Trade news

› 3M Co. in Minnesota increased third quarter sales of oral care products 15 percent.
› GlaxoSmithKline in the UK agreed to pay $170 million to purchase Biotene for the treatment of dry mouth syndrome oral cancer lesions in California.
› Zimmer Holdings in Indiana increased third quarter sales in its dental implant business 5 percent to $32 million.
› According to a P&G survey, a third of people in the United States believe that a little gum bleeding is normal when they brush their teeth.
› American Dental Supply in Pennsylvania agreed to acquire Leach & Dillon Products in Rhode Island for an undisclosed sum.
› Dale Dental in Texas introduced an online case entry Web site for dental labs that automatically prints air bills to ship cases and prints unique PanTags™ to aid in production planning.
› Two investment firms acquired Dental One Inc., a privately owned practice management firm in Texas. Dental One generated annual revenues of $55 million from its approximately 60 dental offices in the southwestern United States.
› The state of Arkansas is considering opening a new dental school at the University of Arkansas. If approved, this would be the only dental school in the state.
› Great Expressions Dental Centers in Michigan purchased ConsolDent Inc., a dental chain with 41 affiliated practices in Florida and Michigan.
› Kettlenbach in Germany is launching its line of impression materials in the United States. through its newly formed California subsidiary. The firm will market these products directly to dentists.
› Zila Inc. in Arizona engaged the investment-banking firm William Blair & Company in Chicago to shore up the company’s capital structure and further evaluate opportunities for growth.
› Researchers at the UCLA School of Dentistry are developing a test to detect oral cancer by measuring protein levels in saliva.
› D3H Technologies Inc. in Texas announced that its E4D system can now make restorations with Ivoclar Vivadent’s high-strength IPS e.max CAD LT material.
› Infinite Medical Group Inc. in Canada contracted with Kerry Associates to develop a franchise strategy for its dental implant and cosmetic medical laser clinics.
› Nohel Biocare North America in California announced that it is offering dentists who purchase a minimum of 15 dental implants a free Web site with one year of free hosting.
› Dr. Jane Grover, vice president of the American Dental Association, testified before the United States Congress urging members to get more dentists to participate in Medicaid for low-income children.
› CMP Industries in Alhany, N. Y., reported that its Nobilium/Ticonium division opened a new distribution center in central Florida to serve the southeastern United States.
› Internet Dental Alliance in Tustin, Calif. is now providing its Nine Truths dental office marketing program online.
› Turnkey Opportunities Inc. in Exton, Pa. is now marketing the TKO™ Dental Assisting School Program, which allows dentists to use their existing facilities to train assistants and generate significant new revenue.
› Dental, medical and other biomedical sites created more than 1.5 billion pounds [0.68 billion kg] of biomedical waste in 2006.
› 3M ESPE donated $45,000 to Oral Health America’s Smiles Across America program.
› Bright Now! Dental in California reported that all of its offices in Oregon and Washington state are now offering Luminere veneers at $1,200 per tooth.
› Turku University’s Institute for Dentistry in Finland developed a baby pacifier that releases xylitol and probiotics to boost children’s immune systems.
› Henry Schein Inc. sponsored its 11th annual Back to School program that provided more than 1,500 children with back to school clothing and school supplies.
› National Dentex Inc. purchased Dental Art Laboratories in Michigan. This adds more than $7.5 million in additional revenues.
› Philips Oral Care launched the Philips Sonicare HealthWhite power toothbrush that can whiten teeth two shades after two weeks of use.
› Sales of mouthwash products in the United States increased 4.7 percent last year to $3.45 billion.

Dental Tribune America, LLC 213 West 55th Street, Suite 801 New York, NY 10001 Tel.: (212) 244-7181 Fax: (212) 244-7185

Published by Dental Tribune America © 2008, Dental Tribune America, LLC. All rights reserved.

Dental Tribune strives to maintain utmost accuracy in its news and informational reports. If you find a factual error or content that requires clarification, please contact Group Editor Robin Goodman, r.goodman@dtamerica.com. Dental Tribune cannot assume responsibility for the validity of product claims or for typographical errors. The publisher also does not assume responsibility for product names or statements made by advertisers. Opinions expressed by authors are their own and not reflect those of Dental Tribune America.

Editorial Board
Dr. Joel Berg
Dr. Stephen Buchanan
Dr. Arnoldo Castellucci
Dr. Gordon Christensen
Dr. Bella Christensen
Dr. William Cornson
Hugh Doherty
Dr. James Doundoulakis
Dr. David Garber
Dr. Gay Goldstup
Dr. Howard Glazer
Dr. Harold Heymann
Dr. Karl Leinfelder
Dr. Roger Levin
Dr. Carl E. Misch
Dr. Dan Nathanson
Dr. Chester Redhead
Dr. Irwin Smigel
Dr. Jon Suzuki
Dr. Dennis Turkaske
Dr. Dan Ward

Published by Dental Tribune America 213 West 55th Street, Suite 801 New York, NY 10001 Tel.: (212) 244-7181 Fax: (212) 244-7185

www.go-to-guru.com 732.674.0303

EDGE MARKETING
Full Service Advertising Agency
Maximize your Budget
Diversify your Effort
Get a Creative EDGE

DENTAL TRIBUNE | NOV. 17–23, 2008

Trade news

Fight oral cancer!

Did you know that dentists are one of the most trusted professionals to give advice? Thus, no other medical professionals are in a better position to prove to your patients just how committed you are to fighting this disease. Prove to your patients just how committed you are to fighting this disease by signing up to be listed at www.oralcancerselfexam.com. This new Web site was developed for consumers in order to show them how to do self-examinations for oral cancer.

Self-examination can help your patients to detect abnormalities or incipient oral cancer lesions early. Early detection in the fight against cancer is crucial and a primary benefit in encouraging your patients to engage in self-examinations. Secondly, as dental patients become more familiar with their oral cavity, it will stimulate them to receive treatment much faster.

Conducting your own inspection of patients’ oral cavities provides the perfect opportunity to mention that this is something they can easily do themselves as well. You can explain the procedure in brief and then let them know about the Web site, www.oralcancerselfexam.com, that can provide them with all the details they need.

If dental professionals do not take the lead in the fight against oral cancer, who will? And in the eyes of our patients, they likely would not expect anyone else to do so — would you?