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 bytargeting 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 Indonesia-subtitled 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 Khim, Consultant Prosthodontist at SDG. “This benefits our patients and really improves the quality of their life.”

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

SINGAPORE: IDEM Singapore 2008 has won coveted Approved International Fair Award.

Daniel Zimmermann, DT

LEIPZIG, Germany: Dental companies from Asia will have greater representation in next year’s International Dental Show (IDS) in Cologne in Germany. In addition to Korea, which will bring the largest number of exhibitors to the show, companies from Australia, China, India, and Taiwan have announced their participation.

At a recent European press conference in Cologne, representatives of the German dental trade association (VDI) said the Asia-pacific sector was fast becoming a market increasingly important to the companies, and this was evidenced by the growing number of companies from Japan, China, India, and Taiwan. The IDS has always been known for the advanced level of technology and comes in tough competition with Germany’s largest Messe. A report by Koelnmesse stated that this year’s IDS attracted 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.

SDG is one of the major groups in Japan, and with the approval in Japan, the company will be able to introduce its range of 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.

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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.