Since its introduction five years ago, the optoelectronic shade measuring unit VITA Easyshade® has convinced dentists and dental technicians through its simple handling and high degree of accuracy in the objective shade determination of natural teeth and dental restorations. With the arrival of the VITA Easyshade® Compact on the market, the second generation of the measuring device shall now further facilitate the work of dentists and dental technicians in future. At the fairs all over the world, you can now see and test for yourself the VITA Easyshade® Compact.

For the VITA Easyshade® Compact, the established, lightweight and handy form of the previous model was retained. PM The advanced spectrophoto-metric technology ensures that unmistakable and accurate results of the determination of natural tooth shades and the shade checking of dental restorations will be displayed within seconds. Other key improvements include its cordless design, which enables the user to move freely, and the modern LED light source. In addition to this, the VITA Easyshade® Compact has sufficient storage capacity for 25 measurements, which also remain stored when the unit is switched off.

Further Information available in the internet under www.vita-zahnfabrik.com or call the VITA Hotline under +49 (0) 97761-56222.

Global market exceeds US$21 billion by 2015

SAN JOSE, USA: The global market for dental supplies is projected to exceed US$21.8 billion by 2015, a new report by Global Industry Analysts, USA, says. The demand for dental products and services remains healthy due to growing incidence of cosmetic treatment, new products that reduce patient discomfort, increased health consciousness, and a growing number of dental implants. However, growth in the conventional supplies category may be tempered due to emerging procedures and technologies that require fewer supplies and materials.

According to the report, dental care markets in Asia vary widely across different countries. Rapid improvement in living standards has induced greater realisation about the quality of medical and dental services in countries such as India and China. Consequently, these countries are exhibiting a soaring demand for modern and sophisticated technology and equipment in the dental market.

The United States, Japan, and Europe collectively dominate the worldwide dental supplies market, with over 80 per cent share of sales in 2008.