Dental practice in Japan goes Kitty-crazy

TOKYO, Japan: With Hello Kitty, the Japanese wholesale company Sanrio created a trademark that is recognised by consumers worldwide. Last week, the first dental practice fully branded with the white cat’s head and characteristic red bow was opened in the capital Tokyo.

Bought by dentist Koshika Masanori in November, the facility has been completely renovated over the past two months, featuring pink examination rooms, heart-shaped waiting chairs and chandeliers. According to its website, the practice is currently offering a wide range of dental procedures, including implants, cosmetic dentistry, prophylaxis, and periodontal and paediatric treatment. Media reports said that the unique project has received full support by Sanrio, whose Japanese headquarters is only 20 minutes away from the practice.

The company introduced its iconic logo modelled on a Japanese bobtail cat in 1974. Nowadays, it can be found on almost any retail product, including toys, clothing, cellphones and even tooth caps used in orthodontics.

Last year, the brand was reported to have generated over ¥80 billion (US$1.04 billion) revenues in Japan only.

Osteoporosis drug ingredient found useful against periodontitis

BANGALORE, India/CHICAGO, Ill, USA: Certain kinds of bisphosphonates may have potential in treating severe forms of gum disease, a clinical study conducted by Indian researchers has revealed. Clinical specialists from the Government Dental College and Research Institute in Bangalore are reporting that a solution containing Alendronate acid was found to stimulate an increase of probing depth reduction as well as bone fill in patients suffering from aggressive periodontitis.

During a six-month clinical trial, the researchers treated over 50 intrabony defects with a solution made of 1% Alendronate and a polyacrylic acid-distilled water mixture. Other patients with the same conditions were treated with a placebo gel. The results showed an improvement of clinical parameters such as probing depth reduction, clinical attachment level and bone fill in patients treated with the Alendronate solution.

Preparations based on Alendronate are available on the market since 1995. They are used to treat common bone diseases like osteoporosis. Data derived from clinical studies with these drugs has demonstrated a reduction of fracture risks and normalisation of bone turnover rate in post-menopausal women, amongst other benefits.

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