Sultan Healthcare launches three new remineralization products

New Jersey—Sultan Healthcare, a manufacturer of dental materials and infection control products since 1872, has announced the introduction of three remineralization products.

They include ReNew Remineralizing and Desensitizing Paste, DuraShield Plus 5% Sodium Fluoride Varnish and VitalMin Tooth Root Desensitizer.

Each of the new products contains NovaMin—a clinically proven substance providing sensitivity relief that goes beyond current ACP and CPP-ACP technology. "Not all remineralization products are the same," said Carey Lyons, executive vice president of Sultan Healthcare. "Our products, powered by NovaMin, have real claims and benefits that make clinical sense. It really is a new era in sensitivity treatment and we’re very excited to bring these products to market.*

NovaMin is a compound made from elements found in healthy bones and teeth: calcium, phosphorus, silica and sodium (Ca, P, Si and Na). Together, they create an ion balance for tooth remineralization.

"NovaMin actually creates the natural conditions for rapid remineralization by amplifying the natural, protective and repair mechanisms for teeth and gums," said Lyons.

Each microscopic NovaMin particle delivers Ca, P, Si and Na. When exposed to moisture, the particles instantly release billions of mineral ions, forming a hard and strong hydroxyapatite layer on tooth dentin and enamel. This repairs lesions that cause sensitivity.

According to company officials, NovaMin is the power behind its three new products—all of which occlude tubules, remineralize surface lesions, help protect enamel against acid attacks for up to seven days, and can be used to treat patients with xerostomia that results from age, medication, immunosuppression, radiation, and chemotherapy.

The products are designed for a variety of applications:

ReNew Remineralizing and Desensitizing Paste: There is no need to brush twice with ReNew. A single application provides 1.1 percent neutral sodium fluoride, a dentifrice and remineralize—all in one. ReNew contains 5 percent NovaMin and can be used in-office or as an at-home treatment for sensitivity.

DuraShield Plus 5% Sodium Fluoride Varnish. With 5 percent sodium fluoride and 10% NovaMin, DuraShield Plus is indicated for patients with sensitivity and high caries risk, orthodontic patients, exposed root surfaces and dental erosion or abrasion. It contains 22,800 ppm—the highest concentration of topical fluoride on the market. It is available in a natural tooth shade. DuraShield sets on contact and stays on teeth for up to eight hours, providing remineralization and sensitivity relief.

VitalMin Tooth Root Desensitizer: Containing 100 percent NovaMin and water, VitalMin provides instant, in-office relief for post-scaling, root planning, post-surgical tooth sensitivity and other periodontal procedures. VitalMin remineralizes and desensitizes at the root surface, treating sensitivity at its cause, and hardens the dentin surface for better resistance against abrasion and erosion. By design, it contains no flavorings, bindings or other ingredients that might reduce its desensitizing properties. VitalMin comes in an easy-to-use standard syringe, and takes only two minutes for a full treatment.

To help introduce the new line, Sultan Healthcare is providing dentists, periodontists and hygienists with information, training modules, free product samples, and a robust portfolio of clinical studies at Sultan Healthcare. The products are set for release in early 2008.

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