

30% of senior citizen's health trouble arises from dental impairment

Nobel Biocare promotes dental solutions for missing teeth at Bangalore Marathon

Mumbai, Maharashtra, June 2, 2009 /[India PRwire](http://www.indiaprwire.com)/ -- Nobel Biocare, global leaders in restorative & aesthetic dentistry, had taken a great initiative to promote dental care among senior citizens participating in Bangalore Marathon held on May 31, 2009. Nobel Biocare offered free Dental check up for all silvers (senior citizens) of Bangalore Marathon by distributing free dental check up coupons. This initiative was taken in association with Manipal International Institute of dental sciences, which is a center of excellence at Manipal Hospital established to provide high quality dental treatment services. Nobel Biocare also sponsored four Lucky Dip prizes for the winners of Silver run.

Besides World 10K event for men and women, the organizers had lined up events such as the Senior Citizens run, nation's challenge, wheel chair run, and open ten-kilometer run. Harmony Foundation, organized the senior citizens run which saw an impressive crowd of 2000 participants covering a distance of four kilometers. Most of the senior citizens were aged above 60 but they displayed high levels of energy and enthusiasm. Each of them were highly charged up as this was an opportunity for them to test their fitness and run together for their own set of goals with exuberance. They were pleased with the initiative of the Dental Check-up camp.

Commenting on the occasion, Sameer Bhat, Country Head of Nobel Biocare said, "More than 30% of senior citizen's health trouble arises from dental impairments. We are happy to promote dentalcare among senior citizens that will provide long lasting solutions for their dental problems". He added, "It will be immensely satisfying to transform their confidence and improving their quality of life".

This event gives an opportunity to create awareness among senior citizens who are affected by various dental problems. The access to free dental checkup from Nobel Biocare will give them guidance on consequences of missing tooth and their permanent solutions. It has been seen that overwhelming number of senior citizens were having oral problems due to lack of awareness and ill-fitting dentures. To ensure good health, Nobel Biocare has taken this initiative, benefiting a large number of people missing one or several teeth.

Notes to Editor

About Nobel Biocare

Nobel Biocare is a medical devices group and the world leader in innovative aesthetic dental solutions with its brands NobelActive™, Brånemark System®, NobelReplace™, NobelSpeedy™, NobelPerfect®, NobelDirect®, Replace Select (dental implants), Procera® (individualized dental prosthetics), NobelGuide™ (complete patient rehabilitation program) and NobelSmile™ (patient education and awareness program). Nobel Biocare is a full solution provider for restorative esthetic dentistry, offering a wide range of innovative Crown & Bridge & Implant products, as well as training and education, patient information and clinically documented treatment concepts. Nobel Biocare has over 2,500 employees and recorded revenue of EUR 665.9 million in 2007. The Company is domiciled and headquartered in Zurich, Switzerland. The Indian operations for Nobel Bioacare India Pvt. Ltd. is headquartered in Mumbai

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