GlaxoSmithKline (GSK) announced the Middle East launch of Sensodyne Rapid Action. The new toothpaste provides an answer for the large number of people who suffer from sensitive teeth but do not treat the problem. In response, fast-acting Sensodyne Rapid Action works in just 60 seconds and offers long-lasting protection.

Tooth sensitivity is a common problem affecting 1 out of 3 consumers, yet many do not actively address the problem. A large number of sufferers try to ignore their sensitive teeth or develop ways to avoid the pain, for example, by changing the way they consume certain food and drinks or avoiding them altogether. Also, some people choose to ignore this problem since they have a hectic lifestyle and do not have the time to look for a solution.

For those sensitivity sufferers looking for a quick and easy solution, the new Sensodyne Rapid Action can be massaged directly onto the exposed sensitive dentine for sixty seconds, and hence provide rapid relief from the pain of sensitive teeth. Plus, Sensodyne Rapid Action provides the benefits of an ordinary daily toothpaste including all-round protection, cleaning and freshness.

Mohammad Otaibi, Group Brand Manager GSK Consumer HealthCare, said, “Sensitive teeth can start in late teens and – if untreated – can infringe the enjoyment of certain food and drinks. That is why people adopt all sorts of behaviors to avoid the pain of sensitivity, but the simplest solution is to use a toothpaste that is specially designed for sensitive teeth. The new Sensodyne Rapid Action provides a physical seal against sensitivity triggers and, used twice daily, it provides long-lasting protection from sensitivity.”

Sensodyne Rapid Action can be bought at major supermarkets and pharmacies across the region. To find out more about sensitive teeth and Sensodyne Rapid Action talk to your dentists.

THE EVENT

Dubai hosts for the 4th time the CAD/CAM & Computerized Dentistry International Conference organized by Emirates Dental association and Centre for Advanced Professional Practices (CAPP).

The annual conference was a great success and achieved record attendance further establishing our reputation as the industry’s leading CAD/CAM scientific Conference.

This year’s agenda offered a wide variety of topics and it is clear from the participant’s feedback that the sessions they attended were greatly appreciated. All sessions were very well attended. This was not only due to the quality of input from the speakers and panelists but also due to the richness and pertinence of the discussions.

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Recently in Dubai, at The Atlantis Hotel Palm Jumeirah, 3M hosted an Incognito Certification Course with up to 50 Orthodontists from across the Middle East region. Dima Zein, Business Development Manager of 3M™Unitek™ in Middle East & Africa says, “Those patients that rejected orthodontic treatment for aesthetic reasons in the past can now reconsider thanks to the new technology and - if we judge by the significant uptake of Incognito based on sales - consumers are responding well. With the growing level of adult interest in aesthetics, we expect even more focus on the Incognito™ Lingual System in orthodontics, as they respond to this consumer demand.”

The patented manufacturing process of the Incognito™ system guarantees a remarkable flat design and as a result, offers patients seeking straighter teeth and effective treatment and maximum comfort.

The new Incognito™ Bracket System is based on digital registration of the malocclusion situation. The brackets are then individually designed and optimally positioned in the computer. State-of-the-art Rapid Prototyping technology is used for the actual manufacturing of lingual brackets. The single production stages are illustrated and described in the category production.

Interview with Dr. Khaled A. Al-Khayat, D.D.S., M.S. Assistant Professor Orthodontist
1) Why do you think that 3M’s Incognito treatment is such a beneficial treatment to use at your practice?
   The Incognito treatment is very beneficial treatment, not only for my practice but also for my patients both in the short and long-term. The biggest advantage is that this treatment is custom-made for each individual, chair time is reduced and the whole treatment is much more efficient in its design and application. I have actually had patients come in and ask me if we could provide the Incognito treatment, which just goes to show how good this treatment actually is.

2) Please can you tell me a bit about the 3M products you have used in your practice and how you think they have fared?
   Up until now I have been using the Clarity SL treatment which has seen some very good results, and is very beneficial in the sense that it doesn’t stain as much as other braces, and is much more aesthetically pleasing due to its smaller size. Again, chair time is greatly reduced with Clarity SL.

3) Have you seen an increase in adults receiving orthodontist treatments to achieve that ‘Perfect Smile’, and if so why do you think they have fared?
   There has always been demand for orthodontic treatment among adults, but this trend has most definitely increased over the last 15 to 20 years. This is due to more and more people wanting to emulate celebrities, and get that ‘Hollywood Smile’. With a product like Incognito, which is a lingual treatment, it is now much easier and more acceptable for adults to receive the treatment.