

## The Oralift Appliance

### Overview

Initially, the client had a special interest in treating patients suffering from facial pain due to temporal mandibular dysfunction (TMD).

While working in this field our client developed a theory that many people who had suffered a loss of lower facial height could regain this lost facial height by wearing a simple dental device. His first scientific paper relating to this was published in 1996, and showed that in edentulous people, lower facial height (OVD: Occlusal vertical dimension) could be altered by as much as 20mm, an amount previously believed impossible. This revolutionary study was published in the internationally acclaimed British Dental Journal.

Our client's work has since progressed to treating patients with no loss of teeth, using the same principles of determining lower facial height. He found that the appliance he used to re-establish a patient's lower facial height appeared to provide an anti-ageing effect. Our client has subsequently worked closely with PNP to further refine and develop this simple but spectacular appliance.

### Requirement

We had been producing the Oralift appliance for several years when the client came to us with a request to vastly increase production volumes from a few hundred to 30,000 units in less than 8 weeks.

The base material was changed from polycarbonate to nylon 12 with a view to securing further distribution.

### Solution

Following increased demand, it was necessary to produce a new multi cavity tool. PNP developed the new tool based on the original design and fulfilled the desired order requirement within 8 weeks.

### Outcome

Customer employed the following PNP Services:

- Product Design Advice
- Tool Making
- Production: Volume estimate 30,000 units

