



Issued: Sept 15, 2009



PRESS RELEASE

ORAQIX LAUNCHED IN NEW ZEALAND

Oraqix, the subgingival anaesthetic gel from DENTSPLY, has finally been launched in New Zealand, providing a needle-free anaesthetic alternative for managing patient anxiety and pain during non surgical periodontal debridement.

Oraqix is already extensively used in the United States and Europe where its efficacy has been demonstrated via a range of clinical trials.

The gel consists of an eutectic mixture of Lignocaine and Prilocaine in a new thermosetting system. It is delivered as a liquid directly into the periodontal pocket via the purpose-designed Oraqix dispenser, using a blunt-tipped applicator. When it makes contact with the periodontal pocket it instantly sets into a gel, providing up to 30 minutes of anaesthesia after a fast 30 second onset.

In New Zealand, Oraqix has been indicated for use in adults during probing, scaling and/or root planing and according to DENTSPLY it is a less-invasive option for the many New Zealanders who suffer from anxiety and stress associated with dental treatment and injections.

“Data shows that around 2/3 of patients associate pain and unpleasantness with the scaling of gingival pockets¹,” explained Dr Pamela Dalglish, DENTSPLY Professional Services Manager.

“And, we know that patients don’t like needles, whether it is the actual needle, numbness of surrounding tissues or the post-op trauma such as lip and cheek biting, swelling and parasthesia.

“Oraqix will provide greater comfort and less stress for these patients, which will in turn give dentists, periodontists and hygienists greater control during the procedure, potentially reducing chairside time and improving the likelihood of recall visits.”

¹ “Efficacy of a topical anaesthetic on pain and unpleasantness during scaling of gingival pockets”, Svensson et al, Anesth Prog 41:35- 39 1994



Oraqix can be applied to the full mouth in one visit or in isolated sites for both initial therapy and maintenance procedures. It is supplied in a carton of 20 single application cartridges with 20 blunt-tipped applicators for use with the Oraqix dispenser. It is easy to load and easy to administer and can be reapplied if required.

For further information and orders, contact: DENTSPLY New Zealand on 0800 DENTSPLY (33 68 77) or email: clientservicesnz@DENTSPLY.com

The Consumer Medicines Information can be found on www.DENTSPLY.com.au. Oraqix is an unfunded medicine, and is not listed on the Pharmaceutical Schedule. Oraqix is a Prescription Medicine. Dental clinicians should review the Data Sheet for full prescribing information before use.

For further information, or to arrange an interview with a DENTSPLY spokesperson, please contact:

Kelly Ward
Ward Communications Pty Ltd
Australia
T. 613 9744 1855
E. kward@wardcom.com.au

