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Jackie Walker, CEO, OSSpray

“OSSpray is an exciting company with its lead product now in the market”

Susan Searle, CEO, Imperial Innovations

Description of the technology & IP

OSSpray’s new dental technology, Sylc™, is a therapeutic prophylaxis powder which is applied to teeth using a high speed application as part of a dental prophylaxis treatment. The process of air polishing tooth surfaces with Sylc physically occludes dentin tubules to provide immediate relief from tooth sensitivity while cleaning and polishing without unpleasant taste or feel.

Sylc is composed of bioactive minerals that are found naturally in teeth and bones. The bioactive material used in Sylc™ reacts with water or saliva to form HCA crystals that become trapped in the dentine of the tooth and biologically bond into the mineral surface to promote regeneration of dentine and damaged tooth enamel. Because Sylc™ desensitises teeth and rebuilds enamel, it can be used on patients who suffer from hypersensitivity which will enable treatment of a wider audience. Clinical tests have shown that OSSpray’s Sylc™ offers significant advantages over existing prophylaxis powders and prophylaxis paste products in terms of ease of use, patient comfort, effectiveness and long term clinical benefits.

OSSpray has patent coverage in Europe and the US for the use of bioactive glass technology in the category of dental air polishing and air abrasion applications. This provides a defensible barrier to entry for any other market participants seeking to use bioactive glass. FDA approval was granted in December 2006 to OSSpray for Sylc air polishing powder, and OSSpray has achieved CE marking status for European markets.

Market opportunity

The preventative and cosmetic dentistry categories are the fastest growing sectors of the overall dental market. Their growth is driven both by an increased consumer desire for cosmetic and preventative treatments such as cleaning, polishing, whitening, preventing caries, and preserving the natural smile and the desire of dental practices to increase revenue by offering these services.

OSSpray has launched Sylc™ in Europe and has successfully executed distribution arrangements for the UK and Germany. The UK specialist distributor, Optident, was signed up in June. In Germany, various partners will sell on a non-exclusive basis. The first distributor is White Cross/Praxisdienste, who also launched Sylc in June. Test marketing in the US began the end of April and is scheduled to be completed in December. This will provide initial market data from four major metropolitan cities in the US and via telemarketing, as a precursor to a full scale distributor launch across the US.



Dr Ian Thompson, Technical
Director, OSspray

*“OSspray’s
management team
have an enviable
track record of
product launches
and experience in
the US and European
markets”*

*Susan Searle, CEO,
Imperial Innovations*

Investment history

Imperial Innovations is lead investor and has invested £1,250,000 out of a total of just under £2,000,000. Its co-investors include NESTA and The Capital Fund, managed by Yorkshire Fund Managers. Imperial Innovations now has a 31.3 per cent share in OSspray on a fully diluted basis.

Management team

OSspray’s strong commercial management team includes many who have direct experience of the dental products sector. Key team members include Chairman Simon Cartmell, currently CEO of Apatech, the fast growing VC-backed orthobiologics company and CEO Jackie Walker whose twenty years experience working in the global dental products market included thirteen years spent with Dentsply International, during which time she was VP and General Manager of the Professional Division which sold the market leading air polishing machine as well as the market leading air polishing powders to dental practices globally. Their strong commercial team is supported by leading authorities on bioactive glass, such as Dr Ian Thompson, OSspray’s Technical Director, an academic at Kings College/Guy’s Hospital, and one of the founders of OSspray, Ltd.

Key milestones

Jan 09	Signing of supply and licensing agreement with Novamin Inc. to provide bulk bioactive glass.
Apr 09	Test marketing set up in the US to provide initial market data from four sites in the US and via telemarketing, as a precursor to full scale distributor launch.
May 09	Completion of the Company’s supply chain. Manufacture of the powder, packaging and branding, and supply/fulfillment, all set up to the required standards. First batches of product available for commercial sale.
Jun 09	Pipeline for subsequent products established, focusing on minimally invasive dentistry, caries management, and a programme for remineralisation claims which are in development.
Jun 09	Distribution arrangements signed for the UK with Optident Ltd and with White Cross GmbH in Germany. Sylc™ recently launched in Europe.

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