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 by targeting 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.

“When Teeth-in-an-Hour implants, patients have teeth that feel like teeth, look like teeth and function like teeth,” says Dr Neo Teo Kee Khim, Consultant Prosthodontist at SDG. “This benefits our patients and really improves the quality of their life.”

Consultant Oral & Maxillofacial Surgeon at SDG, Dr Ho Kok Sen notes. “There is minimum bleeding, minimum trauma to the patient and the procedure is totally painless. The patient can immediately function after the procedure.”

SDG is one of the largest multi-disciplinary general 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.

SINGAPORE: IDEM Singapore 2008, a leading dental show for the Asia Pacific region, was recently honoured at the Approved International Fair Awards, held at the Grand Copthorne Waterfront Hotel in Singapore. The award was given in recognition of the show’s exemplary programme and contribution towards making Singapore a premier business travel and MICE destination.

The Approved International Fair (AIF) Award scheme is an official endorsement by the Singapore Exhibition and Convention Bureau for the quality of a trade fair, and the recipients are assessed according to a stringent set of criteria. The brand name is widely accepted in the international exhibitions industry as a benchmark of excellence, and it serves as a reference to foreign participants for choosing the most suitable events in the region at which to showcase their products and extend their market reach. Every year, the leading MICE industry players in Singapore contribute to gain AIF status.

“We are honoured to be receiving this award for IDEM Singapore,” said Michael Dewyer, vice-president for Asia Pacific of the organising company Koelnmesse. “Since 2000, IDEM Singapore has grown by 20 per cent every exhibition edition to become the leading dental show in the Asia Pacific region.”

“We appreciate the support that our exhibitors, delegates and visitors have given us over the years. We will continue to strive for the highest quality to meet the needs and expectations of our customers, by putting up an even better show in 2010,” he added.

The next IDEM Singapore exhibition will be staged from 16-18 April 2010. The 2008 show occupied 10,000 square metres and showcased products from 584 exhibitors from 54 countries.