaging, CBCT allows the human anatomy and pathology to be assessed in detail in 3-D space. This can be extremely helpful for treatment planning and the assessment of regions that present a surgical risk, like adjacent nerves, teeth or blood vessels. In many cases, we expect a significant reduction in operative risks and an improvement in surgical planning.

**According to the industry, the radiation dose for patients is significantly lower with CBCT. Do you agree with this statement?**

I would have to disagree, since compared with traditional imaging, CBCT usually has a higher radiation dose. However, it also yields completely different information. By taking a high number of single images from different angles, CBCT can provide lower radiation doses only in a few exceptional cases.

**Is this the only drawback compared with traditional imaging techniques?**

As CBCT has another field of indications, comparison with traditional imaging techniques is not appropriate. However, there are indeed some shortcomings, like higher radiation doses and costs, as well as a lower resolution compared with dental film.

**What role will CBCT play in dental practices in the future?**

CBCT will take root in dental practices, particularly in those with emphasis on surgery, when it comes to certain complex treatment issues. For all the mentioned reasons, traditional imaging methods will not disappear. A panoramic X-ray image, for example, provides an excellent overview of the entire jaw arch for clinically oriented examinations, with only little effort and at a small radiation dose. Dental film still offers the highest resolution for viewing details. Rather, the establishment of CBCT for dental imaging offers us additional options for daily practice.

*Thank you very much for this interview. □*

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# Colgate-Palmolive extends oral health campaign

DTI

**HONG KONG:** International consumables manufacturer Colgate-Palmolive announced an extension of its Bright Smiles, Bright Futures oral health programme at the FDI World Dental Congress in Hong Kong. The programme will target more than 10,000 preschool children in 100 kindergartens from September onwards in order to promote better oral health care and to prevent early tooth decay.

As early childhood caries is prevalent among young children in Hong Kong, the company partnered with the University of Hong Kong to promote better oral health care in this age group. According to Dr Chun Hung Chu, Clinical Associate Professor in Community and Family Dentistry and Assistant Dean at the university's Faculty of Dentistry, a recent survey of 10,956 preschool children receiving oral health treatment through the campaign revealed that about 40 per cent of those children were suffering from tooth decay. In almost all cases, the condition had been left untreated, he said.

"We are very proud to partner with the University of Hong Kong to continue Bright Smiles, Bright Futures in Hong Kong. With the support and expertise of the



More than 10,000 children will benefit from Colgate's Bright Smiles, Bright Futures programme in the next two years.

university's scholars, our programme will help improve the oral health of preschool children through free education and prevention," said Judy Chan, Associate Marketing Director at Colgate-Palmolive Hong Kong.

With the start of the new school year in Hong Kong, the manufacturer will be providing free training workshops for kindergarten teachers to equip them with adequate knowledge and skills in oral health care education. In addition, the company

will be delivering oral health education materials, including dental models, a cartoon video, posters, booklets, toothpaste and toothbrushes for children, to local kindergartens from next month onwards.

"Our aim is to make oral health care a part of the children's daily routine in order to empower them to be responsible for their own oral health. The programme was thus designed to fit into the existing curricula of local kindergartens," said

Dr Marsha Butler, Colgate-Palmolive's Vice-President of Global Professional Relations and Marketing.

According to Chan, the first phase of the campaign, which was initiated in September 2010 and reached over 10,000 preschool children too, was very well received. "Over 95 per cent of teachers from about 80 participating kindergartens, who were surveyed during the first phase, were very satisfied with programme. They agreed that they

had learned 'quite a lot' or 'a great deal' about early dental health care," she said.

Colgate's Bright Smiles, Bright Futures campaign has reached more than 650 million children in 80 countries since 1991. According to the company, it is among the most far-reaching, successful children's oral health initiatives in the world. The programme was developed by Colgate-Palmolive in collaboration with an advisory board of international educational dental experts and tested with children and teachers in the classroom.

"For over 40 years, Colgate has been committed to delivering oral health education to children around the world. This commitment to giving children the tools they need to make good oral health a permanent part of their lives continues in the Hong Kong community through the Bright Smiles, Bright Future programme," said Butler. "From the beginning, our company forged partnerships with different dental associations and institutions in order to raise awareness of dental hygiene at the earliest possible age by teaching children the basics."

According to Chu, the programme will run for another two years. □

## "The SuniRay will be very successful in China"

An interview with Pascal Decoussemaeker, Suni Medical Imaging Inc.



Pascal Decoussemaeker (left) in talks with customers at the FDI Annual World Dental Congress exhibition.

China's State Food and Drug Administration (SFDA), which also controls the quality of medical devices in the country, has recently approved the SuniRay digital radiography system produced by digital sensor technologies manufacturer Suni for the Chinese market. *Dental Tribune Asia Pacific* had the opportunity to speak with Pascal Decoussemaeker, Vice-President of International Sales, at this year's FDI Annual World Dental Congress about the product and its future distribution in China.

**Dental Tribune Asia Pacific:** What does the recognition by the SFDA mean for your company?

**Pascal Decoussemaeker:** Registration in China will allow us to distribute the SuniRay on the Chinese market. The certificate issued by the organisation entitles us to sell the sensor to both the public and medical institutions in China. The product will be distributed through a network of local dealers, which we are now establishing.

**What are your expectations regarding the introduction of the SuniRay to the Chinese dental market?**

We are looking forward to marketing the sensor here, as we are very confident that the product will be well received. Since the product captures high-quality im-

ages quickly and at low radiation doses, we are convinced that the SuniRay will be very successful in China. We have already received a number of inquiries from several Chinese companies who would like to distribute it. There is an abundance of partnership opportunities for us.

**Would you please explain the advantages of digital imaging compared with conventional X-rays?**

To name only a few of the many advantages, it is much cleaner and more environmentally friendly. In addition, the images can be archived more easily than physical images, as the software allows retrieval of an image within a few seconds. Conventional images are also comparatively small. However, digital X-rays can enhance the diagnostic value of the images because they can be enlarged. Another advantage of the SuniRay in particular is that Suni is in a unique position to offer support to users because we are among the very few vertically integrated enterprises that design, manufacture, distribute and support their products themselves.

**Thank you very much for this interview.** □

## Malaysia health group expands into dental care

DTI

**KUALA LUMPUR, Malaysia:** BP Healthcare has revealed plans to set up Malaysia's largest chain of dental clinics over the next three years. Up to 50 dental centres will be opened nationwide until 2014, starting this month, the country's largest provider of private health care services said.

The investment, worth RM100 million (US\$32 million), is the company's first venture into Malaysia's growing dental health care market. In a press release, Deputy Chairman Chevy Beh said that the clinics will operate under a new corporate entity called BP Dental, which he will lead, and provide restorative and advanced dental treatment, including implant placement and cosmetic procedures.

All clinics will be located at the company's existing health care centres and equipped with state-of-the-art equipment, such as CBCT, Beh announced. He said that dental checks will

be added to BP Healthcare's Head2Toe health-screening programmes, which currently include screenings for cancer, as well as cardiovascular and infectious diseases.



According to its figures, BP Healthcare maintains over 50 diagnostic centres, as well as a number of laboratory, pharmaceutical and food testing businesses in Malaysia. Earlier this year, the group expanded overseas through a joint venture with the Ciputra Group, which runs a number of hospitals in Indonesia. □