Dentists give three cheers for the return of Citanest®

Dentsply celebrates the relaunch of popular anaesthetic

On October 22nd 2010, DENTSPLY Marketing Director Gary Marvin sat down to chair a press conference on the re-release of Citanest – the local dental anaesthetic that had proved one of the company’s biggest success stories. The release had caused quite a stir, as the product had proved a favourite amongst dental practitioners for over a decade. The point of this press conference, said Gary, was to reassure the dental industry that Citanest was back for good.

The Citanest story began in 2000 when DENTSPLY acquired the licence to produce it from the pharmaceutical company AstraZeneca. DENTSPLY quickly established the product as a market leader but when manufacturing was moved to a new site, the product was due to DENTSPLY’s determination to ensure complete patient safety and quality control, the battle for more supplies became a waiting game, as practitioners and suppliers sat back and counted the days until Citanest was once more on the shelves.

That day came a little over four months ago, when Citanest was officially re-released. Not wanting to rush into things and risk disappointment, DENTSPLY held off on its press conference and set about securing an initial two dealers for the product, so that the team could be certain of keeping a close eye on supplies and making sure that stocks never ran low. With stocks of Citanest plentiful and the product assured to be of the highest quality, DENTSPLY could release them for the profession, along with its accompanying accessory, the self-aspirating anaesthetic syringe.

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The excitement running through the industry surrounding the re-release of Citanest is tangible and people from all over the dental community have expressed their gratitude at the news that this unique and outstanding product is now available in plentiful supply. Gary Marvin, in the wake of his press conference, summed it up succinctly: “I hope that dentists can now breathe a sigh of relief”.

For more information, or to book an appointment with your local DENTSPLY Product Specialist, call: 0800 072 5315 or visit www.DENTSPLY.co.uk.