Manufacturer News

FOTONA

"red dot design award 2012" for LightWalker



Fotona's latest dental laser, LightWalker, was awarded one of the world's most distinguished design awards, the "red dot award: product design 2012", being recognized for combining innovation, technological perfection and excellent design.

LightWalker's technologically advanced, modern and functional design offers ease-of-use and improved ergonomics: A state of the art color touch screen with an adjustable tilt, interchangeable optics for new technologically advanced hand pieces, and a modern, durable and lightweight system housing allow user-friendly handling. An easy-to-access water reservoir and the unique and patented OPTOflex articulated arm, which allows a full range of motion, provide further comfort. The system enables gentle and precise cavity preparation, sutureless soft-tissue surgery, effective periodontal treatments, safe and efficient endodontic treatment and numerous cosmetic procedures.

The red dot award is LightWalker's third prestigious international quality recognition. In 2011, the Pride Institute awarded the laser system the "Best of Class Technology Award", and *Dentistry Today*, America's leading clinical news magazine for dentists, recognized LightWalker as one of the "TOP 100 dental products of the year".

reddot design award
winner 2012

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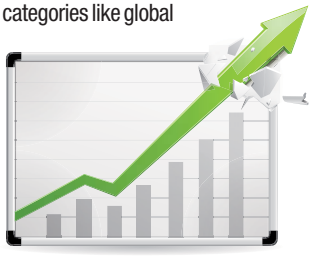
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Henry Schein

Henry Schein regains top position on Fortune companies list

Henry Schein is once again No. 1 on *Fortune* magazine's 2012 list of the most admired companies in the wholesale healthcare sector. This is the first time since 2011 that the company has ranked first in this category. In the two previous years, the top position was held by McKesson, a pharmaceutical corporation based in San Francisco.

According to *Fortune*, Henry Schein not only outdid competitors in business-related categories like global competiveness and long-term investment but also scored best in the social responsibility category, driven by Henry Schein Cares, a program launched in 2001 with the aim of providing medical supplies and logistic support to underserved communities around the world. In 2011, the program provided medical relief to the victims of Hurricane Irene in North America and the New Zealand earthquake, among others. Nasdaq-listed Henry Schein scored record sales of $8.5 billion worldwide last year. In addition to its US businesses, the company currently maintains operations in 25 countries.



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Primcogent Solutions

Erchonia Europe renamed as Primcogent Solutions

Erchonia Europe, the provider of Low Level Laser Technology (LLLT) for medical applications, has been renamed Primcogent Solutions, and now holds exclusive North American and Western European distribution rights to the ZERONA® non-invasive body contouring laser. Primcogent Solutions is a privately-held medical company with offices strategically located in New York City, Dallas, the United Kingdom and Germany, whose products and services are backed by a clear, logical and convincing scientific and clinical foundation. With extensive knowledge and success in the sales, marketing and financing of healthcare products and services, Primcogent Solutions is ideally placed to fully support and grow the ZERONA® provider network. Mike McDonald, President of Primcogent Solutions, said the new move will benefit physicians, consumers and employees alike: "Our primary goal has always been to continuously evolve and provide better products and services to our customers. We are proud to have taken the next step in the evolution of our company." David Boris, Chairman of Primcogent Solutions, added: "We are extremely excited to be able to provide the Erchonia Europe management team with the resources needed to help them grow the ZERONA provider network and add new products into the North American and Western European portfolios."



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Biolase



Biolase concludes transaction with Henry Schein

Biolase Technology, Californian-based dental laser manufacturer and distributor, has repurchased 159 of its Waterlase MD Turbo laser systems from Henry Schein, supplier of dental and medical equipment. The equipment is expected to be used primarily as a source of parts to service the large number of installed MD Turbo laser systems and for dental schools in order to promote Waterlase technology in the academic sector.

According to the manufacturer, the Waterlase MD Turbo, first launched in 2006, is the most successful all-tissue laser in the history of dental lasers, with approximately 6,500 units sold worldwide.

Biolase purchased the MD Turbos at a very advantageous price and the entire purchase price was offset by monies owed by Henry Schein to Biolase from sales made in the normal course of business mainly during the first quarter of 2012 and, to a much lesser extent, the year ended Dec. 31, 2011. None of the monies used to offset the purchase price were related to the original sales of the MD Turbos to Schein.

Federico Pignatelli, Chairman and CEO of Biolase, commented, "Closing this transaction is a very important step for Biolase, as it eliminates the overhang in the marketplace that equaled approximately 440 units at the end of 2010 and significantly impacted our sales in 2011, releases all liens on our patent and intellectual properties portfolio and frees us of any present and future obligations to Schein. It is also a very advantageous transaction, as the remaining inventory was purchased at a very convenient price and will mainly be used as parts to service our vast install base of MD Turbos."

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elexxion

elexxion signs distributor for Asian markets

Dental laser specialist elexxion has reported that it has signed a new distribution agreement with Global Dental Supplies in Hong Kong. The five-year contract will give the dental distributor the exclusive rights to distribute elexxion's laser technology for use in dentistry in several Asian countries.

Currently, the German company sells its products through its subsidiaries and dealers in selected markets, such as India and Japan. The distribution rights for Hong Kong and Macau were previously held by Healthcare Dental, which did not renew its contract with elexxion after 2009, company officials told Dental Tribune Asia Pacific. Besides elexxion dental lasers, Global Dental Supplies also distributes products from the German implant company BEGO, Sunstar, Bisco and GC, among others. "With Global Dental Supplies we have a strong partner that gives us the opportunity to systematically expand our sales and marketing activities in Asia," commented elexxion CEO Per Liljenqvist. He said that his company could particularly benefit from the agreement in terms of product registration and exhausting new distribution channels in the region.



The latest elexxion product offering includes the delos 3.0, a novel combined Er:YAG/diode laser indicated for a wide range of dental applications. In addition, the company distributes the pico mobile diode laser and duros, an Er:YAG dental laser claimed to facilitate efficient hard-tissue preparation and bone ablation tasks.

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A.R.C. Laser

Healthy teeth = Healthy patients

Bacterial inflammation in periodontal pockets can lead to bleeding gums, pocket formation, reformation of gums with loosening and eventual loss of teeth. Furthermore, scientific evidence indicates that there is an increased risk of infections developing in the rest of the body, eventually resulting in vascular diseases in the heart and arteries.

EmunDo® PDT therapy is safe and effective for removing harmful bacteria, regardless of the Gram stain and including Gram-positive/-negative bacteria, as well as Gram-variable and Gram-undetermined species. By comparison, mechanical cleaning cannot reach and remove bacteria in all areas. Other laser-based therapies cannot be said to be clinically effective on all types of germs.



PDT has the ability to treat exposed areas without thermal effect. EmunDo® has a selective, localized effect because it accumulates only in the inflamed areas and can be irradiated immediately without waiting period. Furthermore, the bacteria contained in plaque or biofilm is less affected by antibiotics, because they are shielded by the organic matrix in the film and may be absorbed by or adhere to the tooth and epithel cells. While PDT has the advantage of achieving excellent cosmetic results with minimal risk of scarring, it is also a welcome alternative treatment for periimplantitis to save the implant by maintaining the protective function of the mucosa.

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