Short Cuts
Lack of Sleep

Dentists putting in long hours are warned of a 17-year study of 10,000 government workers in the U.K. indicating that people who get only five hours of sleep or less double their risk of developing heart disease and face, a 1.7-fold increase in mortality from all causes. The study monitored the sleep habits of people 55 to 55 from 1985 through 1988 and again in 1992-93. Their mortality rates were followed until 2004.

Marketing Basics

Researchers are convinced that if they just get the right jingle on the radio, the perfect prose in their ads or the most vibrant colors on their brochures they will unleash a flood of new patients. Learn the marketing basics that dispel this myth. ➤page 6

Dental Protection

Anxious Patient?

Many drugs used in sedation have the potential to induce anaesthesia. Thus, dentists practicing sedation should ensure that the drugs and techniques used carry a margin of safety sufficient to render the loss of consciousness highly unlikely.

Trends & Applications

Enlarged Adenoids

The cause and effect relationship of adenoid hypertrophy and malocclusion must be carefully examined on a case by case basis. However, one theory remains common—that airway obstruction caused by adenoid hypertrophy and malocclusion are related. ➤page 8

Meetings & More

Osaka Esthetics Forum

In Japan today, there is a large gap between patients who need treatment and those that have received it. Nubo Biocare demonstrated its capability to fill this gap with its innovative solutions and a dedication to training and education during its Osaka forum. ➤page 23

Faster Recovery, and No Drooling

A technological breakthrough may soon lead to a more effective local anaesthesia for dental procedures. Researchers at Harvard Medical School and Massachusetts General Hospital in Boston—led by Dr. Clifford Woolf, professor of anaesthesia research at Harvard Medical School—have used a combination of capsaicin, the flavoring that makes chili peppers hot, and a derivative of lidocaine to block pain-sensing nerve cells without interfering with other sensations or movement.

Zinc Lozenges Ineffective Against Colds

The one positive test showed that a zinc nasal gel lessened cold symptoms. But Dr. Jack M. Gwaltney, Jr., of the University of Virginia School of Medicine, a senior author of the study, cautions that one successful trial is not enough to recommend their use. With regard to zinc lozenges, he says they simply do not work.

Rats injected with the compound were unable to feel pain in their paws but could move normally and react to touch, Woolf notes in a study in the journal Nature.

Woolf expects chili-derived anti-itch creams and local anesthetics to come on the market in a few years. He notes that the capsaicin-lidocaine combination could lead to sophisticated new anaesthesia for a range of medical procedures, including childbirth and chest surgery. For dental procedures, it would help patients recover faster while avoiding the embarrassment of drooling.

The idea behind the drug combination is that capsaicin triggers TRPV1, a protein that acts as a gatekeeper in nerve cells that sense pain. The lidocaine derivative, which cannot normally enter cell membranes, is then able to enter the pain neurons and deactivate them.

Practice Matters

A study in the Journal of Dental Research (August) suggests that gums respond in the same way by getting a flood of new patients.

Damaged Cells Mean Healthy Teeth?

A study in the International Journal of Dental Research (August) suggests that the physical stimulus of brushing promotes healthy gingival membranes to repair the damage. Researchers on the study believe that gums respond in the same way by getting thicker. The study, which included scientists from Japan and the US, was supported by a grant from NASA.

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The reasons sleep deprivation raises mortality are not fully understood, although researchers cite higher blood pressure as a possible trigger for heart disease. Lack of sleep may also weaken the immune system.

Movie into the damaged cells and essentially triggers inter- nal membranes to repair the damage. There are many tissues in the human body that respond to mechanical stress, such as muscles, by increasing in strength. Researchers on the study believe that gums respond in the same way by getting thicker. The study, which included scientists from Japan and the US, was supported by a grant from NASA.