**New dental conglomerate announces to strengthen market presence in Asia**

### Straumann goes fully digital at Midwinter Meeting

**Sierra Rendon**

**DTA**

**CHICAGO, USA/LEIPZIG, Germany:** Straumann is advancing its position in the dental market as a provider of comprehensive digital implant and restorative solutions. At the Chicago Midwinter Meeting, which was held 25-27 February, the company revealed its new digital platform Straumann Digital Solutions. The new brand combines computer-guided surgery, intra-oral imaging and CAD/CAM processing under one umbrella. According to the company, it will first be available to dentists in the USA.

In addition to the new system, a new CAD/CAM system, with a new scanner, was launched in Chicago. A number of new products and features, including veneers, inlays and onlays, will also be introduced to the market over the course of the year. Gilbert Achermann, President and CEO, commented: "Digitalisation will impact all aspects of dentistry as digital workflows supersede labour-intensive manual processes, enhancing inter-faces, shortening treatment, reducing potential for error and improving quality assurance."

"Straumann is committed to bringing the new technologies to customers as part of an integrated array of flexible, reliable solutions that are designed to optimise workflows and enhance patient care," he added.

Straumann entered the field of computer-guided surgery in 2009 with the acquisition of IVS Solutions, a German company specialising in software applications for computer-guided surgery, including surgical template design and fabrication. In the same year, the company also signed a distribution agreement for Fero, an intra-oral scanning system made by US manufacturer Cadent. Straumann already has a CAD/CAM offering that includes scanners, software and a full range of prosthetics in modern bio-compatible, durable and aesthetic materials through its partnership with Ivoclar Vivadent.

### Medicom introduces next generation of Nitrile gloves

**MTWOUDENBERG, The Netherlands:** Allergic reactions have become a major health concern for both patients and healthcare workers who frequently use latex gloves. In addition, every time a healthcare worker takes off his or her examination gloves, washes his hands and then puts on another pair of gloves, they become predominantly vulnerable to dry, rough, irritated and cracked skin. Medicom says to have found a solution to both problems by introducing the SafeTouch Rejuvenate Nitrile Plus to all major markets.

The SafeTouch Rejuvenate Nitrile Plus, which complements the company's extensive medical glove offering, is enriched with lanolin, vitamin E to nourish, moisturise, sooth the skin.

According to Medicom, they are soft and durable while offering excellent tear strength and puncture resistance. The gloves are also fully textured to ensure enhanced grip in wet conditions. Improved ergonomics 'latex like' feel allows precise fit and increased freedom of movement reducing hand fatigue, they added.

(Edited by Daniel Zimmermann, DTT)

**GlaxoSmithKline removes zinc from denture creams**

**Daniel Zimmermann**

**DTI**

**LEIPZIG, Germany:** Owing to consumer reports alleging neurological complications with long-term use, GlaxoSmithKline (GSK) has announced that zinc will be removed from its denture cream brands worldwide. The British manufacturer also warned consumers of the potential health risks associated with long-term, excessive use of zinc-containing denture adhesives but said that these products remain safe to use as directed on the product label.

Zinc was originally added to denture adhesives to improve adhesive strength. Recent studies, however, have demonstrated that excess amounts of the metal can accumulate over time, resulting in paralysis of some patients. Health experts recommend 8 milligrams of zinc per day for women and 11 milligrams for men. Denture creams contain up to 58 milligrams of zinc per gram.

Dr Howard Marsh, Chief Medical Officer at GSK Consumer Healthcare, commented, "The safety of our consumers is our primary concern. We are taking this action because we have become aware of potential health problems associated with the long-term, excessive use of our zinc-containing denture adhesive products. These reports are rare, given that several million people worldwide are users of the products."

He said that patients who use denture creams on a daily basis should consult their doctor and switch to a zinc-free alternative. The use of too much adhesive might indicate ill-fitting dentures.

GSK will effect transition to zinc-free versions of all affected variants worldwide up to April this year. The label zinc-free will be clearly displayed on the new packaging, the company told Dental Tribune Asia Pacific.