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The FIRST direct posterior composite to achieve LESS THAN 1% SHRINKAGE.¹

Because all composites shrink, achieving lasting marginal integrity has been a challenge … until now. 3M ESPE has solved the problem with Filtek™ P90 Low Shrink Posterior Restorative – based on a revolutionary new chemistry called “silorane.” Because it shrinks so little, a dedicated adhesive was developed to assure optimal bond strength.

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- Excellent flexural and compressive strength
- Excellent ambient light stability – up to 9 minutes working time

… plus all the proven physical properties that lead to clinical success.

Another breakthrough dental solution … from 3M ESPE.

¹ Results using bonded disc method. Source: 3M ESPE internal data
² Compared to methacrylate composites. Source: University of Amsterdam (ACTA)

Filtek™ P90
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BioCad enhances optical scanner. The scanner uses new 3-D software developed by health-care professionals, casino officials said.

The Venetian hotel and casino resort in Macao plans to open a dental clinic in the facility. The site will have over 50 dentists, physicians and other health-care professionals, casino officials said.

The worldwide oral hygiene market in 2008 was worth US$82 billion, which included US$8.2 billion in Japan.

Hager Worldwide has announced that it will be moving from its multi-tenant dealer pricing, which gave margins of 50 to 45 per cent. The firm will now provide their distributors with a gross margin of 40 per cent across the board on its entire line of 1,550 products.

Straumann in Switzerland has formed a partnership with Ivoclar Vivadent in Liechtenstein, through which Straumann will be able to use Ivoclar's proprietary high-performance IPS e.max ceramic technology. The financial terms of the agreement have not been released.

Vrigle in the US is sponsoring a contest in which contestants around the world can submit photographs that capture “what makes them smile”. The contest is being run in conjunction with the World Dental Federation.

Nobel Biocare in Sweden has announced the global launch of its new NobelProcera system, which includes a new cone-beam computer tomography-enhanced optical scanner. The scanner uses new 3-D software developed by BioCad, a Canadian subsidiary of Nobel.

Biostructure Technology, Inc. has announced that its application to transfer the listing of its common stock from the NASDAQ Global Market to the NASDAQ has been approved. The transfer became effective on 16 April 2009, and the company's common stock will continue to trade under the symbol BLTY.

China Medicine Corp. in Guangzhou in China has increased its fourth quarter revenues by 51.2 per cent to US$64.1 million, which distributes dental and medical products in China; also increased net income by 20.6 per cent to US$5.5 million.

Philips Electronics India Ltd. has begun marketing products for the treatment of obstructive sleep apnoea, in India. The firm is a subsidiary of Royal Philips Electronics in the Netherlands.

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Innovative iso-active™ technology to help younger patients treat their dentine hypersensitivity

While 1 in 3 people aged between 20 and 40 suffer from dentine hypersensitivity, 50% of these patients remain untreated for this problem. These findings highlight the important role that dental professionals play in actively diagnosing dentine hypersensitivity. A recent consumer study on sensitive teeth revealed that younger patients may not be treating their dentine hypersensitivity because they prefer to use one toothpaste that provides all-round benefits.

Introducing innovative iso-active™ technology to meet the needs of your younger patients

Sensodyne iso-active™ is clinically proven to reduce the pain of dentine hypersensitivity while also providing the all-round protection benefits that younger sufferers want.

Sensodyne iso-active™ generates more than twice the foam volume during brushing compared with a standard toothpaste and a standard gel for rapid dispersion in the mouth. This allows the foam to penetrate hard-to-reach areas, while also deep cleaning the mouth and effectively removing the causes of bad breath.

Sensodyne iso-active™ – all-round protection your younger sufferers want with the sensitivity relief they need

- Provides all the sensitivity relief, caries protection and enamel strengthening benefits of Sensodyne
- Low abrasion to minimise damage to exposed dentine
- Generates more than twice the foam volume during brushing for rapid dispersion in the mouth
- Deep cleans the mouth and effectively removes the causes of bad breath

Reduction of evaporative sensitivity with Sensodyne iso-active™

Patients who brushed with Sensodyne iso-active™ for 2 minutes, twice daily for 8 weeks (n=71)

Between weeks 8 and 12, KNO treatment was removed and substituted with fluoride-only (placebo hypersensitivity) toothpaste

- Sensodyne iso-active™ is proven to relieve sensitivity
- Sensodyne iso-active™ provides ongoing pain relief with continued use

Adapted from Leight RS et al.*

Randomised, double-blind, controlled, examiner-blind, parallel-group study conducted in the US. All patients had pre-existing, self-reported, clinically diagnosed tooth sensitivity. Efficacy (pain reduction) was measured on an air sensitivity visual analogue scale (VAS).

“IT GIVES YOU ALL ROUND PROTECTION, SIMPLE AS THAT”

Shafa Saba
Dental Expert, UK

Sensodyne
DAILY PROTECTION FROM THE PAIN OF SENSITIVE TEETH