New 3M™ Unitek™ Clarity™ SL Self-Ligating Appliance with Lowered system is launched

Clarity™ SL Self-Ligating Brackets for the upper teeth have been available since 2007, and now 3M™ Unitek™is in the midst of the worldwide launch of its ceramic brackets for the lower arch. The complete system for both upper and lower arches is called the 3M™ Unitek™Clarity™ Self-Ligating Appliance System.

“The ceramic upper arch was compatible with a lower arch using metal brackets, but they were not a complete, aesthetic system,” said Barry Grant, Global Brand Manager, 3M™ Unitek™.

“Now the lower arch complements and completes the aesthetic self-ligation system.”

Clarity™ SL Self-Ligating Brackets use the latest technology to allow them to work fast and simultaneously look good.

Self-ligating technology removes the need for ligatures, the elastic bands that were used to hold the wire in your braces. This innovation has major advantages. The Clarity SL braces design can help teeth move faster, make braces easier to clean, and eliminate the hassle of stained elastics. Patients can spend less time in the doctor’s chair, and maybe even have fewer visits. And because teeth can move into position more efficiently, overall treatment time may be shortened.

Clarity SL braces are made from high-tech ceramic with smooth, rounded edges for a comfortable fit. Being translucent, makes them less visible than metal braces and without ligatures to stain or hold food particles, they’re easier to keep clean.

Clarity SL brackets combine the benefits of passive self-ligating, true twin design and hallmark Clarity bracket aesthetics to efficiently deliver the results you and your patients expect.

Clarity™ SL Self-Ligating Brackets incorporating Smart-Clip™Self-Ligating System technology, are the only ceramic brackets that are self-ligating and feature an open slot, true twin edgewise design. For more information contact: +971 4 5760785 or visit 3munitkemena@3m.com.

Silver Ions Weapon against Tooth Decay

Dubai, United Arab Emirates: Proctor & Gamble’s ongoing research indicates that nine out of ten children in the GCC region have decayed, missing or filled teeth. These statistics are extremely high compared to Europe indicating that dental hygiene and oral health is a topic that needs to be addressed. Mohammed Alazzawi, Brand Manager for Crest® & Oral-B® Proctor & Gamble Arabian Peninsula talks about the latest dental hygiene technologies developed to improve oral hygiene in the Middle East. These technologies will be showcased at the region’s largest dentistry event, Dentistry 2009, held at the Abu Dhabi National Exhibition Centre (ADNEC) from 10 to 12 of November 2009.

At this year’s event, Oral-B will be exhibiting a new range of toothbrushes with Anti-Bacterial Bristle Protection, a technology which inhibits bacterial growth on bristles for up to three months. The new Oral-B Expert toothbrushes with Anti-Bacterial Bristle Protection use silver ion technology - a silver additive that is known to have antimicrobial properties. This allows for controlled silver-ion release and the constant introduction of new silver containing particles as the bristles wear during normal use. Silver ions are common antimicrobial agents and are used in a variety of different consumer and medical products.