

Medi Team is positioning Carisolv™ through global newsletter

The premiere issue of MediTeam Times has just been released in English and German. The paper version is currently being distributed to customers and other members of the dental community in Medi Team markets. The future issues will mainly be a web designed newsletter available at Medi Teams homepage.

According to Claes Holmberg, President and CEO of Medi Team, the main purpose of this new newsletter is to provide up-to-date information to customers and other dental professionals who have expressed interest in the company's revolutionary, non-invasive caries treatment, Carisolv.

"We will be publishing MediTeam Times at our homepage on Internet twice a year to start with," Holmberg says, "but hot news will be available all the time, via the online Internet edition."

MediTeam Times has been designed to provide information about the company and its products that is relevant to day-to-day dental practice. It will also be used to give dentists an opportunity to exchange ideas on a number of different topics, such as practice building and how Carisolv can be used to win and keep loyal patients.

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Medi Team is a Swedish research-oriented dental company that is developing and marketing Carisolv™ – a gentle method for the removal of caries that minimises discomfort for the patient and leaves healthy tissue intact.

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