Nobel Biocare forges new partnerships with material specialists VITA and Ivoclar Vivadent

Collaborations expected to expand the company's NobelProcera and CAD/CAM offerings

Daniel Zimmermann

LEIPZIG, Germany: In a sweeping campaign, Nobel Biocare has established new partnership agreements with VITA and Ivoclar Vivadent, two European-based companies that specialise in dental restorative and prosthetic materials. The agreements, which form part of Nobel Biocare’s newly established Preferred Partner Program, are intended to afford the company access to more state-of-the-art dental materials, the company said in a press note in February.

With the goal of further strengthening NobelProcera’s leading market position in CAD/CAM-based dentistry, Nobel Biocare initiated the Preferred Partner Program in January 2010 with selected providers of dental materials. According to CEO Domenico Scala, the goal of this programme is to make it possible for dentists to take advantage of the most comprehensive portfolio of end-to-end restorative and prosthetic solutions available in the market. Nobel Biocare’s broadened product range will include new products, better veneering solutions, new cost-effective treatment options and complete solutions for edentulous indications, Scala said.

The agreement with VITA, which currently has one of the broadest portfolios of veneering solutions on the market, complements Nobel Biocare’s recent launch of a new scanner, software, and new prosthetic products and materials. The agreement with Ivoclar Vivadent will offer the company access to additional high-performance ceramics, including IPS e.max for full-contour crowns and acrylic prosthetic materials for temporary crowns and bridge ceramics. In January, Ivoclar Vivadent was the first company to partner with Nobel Biocare within the framework of the Preferred Partner Program. “As a leading materials company, we see a partnership with Nobel Biocare as an ideal combination of premium skills—milling systems and materials,” said Robert Ganley, CEO of Ivoclar Vivadent. “NobelProcera is a leader and pioneer in CAD/CAM dentistry, and a unique acrylic provisional material system that is due to be launched in 2010.”

“As a market leader in material systems, we have and will continue to partner with the market-leading digital-based CAD/CAM systems,” he added.

Triodent to extend their New Zealand headquarters

New Zealand Prime Minster John Key (right) meets Triodent’s new laser sintering machine with Dr Simon McDonald. (DTT Photocourtesy of Triodent, NZ)

New Zealand Prime Minister John Key, who attended the unveiling ceremony, gave dental Triodent his seal of approval. Speaking to invited guests at the planned site, he said achieving success in the world market was “ultimately about doing things a lot smarter.”

“I want to encourage New Zealand companies to do the things that Triodent is doing, and that is blazing a trail in international markets, being creative and investing in science and research and development, because that is the future of New Zealand,” he said.

Triodent, which specialises in the production of matrix systems and dental instruments, has been named one of the top 10 fastest growing companies in New Zealand. It ranks 154 amongst the fastest growing companies in the Asia-Pacific region, according to a 2008 report by Deloitte Technology.

Triodent founder Dr Simon McDonald said 2009 had been a memorable year for Triodent, owing to the way the company consolidated its position and laid the path for a strong future, as well as the numerous awards won.

“With the advantage of our business agility we have been able to respond quickly to the conditions, and despite the increasing complexity of our operations, we are as focused on our goals now as we have ever been,” Dr McDonald explained.

He assured guests that Triodent would not rest on its laurels, and more innovative products would follow in the path of the V5.

The product was named Top Matrix System by Dental Advisor in 2009.

A Nobel Biocare employee prepares the insulating process of NobelProcera castle. (DTT Photocourtesy of Nobel Biocare, Norden)

Quality Medical Group enters Singapore market

KUALA LUMPUR, Malaysia: Qualitas Medical Group Ltd’s subsidiary Qualitas Healthcare International Sdn Bhd has acquired 75 per cent stake in Dr Marcus Conroy & Associates Pte Ltd, which operates a Singapore dental clinic under the trade name SmileFocus. Qualitas’ founder, Chairman and Managing Director Dr Nourul Ameen said the acquisition was in line with the group’s strategy to expand its market reach into the region and other health-care-related businesses.

“Our acquisition of SmileFocus follows our first foray into the dentistry business in India earlier this year,” he said in a statement in Kuala Lumpur last month.

Located at the Camden Medical Centre, SmileFocus provides a wide range of specialist dentistry services under one roof, including cosmetic dentistry, family dentistry, as well as implant and restorative dentistry services.

Dr Ameen said the expansion of the Qualitas brand into Sin- gapore would complement its listed status in the country. The acquisition will be paid in two tranches, either fully in cash or partly in cash and partly in Qualitas shares, with the final valuation equal to 7.5 times SmileFocus’ profit after tax for the financial year 2010. The cash portion will be paid partly from the group’s proceeds from its initial public offering of 2008 and partly through internal fund- ing.

The Qualitas Group has one of the largest networks of clinics in Malaysia, with clinics throughout the country.
**AMD updates its laser for soft-tissue surgery**

Daniel Zimmermann

NEW YORK, NY, USA/LEIPZIG, Germany: The U.S.-based manufacturer AMD LASERS recently launched the Picasso Lite in dental markets worldwide. As a first in the industry, this new soft-tissue dental laser will be able to use convenient disposable tips or a low-cost strippable fibre for a wide range of applications, the company said in a press release in January. Picasso Lite is aimed at dental hygienists and dentists who have no or little experience with dental lasers.

Dentists can use Picasso Lite for various kinds of soft-tissue surgery, including gingivectomies, frenectomies, troughing, exposing implants/teeth/orthodontic brackets, and treating aphthous ulcers and herpetic lesions. According to the company, it cuts and coagulates tissue with reduced trauma, bleeding and necrosis of tissue.

Picasso Lite, which is priced at US$2,485, comes with a set-up DVD, online laser certification, accessories and a world power adapter. AMD offers a two-year warranty on all its products.

**New Sensitive toothpaste for China**

Daniel Zimmermann

HONG KONG/LEIPZIG, Germany: Following its release in all major worldwide markets last year, Colgate-Palmolive has introduced its new toothpaste for the treatment of tooth hypersensitivity in China. Sensitive Pro-Relief, which features Pro-Argin technology, is claimed to block stimuli of pain receptors within teeth by sealing open dentine tubules with a calcium-rich layer.

According to company officials, the toothpaste has been available at high-street chemists and major supermarkets since January. Until now, the brand had only been available to dental practitioners in Hong Kong.

Colgate leaders who teamed up with representatives from the Chinese Stomatological Association (CSA) at a joint press conference in Beijing said that the new toothpaste will revolutionise the way millions of consumers treat and prevent pain due to hypersensitivity. They said that it can be used before or after dental procedures, such as prophylaxis and scaling. When applied prior to a professional dental cleaning, Sensitive Pro-Relief will also provide a significant reduction in dentine hypersensitivity, measured immediately after the dental cleaning, as compared to a control prophylaxis paste, they added.

Colgate currently rivals with GlaxoSmithKline, a UK-based manufacturer of consumables and oral health-care products, who also claims to offer consumers a solution to dentine hypersensitivity with their Sensodyne toothpaste brand.

As in other countries in the region, dentine hypersensitivity has increasing become an oral-health issue in China, according to the CSA officials. The results of a recent survey by the CSA Prevention Committee indicate that nearly 50 per cent of Chinese adults aged between 20 and 70 suffer from the condition.

The condition affects up to 57 per cent of people worldwide. 

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