Align receives approval for Invisalign in Japan

SANTA CLARA, CA, USA: Align Technology, Inc. has announced the receipt of regulatory approval from the Japanese Ministry of Health, Labour and Welfare for marketing Invisalign, a method for treating misaligned teeth. The company said it would now begin widespread promotion in the country, where it has trained approximately 660 Invisalign orthodontists since launching the product there in October 2003.

“This regulatory approval in Japan is an important milestone and will enable us to engage in more traditional and expansive outreach activities to educate and support dental professionals with the necessary marketing activities needed to build the market for Invisalign in Japan,” Gil Laks, vice-president of the company’s international arm, stated. “In addition, we can now leverage the strength of the Invisalign brand by targeting prospective patients in Japan with consumer demand creation programmes,” Laks added.

Align began its first commercial sales of Invisalign to orthodontists in the United States in 2002. Three years later, the company reported a manufacturing milestone of 15 million units per year.

SDG launches patient education videos on YouTube

SINGAPORE: Specialist Dental Group (SDG) has announced the uploading of its first patient education video on YouTube. The video is about the “Teeth-in-an-Hour” implant procedure from Swedish Nobel Biocare and will also be available in a Bahasa Indonesian version. SDG is the first dental practice in Singapore to release patient education videos online.

Unlike conventional dental implants, which require four to six months to complete, as time is needed for the implant to heal with the jawbone, the time frame is shortened considerably with “Teeth-in-an-Hour” implants. They are manufactured by Nobel Biocare, a global market leader in innovative aesthetic dental solutions and are particularly suitable for patients with multiple missing teeth. The overall time required from treatment planning to completion is two to three appointments over a period of two to three weeks, the company says.

“With Teeth-in-an-Hour implants, patients have teeth that feel like teeth, look like teeth and function like teeth,” says Dr Neo Tee Khin, Consultant Prosthodontist at SDG. “This benefits our patients and really improves the quality of their life.”

Consultant Oral & Maxillofacial Surgeon at SDG, Dr Ho Kok Sen notes: “There is minimum bleeding, minimum trauma to the patient and the procedure is totally painless. The patient can immediately function after the procedure.”

SDG is one of the largest multi-disciplinary dental specialist groups in Singapore. The practice, which celebrates its 50th anniversary in 2009, has a strong foundation in dental implants. The clinic’s founder, Dr Henry Lee, placed the first dental implants in Singapore over 20 years ago.

Asian companies are more prominent at International Dental Show

Dr Martin Rickert, Chairman VDDI, Dr Markus Heibach, Executive Director VDDI and Oliver P. Kuhrt, Executive Vice President Koelnmesse, (from left to right) at the European press conference in December, Photo: Koelnmesse.

At a recent European press conference in Cologne, representatives of the German dental industry discussed that the IDS is expected to grow in popularity in the future. According to Dr Martin Rickert, chairman of the Association of German Dental Manufacturers (VDDI), there is still a steady demand for medical and dental services. However, the industry might be subject to mid-term fluctuations, he said. “The dental market is an important part of the growing health care sector,” Rickert said. “Due to our experiences from the past few years, we still expect people to invest heavily in their personal health. Financial considerations won’t play such a major role here.”

The 55th IDS will take place from 24-28 March at the fair-ground in Cologne. Exhibitors have announced the introduction of a number of new products and services in growing sectors like implantology and prophylaxis to an expected 80,000 visitors from Germany and abroad. According to preliminary figures from the organiser Koelnmesse, more companies outside of Germany are expected to attend. A new navigation system is supposed to help visitors find exactly what they are looking for. Electronic tickets can be purchased in advance from the Koelnmesse online shop.

“Germany, Japan, and the United States collectively dominate the global dental supplies market, with over 80 per cent share of sales in 2008. A recent report by Global Industry Analysts, Inc. has projected the overall market volume to exceed US$21.8 billion by 2015. The demand for dental products and services is predicted to remain healthy due to a growing demand in cosmetic treatments, new products that reduce patient discomfort, increased health consciousness, and dental implants. Growth in the conventional supplies category may be reduced because of emerging procedures and technologies that require fewer supplies and materials.”

Although differences exist between dental markets within Asia, rapid improvement of living standards has recently induced greater realisation about the quality of medical and dental services in countries such as India and China. Consequently, these countries are exhibiting an increasing demand for modern and sophisticated technology and equipment.

IDEM Singapore 2008 wins coveted Approved International Fair Award

SINGAPORE: IDEM Singapore 2008, a leading dental show for the Asia Pacific region, was recently honoured at the Approved International Fair Awards, held at the Grand Copthorne Waterfront Hotel in Singapore. The award was given in recognition of the show’s exemplary programme and contribution towards making Singapore a premier business travel and MICE destination.

The Approved International Fair (AIF) Award scheme is an official endorsement by the Singapore Exhibition and Convention Bureau for the quality of a trade fair, and the recipients are assessed according to a stringent set of criteria. The brand name is widely accepted in the international exhibitions industry as a benchmark of excellence, and it serves as a reference to foreign participants for choosing the most suitable events in the region which at the show’s products and extend their marketreach. Every year, the leading MICE industry players in Singapore contribute to gain AIF status.

“We are honoured to be receiving this award for IDEM Singapore,” said Michael Dreyer, vice-president for Asia Pacific of the organising company Koelnmesse. “Since 2000, IDEM Singapore has grown by 20 per cent every exhibition edition to become the leading dental show in the Asia Pacific region.”

“We appreciate the support that our exhibitors, delegates and visitors have given us over the years. We will continue to strive for the highest quality to meet the needs and expectations of our customers, by putting up an even better show in 2010,” he added.

The next IDEM Singapore exhibition will be staged from 16-18 April 2010. The 2008 show occupied 10,000 square metres and showcased products from 584 exhibitors from 54 countries.