**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 allows dentists to 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 finally designed EndoTips, which are approximately two-to-three times the width of a human hair and very flexible, are shaped so that the laser energy is 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 1930s.

"The effectiveness of this treatment lends itself to improving the way that we perform root canal therapy," Dr Roy Stevens from the Department of Endodontontology, at Temple’s Kornberg School of Dentistry 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 demonstrates that the disinfection capability of the laser is effective at a distance into the dentin surrounding 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 endodontic treatment," he added.

**NTI-TSS signs agreement with Singapore’s DMA**

Ambassador Herbold joined breakfast meeting at IDEM 2008

SINGAPORE: The US manufacturer NTI-TSS has signed an exclusive representative partnership agreement with Dental Agency Marketing (DMA), a sales and consultant company based in Singapore. According to DMA, the agreement will be marketing NTI’s FDA approved Tension Suppression DMA will be marketing NTI’s FDA approved Tension Suppression System in the city state as well as neighbouring countries like Malaysia and Vietnam.

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. "IDEM is an ideal platform from which to expand business opportunities into Asia’s growing markets."

With a total of 45 exhibitors at IDEM, the United States was one of the biggest country groups after Germany, though it has a larger share of Singapore’s dental equipment import market. 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.

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."

**Free trade with China**

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 the next five years. The trade agreement is the sixth for China, and the first that Beijing has resolved with a developed economy. Another six are currently under negotiation with various countries but including Australia, Peru, and South Africa. We had the opportunity to speak with Mr Duncan Campbell, executive director of the Australian Dental Industry Association (ADIA), about what impact a free-trade agreement could have on Australia’s dental industry.

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

DCT: Duncan Campbell: Chinese products are constantly coming to Australia, but I do not believe that such an agreement would have a big impact on the country’s dental market because all products have to meet the standards for registration with the Australian Therapeutic Goods Administration.

DT: Can you give us an idea of the numbers of Australian dental equipment exports into China? Is this number expected to change significantly under a free-trade agreement?

DCT: At the moment, Australians do not export equipment at significant numbers to China and do not see this changing in the long run. The agreement recently signed with New Zealand also incorporates services. Will the dental tourism issue be a major issue for Australia right now in Australia, do you expect more patients travelling to China under such an agreement?

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

**Austrian 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 professionals in Singapore and the Asia Pacific region, but also offer technical training on a regular basis.

The planning for the new centre dates back to late 2006. It became operational last November and is already 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 ceremony. "Singapore will be part of a worldwide service network which has enabled us to ensure that our instruments are maintained and serviced according to the highest quality guidelines."

During IDEM, the company also introduced the revised cooperative identity to the Asian markets. The W&H signature logo, according to company officials, was redefined and launched during IDS Cologne 2007 to give the company a more visible worldwide identity.

Product highlights at IDEM included a LED piezo 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 designed to be quieter, allow the operators 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 important event in the region every two years," Mr Rolfe added.

**China’s dentistry is growing—Visiters swarm the 20th FDI World Annual Dental Congress in Shanghai, Photo: FDI.**

**The World Health Professions Alliance has announced it will put the issue of trade agreements on the agenda for its upcoming meeting in Geneva. How much do you think health professionals should be involved in the setup of these agreements?**

The Global Harmonisation Taskforce has been working for many years to harmonise the regulatory environment for therapeutically active products. If this is achieved, the trade opportunity will be considerably enhanced by a lack of duplication of regulatory requirements between countries.

**Thank you very much for this interview!***