Orthodontists from around Europe are gathering in Stockholm this week for the annual congress of the European Orthodontic Society. Being held over five days at Stockholmsmässan, the city’s premier conference and exhibition venue, the specialist meeting will once again present the latest research and innovations in the field.

This year will be the fifth time that the historic meeting is held in Sweden. According to congress chairman Jan Huggare, an orthodontist and professor at Karolinska Institutet’s Department of Dental Medicine in Stockholm, the programme will cover traditional orthodontic topics, as well as focus on medically compromised patients and patients’ treatment experiences, among other subjects. A number of internationally distinguished clinicians will share their expertise on a wide range of topics, including the factors that determine whether orthodontics should be conducted with or without orthognathic surgery or whether archwise distraction is possible in alveolar distraction osteogenesis. The presentations will concentrate on the adult patient, as well as the orthodontic treatment of children and adolescents with lingual appliances.

The Sheldon Friel Memorial Lecture, honouring the organisation’s past president and honorary member, will be held by University of North Carolina at Chapel Hill adjunct professor Sheldon Peck and deal with the search for orthodontic truth. Also, the winners of the W J B Houston Research Awards, the Beni Solow Award and the award established in memoriam of the late Prof. Francesca Ada Miotti will be announced.

“It is a great honour to host this annual meeting of our orthodontic community, which links the traditions cherished and refined by past Presidents of the Society with the challenges of meeting the expectations of the younger members of our Society,” Huggare said.

Founded in 1907 with the goals of advancing all aspects of orthodontics and its relations with the collateral arts and sciences for the public benefit, as well as of seeking the furtherance of orthodontics among all branches of the dental profession working in private practice, hospitals and universities throughout Europe, the EOS currently has members from 24 countries, including Sweden, Germany, Austria, France and the UK. Its first meeting took place in Berlin in 1910. The congress was previously held in Sweden in 1956, 1965, 1983 and 1993. The meeting is open to members and non-members alike. Those who wish to attend the five-day programme are still able to register on-site, but will have to pay a fee, the organiser said.

More information can be found on the meeting’s official website, www.eos2016.org.
Invisible braces market to grow rapidly over next five years

According to a recently published report, the global invisible braces market is expected to grow at a 12.16 per cent compound annual growth rate from 2016 to 2021. The report analyzes the development of the ceramic, lingual and clear aligners segment in ten major countries and further shows that the process will be mainly driven by technological innovations and increasing demand for invisible braces among the adult population with aesthetic concerns about fixed orthodontic appliances.

Over the past decade, improved technological advancements, particularly digital technologies, and increasing awareness of aesthetic alternatives to conventional braces have led to growing demand for orthodontic treatment with aligners.

In addition, rising disposable income has resulted in increasing per capita health care expenditure, which has further led to a growing focus on health care, thereby increasing the demand for invisible braces specifically among the adult population.

While the market has witnessed a strong foothold in North America and Europe, rapid growth in the demand for invisible braces is expected to be fuelled by the emerging markets in Asia Pacific and Latin America through India and Brazil, whereas rising dental tourism in Mexico and Thailand will continue to contribute towards the invisible braces market.

Among the leading companies operating in the market are Align Technology, Ormco, DENTSPLY International, 3M and ClearCorrect. The 152-page report, titled “Global invisible braces market: Trends, opportunities and forecasts (2016–2021)”, was published on 1 February. It can be purchased at www.nrmarketresearch.com.

Barcelona forum invites professionals to witness the future of orthodontics

European Carriere Symposium to take place on 22–24 September in Spain

The 2016 European Carriere Symposium, presented by Henry Schein Orthodontics, will take place from 22 to 24 September in Barcelona in Spain, at the five-star seaside hotel W Barcelona. Designed by world-famous architect Ricardo Bofill and shaped like a large mirrored sail, the spectacular venue is situated on the coastline with direct access to the beach and boasts 360° panoramic views.

Under the theme of “The future of orthodontics”, the highly anticipated premier event will feature lectures on the most progressive topics in today’s orthodontic industry. The programme will begin with a welcome reception and dinner, an opportunity for participants to meet and socialise with the speakers and other dentists who are attending. Dr Luis Carrière will present a paper titled “An inside view of orthodontic treatments”. The programme chairman, Dr David Paquette, will give a lecture titled “An inside view of orthodontic products of the future”.

Additional featured symposium speakers will include a host of visionaries in the field, such as Drs Sean Carlson, Louis Chouura, Scott Frey, Francesco Garino and John Kaku.

As testimony to the relevance and value of the European Carriere Symposium, after last year’s event, attendee Dr Zvi Kennet praised the symposium: “The clinical presentations were excellent and I was surprised at how much I learnt despite the fact that I was already a Carriere Motion user. I can’t wait to implement the new procedures based on what I have learnt this weekend. Great job in organizing the meeting!” remarked Don Tuttle, Vice President and General Manager of Henry Schein Orthodontics. “We’ve brought together some of the best, most progressive minds in orthodontics today for this enlightening event,”

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Dr. Francesco Garino
How to Increase Efficiency in Class II Treatments with Aligners in Adults & Teens

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World-class orthodontic experts to gather in Brighton

To be held at the Brighton Centre from 23 to 25 September, the annual congress of the British Orthodontic Society boasts an impressive line-up of speakers that includes world-famous orthodontists Prof. Lysle Johnston from the US and the UK’s own Prof. Kevin O’Brien (Manchester). Both will share their views on contemporary orthodontic trends with congress attendees.

There will also be papers by a number of international experts, like Dr Adrian Becker from Israel and Prof. Hans-Peter Banstein from Austria, as well as the best the UK has to offer in the field, including Prof. Anthony Ireland, who will be delivering the prestigious Northcroft lecture. Also presenting in Brighton will be Hertfordshire experimental psychologist Prof. Richard Wiseman. The congress will further see the introduction of a number of hands-on sessions called “skill studios”, with limited attendance, which are a further development of the highly successful master classes.

According to the BOS, the programme for this year’s event has been developed with the entire dental team in mind. “We will be developing the successful team lectures focusing on some non-clinical skills of benefit to the whole team,” chairperson of the BOS organizing committee Richard Jones said. “This includes Dr Guido Sampermans, a highly innovative and inspirational orthodontist from Vienna, who shares his vision of the patient journey and how the whole team can work together to deliver this.”

More than 1,000 attendees are expected for the congress in September. As a first, it will be held alongside the Orthodontic Technicians Association’s annual conference. Registration will open during the course of this week on the BOS website at www.bos.org.uk. More information about the extensive programme can also be found there.

New ortho magazine launched

The orthodontic segment has grown significantly within the past 20 years owing to new technologies and products, as well as an increase in adult patients requesting orthodontic treatment. In response to this trend and to update dentists on the most significant developments in the field, Dental Tribune International (DTI) has added ortho—international magazine of orthodontics to its portfolio. The 2016 issue includes articles on clear aligners, vibration therapy and rapid maxillary expansion, as well as the latest product information and event previews.

The new high-gloss English-language magazine adopts an interdisciplinary approach involving orthodontics, oral surgery, periodontics and restorative dentistry, and aims to serve as an educational tool, providing comprehensive knowledge and information on the newest technology that can profitably be integrated into treatment concepts. The publication will be distributed at all major international orthodontic congresses and exhibitions, presents the latest research and case studies, as well as trends in procedures and techniques.

In order to connect with orthodontic specialists, the DTI team is scheduled to attend a number of orthodontic events around the globe in 2016, including the annual congress of the British Orthodontic Society in Brighton, which will take place between 23 and 25 June in Brighton in the UK; and the fourth Scientific Congress for Aligner Orthodontics, to be held on 18 and 19 November in Cologne in Germany. DTI will be providing comprehensive live coverage of these and other events on its website. In addition, e-newsletters about the respective events will be sent to orthodontists worldwide.

From 2017, a new issue of the ortho magazine will be published twice a year with a print run of 4,000 copies. An e-paper edition of the magazine is available free of charge via the DTI online print archive.
The provision of orthodontics can be a life-changing experience for young patients whose “crooked” teeth can affect their confidence and self-esteem. Indeed, where mature patients present with a history of malalignment, equally beneficial and fulfilling results can be achieved. In government-funded systems, patients with congenital abnormalities receive treatment that is essential to their ongoing oral health. Restorative dentists work closely with orthodontists, who can appreciate how small details can aid in achieving positive restorative outcomes.

As a young dentist, I corrected a tooth in crossbite with a simple T-spring appliance. It was enjoyable and brought a different type of delayed gradual satisfaction to the more cerebral but tenuous molar endodontics or the more artistic and instant composite build-up. I was not a specialist, but I managed to do some orthodontics. In contrast to my experience, general dental practitioners are now more routinely providing tooth movement with the emergence of short-term orthodontics (STO). This has resulted in some conjecture as to the methods of achieving “straighter” teeth. Indeed, some may consider STO as an emerging entity competing with specialist orthodontics, but should it be?

The specialist training pathway for orthodontics involves a competitive entry three-year full-time course linked with the achievement of a master’s level qualification that many may feel daunted by. Indeed, navigating the pathway from start to finish can be difficult academically and financially when factoring in fees and loss of earnings during training. Once qualified, the majority of these specialists reside, like the majority of all specialists, in the south-east of England. With this skewed distribution of specialists and assumed need for access, it might seem prudent for general dental practitioners to contribute to meeting the need for orthodontics.

Indeed, the long-cited managed clinical networks have yet to be fully realised, although all planning and documentation related to managed clinical networks identify general dental practitioners as integral to the function of the network. The number of orthodontic therapists has gradually increased over the last ten years or so since inception of the first courses in Wales and Leeds. There pilots are allegedly more cost-effective to train and employ in a large orthodontic practice; however, unlike their hygiene or therapy colleagues, they cannot practise without a specialist’s treatment plan and supervision. Patients who qualify for orthodontic treatment under the UK government-funded system need to be assessed according to the index of orthodontic treatment need. There will be an obvious shortfall of adults or adolescent patients with minor malocclusions who do not meet the criteria who would like their teeth straightened. This cohort may have to seek treatment privately from orthodontic specialists or general dental practitioners. As such, these minor or straightforward cases may be managed in a number of different settings utilising various techniques with the advent of STO. This may have resulted in some territorial paranoia between the two camps of traditional orthodontists and same-day orthodontists.
Quick and easy?

Commercialisation has modified the provision of orthodontics in the UK. Indeed, there are now orthodontic brands with courses attached and a faculty of individuals who promote their particular product. Companies tend to boast that their product is the best with limited complications and treatment being low risk, predictable and easy. Some what surprisingly, courses are being run on how to convert patients into orthodontic clients. There are books describing strategies on promoting and increasing revenue. They outline detailed strategies on attracting more patients than one’s local competitor or is that colleague? Sounds more like capitalism than commercialism to many interested observers.

The rapid development of STO has not escaped the venture (or some may say vulture) capitalists. In the same vein as DIY whitening and sports guards, one can now have one’s teeth straightened via online companies using products delivered by Her Majesty’s Royal Mail and so cut out the middleman (i.e. the dentist). To my knowledge, STO has yet to develop a lasting patient rapport. Becoming an expert in many a field requires time, effort and experience. Orthodontics is a complicated discipline that is difficult to deliver optimally and efficiently. Treatment planning should be performed in person not only to appreciate the challenges the patient presents with but also to develop a lasting patient rapport. Equally important, patients need to be diligent during treatment and for ever more for purposes of retention. Is it possible that a one or two-day course with a treatment plan lasting half a year or less can provide equally optimal results to a specialist orthodontist utilising traditional means?

In any case, placing a time limit on any treatment could be considered contentious. Patients ask me all the time ‘How long is this treatment going to take Doc?’ I always reply ‘I’ll tell you when it’s finished’. As such I am rarely wrong.

Advertising cosmetic treatments the fair dinkum way

The Australian health ministry recently examined the provision of cosmetic procedures and in particular the modes of promoting the treatments. The working group found that advertising and promotion more often than not focused on the benefits to the consumer, downplaying or not always mentioning risks. The group went on to identify advertising practices that were not driven by medical need and where there was significant opportunity for financial gain by those promoting these. They identified the need to regulate promotion and advertising ethically with factual, easily understood information from a source that is independent of practitioners and promoters. This is unfortunately not always readily available. In some Australian jurisdictions, there are specific guidelines that need to be adhered to for promotion of cosmetic treatments and they specifically cover before and after treatment adverts, which we know in the UK is a popular practice among the cosmetically driven. This is commonly one ideal, perfect case show-cased on the front end of the practice website with no mention of any problems, either acute or chronic. Another aspect of the report detailed prohibitions of time limited offers or inducing potential customers through free consultations for the purposes of treatment uptake. The latter is something that has seen STO promoted by way of voucher deals on the Internet or via smartphone applications. Others may consider such a practice as loss leading, one could ask who is losing and who is gaining and at what price?

One important aspect of the report identified the wider social impact of cosmetic procedures in that people may become increasingly dissatisfied with themselves and their appearance, culminating in deeper concerns for the person and reducing scope for individuality. Many dentists throughout the country may have a slipped contact here, a rotation there or a space distal to a canine who are unlikely to be waiting in earnest for the next voucher deal alert on their iPhones. Inducing misgivings or raising concerns about the patient’s tooth position where the teeth are otherwise healthy and the patient presents with no concerns could be considered unethical and worryingly dishonourable.

Relapse of confidence

In a recent publication from an independent provider this was identified as an emerging area for concerns against their clients. This is likely to be the tip of the iceberg, whose size will probably continually grow as more and more orthodontics is provided and the repercussions of which may only become apparent gradually in the future.

In the now highly litigious arena of UK dentistry, the failure of orthodontic treatment against the backdrop of Montgomery v. Lanarkshire Health Board is likely to result in increased litigation. The movement of teeth into what the patient and the dentist feel is the correct position may be possible in the short term, but in the long term complications may arise owing to a variety of soft and hard-tissue factors that cannot accommodate this new and supposedly “right” position. Indeed, orthodontics requires the appreciation of detail where symmetry and alignment are “king”, but long-term stability is the likely “empress”. Relapse of position is a common complaint and where patients have paid handsomely for a result they may have been happy with, at the time of the cheque clearing, over time tiny tooth shuffles can result in disproportionate and undesirable dissatisfaction. Where teeth are moved indiscriminately, recession in the labial segment is a complication difficult to explain and remedy in the high lip line of a conscientious and ambitious corporate female patient. Indeed, more haste, less speed may result in a case being etched longer in the memory of the patient and the clinician for the wrong reasons.

Clear steps to business building

A cornerstone of a successful business is the repeat customer who values the dentist and his or her service and returns with no qualms or misgivings about what the dentist feels should be provided. A successful business relies on patients returning in the long term owing to their positive experiences. Focusing on short-term gains without due consideration of hard- or soft-tissue factors that cannot accommodate this new and supremely “right” position identified the wider social impact of cosmetic procedures in that people may become increasingly dissatisfied with themselves and their appearance, culminating in deeper concerns for the person and reducing scope for individuality. Many dentists throughout the country may have a slipped contact here, a rotation there or a space distal to a canine who are unlikely to be waiting in earnest for the next voucher deal alert on their iPhones. Inducing misgivings or raising concerns about the patient’s tooth position where the teeth are otherwise healthy and the patient presents with no concerns could be considered unethical and worryingly dishonourable.

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Potentially reduced treatment time.1

Lost or broken appliances, as well as chair time, and easier refabrication of gypsum models. In a recent article in the *Austin Journal of Orthopedics and Rheumatology*, the authors listed what they consider to be the main advantages of digital impressions. For the orthodontist, these include improved diagnosis and treatment planning, as well as increased case acceptance, faster record submission to laboratories and insurance providers, and fewer retakes. Reduced chair time and treatment time, faster laboratory return, improved appliance accuracy, enhanced workflow, lower inventory expense, standardization of office procedures and reduced storage requirements are further advantages.1 Benefits for the patient include an improved case presentation and a better orthodontic experience with more comfort and less anxiety, reduced chair time, and easier relabeling of lost or broken appliances, as well as potentially reduced treatment time.1

The advantages of intra-oral scanning in orthodontics are also what differentiate 3Shape’s TRIOS intra-oral scanner from many other impression solutions on the market. The award-winning device, which requires no powder, stands out with its documented accuracy, speed, RealColor digital color impressions and automatic occlusion capture in real time. The 3Shape orthodontics team is continuously working on integrating TRIOS into the solutions of global orthodontic providers, like Invisalign, Inognito and many others. Since these integrations are cloud based, dentists can share cases with providers and TRIOS Ready Ortho laboratories through their TRIOS software easily. TRIOS power, combined with 3Shape orthodontic treatment planning and analysis software, is further enabling orthodontic professionals to gain more value and time, grow their business and simplify their workflow.

**Treatment monitoring**

When it comes to orthodontics, perhaps no other area benefits more from digital technology than patient treatment monitoring. Intra-oral scans can be combined with CBCT scans to create, in essence, a digital patient for in-depth clinical observation. They can also be compared side by side to precisely monitor and document tooth movement, the oral situation and the treatment plan. Moreover, 3Shape orthodontic solutions enable orthodontists and laboratories to virtually de-bond brackets and compare the current patient situation with their treatment plan. Owing to this feature, an increasing number of orthodontists and laboratories are now using 3Shape software to remove and place brackets digitally on virtual models, not only to save their patients visits, but also to ensure that the treatment plan is adhered to.

Dentists and laboratories can simulate orthodontic treatments like extractions and interproximal reductions, as well as the constraints and full details of tooth movement, digitally as well. If combined with virtual articulators to optimise occlusion in real time, the benefits of digital technology are just too convincing to ignore. There is no need to think about storing, dusting off or replacing a gypsum model in one's storage room.

Digital technology has changed the way clinicians work, particularly in orthodontics. Italian orthodontist Dr. Santiago Inasa Penco sums up its impact best: “Now anything is possible”.

**GC Orthodontics Europe—a new player in orthodontics**

The global dental specialist GC corporation has expanded into the orthodontic market and has formed a new company, GC Orthodontics Europe GmbH. GC Corporation, which is active throughout the world, is expanding its field of expertise and adding another powerful element to its portfolio with the creation of GC Orthodontics Europe GmbH. This move supports the philosophy of the GC group in providing high quality products and excellent service in orthodontics with the desired aim of offering the greatest possible benefit for dentistry along with optimum practicioner and patient satisfaction.

The foundation of GC Orthodontics Europe GmbH (GCOE) brings the GC Corporation closer to its goal of offering comprehensive dentistry services at the highest level. As one of the world’s leading dentistry firms, GC has been providing product solutions to the entire world for over 95 years, and will now be doing the same for orthodontics. Helping improve overall human health is one of the main principles of GC and, which is committed to the values and philosophy of GC Corporation worldwide. Combining tradition and progress are just as important as high standards in products and services.

GC Orthodontics Europe GmbH is based in the German town of Breckenfeld and will be distributing the new product range directly in Germany and France, and will be working with exclusive official dealers in the rest of Europe, the Middle East and Africa. The company will benefit from close cooperation with its distribution partners in the individual countries with their deep understanding of the local market and experience they have accumulated over the years.

“Our goal is to offer a comprehensive range of orthodontics and provide our clients with quality management, product advice and training programmes for all orthodontic personnel. We will do this by offering top-quality customised product solutions, supported by innovative ordering options and both face to face and online communication”, commented Jacques Peucat, European sales manager of GC Orthodontics Europe GmbH.

GC have partnered with the long-established expertise of the leading Japanese company Tomy Inc., a byword for innovation, efficiency and quality. Made in Japan, assembled in Germany; while most of the products will originate from Japan, some manufacturing and all distribution activities will take place in Germany, a great advantage for Europe. The use of the most innovative materials and technology will not only ensure that the highest processing and reliability standards are met, but will also allow patients of all ages undergoing orthodontic treatment to enjoy a comfortable and attractive outcome. Jacques Peucat: “We offer a unique symbiosis of quality, service and know how, and our objective is to transform the enthusiasm for orthodontics that we share with our clients into joint success. This passion is what drives us towards the global future of orthodontics.”

The product portfolio consists primarily of modern solutions for fixed orthodontics, including the self-ligating bracket systems in the Experience line. The brackets in this range include Experience Metal, Experience Ceramic and Experience Lingual, along with the Experience Mini Metal brackets, the attractive rhodium-coated versions of which are a real innovation in fixed orthodontics, scarcely higher than a conventional bracket, they are a highly effective combination of aesthetics, function and comfort. The clients and partners of GC Orthodontics Europe GmbH will also benefit from one of GC Corporation’s key principles: the company will from the very beginning operate to the highest quality standards in all areas—products, services, environment and mental protection and sustainability—in this new area of activity—orthodontics.

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G&H Orthodontics is celebrating its 41st anniversary this year. On this occasion, the US full line orthodontic manufacturer has announced news that mark the biggest expansion in the company’s history. “Owing to increasing demand from G&H Orthodontics customers, we expanded our elastomeric manufacturing capacity by 60 per cent, along with increasing production capabilities for brackets and wires,” said Brandon Bernacchi, G&H Orthodontics Vice President of Operations. “The addition of our Warehouse Management System (WMS) fully integrated with our ERP has been a real game changer. The system provides us with better order traceability, improved quality service levels, and faster, more complete shipping to our customers.”

“This, so far, has led to a 200% improvement in orders shipped same or next day,” he added.

To better understand customer needs, G&H did extensive research. “We realised that to continue to deliver exceptional service in over 90 countries, we needed to restructure our website, and to add customer service staff. The changes will make doing business with us easier,” said Emily Frische, G&H Orthodontics Director of Marketing.

G&H’s new website, which can be found at GHOrthodontics.com, was built with customer convenience in mind. The information available now include patient cases, videos, and a quick re-order feature.

“Our goal is to be the brand of choice in the ortho community,” Frische emphasised.

At the beginning of 2016, Jim Aycock also joined the G&H Orthodontics family as the Vice President of Sales. Further added were Riccardo Pini in New Zealand covering the Asia Pacific region, Elizabeth Young in Hong Kong covering Asia, and Dennis Steward covering Dental Service Organisations in the US. Three new Customer Specialists joined the team, Viola Newman, Rudy Olive and Tana Marshall, to serve international distributors and key accounts.

A privately held company headquartered in Franklin in Indiana, G&H Orthodontics stands out in the industry as a full line manufacturer of clinical orthodontic products and solutions including brackets, bands, tubes, wires, springs, elastomeric and other orthodontic supplies. With extremely high customer satisfaction for manufactured products, it has been serving customers for over 40 years in over 90 countries.

“We are helping orthodontists improve their profitability with direct from the manufacturer pricing, the convenience of one stop shopping, and quick delivery,” G&H Orthodontics President and CEO Kevin McNulty shared. “This expansion demonstrates our dedication to deliver a great experience to our customers. It’s an exciting time for us.”

G&H Orthodontics, USA
www.GHOrthodontics.com
Booth A01:10
To make every laugh infectious, orthodontists and dentists specialised in orthodontics have the daily task to treat tooth displacements and malpositions of the jaw. The aim always is to achieve a best possible treatment outcome in regard to a balanced relation between the upper and lower jaw that harmonises functionally with the muscles, as well as the aesthetics of each individual case.

Products by the German manufacturer Arno Fritz are designed for making such outcomes daily routine. Highest demands put on the quality of their products are a given as quality ensures reliability in use which is one of the most important issue for a long-term treatment in Orthodontics. Owing to their in-house production facilities, the company has the opportunity to adjust all parts within one system to guarantee very easy handling and best customer support.

The usage of TADs has become a standard for orthodontic treatment. Fritz’s self-drilling LOMAS screws offer a number of advantages such as high stability, immediate screw loadability as well as reliable and secure fixation. There are additional applications by combining the LOMAS system with the innovative MONDEFIT system. Both systems complement each other and cover all common indications in the upper and lower jaw in combined usage.

MONE Admission
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NEWS FROM RMO

Every year Rocky Mountains Orthodontics (RMO) publishes its Clinical Review. It’s 2016’s edition is about “Shaping the future” and how RMO is applying innovation & technology in orthodontics. For example, the company has recently partnered with Dental Monitoring, which is the world’s first mobile monitoring solution in orthodontics. This solution is designed to help clinicians to control the position and treatment of their patient’s teeth remotely and continuously.

In 2016, RMO is also introducing some self-ligating options with the Altitude SL, a highly aesthetic SL bracket Ascend SL and a brand new competitive bonding system TruLock. Another game changer brought to the field by RMO is the Straight Wire Low Friction technique, more commonly known as SWLF, by Dr David Suarez from Spain. It is not just a technique involving brackets but a simple therapeutic protocol and system of biomechanics involving recent technological advances in orthodontics, the company said.

RMO Europe is further involved with Dr Wajeh Khan by representing OrthoCap in France as an important actor of the aligner activity. This year is featuring a bit maintainer and a hybrid solution (HAT) combining lingual brackets preloaded into the aligner.

“We at RMO are proud to be able to bring you a complete line of game changers and many other items,” a representative said.

RMO has focused also on automating its factory in Denver in the USA by using robotic arms and up to date machinery to prepare for the future and to be able to expand its horizons and expand over the world.”

Rocky Mountains Orthodontics, USA www.rmortho.com Booth A04:20

18th and 19th November 2016 Cologne, Germany

The 4th Scientific Congress for Aligner Orthodontics will take place on 18th and 19th November 2016 at the Cologne Gürzenich. With more than 500 participants and over 30 exhibitors, the DGAO Congress is the world’s largest, independent aligner congress.

REGISTER NOW! www.dgao.com
Dental Tribune Group, the world’s leading dental publisher, has today announced the introduction of a new approach in dentistry: DDS WORLD is an innovative full-service platform for dentists, suppliers, laboratories and patients. It offers state-of-the-art practice management software, product listings and deals, news and research, educational opportunities, videos, and more. Registration is now available at www.dds.world.

In order to run a practice effectively, dental professionals have to access about eight different tools and websites every day. Besides having to use often complicated practice management software, they need to communicate with the dental laboratory via programmes, email or telephone; look for new products and much more. Through months of testing and evaluation, DDS WORLD has been designed to meet all dental practice and laboratory needs. With DDS WORLD, dental professionals can easily manage their patients and inventory, collaborate efficiently with dental laboratories, browse for new products, compare prices, place orders, read the latest international dental news and attend webinars to earn continuing education credits—all on one platform.

The main tool of DDS WORLD is PracticeDent Lite, a free cloud-based practice management software program created to offer an optimal mix of functionality and flexibility. The system is capable of integrating existing data and offers more options than existing solutions on the market, providing a full range of capabilities for all tasks within the practice, including accounting, patient management, clinical case review and recall reminders. With an intuitive interface, PracticeDent Lite can be used via any Internet-enabled device (computer, tablet or smartphone). If extended functionalities are necessary, customers can easily purchase and activate various advanced modules as add-ons.

DDS WORLD offers users different ways in which to buy products quickly and easily. The PracticeDent software notifies the team when stock of an item is running low and makes purchase recommendations. Using an innovative product listing tool, dentists can search for new products, including product information, prices, stock availability and more. A price comparison and search engine have specifically been designed to display the different prices available for the same item offered by various manufacturers. Related articles appear next to products, enabling readers to instantly obtain more information. Daily deals feature discounted dental products and allow for great savings.

The DTI news platform, www.dental-tribune.com, is an integral part of DDS WORLD, enabling dental professionals to read about new products, clinical cases, product evaluations, scientific research, event announcements and more. As dental knowledge is constantly advancing, dental professionals need to educate themselves if they want to keep up with the latest insights and trends. Webinars have proven to be the ideal format, as they provide a quintessential opportunity to discuss current topics with other professionals on an international level. DDS WORLD offers free online seminars for all current topics, presented by globally prominent speakers. Furthermore, attendance and successful completion of a live webinar are recognized with ADA CERP continuing education credits.
UEFA European Championships 2016

- Date & time: Every night at match days
- Location: Debaser Hornstulls Strand, Hornstulls strand 4
- www.debasers.de

Football will again rule this summer with the UEFA European Championships to be held in France in June and July. For the first time, the tournament features 24 teams and Sweden is one of them, competing with Ireland, Belgium and former champion Italy in Group E. Debaser Strand is publicly showing all games either on the main stage or Brooklyn Bar up to the final on 10 July. You particularly do not want to miss out when Sweden takes on Ireland on Monday as Swedish fans are dedicated, despite their team having never won an actually trophy.

Gamla Stan and Södermalm

Much of Stockholm’s long history is preserved in the Old Town (Gamla Stan) and the tiny adjacent island of Riddarholmen. The Royal Palace is standing there serving as offices for the Royal family and is used by the king to perform his duties as Sweden’s head of state. Unlike the Buckingham Palace in London, the it is open to the public and hosts a selection of museums like the Royal Armoury (Livrustkammaren) or the Treasury (Skattkammaren).

The Old Town is also home to the Nobel Museum (Nobelmuseet) and the House of Nobility (Riddarhuset). From there, it is a beautiful walk to the picturesque street, Fjällgatan, over in the Södermalm (Söder) district, a separate island with stunning views across the city. It is also called SOFO similar to the famous SOHO districts in London and New York, has become home to entrepreneurs that have developed new types of shopping experiences by combining fashion, design, cafes and galleries, all in the same place. Many of Sweden’s talented young fashion and product designers are represented here with their own stores.

“Under the Bridges of Stockholm” boat tour

- Starting times: Every hour from 10:00 to 16:00, all week
- Meeting point: Strömkajen ferry terminal
- www.stromma.se/en/stockholm/

There is probably no better way to experience the city of a thousand islands than by water. Passing under 15 bridges, hence the name, the tour allows you to experience some of the city’s most famous places and sights, including the Old Town (Gamla Stan), Hammarby Sjöstad and the green areas of Djurgården. Some of the islands the tour will also pass are hipster hotspot Södermalm, as well as Lilla and Stora Essingen. The tour takes slightly under 2 hours and departs from the ferry terminal next to Strömsbron bridge.

Abba The Museum

- Opening times: 10:00–18:00
- Location: Dvärgvågen 68
- www.abbatheatemuseum.com

A relatively new addition to Stockholm’s list of attractions, this interactive exhibition takes you through the rise to fame of Sweden’s most famous pop band during the 1970s. In addition to viewing memorabilia, like the band’s unique costumes or extensive collection of golden records, visitors can be part of the success story themselves and take to the stage in a virtual studio to sing their version of “Waterloo” or “Dancing Queen.”

In addition to Abba The Museum, ticket holders are granted access to the Swedish Music Hall of Fame and the History of Swedish Popular Music exhibition, which are located in the same building. Book- ing early is recommended, especially if you plan to visit out of season.

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www.dental-tribune.com

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We’ll be glad to see you at Barcelona!

Register now!

For more information, please contact your 3M Oral Care local representative or visit www.aestheticorthosummit.com