Colgate-Palmolive extends oral health campaign

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HONG KONG: International consumables manufacturer Colgate-Palmolive announced an extension of its Bright Smiles, Bright Futures oral health programme at the FDI World Dental Congress in Hong Kong. The programme will target more than 10,000 preschool children in 100 kindergartens from September onwards in order to promote better oral health care and to prevent early tooth decay.

As early childhood caries is prevalent among young children in Hong Kong, the company partnered with the University of Hong Kong to promote better oral health care in this age group. According to Dr Chun Hung Chu, Clinical Associate Professor in Community and Family Dentistry and Assistant Dean at the university’s Faculty of Dentistry, a recent survey of 10,956 preschool children receiving oral health treatment through the campaign revealed that about 40 per cent of those children were suffering from tooth decay. In almost all cases, the condition had been left untreated, he said.

“We are very proud to partner with the University of Hong Kong to continue Bright Smiles, Bright Futures in Hong Kong. With the support and expertise of the university's scholars, our programme will help improve the oral health of preschool children through free education and prevention,” said Judy Chan, Associate Marketing Director at Colgate-Palmolive Hong Kong.

With the start of the new school year in Hong Kong, the manufacturer will be providing free training workshops for kindergarten teachers to equip them with adequate knowledge and skills in oral health care education. In addition, the company will be delivering oral health education materials, including dental models, a cartoon video, posters, booklets, toothpaste and toothbrushes for children, to local kindergartens from next month onwards.

“Our aim is to make oral health care a part of the children's daily routine in order to empower them to be responsible for their own oral health. The programme was thus designed to fit into the existing curricula of local kindergartens,” said Dr Marsha Butler, Colgate-Palmolive’s Vice-President of Global Professional Relations and Marketing.

According to Chan, the first phase of the campaign, which was initiated in September 2010 and reached over 10,000 preschool children too, was very well received. “Over 95 per cent of teachers from about 80 participating kindergartens, who were surveyed during the first phase, were very satisfied with programme. They agreed that they had learned "quite a lot" or "a great deal" about early dental health care,” she said.

Colgate’s Bright Smiles, Bright Futures campaign has reached more than 610 million children in 80 countries since 1991. According to the company, it is among the most far-reaching, successful children’s oral health initiatives in the world. The programme was developed by Colgate-Palmolive in collaboration with an advisory board of international educational dental experts and tested with children and teachers in the classroom.

“For over 40 years, Colgate has been committed to delivering oral health education to children around the world. This commitment to giving children the tools they need to make good oral health a permanent part of their lives continues in the Hong Kong community through the Bright Smiles, Bright Future programme,” said Butler. “From the beginning, our company forged partnerships with different dental associations and institutions in order to raise awareness of dental hygiene at the earliest possible age by teaching children the basics.”

According to Chu, the programme will run for another two years.

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**The SuniRay will be very successful in China**

An interview with Pascal Decoussemaeker, Suni Medical Imaging Inc.

China’s State Food and Drug Administration (SFDA), which also controls the quality of medical devices in the country, has recently approved the SuniRay digital radiography system produced by digital sensor technologies manufacturer Suni for the Chinese market. Dental Tribune Asia Pacific had the opportunity to speak with Pascal Decoussemaeker, Vice-President of International Sales, at this year’s FDI Annual World Dental Congress about the product and its future distribution in China.

Pascal Decoussemaeker: Registration in China will allow us to distribute the SuniRay on the Chinese market. The certificate issued by the organisation entitles us to sell the sensor to both the public and medical institutions in China. The product will be distributed through a network of local dealers, which we are now establishing.

**What are your expectations regarding the introduction of the SuniRay to the Chinese dental market?**

We are looking forward to marketing the sensor here, as we are very confident that the product will be well-received. Since the product captures high-quality images quickly and at low radiation doses, we are convinced that the SuniRay will be very successful in China. We have already received a number of inquiries from several Chinese companies who would like to distribute it. There is an abundance of partnership opportunities for us.

Would you please explain the advantages of digital imaging compared with conventional X-rays?

To name only a few of the many advantages, it is much cleaner and more environmentally friendly. In addition, the images can be archived more easily than physical images, as the software allows retrieval of an image within a few seconds. Conventional images are also comparatively small. However, digital X-rays can enhance the diagnostic value of the images because they can be enlarged. Another advantage of the SuniRay in particular is that Suni is in a unique position to offer support to users because we are among the very few vertically integrated enterprises that design, manufacture, distribute and support their products themselves.

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

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**Malaysia health group expands into dental care**

KUALA LUMPUR, Malaysia: BP Healthcare has revealed plans to set up Malaysia’s largest chain of dental clinics over the next three years. Up to 50 dental centres will be opened nationwide until 2014, starting this month, the country’s largest provider of private health care services said.

The investment, worth RM100 million (US$35 million), is the company’s first venture into Malaysia’s growing dental health care market. In a press release, Deputy Chairman Cheys Beth said that the clinics will operate under a new corporate entity called BP Dental, which will lead, and provide restorative and advanced dental treatment, including implant placement and cosmetic procedures.

All clinics will be located at the company’s existing health care centres and equipped with state-of-the-art equipment, such as CEREC, which was announced. He said that dental checks will be added to BP Healthcare’s Head2Toe health-screening programmes, which currently include screenings for cancer, as well as cardiovascular and infectious diseases.

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According to its figures, BP Healthcare maintains over 50 diagnostic centres, as well as a number of laboratory, pharmaceutical and food testing businesses in Malaysia. Earlier this year, the group expanded overseas through a joint venture with the Ciputra Group, which runs a number of hospitals in Indonesia.

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“Leader in Health Check”

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Thank you very much for this interview. I hope to speak with you again soon.

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Bosworth rebrands air-polishing unit, extends prophy powder range

Skokie, Illinois, USA: Bosworth's air-polishing unit has been rebranded as ProphyBrite, the US dental manufacturer has said. With three new flavours, the company has also recently extended its line of sodium bicarbonate-based prophy powders, which have only been available in grape, spearmint and orange.

Bosworth introduced its Air Polisher to dental markets in March 2011. The device, currently available in red and black, cleans and prepares teeth prior to placement of orthodontic brackets, sealants, bleaching agents or fluoride through a slurry of sodium bicarbonate and water that removes stains, orthodontic cement and other debris like plaque. According to the manufacturer, the nozzle of the ProphyWhite is autoclavable and can be rotated 360 degrees for better access to the oral cavity. The device does not require any installation and connects to most four-hole coupler/air and water connections, the company also said.

Bosworth is offering the ProphyBrite in a kit that comprises the air-polishing body, two nozzles and powder-chamber caps, cleaning files, O-rings, as well as a sample of the company's prophy powder, that the company says is less abrasive than prophy paste and is now available in six different flavours.

Besides the ProphyBrite and prophy powders, Bosworth also manufactures and distributes a number of different products for restorative dentistry and orthodontics.

3Shape strengthens support

Copenhagen, Denmark: With its 2012 version, 3Shape has extended the range of indications and tools for its dental CAD/CAM solution. In order to support users worldwide in terms of training and upgrading, the digital dentistry specialist company from Denmark is now also offering a new support package called LABcare.

According to 3Shape, LABcare was designed to help labs stay competitive in the market and protect their investments in the field of CAD/CAM. With the package, dental labs using Dental System will be entitled to annual releases of the system, as well as all minor updates. In addition, LABcare will give dental technicians the opportunity to receive ongoing training through online webinars, hands-on training courses and learning materials provided by the 3Shape Academy, as well as real-time local support through a 3Shape representative, the company said.

3Shape currently maintains five support centres throughout the world and offers support in 12 languages through 30 in-house experts.

Launched in 2009, 3Shape’s Dental System combines industry-leading 3-D scanning, CAD technologies and management software. The latest version, available since the end of last year, features a number of additions like the 3Shape Communicate software and the integration of the company’s TRIOS intraoral scanner. Along with the system, the company also launched a number of scanners suited for CAD/CAM manufacturing needs, particularly for small and medium-sized labs.