

# DENTAL TRIBUNE

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## Experts quarrel over mouthwash

### Study in Australian dental journal pushes oral cancer debate

Daniel Zimmermann  
DTI

LEIPZIG, Germany: New evidence from Australia has revealed that the long-term use of mouthwash containing alcohol can lead to an increased risk of developing oral cancer. The information, which was released after a scientific review was published in the *Australian Dental Journal*, reports on evidence that ethanol allows carcinogenic substances, such as nicotine, to permeate the lining of the mouth. Top-selling mouthwashes contain as much as 26 per cent alcohol, which is used to kill the bacteria responsible for tooth decay. It is also necessary as a solvent for different flavour oils.

Michael McCullough, Associate Professor of Oral Medicine at the University of Melbourne in Australia, who led the study said: "We see people with oral cancer who have no other risk factors than the use of mouthwash containing alcohol, so what we've done is review all the evidence. Since the article, further evidence has come out, too."



A young woman buys mouthwash in a supermarket. (DTI/Photo Daniel Zimmermann)

"We believe there should be warnings. If it was a facial cream that had the effect of reducing acne but had a four- to five-fold increased risk of skin cancer, no-one would be recommending it," he added.

The Australian government said although the study was "very interesting", it lacked definite proof that these products would

increase the risk of cancer. Ministry of Health dental officer, Robin Whyman, recommended people speak to their dentists when using mouthwash long term.

In a written statement sent to *Dental Tribune* in January, Johnson & Johnson rejected the claims: "Leading cancer scientists, as well as the US Food and

Drug Administration and researchers in dentistry, have found no evidence that alcohol-containing mouthwashes, if used properly, lead to increased risk of developing oral cancer." The company, which is behind the Listerine brand, holds 25 per cent of the global mouthwash market and claims to have conducted more than 100 scientific evaluations of its top-selling brand. [DTI](#)

## Amalgam fillings banned in Sweden

The Swedish Government has announced the introduction of a blanket ban on mercury in the country that will be effective from 1 June 2009. The ban will mean that amalgam fillings and other products containing mercury will not be allowed on the Swedish market, and alternative techniques will have to be used in dental care, chemical analysis, and the chloralkali industry, the country's Ministry of the Environment has announced in a press release. It also said that the Swedish Chemicals Agency is authorised to grant exemptions in individual cases.

In connection with the Government's decision, waste containing mercury is to be disposed of in deep geological repositories, such as salt mines, in other EU countries.

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This photo shows Dr Shin Young-soo at the Executive Board Session of the World Health Organization in January 2009. The 65-year-old South Korean was appointed the WHO Regional Director for the Western Pacific Region. (DTI/WHO, Christopher Black) ▶ [BUSINESS](#), page 6

## New health college for Malaysia

Indian's leading education group, Vinayaka Missions University, has announced the opening of a new US\$5 million health college in Butterworth in Malaysia. The facility, which can accommodate 3,000 students, is intended to provide education opportunities for students from rural areas. [DTI](#)

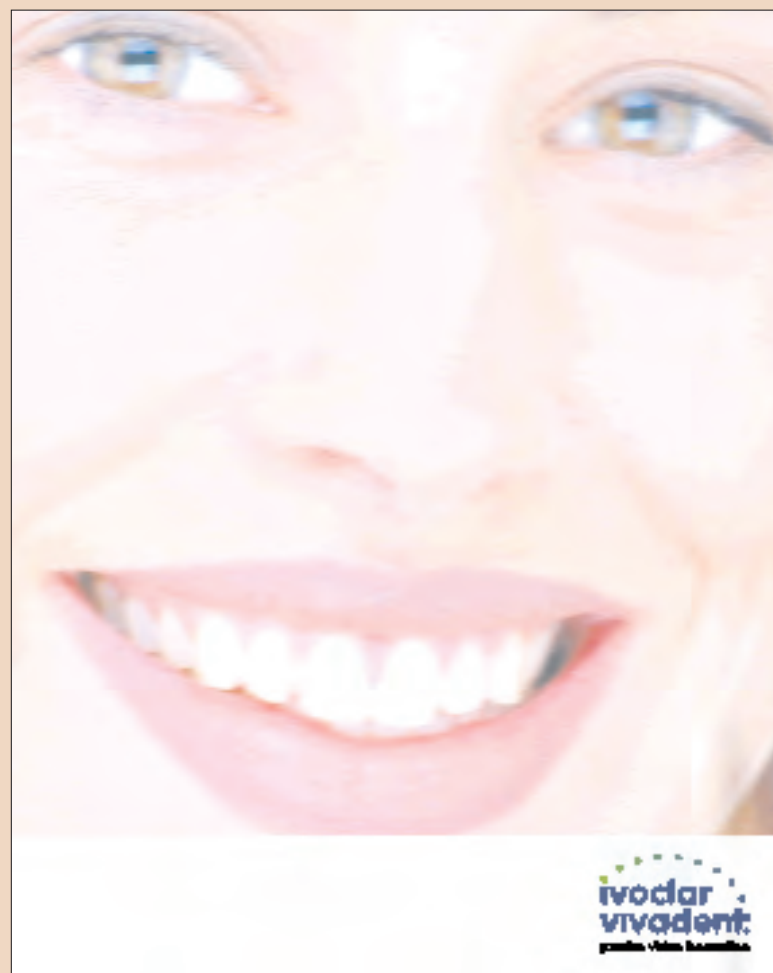
## Australia honours two dentists

Dr Patrick Joseph Henry from Perth and dental hygienist Susan Mary Aldenhoven, Immediate Past President of the International Federation of Dental Hygienists, have been honoured with the Member of the Order of Australia for their services to dentistry. [DTI](#)

## Singapore to host next meeting of the CDA

The Commonwealth Dental Association (CDA) has announced that its next Triennial Meeting will be held in Singapore on 5 September 2009, on the fringe of the FDI Annual World Dental Congress. Details of the event and requests for the nomination of officers will be circulated via e-mail to national dental associations early in 2009, General Administrator Ulrike Matthes said.

The UK-based CDA represents national dental societies in various Commonwealth countries, such as Australia, New Zealand, India, Pakistan, Malaysia, and Singapore. According to the association's latest figures, there are 164,000 registered dentists within the Commonwealth of Nations. [DTI](#)



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AD

## Laos is waiting for dental equipment

Dentaid, a UK-based international oral health charity, needs £6,000 (US\$8,500) in funding to send eight dental surgeries to the Faculty of Dentistry at the National University of Laos in Vientiane. Although the equipment is ready to be shipped out, the anticipated funding for the crating and shipping has not been realised, the organisation has announced in a press release.

The equipment is urgently needed to advance the quality of dental training in Laos, which has only 300 dentists to serve a population of 6.5 million people. Its only dental school currently has 170 students enrolled

in a six-year course that leads to a Doctor of Dental Surgery degree. According to Dentaid, less than half of the 18 dental chairs and units at the school are in working order, with 19 students per chair and unit. The Dentaid surgeries could double the capacity of both the clinical training of the students and the treatment of patients. In addition, the surgeries will introduce a cross-infection procedure that will serve as a model for other treatment centres in Laos.

Upon delivery, a Dentaid engineer will provide on-site installation and train a group of technicians in the servicing and maintenance of the equipment. [DTI](#)



Students during their training at the Laos Faculty of Dentistry. (DTI/Dentaid)

## Dental services in Brunei fall short

The Ministry of Health in Brunei has admitted that the country's Dental Service is facing a serious shortage of staff, training, and dental clinics. According to Minister of Health Pehin Dato Hj Suyoi, who spoke at a dental forum in capital Bandar Seri Begawan in January, only 28 dental officers currently serve the total population of 381,000 people under the Primary Oral Health Care Scheme. There is also a low number of local graduates as well as foreign dentists with suitable qualifications for the post of Dental Officer, he added.

The Dental Service Department under the Ministry of Health spent a total of B\$10 million (US\$6.7 million) last year for dental services, an increase of approx. 25 per cent compared to 2007. The rise took its toll on the health budget, as 3.9 per cent of the health budget in 2008 was for dental expenditure, compared with 3.5 per cent the previous year.

Pehin Dato Hj Suyoi said that the Ministry will further ensure that the Dental Service Department is granted the necessary resources to provide better health care. He said that the Ministry has already taken

measures to overcome the lack of adequate dental facilities, by expanding four major clinics in the Brunei-Muara district. The new Muara Health Centre, which will have two dental chairs, is being built, and another new clinic is planned for the Gadong Health Centre.

Pehin Dato Hj Suyoi announced that from next year, an Oral Health Surveillance and Research Unit will be established, to monitor and evaluate the country's oral health status, especially that of children. A similar programme has already been implemented, but due to the high number of clinical commitments in dental clinics, there have been difficulties in arranging appointments, he said. The Ministry is also developing a protocol for Primary Oral Care Guidelines for dental professionals, and other programmes that focus on the prevention of oral diseases and the importance of oral health measures in homes and schools.

According to figures from the WHO Western Pacific Region office, almost 90 per cent of children between 6 and 12 in Brunei suffer from dental decay. [DTI](#)

## UCLA receives US\$1 million pledge from Shapiro Foundation

### New chair honouring dean Dr No-Hee Park to advance dental medical research

Sandra Shagat  
USA

LOS ANGELES, CA, USA: The Shapiro Family Charitable Foundation in the US has made a US\$1 million pledge to the University of California, Los Angeles (UCLA) School of Dentistry for the establishment of the Dr No-Hee Park Endowed Chair in Dentistry, to honour the School's dean and foster excellence in research and scholarship in biomedical and dental science. The endowed professorship, which is intended to support the teaching and research activities of a distinguished faculty member at the School of Dentistry, will be held by the chair of the School's division of Oral Biology and Medicine.

The Park Chair is the latest gift to UCLA from Ralph and Shirley Shapiro, UCLA alumni with a long history of generous service and philanthropy to the campus, as well as to charitable organisations throughout Los Angeles and the United States.

"Dr No-Hee Park has made significant advances in our understanding of cancer biology, and for ten years, he has provided exemplary service as Dean of the UCLA School of Dentistry," said Ralph Shapiro. "My wife, Shirley, and I agree that the best way to honour his contributions is to support, in a lasting manner, the scholarship of another outstanding faculty member lead-



Dr No-Hee Park, Dean of the UCLA School of Dentistry. (DTI/UCLA)

ing the field of dental medicine research."

Korean-born Dr Park received his DDS Degree from Seoul National University in 1968 and joined the faculty of the UCLA School of Dentistry in 1984. There, he served as the Director of the Dental Research Institute and Associate Dean for Research. Named Dean of the School in 1998, he was appointed for a third term in 2006 and is the longest-serving dean in the School's history.

Under Dr Park's leadership, the School has emerged as a research-intensive institution, which currently ranks fifth among US dental schools in funding by the National Institutes of Health. During the past ten years,

Park eliminated a deficit, stabilised student clinic operations, and increased the School's budget from US\$35 million in fiscal year 1998 to US\$65 million in fiscal year 2007. His successful fundraising efforts have yielded numerous renovations, six endowed chairs for the recruitment and retention of world-class faculty members, and more than US\$17 million in endowed funds. In autumn 2008, Park's administration implemented a new DDS curriculum designed to improve the integration of basic and clinical sciences and to promote student leadership.

In addition to serving in an administrative capacity, Park is a world-renowned scientist in the area of oral and head and neck cancer research and is credited with more than 150 publications in distinguished scientific journals. He has trained more than 100 research students, post-doctoral fellows, and visiting faculty members during the past 25 years, many of whom are now faculty members of dental schools, medical schools, and colleges of life sciences in the US, Europe, and Asia.

The Dr No-Hee Park Endowed Chair in Dentistry, the seventh endowed professorship for the School, is part of a ten-year campaign to increase the School's endowment by US\$50 million, to ensure its continued financial stability and success. [DTI](#)

(Edited by Claudia Salwiczek)

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#### Regional Offices

## Dear reader,



Daniel Zimmermann  
DTI

Have you attended a trade show lately? Did you feel that the experience was somewhat lacking compared to previous years? In a recent article published by the US consulting company Edge Marketing, the author and dental industry veteran Scott Mahnken states that dental trade shows are experiencing a decline in both quality and participation numbers. He attributes this to increased travel expenses and the losses dentists incur in closing their practices during exhibition times. In addition, taking online CE courses instead of attending seminars has become more attractive due to the increase in quality of these online courses, he claims.

Although Mahnken's observations are accurate in terms of travel costs, clearly a result of the global financial crisis, online seminars cannot even begin to equal the actual experience dentists are able to gain at hands-on workshops or trade show booths. Should technology be so far developed as to simulate dentistry through 3-D technology or robotics, humans will remain essential for developing and identifying suitable materials and techniques for effective and appropriate patient treatment. Trade shows will be indispensable in assisting professionals in the planning and decision process.

This month, the world's biggest marketplace in dentistry is set to open to dental professionals from Germany and around the world. The organisers of the International Dental Show in Cologne in Germany have projected an increased number of visitors to this year's show compared with 2007. Over 1,700 exhibitors will give dentists the chance to get their hands on the latest in dentistry, be it designer furniture from Italy or handpieces that illuminate and feel fantastic in your hand. If you plan to attend, we wish you an enjoyable time and encourage you to tell us about your experience. [DTI](#)

Daniel Zimmermann  
Group Editor  
Dental Tribune International

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"Guess, I should rethink my dental routine ..."



## Disagreement over mouthwashes – and its outcome



Prof. Bernard Stewart  
Australia

Recent media controversy in Australia over the risk of oral cancer associated with the use of alcohol-containing mouthwashes can be seen as one aspect of a pervasive public health issue. Once an agent has been unequivocally established as carcinogenic to humans, exposure to that agent in any context may be perceived to be hazardous and therefore to be prevented. Consideration of this principle in relation to alcohol-containing mouthwashes clearly illustrates one aspect of the dilemma. Specifically, in determining public health policy, how much weight should be accorded to the general findings concerning the agent in question in comparison with those findings that relate specifically to the context under consideration?

Causation of cancer from drinking alcoholic beverages is established to the point of certainty. The anatomical sites principally involved are the oral cavity and oesophagus, and risk is increased multiplicatively in smokers. However, the evidence in relation to the risk of oral cancer associated with mouthwash use is equivocal to the point that sharply differing conclusions may be drawn. Writing in the *Australian Dental Journal*, McCullough and Farah, arguing from the perspective of alcohol as an established carcinogen, state: "There is now sufficient evidence to accept the proposition that developing oral cancer is increased or contributed to by the use of alcohol-containing mouthwashes." This differs from the conclusion by La Vecchia in *Oral Oncology*: "A link between mouthwash use, specifically alcohol-containing mouthwash, and oral cancer is not supported by epidemiological evidence." La Vecchia delineates uncertainties regarding mouthwash

studies generally, specifically in relation to the lack of clear evidence regarding an anticipated increased risk attributable to alcohol *per se*.

General agreement that a carcinogenic hazard associated with the use of alcohol-containing mouthwashes is plausible suggests that cautionary advice should be given to those making long-term use of these products. However, present uncertainty would not justify warning labels or restricted sales of mouthwashes, especially with reference to current public health standards concerning availability of alcoholic beverages. [DTI](#)

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## Tawain to legitimate implants



Prof. Hsein-Kun Lu  
Taiwan

The modern technology of osseointegration has been in use in Taiwan for more than two decades. Currently, more than 40 dental implant systems are used and 170 specialists recognised by the Academy of Oral Implantology (AOIROC) in Taiwan. General dentists play a major role in the huge dental implant therapy market in Taiwan. However, only 1.55 per cent of these dentists are certified as implantologists by the AOIROC.

For many years, the Diplomat Recognition Committee of the AOIROC has striven to develop a fair and sophisticated examination system, in order to advance research, clinical service, and educational levels in implant dentistry in Taiwan. To date, the AOIROC has certified 14 training centres, based on their clinical performance and training programmes in periodontics, oral surgery, and prosthodontics. This innovative requirement for the certification of implant centres originated from the ideal of the multidisciplinary complexity of implant therapy in dental clinics. Dental implantology is expected to play a significant role in the field of endodontics and orthodontics soon.

There are 22 careers in the medical and dental sector, including oral surgery, oral pathology, and orthodontics, legitimised as clinical specialties beyond general practice by the Department of Health. Although the need for implant therapy and marketing is steadily growing, the government has yet to recognise dental implantologists. We estimate it may take several years for the government to realise the importance of dental implant therapy and advocate a higher standard of treatment for the oral rehabilitation of Taiwanese citizens. In my opinion, it is not only a matter of great honour for a dentist to be an implant diplomate in his practice, but also a commitment to contributing expertise in helping colleagues and creating a higher level of clinical value for the treatment of patients who need oral rehabilitation. [DTI](#)

### Contact Info

Prof. Hsein-Kun Lu is currently working in the Periodontal Department of the College of Oral Medicine at Taipei Medical University in Taipei, Taiwan. He can be reached at [jackson@tmu.edu.tw](mailto:jackson@tmu.edu.tw).

# WHO appoints regional directors for Asia

Daniel Zimmermann  
DTI

**LEIPZIG, Germany:** Dr Shin Young-soo from South Korea has been appointed the new Regional Director for the West-

ern Pacific Region, the World Health Organization (WHO) has reported. He will succeed Dr Shigeru Omi of Japan, who stood down at the end of January after two consecutive five-year terms. Dr Shin, who until recently held the position of Professor of Health Policy and Management at the College of Medicine at Seoul

National University, has longstanding connections with the WHO from serving on its Executive Board as the representative of the Republic of Korea. He was nominated for the position of Regional Director last September and will be the first Western Pacific Regional Director to be appointed from outside WHO.

The WHO Executive Board, recently held its 124<sup>th</sup> session in Geneva, also reappointed Dr Samlee Plianbangchang for a second term as Regional Director for the South-East Asia Region. Dr Samlee has served for 16 years at WHO and worked in several key positions in the Ministry of Public Health, Royal Thai Govern-

ment, including as Director of the Technical Division of the Department of Medical Services. He graduated from the University of Medical Sciences in Bangkok and holds a Master's degree in Public Health and Tropical Medicine and Doctor of Public Health degree from Tulane University. [DTI](#)

## New health initiatives for Dubai

Representatives of Dubai Healthcare City (DHCC) have announced the launch of new initiatives to address a number of issues in the Middle East's growing health-care sector. Speaking at a press conference at Arab Health, an annual event for the health-care industry in Dubai in the UAE, senior vice-president Dr Ayesha Abdullah said that the DHCC's programmes in 2009 will include a CME session on diabetes by the Harvard Medical School Dubai Center, as well as a variety of mobile, simulation-based courses for various levels of health-care professionals including dentists.

To support the training of regional and local health-care professionals further, the Dubai Harvard Foundation for Medical Research is offering a Science Writers and Journalists Fellowship Program in 2009 for the second consecutive year and post-doctoral research fellowships to train scientists and researchers. The foundation is also offering annual grants for two research teams under the Collaborative Research Center Programme.

Dr Ayesha added that one of DHCC's many achievements in the last two years has been the region's first health-care licensing examination centre, established to help develop and administer comprehensive examinations for health-care professionals. Doctors in Dubai and other countries in the Middle East usually choose to advance their specialist training credentials through the postgraduate examinations of the British Royal Colleges, such as the Membership of the Royal College of Physicians, which is hosted in Dubai, or the Membership of the Royal College of Surgeons.

Postgraduate programmes in dentistry are offered by the DHCC's Boston University Institute for Dental Research and Education. The only private post-graduate dental institute in the Middle East received accreditation by the UAE government last year. Its programmes include endodontics, orthodontics, paediatrics, periodontology, and prosthodontics. [DTI](#)

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Andreas Carlgren (DTI/Nordic Council, Magnus Fröderberg)

As the Swedish market for hazardous waste is small, creating a new Swedish repository would be around 15 times more expensive than depositing waste in existing facilities in the EU, the Ministry says. The disposal possibilities in other EU countries provide better incentives for the development of safe, large-scale technologies to stabilise waste containing mercury.

Since health insurance stopped paying for amalgam

restorations in Sweden in 1999, the use has decreased markedly and is now estimated to be 2–5 per cent of all fillings. “Sweden is now leading the way in removing and protecting the environment from mercury, which is non-degradable,” the Minister for the Environment, Andreas Carlgren, said. “The ban is a strong signal to other countries and a Swedish contribution to EU and UN aims to reduce mercury use and emissions.”

Sweden is not the first country to remove mercury from the dental

filling market. Last year, a similar ban was announced by the Norwegian government for environmental reasons.

Mercury is toxic to the human brain and results in various unstable mental conditions. Most countries in Europe only advise against the use of amalgam for children and pregnant women, but patients’ organisations believe that the rest of the population is also at risk. According to an EU scientific report, amalgam poses no danger to the human nervous system. **DTI**

# Checklist reduces surgical issues

Hospitals in eight cities around the globe have successfully demonstrated that the use of a simple surgical checklist, developed by World Health Organization (WHO), during major operations can lower the incidence of surgery-related deaths and complications by one third. Analysis shows that the rate of major complications following surgery fell from 11 per cent in the baseline period to 7 per cent following the introduction of the checklist, a reduction of one third. Inpatient deaths following major operations fell by more than 40 per cent (from 1.5 per cent to 0.8 per cent).

The checklist, which was introduced by the WHO as a recommended guideline for safe practice last year, has since gained global recognition by operating theatre staff. WHO officials said that it is intended to ensure the safe delivery of anaesthesia, appropriate prophylaxis against infection, effective teamwork by the operating room staff, and other essential practices in perioperative care.

“The concept of using a brief but comprehensive checklist is surprisingly new to us in surgery,” said Dr Atul Gawande, main author of the study and team leader for the development of the WHO surgical safety checklist. “Not everyone on the operating teams was happy to try it. But the results were unprecedented. And the teams became strong supporters.”

Pilot studies were undertaken in hospitals in each of the six WHO regions and carried out in both high and lower income settings. In Asia, hospitals in Manila in the Philippines, New Delhi in India, and Auckland in New Zealand took part in the study. Data was collected from 7,688 patients.

“These findings have implications beyond surgery, suggesting that checklists could increase the safety and reliability of care in numerous medical fields,” Dr Gawande added. “The checklists must be short, extremely simple, and carefully tested in the real world. But in specialties ranging from cardiac care to paediatric care, they could become as essential in daily medicine as the stethoscope.”

“The immediate response to the checklist has been remarkable, and the studies undertaken in the pilot hospitals are significant. They will make a major contribution towards our goal of having 2,500 hospitals around the world using the safe surgery checklist by the end of this year,” said Sir Liam Donaldson, Chair of the WHO World Alliance for Patient Safety and Chief Medical Officer for England. **DTI**

(Edited by Daniel Zimmermann, DTI)

AD

**"Online learning is not the next big thing, it is the now big thing."**

Donna J Abernathy  
Training and Development Editor

## DTSC - COURSES, COMMUNITY, TECHNOLOGY, ON-DEMAND

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# Better dental hygiene to lower hospital infections

A study by the Tel Aviv University in Israel has found that brushing teeth can prevent hospital-borne infections by up to 50 per cent. According to lead researcher, Ofra Raanan, from the University's Department of Nursing, nurses from different medical centres in the country found that brushing the teeth of intubated patients three times a day led to a decrease in ventila-

tor-associated pneumonia (VAP), a lung infection that develops in people who are ventilated.

Hospital-borne infections such as VAP are a serious risk of a long-term hospital stay. VAP is usually caused by harmless bacteria in the mouth that travel in small water droplets through the tube and gain access to the lungs where they colonise. Once in the

lungs, the bacteria exploit the patient's weakened immune system and multiply, causing serious infections that could result in death. Patients who are intubated can be infected with pneumonia only two or three days after the tube is put in place.

Nurses typically use a mechanical suction device to remove secretions from the mouth

and throat, or put patients in a seated position every few hours. Raanan said that her recommendations—scheduled for publication in a leading nursing journal—may convince medical centres around the world to invest more resources in the routine practice of brushing their patients' teeth. "This approach will certainly improve the odds for survival," she asserted. [D](#)



Photo: Anthony Harris

## Millions to fight early childhood caries

Corinna Kaarlela  
USA

**SAN FRANCISCO, CA, USA:** The University of California's School of Dentistry in San Francisco has received a multimillion-dollar grant from the US National Institutes of Health (NIH), to address disparities in children's oral health and to launch new programmes in preventing early childhood tooth decay, also called ECC. According to the School's Dean, Dr John Featherstone, the programmes will include new research that will compare methods of preventing dental caries in children and efforts to integrate current scientific understanding across a variety of primary care and social service settings.

The School will also work as coordinating centre, collecting data from randomised trials from two other centres in Boston and Denver.

Dental caries is one of the most prevalent health problems in the United States, and disparities in oral health are evident across the life span. A report by the US National Maternal and Child Oral Health Resource Center states that although more than 90 per cent of general dentists in the US provide care to children and adolescents, very few provide care to children under four. Among children and adolescents from families with low incomes, nearly 80 per cent of decayed primary teeth have not been restored in children between the ages of two and five.

Disparities also exist according to race and ethnicity, with decayed or filled teeth occurring in 42 per cent of Mexican American and 52 per cent of black children between the ages of two and five, compared with 24 per cent of white children, according to a *National Health and Nutrition Examination Survey* from the Center for Disease Control in Atlanta, Georgia. [D](#)

(Edited by Claudia Salwiczek)

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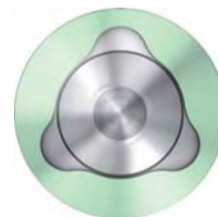
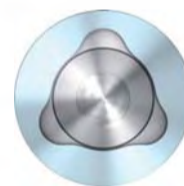
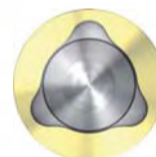
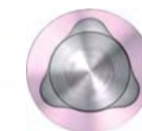
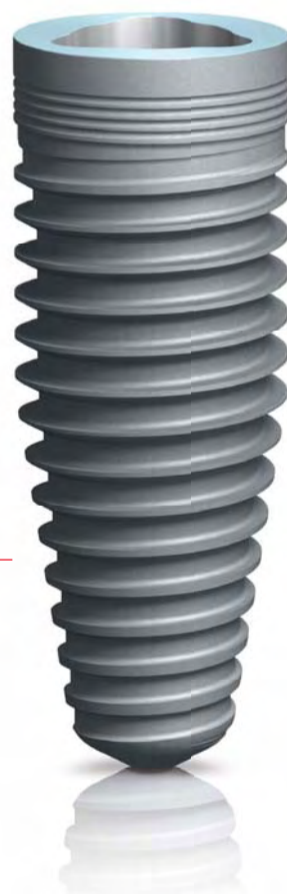


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\* Source: Millennium Research Group

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Representatives from Inspektor and the University of Liverpool show the new device at the Medical Futures Award in London last year. (DTI/Medical Futures)

## Easier plaque detection with Inspektor TC

In collaboration with Inspektor Research Systems BV in the Netherlands, scientists at the University of Liverpool have developed a new product for identifying plaque build-up in the mouth before it becomes visible to the human eye. The toothbrush-sized device has a blue light at its tip that

allows plaque to be easily seen as a red glow when shone around the mouth and viewed through yellow glasses with a red filter.

Dentists currently use disclosing agents in tablet form to indicate tooth decay and plaque, but these often stain the mouth and taste un-

pleasant. The new product, known as Inspektor TC, has been designed for everyday use in the home and will be particularly useful for those who are vulnerable to dental diseases, especially children and the elderly.

“Early stage plaque is invisible, and so this device will show people the parts of the mouth that they are neglecting when they brush their teeth, enabling them to remove plaque before it becomes a problem,” said Prof. Sue Higham, Director of Research at the University of Liverpool’s School of Dental Sciences. “Inspektor TC is designed, so that people can easily incorporate it into their daily dental hygiene routine.”

Her team has already received a Medical Futures Innovation Award that acknowledges significant innovation in science for the product. “We now hope to work with industry partners to develop this prototype, so that people can use it in the home to identify plaque before any serious dental work is needed,” Prof. Higham added. [D](#)

## Gas effects boosted by hypnosis

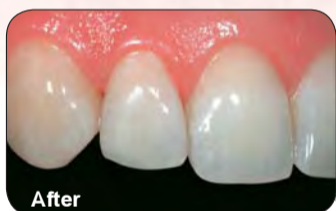
The pain-relieving effects of nitrous oxide—laughing gas—may be enhanced by suggestion or hypnosis, according to a new study by University College London (UCL). The study, published online in the journal *Psychopharmacology*, found that the nitrous oxide boosted imaginative suggestibility by approximately 10 per cent, despite participants’ expectations regarding the effects of the drug. The findings indicate that dental patients may benefit from being coached to relax while undergoing sedation.

“Nitrous oxide is one of the most widely used yet least well understood anaesthetic gases and until recently, relatively little was known about how it worked inside the body,” Dr Matthew Whalley, Honorary Research Fellow at UCL, stated. “Many dentists use laughing gas to relieve discomfort in their patients, but our study suggests that combining the gas with instructions and suggestions to help them to relax and become absorbed in imagery, for example, might enhance the pain-relieving effect.”

Dr Whalley said that that an estimated number of 500 dentists in the UK have been trained to use hypnosis, and find that their patients respond well to being spoken to in a quiet, hypnotic manner. The new findings suggest that these effects could be further enhanced with laughing gas, he added. [D](#)

AD

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# GC, DuPont sign agreement on monomer technology

The GC Corporation based in Tokyo in Japan has signed a cooperative agreement with US DuPont to develop new filling materials for the dental market. With the agreement, the two companies will share knowledge in the fields of monomers and composites for improved abrasion resistance with no risk of shrinkage and enhanced aesthetics with chameleon-like effects.

DuPont is one of the largest manufacturers of synthetic material globally. Among others, the company has created widely used polymer compounds like Nylon, Lycra, Teflon, and Kevlar. GC Corporation has some of the most advanced composite sys-

tems on the market, such as GC Grandia and GC Grandia Direct. By collaborating with DuPont, the company wishes to increase development possibilities for new dental composite systems and re-

fine existing ones, officials told *Dental Tribune*.

"The cooperative agreement with DuPont is a strategic and historic milestone for our company and will definitely have synergistic effects for all concerned—not just for the cooperating partners themselves, but also for dentists and dental technicians," explained Shoji Akahane, director of the research and development department of GC. "We don't want to give too much away, but standing shoulder-to-shoulder with DuPont, we are sure GC will soon be causing quite a stir on the filling market. You could say we now have the licence for effective marginal adaptation." □



DuPont research scientists at work in a biobutanol molecular biology lab. (DTI/DuPont Photo)

# China's dental implant market grows

According to a report by the Millennium Research Group in Toronto in Canada, new private dental clinics are continuing to emerge in response to increasing demand for dental care from China's growing middle class and aging population. The establishment of these private dental clinics will enable the dental implant market to reach over US\$125 million by 2013, reflecting a compound annual growth rate of more than 30 per cent over the next five years.

Dental services in China are offered in government-managed

hospitals that deal with an overwhelming number of cases. With new private dental clinics now opening and a growing number of dentists offering dental implant treatment, however, Chinese patients will have increased access to dental implants. Currently, there are more than 5,000 privately run clinics operating across China and the success of the dental implant industry will continue to attract both domestic and foreign investment. In addition to the development of new dental facilities, increasing volumes of procedures performed

by existing facilities will enable market growth over the next five years.

"The global economic crisis will slow this market in 2009, but only moderately," says Kevin Flewwelling, Manager of Orthopedic and Dental Research at MRG. "Due to improved clinical education, greater patient awareness of dental implants, and a larger urban middle class, the Chinese dental implant market will still grow at double-digit rates even at the height of the worldwide economic crisis." □



The **China Medicine Corporation** in Guangzhou has reported governmental approval for selling dental equipment and instruments in China's Guangdong province.

**Prowhitening**, a new Australian company, plans to establish whitening kiosks in shopping malls in the country. The procedure will take up to 20 minutes and cost a little over US\$100, company officials stated.

**Colgate**, through its Colgate-Palmolive (India) Ltd. subsidiary, has purchased SS Oral Hygiene Products Pvt. Ltd. in Hyderabad in India. Previously, Colgate held a 75 per cent share in SS Oral Hygiene Products.

A new recruitment agency in Derry in Northern Ireland aiming to attract experienced dentists from across the globe has been established. **KMS Dental Recruitment** is the first of its kind in the country, which suffers from an ongoing shortage of dentists, particularly in the north-west region. Previous recruitment drives by local health authorities have failed to attract dentists, with many local practices last year closing their doors to patients treated under the National Health Service scheme, DT UK reports.

A patient has sued the US-based dentists' network, **Aspen Dental**, along with two of its members in Ohio, over a bridge the patient received that allegedly contained lead. This relates to reports in 2008 about Chinese dental labs providing prostheses with a high lead content. Aspen issued a statement making no comment on the pending litigation but noting that all labs that provide crown and bridge services to Aspen have assured them that they only use materials that are 100 per cent approved and registered by the US Food and Drug Administration.

**Progressive Orthodontics** in the United States is offering four more orthodontic seminars in Singapore this year. Their programmes will be joined by leading instructors, such as Dr Swaroop (USA), Dr Hymer (Australia), Dr Hagens (Holland), and Dr Tossolini (Argentina). Progressive Orthodontics also offers their programme in Australia and New Zealand.

The **FDI World Dental Federation** has announced that online registration for the 2009 annual congress is now available on their website. The congress will be held from 2 to 5 September 2009 at the Suntec Singapore International Convention and Exhibition Centre. □

MRG's *Chinese Markets for Dental Implants 2009* report provides coverage of key industry competitors, including Anthogyr, BEGO Im-

plant Systems, Bicon Dental Implants, BIOMET 3i, DENTSPLY International, Nobel Biocare, Osstem, Straumann, and many more. □

AD

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# “IDS Cologne is a global marketplace”

Interview with Dr Martin Rickert, Chairman of the Association of German Dental Manufacturers (VDDI e.V.)



Dr Martin Rickert

Prospects for the 35<sup>th</sup> International Dental Show Cologne next month look promising, representatives of the German dental industry have agreed. At a recent press conference in Cologne, they also rejected fears of economic cutbacks due to the ongoing financial crisis. According to Dr Martin Rickert, Chairman of the Association of German Dental Manufacturers (VDDI e.V.), there is still a steady demand for medical and dental services. DTI Group Editor Daniel Zimmermann spoke with Dr Rickert about the current state of the industry and his expectations for IDS Cologne 2009.

**Daniel Zimmermann:** *Dr Rickert, the economic valuation of the German dental market in 2008 was fairly positive. Has this changed with the current financial crisis?*

Dr Rickert: Not really. As you correctly point out, it is predominantly a financial crisis. The industry's outlook for 2008 was good and currently there is a trend towards a stable return which does not fulfil all our expectations but still promises to deliver satisfactory profits. There are certainly fluctuations in various market segments and world markets that stem from different influences and are not attributable to a single cause.

**There have been initial reports on redundancies in the United States. Should we be preparing for cutbacks or restructuring measures in Germany as well?**

The US health sector differs from that in Germany and in most European countries and, therefore, many private investors have been affected by the financial crisis. Mass redundancies in key sectors mean that many people can no longer contribute towards company health insurance schemes in the US. This will definitely not be the case in Germany because the statutory health insurance provider and private health insurance companies are prepared to cover the healthcare costs for their clients in the future. Even if we are in for job losses in various economic sectors, there are not likely to be any negative effects on the German healthcare market.

**What positive effects will IDS have on the industry?**

The 35<sup>th</sup> IDS will again exhibit a comprehensive range of modern dental products and technologies. Visitors will be able to see and experience an abundance of new product and service innovations. Technological developments in the medical field and our industry's investment in research and development continually produce new and improved system solutions for dental practices and laboratories, which are of great financial interest to dentist and technician alike.

IDS has always been a driving force behind the dental market and will remain in this role in the future. I expect our partners—dentists, dental technicians, dental hygienists, and prophylaxis assistants—to be able to convince patients that investing in their health is the best way to secure their own well-being and quality of life. Investments in health are investments in one's own future. I am confident that despite the current economic fluctuations patients will not neglect their oral health or decide not to make use of necessary care and treatment. Falling prices for energy, the commuter tax relief refund, and private savings assets of around €10 trillion in Germany ensure the liquidity of a large portion of the population. Moreover, patients' demands for health-related services are mostly governed by acute health problems and the desire for a return to health and recuperating quality of life.

**Dental implants and automated fabrication of dental restorations are currently the fastest growing sectors in dentistry. Is this boom reflected in the products and services that are going to be presented at IDS?**

Implant-borne restorations are in fact one of the fastest growing sectors, with more than 700,000 dental implants placed in Germany last year and an annual growth-rate of around 10 to 15 per cent. These high-quality restorations will continue to be in demand by many patients in the future because they are one of the most progressive and long-lasting restorations available. Incidentally, the growth in dental implants in Germany can largely be attributed to the fact that the statutory health insurance scheme has subsidised this treatment since the introduction of a fixed coverage system in 2005. IDS will exhibit the entire range of modern implantology systems, presenting both innovations and developments in tried-and-tested systems.

**What other sectors do you view as having potential for growth?**

Apart from implantology, I see the most potential in the all-porcelain sector, in which around 25 million restorations worldwide were fabricated using CAD/CAM technology. Modern laser scanners are able to read more than 100,000 reflecting points a second, and image-capturing has become quicker and more precise. Modern high-performance materials provide the

best possible stability for a wide range of indications and are able to guarantee biocompatibility at the same time.

The latest digital fabrication technology using laser metal sintering of, mostly precious metal-free, alloy powders can now also be considered for prosthetic restorations. These dentures stand out because of their incredibly precise fit and durability.

**German dental industry export activities again increased by approximately two per cent in 2007, which comprises 55 per cent of the total turnover. Is the domestic market losing its value?**

There is no doubt that Germany remains our key market. It is here that the German dental industry researches and develops new products and services in collaboration with dental institutions at universities, technical colleges, and training schools (Meisterschulen). We need this market in order to introduce products and services in con-

## “Investments in health are investments in one's own future.”

junction with healthcare providers and users because, with the high standard of healthcare, dentistry and dental technology in our country, these products and services are considered models for dental practices and laboratories worldwide.

The shift of sales is a result of an expansion of our market position overseas disproportionate to growth in the domestic market.

It is important to guarantee dentists and dental technicians in the German market acceptable remuneration for their services. This is the only way to ensure that young people find their way into the health service, to prevent professional migration, and to ensure patients gain access to the latest developments in general dentistry and dental technology.

**German patients have to carry more medical expenses due to the introduction of the national health fund. Is this having an effect on dentistry as well?**

I expect not only an added burden for the insured, but also an increase in bureaucracy that we will all have to tolerate. Calculations by a council of experts for the national health fund predict a shortfall of €440 million in 2009 alone!

I think notable negative effects are to be expected due to the revamped dental practitioners' fee schedule, which is the new basis for private dental billing in 2009. In their calculations, the Association of German Dentists has concluded

that large cutbacks in salaries could be the outcome of these regulations. If one considers that a significant portion of the annual turnover in many practices already comes from patients who pay out of their own pockets and are, therefore, essential for practices' survival, one cannot understand why the dental profession should be content with a slight increase in refunding of only 0.46 per cent after 21 years.

**In which markets has the German dental industry gained shares in 2008, and which markets do you regard as difficult to gain access to?**

The results of our latest member questionnaire underline the fact that export figures in East European markets, especially Russia, and Asian markets have shown a positive trend. Furthermore, the economic outlook for Latin America has improved remarkably in the last few months; however, it must be noted that growth development in this market is still at a very low level. A slight weakening in the out-

ally high standard of quality, service-friendly products, and high level of innovation, as well as distinct customer orientation with a high quality of service, make our products globally competitive. We confidently meet the challenge of all competition in any market worldwide.

**During the last two years you have travelled abroad to promote IDS in other regions. Can you tell us more about perceptions of the show in different parts of the world?**

IDS is THE international meeting for the dental sector. For years, it has been an established communication and marketing platform for the international dental community. This recognition has not changed very much, as was evident during our several international press conferences last year held in collaboration with Koelnmesse subsidiaries in Japan, China, Russia, and the United States. Participants consistently displayed much interest in and support for IDS. We were also given credit for the high quality of accommodation, careful organisation, and the show's international character.

Only at IDS is such a comprehensive display of the international dentistry market presented—the complete spectrum of dentistry and dental technology is available to be seen and experienced. All products and services that make the work of dentists easier, help them work economically, and provide their patients with the state-of-the-art in dental technology are available at the show.

**Unlike other international meetings, IDS seems to grow in popularity each year. In your opinion, what are the main factors contributing towards this growth?**

IDS has an appealing and powerful concept that was developed in cooperation with our partner Koelnmesse. In particular, the sheer amount of state-of-the-art innovations makes IDS the most comprehensive dental exhibition and one of the liveliest and most significant marketplaces in the dental world.

It is important that we plan this growth carefully to keep up with market demands. We do not want the show to expand too rapidly and possibly outgrow its market.

We already have a high level of international participation at IDS from both exhibitors and visitors. The show is cosmopolitan, the standard of accommodation at the show is exceptionally high, and the efficient organisation behind the show makes a visit to the show easy.

Finally, the city of Cologne is ideally situated in terms of public transport within Germany, as well as to and from Europe and the World.

**Thank you very much for the interview!** ☐

The German dental industry has enjoyed an international reputation as one of the most innovative dental industries. Our exception-