A substantial part of tooth surface is located between the teeth. Food remnants trapped therein foster bacterial growth, the production of tooth-destructing acids as well as halitosis and infections.

Teams of dentists and oral care experts in dental practices inform their patients about the important connections between dental hygiene and health.

They train and encourage their patients to clean their interproximal regularly, e.g. with dental floss. Nonetheless, dental practice teams and prophylaxis specialists often experience that patients, despite receiving instructions, feel overwhelmed with the technique when they are back home. AirFloss was developed with the objective to address this challenge and provide an effective and user-friendly solution for interproximal cleaning at home. AirFloss offers a convincing solution for those patients who so far have not cared for their interdental spaces—or insufficiently so. At the IDS 2011, Philips presented AirFloss as a breakthrough innovation that since then has become a synonym for easy and effective interproximal cleaning at home.

The success of AirFloss is based on innovative technology. With a simple touch of a button, a high-pressure mixture of air and micro droplets penetrates deeply into interproximal spaces, effectively removing the plaque biofilm in only sixty seconds. According to the company, this technology offers a completely new approach to plaque biofilm management in interproximal areas. Studies have proved the clinical value of AirFloss.

Among them are the following examples:
1. In home use test to assess compliance of the Philips Sonicare AirFloss. Kreid S, Kaler A, Wei J. archive data, 2010 Method: A sample of adult irregular flossers used the system at home for one month. Result: 96% of previously irregular flossers used AirFloss on four days or more per week.
2. In home use test to evaluate ease of use for Philips AirFloss (versus Reach string floss and Waterpik Ultra Water Flosser) Kreid S, Kaler A, Wei J. archive data, 2010 Objective: To assess the ease of use of Philips AirFloss and two commercially available interproximal cleaning devices after using each device at home for one week. Method: Three interproximal cleaning products were tested. The study included four weekly, on site visits, during which a new device was exchanged for the previous device. Result: When comparing AirFloss to other frequently used systems, the study participants regarded AirFloss as their preferred alternative method for interdental cleaning. The ease-of-use of AirFloss is rated significantly higher than dental floss or an oral irrigator. The study participants also reported that AirFloss was gentler on the teeth and mouth than string floss and provided better access to the back of the mouth.


According to Dr. Joerg Satter, Head of Global Clinical Affairs at Philips Consumer Lifestyle, “AirFloss is a useful addition to regular toothbrushing. Together they remove more plaque biofilm in interproximal areas and thereby help to reduce gingivitis and gum bleeding.”

The AirFloss TV campaign
About a year ago, Philips Sonicare introduced AirFloss to health care professionals at the IDS. Now, a TV ad campaign presents this easy-to-use interproximal cleaning technology to consumers. Having just been launched in Germany and the Netherlands, the TV commercials provide information about the technology, the products and their ease of use to a broader audience.

Philips offers patients the opportunity to test AirFloss for 28 days with a money-back guarantee.

Erik Kruijer, Senior Manager Marketing Oral HealthCare, Philips GmbH, said: “With our AirFloss TV campaign, we want to increase patient awareness of maintenance of interproximal cleaning. The patients will also look for information on AirFloss online, but they will mainly ask their dentists. That’s why we provide attractive offers to dental practices so they can inform their patients about AirFloss themselves, and we provide additional information materials both for practices and patients.”

“We are looking forward to the opportunity for dialogue and exchange about the use of AirFloss and related studies at the EuroPerio 7.” Kruijer added.

PHILIPS SONICARE, THE NETHERLANDS
www.sonicare.com
Booth 34

ANEW IMPLANT SYSTEM
Conventional implants with diameters of 4 mm or more require a space that includes adequate bone volume to support the implant. Even smaller diameter implants of 3.0 to 3.5 mm require a minimum mesiodistal space of 0.6 to 0.5 mm to allow adequate implant-to-tooth distance.

To provide this treatment option to patients without enough space for larger implants, DentaLux has created a unique narrow-body implant called the ANEW ANEW Narrow Body Dental Implant System. Available on the market since 2001, this titanium alloy narrow-body implants are specifically designed to fit where others can’t while being strong and safe for long-term use.

According to the manufacturer, ANEW is available in 1.8, 2.2 as well as 2.4 mm diameters and the only narrow-body implant with a screw-retained prosthetic system and with more than ten years of clinical research to support the safe, reliable, long-term use for single tooth replacement.

One of the advantages of ANEW implants offer is that they expand the patient population that are eligible for this treatment. Narrow-body implants make it much easier to maintain adequate buccal lingual bone dimensions and proper implant spacing without the need for ridge augmentation. In addition, it allows for a thicker buccal bone because less bone is consumed for the osteotomies. Finally, the implants are designed to allow immediate loading.

Narrow-body implants also provide dentists with more options to treat patients with congenitally missing incisors, reduced interdental space following orthodontic movement, one or two missing mandibular incisors or space collapse in the maxillary anterior area where orthodontic work was not considered a viable option, the company said.

The screw-retained abutment allows prosthetic options unlike other narrow diameter implants and the screw-retained prosthetic service provides more flexibility for long-term maintenance. The restoration is retrievable and thus allows for repair or recoloring of the crown without causing undue stress to the implant (micromovement that occurs with tapping off of cement retained crowns). The ANEW tapered one-piece implant design eliminates the microgap (related to crestal bone loss), facilitates one-stage surgery, provides immediate restoration and is more conducive to a flapless implant placement. Additionally, utilizing a minimally invasive flapless procedure with an immediate restoration eliminates many postoperative challenges as well as reduces total treatment time.

The low profile 3 mm head accommodates divergent angles of natural and metal aesthetics. The non-hygroscopic screw cap abutment facilitates fabrication of a fixed transitional restoration at the time of implant placement, thereby providing the patient with an implant, predictable and cosmetic result. During the healing period, the restoration contours can be easily modified to the contours of the final abutment/implant architecture thereby eliminating a final “black triangle” result.

ANEW narrow-diameter implants have been tested with university-based research from all around the world, and the first results were published in 2004. They support well-known literature about implant design and materials in the following ways:

STUDIES PROVIDE CONVINCING RESULTS FOR PHILIPS SONICARE AIRFLOSS

More Frequent Interproximal Cleaning

<table>
<thead>
<tr>
<th>Use (%)</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>4 days or more per week</td>
</tr>
<tr>
<td>60</td>
<td>4 days or less per week</td>
</tr>
</tbody>
</table>

In home use test to assess compliance of the Philips Sonicare AirFloss.

More Frequent Interproximal Cleaning

The easy-of-use for Philips AirFloss

Objectives:

1. To assess the ease of use of Philips AirFloss and two commercially available interproximal cleaning devices after using each device at home for one week.
2. To study the effectiveness of combined usage of AirFloss and manual brushing in adults with moderate gingivitis.
3. To evaluate the effect of AirFloss on interproximal plaque and gingivitis when used in addition to manual toothbrushing.

Results:

1. When comparing AirFloss to other frequently used systems, the study participants regarded AirFloss as their preferred alternative method for interdental cleaning. The ease-of-use of AirFloss is rated significantly higher than dental floss or an oral irrigator.
2. AirFloss, when used in addition to a manual toothbrush, significantly reduced gingivitis and bleeding sites (p<0.01) compared to a manual toothbrush alone.

About a year ago, Philips Sonicare introduced AirFloss to health care professionals at the IDS. Now, a TV ad campaign presents this easy-to-use interproximal cleaning technology to consumers. Having just been launched in Germany and the Netherlands, the TV commercials provide information about the technology, the products and their ease of use to a broader audience.

Philips offers patients the opportunity to test AirFloss for 28 days with a money-back guarantee.

Erik Kruijer, Senior Manager Marketing Oral HealthCare, Philips GmbH, said: “With our AirFloss TV campaign, we want to increase patient awareness of maintenance of interproximal cleaning. The patients will also look for information on AirFloss online, but they will mainly ask their dentists. That’s why we provide attractive offers to dental practices so they can inform their patients about AirFloss themselves, and we provide additional information materials both for practices and patients.”

“We are looking forward to the opportunity for dialogue and exchange about the use of AirFloss and related studies at the EuroPerio 7.” Kruijer added.

PHILIPS SONICARE, THE NETHERLANDS

www.sonicare.com

Booth 34

ANEW narrow body dental implants are composed of grade V titanium alloy. The threaded portion of the implant is mechanically roughened to increase surface area and maximize the bone-implant interface; and the tapered design better facilitates implant placement, promotes initial implant stability and better distributes occlusal loads along the body of the implant.

Additional benefits of the ANEW system include the patented, needlepoint CePo drill which allows for minimally invasive, flapless placement and its fluted design eliminates epithelial entrapment; a wide variety of lengths and diameters available with several copings to ensure a strong screw-retained restoration; and screw caps made of a unique Delrin material designed to avoid adhering to composites and other restorative materials.

DENTATUS, USA

www.dentatus.com

Booth 26b
EUROPERIO Vienna 2012–8 June

TUSCANY DENTAL INSTITUTE INVITES TO DENTAL HYGIENE RESEARCH MEETING

International researchers for oral health and non-surgical periodontal treatment will be gathering at a symposium organised by the Tuscany Dental Institute (Istituto Stomatologico Toscano), 14 to 15 December, 2012, in the Abitalia Tower Plaza Hotel in Pisa.

Within the Tuscany Dental Institute, a research centre for dental hygiene was recently established with the aim of identifying and controlling new methods and materials for use in this specialty. New products are also intended to be clinically tested there. The centre, which is part of a larger research facility, is run by a dental hygienist.

The Institute has invited leading experts in dental hygiene to an international congress in December. It hopes that participants will gain new ideas and establish new collaborations at this meeting that will guarantee progress in that discipline and, subsequently, will have impact on daily practice.

The programme featuring renowned speakers has already received much interest from professionals in Italy and abroad, according to the organiser. The symposium is scheduled to take place from 14 to 15 December. The event is aiming at dental hygienists and dentists from Italy and abroad. The official congress language is English. Simultaneous translation into Italian will be provided.

More information about the congress and registration are available at centro.odontoiatria@usl12.toscana.it or through the congress secretariat at segreteria@tueor.com.

SOPROCARE

The French Acteon Group is presenting its latest development in the field of intraoral imaging exclusively to visitors of this year’s Europerio. Officially available since June, the SOPROCARE is supposed to complete the company’s market-proven range of SOPRO imaging devices that include recognised products such as SOPRO 617, SOPRO 717 first and SOPROLIFE.

According to the company, the new camera uses light induced autofluorescence for improved assessment of a patient’s oral health and for the early recognition of dental diseases like periodontitis. In PERIO mode, one of three modes, the device is able to highlight gingival inflammation as well as old and new dental plaque. In addition, enamel-dental caries from stage 1 (ICDAS II) can be detected (CARIO mode) as well as the stability of micro lesions and their progression monitored (DAYLIGHT mode).

Acteon said that the new device is less invasive compared to conventional methods of diagnosis and enhances communication through the fact that results of the clinical assessment can immediately be demonstrated to and discussed with the patient.

SOPROCARE will be demonstrated today at Europerio by Dr Fabien Vidot and Prof. Francis Louise, France, during a sponsored session, 12:15 am–1:45 pm, in Room Lehár. Besides latest research, a number of clinical cases using SOPROCARE will be discussed.

ACTEON GROUP, FRANCE

www.soprocare.com
www.acteongroup-events.com
Booth 37

The only control system offering the pre-programmed clinical sequences of the main implant brands is now available with a dedicated application for touchscreen tablets.

Discover the perfect working balance between your Pad* and exceptional electronics for controlling the MX-i LED micromotor. The most powerful motor on the market, with LED lighting guaranteeing a very long service life, is now also equipped with ceramic ball bearings that are lubricated for life.

The 20:1 L Micro-Series contra-angle and the new iChiropro system redefine ergonomics and ease of use.

* Compatible with Pad, Pad 2 and the new Pad

Bien-Air Dental

VISIT US AT BOOTH # 48b

iCHIROPRO
THE SMART WAY TO YOUR SUCCESS

ACTEON GROUP, FRANCE

www.soprocare.com
www.acteongroup-events.com
Booth 37

iCHIROPRO
THE SMART WAY TO YOUR SUCCESS

ACTEON GROUP, FRANCE

www.soprocare.com
www.acteongroup-events.com
Booth 37
Nobel Biocare’s next generation software for digital diagnostics and treatment planning offers additional functionality that, according to the company, reaches beyond the scope of guided surgery. While being fully compatible with the Nobel Guide workflow and tooling guide surgery, it is supposed to replace the original NobelGuide Software. Any DICOM (digital imaging and communications in medicine) file produced by a cone beam CT scanner can now be reviewed and analysed using new workspaces and new tools that expedite patient diagnostics and team collaboration, the company said.

NobelClinician Software has been devised for the work at hand. An interactive digital assistant keeps track of planning tasks and offers additional guidance throughout the workflow. Via built-in patient management functionality and the NobelConnect module, clinicians are able to collaborate efficiently and securely online with selected treatment partners.

NobelClinician Software is the first diagnostics and treatment planning software from Nobel Biocare designed to run with the same look and feel on Windows and Mac OS X systems. Therefore, clinicians can work with the operating system of their choice, the company said. Existing users currently paying the annual maintenance fee qualify for a free upgrade, which will be available from every local Nobel Biocare office.

**NOBEL BIOCARE, SWITZERLAND**

www.nobelbiocare.com/nobelclinician

**Booth 59**

---

**SURGICAL INSTRUMENTS WITH LED AND GENERATOR FROM W&H**

Excellent lighting conditions help to facilitate treatment results. In order to give dental clinicians the possibility to operate under conditions similar to daylight, the Austrian dental manufacturer W&H has developed a new generation of surgical instruments containing self-sufficient LED light that is generated all by itself down to the integrated generator that supplies energy to the light-emitting diodes. The generator independently produces electricity for the LEDs as soon as the straight or contra-angle handpiece is operated, eliminating the need for an additional electricity supply.

Light-emitting diodes are based on semiconductor constrictions that convert electricity directly into light. This process is resulting in robust treatment results. In order to give dental clinicians the possibility to operate under conditions similar to daylight, the Austrian dental manufacturer W&H has developed a new generation of surgical instruments containing self-sufficient LED light that is generated all by itself down to the integrated generator that supplies energy to the light-emitting diodes. The generator independently produces electricity for the LEDs as soon as the straight or contra-angle handpiece is operated, eliminating the need for an additional electricity supply.

Owing to the colour temperature, the LED light colour corresponds to neutral white light which creates a sharp visual contrast that provides significant support to the user’s vision and means while being friendly to their eyesight at the same time.

According to the company, both the SI-11 LED G straight handpiece and the WI-75 LED G contra-angle handpiece are independent of the respective drive system and compatible with any motor featuring ISO coupling. They have been tested and are thermodisinfectable as well as sterilizable at 135 °C.

**W&H, AUSTRIA**

www.w&h.com

**Booth 27a**

---

**DENTAL HYGIENE RESEARCH MEETING**

Non Surgical Periodontal Treatment: How to Conciliate Scientific Evidences and Clinical Practice

Pisa, December 14th – 15th 2012

**Preliminary program**

**PROF. BIRGITTA SODER** - Sweden
Non Surgical Periodontal Treatment: Associations between Oral Biofilm/Dental Plaque and Life threatening Diseases.

**DR. DAGMAR ELSE SLOT** - Denmark
Do lasers/photodynamic therapy have a role in Non Surgical periodontal treatment?

**DR. MARJOLIN HOVIUS** - Holland
Why and how should you promote smoking cessation in your dental hygiene practice.

**PROF. CAREN M. BARNES** - USA
Traditional Polishing and Airpolishing: Conversion of Research to Clinical Practice.

**PROF. MARIANO SANZ** - Spain
The use of antimicrobials in the secondary prevention of periodontal infections.

**DR. MARYANN CUGINI** - USA
The use of systemic antibiotics to treat periodontal infections.

**DR. JEANIE SUVAN** - England
Patient-Centred Non Surgical Periodontal Therapy: Evidence vs Practice.

**DR. FRANCES DOHERTY GENCO** - USA
Update on Periodontal Disease and Associated Chronic Diseases with an Emphasis on Diabetes.

---

**Istituto Stomatologico Toscano**

Via Aurelia, 335 - I-55043 Lido di Camaiore (Italy)
Phone +39 0584 6058716 - Fax +39 0584 605888/9 - E-mail: centro.odontoiatria@usl12.toscana.it

**Location**

Istituto Stomatologico Toscano
Hotel Abitalia Tower Plaza – Via Caduti del lavoro, 46 – I-56122 Pisa (Italy)
Phone +39 050 7846444 - Fax +39 050 7846445

**Organizational Secretary Office**

Tueor srl - Corso Sebastopoli, 225 - I-10137 Torino (Italy)
Phone +39 011 0463350 - segreteria@tueor.com - www.tueor.it