Biolase launches first laser for root canal disinfection in Asia

IRVINE: Biolase Technology has announced the launch of a new, minimally invasive root canal therapy system, which it claims lets dentists perform root canal procedures faster and more effectively than conventional treatment methods. The Endolase RFT, which is available for immediate delivery in all major markets including Korea, Japan, Australia and New Zealand, is the very first complete laser treatment for root canal therapy, the company says.

The device includes two newly designed, single-use laser tips, one for anterior and another for posterior teeth, and the procedure protocol for use with the company’s own Waterlase MD YSGG laser system. The newly-designed endoTips, which are approximately two-to-three times the width of a human hair and very flexible, are shaped so the laser energy emitted in a radial pattern, allowing the dentist to disinfect the root cavity while protecting and preserving both structure.

According to the company, another key element of the laser therapy is that the disinfection procedure can be done in only two to three minutes, compared to the 20-30 minutes required in traditional chemical treatments using sodium hypochlorite that have been performed since the 1950s.

“The effectiveness of this treatment lends itself to improving the way that we perform root canal therapy,” Dr Roy Stevens from the Department of Endodontology, at Temple’s Korinberg School of Den- tistry, USA, said, adding that the research results the Endolase RFT is based on were of “great significance” for several reasons. “Bacteria are known to be highly resistant to other disinfection currently used in root canal therapy and our research dem- onstrates that the disinfection capability of the laser is effective at a distance into the dentin sur- rounding the canal, overcoming some accessibility problems for conventional treatment methods. Therefore, a high level of disinfection can be achieved in minutes, saving both the patient and dentist considerable time during endo-dontic treatment,” he added.

NTI-TSS signs agreement with Singapore’s DMA

SINGAPORE: The US manufacturer NTI-TSS has signed an exclusive representative partnership agreement with Dental Agency Marketing (DMA), a sales and consulting company based in Singapore. At IDEM 2008, DMA will be marketing NTI’s FDA and consultant company based exclusive representative partner- manufacturer NTI-TSS has signed an agreement. What conse-quences will such a pact have on the Australian dental industry?

With a total of 45 exhibitors at IDEM, the United States was one of the biggest country groups at IDEM 2008, according to figures from the US Commercial Service, dental manufacturers from the United States exported more than US 27 million worth of products last year.

“Singapore is the easiest mar- ket to do business in Asia in terms of approval and receptivity to new products,” said Bob Weber, vice president Worldwide Sales and Marketing of NTI-TSS. “That’s why we chose to enter the agreement with a company from here.”

Exports have also been rising each year for the last few years. “Singapore is the easiest market to do business in Asia in terms of approval and receptivity to new products,” said Bob Weber, vice president Worldwide Sales and Marketing of NTI-TSS. “That’s why we chose to enter the agreement with a company from here.”

The meeting was also joined by the US Ambassador to Singapore, Patricia L. Herbold, who welcomed all US companies to IDEM 2008. She praised Singapore as the health care hub for the region that constantly attracts foreign patients seeking dental treatment in the country.

“Your participation shows that you recognize Singapore’s regional reach,” said Herbold. “NTI is an ideal platform from which to ex- pand business opportunities into Asia’s growing markets.”

Dental W&H opens new Premium service centre in Singapore

SINGAPORE: The Austrian-based company W&H has recently opened a new premium service centre in Singapore. The office, which is located in the recently constructed Tradehub 21 complex near the International Business Park, will not only provide premium W&H service to dentists and dental laboratories in Singapore and the Asia Pacific region, but also offer technical training on a reg- ular basis.

The planning for the new cen- tre dates back to late 2006. It be- came operational last November and was officially opened in full swing after the IDEM show in Singapore early this month. “Many people have worked very hard for this,” said Peter Malata, president of W&H, during the opening cere- mony. “Singapore will be part of a worldwide service network which has enabled us to ensure that our instruments are maintained and served according to the highest quality guidelines.”

During IDEM, the company also introduced the revised coop- erative identity to the Asian markets. The W&H signature logo, accord- ing to company officials, was re- defined and launched during IDS Cologne 2007 to give the company a more visible worldwide identity.

Product highlights at IDEM included a LED polo scaler and high-speed handpieces with LED light that allow for a more accurate handling using daylight quality. “We now also offer two handpieces for oral and maxillofacial surgery that generate their own light with a built-in dynamo,” Martin Rolfe, Asia Pacific area manager for W&H, explained. “These handpieces are available in grey as the first to produce their own power to light an LED.”

W&H exhibited at IDEM for the second time as a manufacturer. “The show has become an impor- tant event in the region every two years,” Mr Rolfe added.

A short interview with ADIA’s Duncan Campbell

LEIPZIG: In April, China and New Zealand signed a free- trade agreement to phase out all import tariffs in both coun- tries by the years 2016 and 2019. The trade agreement is the sixth for China, and the first that Beijing has resolved with a developed economy. Another six are currently un- der negotiation with various countries but including Aus- tralia, Peru, and South Africa.

“We had the opportunity to speak with Mr Duncan Camp- bell, executive director of the Australian Dental Indus- try Association (ADIA), about what impact a free-trade agreement could have on Australia’s dental industry.

DTI: Mr Campbell, China and Australia are in negotia- tions over a free-trade agreement. What consequences will such a pact have on the Australian dental industry?

“We now also offer two handpieces for oral and maxillofacial surgery that generate their own light with a built-in dynamo,” Martin Rolfe, Asia Pacific area manager for W&H, explained. “These handpieces are available in grey as the first to produce their own power to light an LED.”

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Can you give us an idea of the numbers of Aus- tralian dental equipment exports into China? Is this number expected to change significantly under a free-trade agreement? At the moment, Australian companies do not export equipment at significant numbers to China and I do not see this changing in the long run. The agreement recently signed with New Zealand also incorporates services. Will you see increased dental tourism as a big issue right now in Aus- tralia, do you expect more patients travelling to China under such an agreement?

Many Australians currently travel to other Asian destinations to receive treatment, and some will certainly go to China if the market opens up.

The World Health Pro- fessions Alliance has an- nounced it will put the issue of trade agreements on the agenda for their upcoming meeting in Geneva. How much do you think health professionals should be in- volved in the setup of these agreements?

Thank you very much for this interview...