In the presence of Singapore’s Health Minister Gan Kim Yong and senior representatives of Koelnmesse, the Singapore Dental Association, and FDI World Dental Federation, the eighth edition of IDEM Singapore was officially opened yesterday here at the Suntec Singapore International Convention and Exhibition Centre.

The Minister, who graced the traditional Opening Ceremony outside the Exhibition Hall on Level 4 as Guest of Honour, congratulated the organisers of the show that, in his words, “has evolved to be a ‘must-attend’ event for all dental healthcare professionals and related industries in the Asia Pacific region.”

Praise was also given by Singapore Dental Association’s President Dr Kuan Chee Keong, who said that the ongoing support of Gan’s Ministry and other sponsors is a testament that IDEM has firmly consolidated its status as the focal event for the Asia Pacific dental community. “Besides the opportunity to interact with friends and dental professionals from around the world, IDEM also offers the opportunity to share knowledge, ideas and practical applications in dentistry,” he said.

Useful information

Exhibition opening hours
- Friday, 4 April: 10.00 am - 6.00 pm
- Saturday, 5 April: 10.00 am - 6.00 pm
- Sunday, 6 April: 10.00 am - 4.00 pm

Food and beverages
A lunch area for delegates is located in the back of the exhibition hall on level 6.

Internet
Free wireless internet is available in all areas of the exhibition centre.

Money
ATM machines can be found throughout the Suntec City Mall. Banks in Singapore are open from 9:30 am to 3:00 pm on weekdays, and 9:30 am to 11:30 am on Saturdays.

Embassies
Foreign representation offices can provide help in emergency situations like lost passports or visas. They can also assist with travel arrangements or give legal advice. Contact information for foreign missions other than those provided in the list below can be found at the website of the Ministry of Foreign Affairs (www.mfa.gov.sg).

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- Emergencies, Fire or Ambulance: 995
- Lost credit cards
  1800 227 6868 (VISA) or 6227 8888 [MasterCard]
“Asian dentists will appreciate the convenience of this product”

An interview with Ultradent representatives about the launch of Opalescence Go

A leading provider of tooth whitening solutions and other products for dentistry, Ultradent (Level 4, booth 6C09) is a familiar corporate face at IDEM Singapore. On Friday, today international had the opportunity to speak with Nicolas Sondaz (General Manager for Asia Pacific) and Suzanne Wilson (Senior Marketing Manager—Brands) shortly about the company’s latest innovation in tooth whitening and why it will appeal to dentists in Asia.

Today International: You place a lot of emphasis on Opalescence Go in your booth design. Is this product the main focus of your presentation here at IDEM?

Nicolas Sondaz: Tooth whitening is a big part of our business, so we clearly emphasise this here at the show. Opalescence Go is a very unique product that offers tooth whitening without having to cope with the challenges that usually come with the process. It is delivered in a ready-to-use prefilled tray that is very mouldable, so it can adapt better to the patient’s anatomy. It is not something you have to do chairside or for which you have to take impressions.

Suzanne Wilson: Opalescence Go was launched in the US not very long ago and we are excited to have it finally on display for the IDEM show. The Ultrafit tray is made of a unique polymer that warms with your body temperature and moulds to your teeth, keeping the gel in contact with the teeth for a better whitening result. Because of this material, the tray is also more comfortable to wear. It is certainly the best product for on-the-go whitening right now.

How do you think this product is going to appeal to dentists in Asia?

Sondaz: A question that people always ask is whether what works in the US is going to fit Asian teeth because of the size or anatomy of the mandibular, for example. As a matter of fact, when this material was tested in the US, at least 30 per cent of the patients were of Asian heritage. The earlier version of Opalescence Go has also been successful in the market for about 10 years. While there might be cultural differences, Asian dentists will appreciate the convenience of this product.

Wilson: The affordability of the product opens up possibilities in more markets. In-office whitening or custom tray bleaching may sometimes prohibitive because of their high costs. Opalescence Go gives more people the opportunity to have access to tooth whitening on the go.

In which markets is or will this product be available?

This has been a global launch, which is kind of a new thing for us because we usually do not launch products this way. As it is highly accessible, we believe that Opalescence Go can reach any dentist and patient anywhere in the world.

Thank you very much for this interview.

Ambassador Wagar pays visit to US pavilion

Imports of dental equipment from North America to Singapore on the rise

The US pavilion at IDEM received an important visit yesterday, when the US Ambassador to Singapore, Kirk Wagar, took some time off his busy schedule to explore the booths at Level 4 and get an overview of the innovations that American companies have brought to the show this year. The 44-year-old former lawyer, who has been serving as Ambassador for about seven months, also talked personally to representatives from the US industry, who once again comprise one of the largest groups of exhibitors at IDEM coming from a single country.

Prior to the visit, US manufacturers had the opportunity to get an update about medical device regulations in Singapore during a traditional breakfast meeting organised by the US Commercial Service in the Buyer’s Lounge on Level 6. Asia Managing Director for Ortho Technology, Alvin Chia, also provided an overview of the requirements for product registration in different markets in the Asia Pacific region, which he admitted has become more fragmented in recent years.

According to the latest figures from the US Commercial Service in Singapore, the value of imports of dental equipment from the United States to Singapore has increased significantly from US$1.14 million in 2012 to US$1.7 million last year. Many companies are also using the city-state as hub to do business in other parts of Asia, bringing additional business to the region.
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IDEM 2014 is poised to be the largest dental show ever to be held in Singapore since it was launched in 2000. According to Koelnmesse’s Vice President of Asia Pacific, Michael Dreyer, 30 per cent more dental manufacturers and distributors have signed up for the event, which is being held over the weekend at the recently renovated Suntec convention centre. Reflecting greater interest from industry players in the Asia-Pacific region, national pavilions from China and Japan are being staged for the first time along with group presentations from established markets like Germany, Italy and the US. In total, over 500 exhibitors are presenting their latest products and solutions for dentistry at Levels 4 and 6.

Attendance figures are also expected to increase by 12 per cent, with many new visitors coming from nearby countries like Cambodia, Myanmar and Taiwan.

“Not just a place where East meets West, IDEM Singapore is also increasingly being considered a gathering point for different parts of the East to meet one another,” Dreyer said.

Aside from the trade fair bustle, clinical presentations as part of the scientific programme will continue today at Level 4 with lectures and workshop focussing on fields like prosthodontics and orthodontics. A special lecture by US dentist Dr Barry Freydberg at 4.30 pm will focus on the detection and prevention of oral cancer, which is among the few types of cancer which are currently on the rise worldwide (please see the interview on Page 8 of this edition). At the Dental Tribune Study Club Symposium at booth 6P-22, Singapore’s own prosthodontist expert, Dr Stephen Soo of Specialist Dental Group, will provide insight into CAD/CAM and how its use can benefit workflow in dental practices.

New concepts and methods for dental labs will be discussed at the Dental Technicians Forum, one of the new educational formats specifically targeting other members of the dental profession. In addition to these presentations, lectures for dental hygienist/therapists will also be held throughout the day.

For more news from this year’s IDEM Singapore, please scan the QR code below or visit www.dental-tribune.com.

Corrections
In yesterday’s edition of today international IDEM Singapore, the article on page 1 stated that the Suntec Singapore International Convention and Exhibition Centre is located in Marine Parade, while in fact it is located in the Downtown Core.

The headline of the article on page 23 also stated that 4 April, 2014, was a Thursday, although this day was in fact a Friday.
Outpacing growth in our international business

An interview with Julie Tay, Vice-President Asia Pacific at Align Technology

In one swift move, Align Technology did not renew the distribution agreements with its distributor in the Asia Pacific region last year. Today international spoke with Align Technology’s vice president of the Asia Pacific region, Julie Tay, in Singapore about the transition and the company’s prospects in the region for the years to come.

Today international: Your company changed its distribution in the Asia Pacific region to a direct sales model last year. How has the transition turned out so far in terms of organisation and finances?

Julie Tay: In the past, Japan and China were our only direct sales markets in Asia. In May 2013, we successfully completed the transition of our four largest indirect country markets, Australia, New Zealand, Hong Kong and Singapore, from our APAC distributor back to direct sales and management by Align. This geographical distribution of countries probably represents the best global growth opportunities for Align Technology over the next three to five years. The transition has been smooth and we have continued to see strong organic growth for Invisalign in the APAC region. From the results from the last quarter of 2013, you can see that the total sales volume in Asia grew over 50 per cent annually. We now have a strong leadership team managing the business in each country.

We now realise direct sales at our full Invisalign average sales price (ASP), rather than the discounted ASP under the distribution agreement. This means that the roughly 5 per cent of worldwide revenue for which Asia Pacific accounts will become an even more meaningful contributor to top line growth.

Other APAC markets, like South Korea and the Philippines, are still operating under a distribution model. What makes these markets currently not suitable for direct sales, and do you have any plans to change direct sales there? Align continues to assess different markets and to work closely with our partners to provide the best possible service to both patients and doctors.

Sales in Asia contributed only 2 to 2.5 per cent of Align’s worldwide revenue in 2012. What is the main reason for the change to your sales structure in that region?

This region presents a huge opportunity for Align. We want to provide doctors and patients with more options for a beautiful healthy smile. There are actually many doctors who wanted to offer Invisalign and are glad that we now have a direct presence in many APAC countries.

You reported strong growth in the Asia Pacific region in the last quarter of 2013. Is this solely a result of the transition or were there other developments at play?

Our strong annual volume growth reflects continued progress and execution of our strategic growth drivers across Asia Pacific. As the region came together, the APAC leadership team deployed key strategies in specific markets. We also invested heavily in people, doctor training and patient programmes to develop the markets further.

You are doing particularly well in China and Japan. Are these the most important markets for Invisalign right now?

The APAC region in general has been the fastest-growing region for us but within Asia China and Japan are currently the most important markets for Invisalign. Both countries share similarities, but they are also very different. What we see are the most complex cases, such as Class II, Class III, extraction, open bite, etc. That might be where the similarities end.

Despite a population of 120 million, there are a relatively small number of orthodontic practitioners in Japan; only an estimated 3,000 to 4,000. Practitioners there tend to be conservative and want to see sufficient clinical results on Japanese patients, which because of the severity of the malocclusion can take up two to three years. All of these factors led to a slow start, but in the past two years, our business there has grown even above our overall rate. We have been successful in building up clinical confidence through a proactive marketing approach, which includes educating consumers about clear aligner therapy and the importance of having a beautiful smile.

In China, orthodontics is primarily performed in institutional settings. A rising middle-class is accumulating disposable income for these kinds of treatments and they appear to be more open to technology and modern approaches to the treatment of malocclusion. We believe that China is the one market worldwide that has the potential to be as large as the US or the over the next ten years in terms of orthodontic treatment.

Invisalign Teen has gained a significant market share since it was introduced in 2008. With demographic expansion in most Asian countries (a very young age distribution), what prospects does this product have there?

The teen segment represents the largest portion of the orthodontic market and continues to be very important to Align. We believe the prospect is huge, especially in certain countries, and we intend to make Invisalign the product of choice for leading doctors. You have worked in the health business before. What do you see as the particular challenges of the dental market?

The technology is moving so fast that doctors may not even realise it when it has arrived. In addition, increasing patient demands and sophistication are going to change the doctor-patient relationship.

What general prospects do you see for your company in Asia for the years to come?

We expect growth rates across the entire Asia Pacific region to continue outpacing growth in our international business. This is a very exciting time for Align and our prospects in this region are very positive. We are the clear leader in a huge underpenetrated market with a high level of clinical skill in Australia, New Zealand and Hong Kong, for example. Increasing consumer sophistication in China and hence demand for Invisalign, large untapped segments in Japan and developing markets such as South-East Asia all offer a strong growth trajectory for Align across the region.

Thank you very much for the interview.
CAD/CAM methods for conventional dental and implant-borne prostheses have gained popularity for a variety of reasons. Despite many advantages in terms of cost and convenience, the uptake of this relatively new technology is slow, hinting at a reluctance to try something new. Many, if not most, clinicians still choose to have fixed implant-borne multi-unit prostheses fabricated by traditional methods of casting and veneering precious metal alloys. However, the associated high technical and material costs may be prohibitive to the group of patients who need this treatment modality the most. To this end, more cost-effective alloys, including base metal alloys, have been cast and veneered with a variety of tooth-coloured materials with good success. CAD/CAM takes this one step further. In fact, materials such as zirconia, which has revolutionised dental prostheses, would not be in use were it not for CAD/CAM.

There has been much discussion around the problem of achieving passivity of fit, the lack of which, it has been postulated, can contribute to mechanical and biological complications. The multiple steps and materials used in impression taking, casting a working model, producing a wax pattern, casting in metal alloy then veneering in tooth-coloured material all lead to a certain degree of misfit.

CAD/CAM can help to address this common problem. The use of digital dentistry is more common than clinicians might think, as the laboratory processes involved have already been widely implemented and dental technicians can take the credit for driving the use of the technology forwards. The next step is to adopt digital technology to replace some of the clinical steps in fabricating a prosthesis, namely the impression stage, which leads to production of a working cast. These steps can introduce cumulative inaccuracies, as well as consume a variety of materials that are then discarded. In addition, there are time-savings to be made, perhaps not in the initial stages of learning and integrating new technology but, once familiar with the systems involved, all will benefit from the improved and efficient workflow.

My presentation at the Dental Tribune Study Club Symposium will highlight some of the advantages and disadvantages of CAD/CAM. My goal is to enable clinicians to see how it might become more widely accepted in their daily practice and remove some of their reservations. The next generation of dentists will hopefully come to view traditional methods of manufacturing dental prostheses in the same way as we now view fixed partial dentures as a way to replace missing teeth before implants.

Having received his dental degree from the University of Liverpool in the UK, Dr Steven Soo now works as a dental specialist in prosthodontics at Specialist Dental Group in Singapore. Today, he will be presenting a lecture on the benefits of CAD/CAM technology for dental implant and restorative procedures at the Dental Tribune Study Club Symposium on Level 6.
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A subtype of head and neck cancer, oral cancer is one of the few cancer types to be exponentially on the rise. In a presentation to be held this afternoon as part of IDEM’s scientific programme, US dentist Dr Barry Freydberg will discuss the importance of early detection.

Dr Barry Freydberg, is the rise of oral cancer cases a worldwide trend or is it limited to certain regions?

Dr Barry Freydberg: I have to assume it is a worldwide trend. In North America alone, the number of people who have developed oral cancer increased from 37,000 in 2009 to 46,000 last year. This development is due to the fact that the demographics for this type of cancer have changed significantly. Oral cancer used to affect mainly middle-aged men who smoked regularly or consumed too much alcohol. Now, it is increasingly diagnosed in younger people and particularly women.

What are the reasons for this shift in demographics?

While cases that appear to have been caused by smoking seem to have gone down through measures like anti-smoking legislation, more patients now seem to be developing the condition because of the human papilloma virus, a sexually transmitted infection that can lead to oral cancer. One of the reasons for this is probably unprotected sexual activity among people who are 18 years and older. While we have seen many oral cancers in 60-year-olds, we are now looking more carefully at people well before they have reached that age.

Has the role of dental professionals in oral cancer detection changed in recent years?

Dentists should absolutely be the ones who are looking for oral cancer, as we are the ones who know the oral tissue best, along with ear, nose and throat physicians. By being familiar with the tissue and knowing what does not look normal, we should be the ones screening it on a regular basis, just as we should be screening patients for blood pressure or things like sleep apnoea. Even the American Medical Association has agreed to that position in a recent article.

We also see the patients more regularly than other members of the medical profession do, as they often come in for preventative visits instead of visiting us only when they have a health problem.

Dentists still appear to overlook early signs of the condition however. What makes these lesions so difficult to detect?

Oral cancer starts when changes in the tissue underneath the mcosa occur. Lesions become cancerous once they break through the basement membrane of the tissue. The problem is that all this happens in a part of the mouth where one cannot see it just by doing a visual exam.

The ideal time to detect these lesions would be when they are premalignant but at this stage...
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they often have not grown large enough to be visible to the naked eye. By the time one can see the lesion, however, the survival rate has already dropped to probably 22–25 per cent after five years. When one discovers it before it becomes malignant, there is virtually a 100 per cent chance of survival and, if one catches it in the early stages, there is still a survival rate of about 80 per cent. Therefore, it is critical that dentists use whatever means they have to see through the tissue in order to detect changes occurring underneath.

Oral cancer detection technology is already available on the market. What is your evaluation of the clinical value of devices like the VELscope, which was developed in Canada? This device is probably the most cost-effective technology on the market that I am aware of. I recently discussed this with the manufacturer of the leading oral camera in North America and a dentist who did research on fluorescence visualisation. We could not understand why a dentist would not acquire this technology. It is so easy with the examination taking only 2 minutes or so. The researcher understood that initially the cost of the device is quite high and I said that it is not so expensive and, with most dentists being able to charge for it and make an income, why would they not use it? One can look with the naked eye and the tissue might look normal until a lesion reaches the surface. And then the patient has a problem and the survival rate is very low. I have only found a couple of them but that was enough to save lives.

What changes would dentistry have to undergo to have a positive impact on oral cancer rates in the long run? I sometimes hear from dentists that by looking at the tissue one could come up with false positives. This is a poor excuse because if one talks to people who have checked patients for years this rarely happens. And if it does, what does it matter? I am not an expert but I think dental education is the key. I can only hope that dental schools throughout the world are teaching oral cancer examinations like we do in the US and Canada.

Oral cancer classes are not very sexy unfortunately. Most dentists would rather attend something on cosmetics or implants before taking an oral cancer class. The explanation they give is that they do not have to deal with cancer very often but they do need to deal with implants.

Maybe a better idea would be to increase public awareness, so that dental patients begin to ask their dentists for oral cancer screenings with adjunctive technologies. There are successful examples of this type of campaign, like the one for prostate-specific antigen tests. Viagra had a breakthrough in the same way.

Do you think that oral cancer examination will be standard in dental practices soon? I cannot imagine that it will not be standard. Actually, it should be standard already. We have the responsibility to look at the tissue in the mouth and need to know what is normal when we look at it with adjunctive technologies. It only takes about two days of looking into the mouths of patients to become aware of what tissue is normal and what is not under fluorescence. One does not need a PhD for that. If in doubt, one can always take photographs of it and have them back in a week or two to be able to decide if something should be examined.

Thank you very much for the interview.
**DENTAL TRIBUNE**
**DT STUDY CLUB**
**C.E. SYMPOSIUM**

**Level 6, Booth 6P-22**
Dental Tribune Study Club at IDEM Singapore, 4-6 April 2014

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**FRI, 04.04**
- **10 a.m. – 11 a.m.** | Dr. Marius Steigmann
  Implant Placement and Treatment in the Aesthetic Zone - Part 1
  Recorded Lecture
- **11 a.m. – 12 p.m.** | Sabine Nahme
  3-D Imaging Solutions for Powerful Diagnostic Value Without Guesswork
  Live Lecture
- **12 p.m. – 1 p.m.** | Dr. Andreas Teichmann
  The Perfect Smile – Bringing Back the Natural Tooth Color
  Live Lecture
- **1 p.m. – 2 p.m.** | Prof. Lorenzo Breschi
  Adhesive Systems: Overview, Evaluation, Development
  Recorded Lecture
- **2 p.m. – 3 p.m.** | Dr. Ed McLaren
  The “BFEP” Bonded Functional Aesthetic Prototype: A Little PSD
  Recorded Lecture
- **3 p.m. – 4 p.m.** | Sabine Nahme
  Clinical and Diagnostic Advantages Before, During and Post-endodontic Treatment to Investigate the Root Morphology in 3-D
  Live Lecture
- **4 p.m. – 5 p.m.** | Dr. Andreas Teichmann
  DentoCat Revolution: A New Level of Enamel Protection
  Live Lecture
- **5 p.m. – 6 p.m.** | Dr. Marius Steigmann
  Implant Placement and Treatment in the Aesthetic Zone - Part 2
  Recorded Lecture

**SAT, 05.04**
- **10 a.m. – 11 a.m.** | Sabine Nahme
  3-D Imaging Solutions for Powerful Diagnostic Value Without Guesswork
  Live Lecture
- **11 a.m. – 12 p.m.** | Dr. Barry Freyberg
  Luminaires – the Proven Leader in Custom-made Thin Veneers for a Natural, Permanent, Beautiful Smile, and Disc-O-PCH – Alternative Porcelain Solution to Direct Composite Bonding
  Live Lecture
- **12 p.m. – 1 p.m.** | Dr. Steven Soo
  “Are You Using CAD/CAM? If Not, Why Not?”
  Live Lecture
- **1 p.m. – 2 p.m.** | Dr. Andreas Teichmann
  DentoCat Revolution: A New Level of Enamel Protection
  Live Lecture
- **2 p.m. – 3 p.m.** | Sabine Nahme
  Live Lecture
- **3 p.m. – 4 p.m.** | Gianfranco Bernutti
  IDEA Dakar: A Gateway to African Markets
  Live Lecture
- **4 p.m. – 5 p.m.** | Dr. Marius Steigmann
  Implant Placement and Treatment in the Aesthetic Zone - Part 3
  Recorded Lecture
- **5 p.m. – 6 p.m.** | Dr. Andreas Teichmann
  The Perfect Smile – Bringing Back the Natural Tooth Color
  Live Lecture

**SUN, 06.04**
- **10 a.m. – 11 a.m.** | Dr. Marius Steigmann
  Implant Placement and Treatment in the Aesthetic Zone - Part 4
  Recorded Lecture
- **11 a.m. – 12 p.m.** | Sabine Nahme
  Clinical and Diagnostic Advantages Before, During and Post-endodontic Treatment to Investigate the Root Morphology in 3-D
  Live Lecture
- **12 p.m. – 1 p.m.** | Dr. Andreas Teichmann
  The Perfect Smile – Bringing Back the Natural Tooth Color
  Live Lecture
- **1 p.m. – 2 p.m.** | Didier Dietrich
  Ultra-conservative Smile and Aesthetic Rehabilitions: Indications, Limits and Clinical Procedures
  Recorded Lecture
- **2 p.m. – 3 p.m.** | Stephane Brouet
  Fibre-reinforced Composites ... A Real Breakthrough
  Recorded Lecture
- **3 p.m. – 4 p.m.** | Prof. Dr. Roland Frankenberg
  Preparation Techniques and Luting of All-ceramic Restorations – What Are the Key Issues?
  Recorded Lecture

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Floor plan – Level 4
Floor plan – Level 6
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NEW PANORAMIC IMAGING DEVICE INTRODUCED BY DÜRR

DÜRR DENTAL has developed a new panoramic imaging device that is on display for the first time in Asia at IDEM Singapore 2014. Compared to other panoramic devices in which the sharpest areas are selected manually, the VistaPano features Dürr’s Pan technology for improved sharpness. It acquires multiple layers of images from a single exposure that are split into fragments.

From these fragments, the ones with the best focus are selected and recombined in order to generate the panoramic image. With the help of this technology, all important diagnostic information, such as roots in the upper and lower jaw bones, are sharply displayed, according to the German manufacturer.

Complying with the ALARA (As Low As Reasonably Achievable) principle, the VistaPano features a quickscan mode that allows clinicians to produce a panoramic image in just seven seconds. Despite the lower radiation dose, Dürr claims that images produced with this mode are still of good quality thanks to the use of a build-in Cal sensor.

The exposed area and radiation dose can be further reduced by 56 per cent with imaging modes for children.

With four children imaging modes included, the VistaPano offers a total 17 imaging modes. There are options for taking half-side images (right and left) as well as front images. According to the company, the imaging of orthogonally bite-wings, temporomandibular (TMJ) joints for the purpose of functional diagnostics and sinusitis is also possible with the device.

An intuitive 7 inch touch screen display is supposed to allow users quick access and a clear view of all the setting for a smooth and uninterrupted workflow. Owing to a high tolerance to positioning errors and three laser guide lines that mark the exact orientation of the Frankfurt horizontal plane, median sagittal plane and film plane, patients can be positioned faster and more accurately in the device, Dürr said. Moreover, face-to-face positioning without mirrors allows clinicians and patients to have direct eye contact.

In order to simplify the documentation process, the device comes with the imaging software ORTHOVIS, which allows to store images and access data from different workstation through its networking capabilities. In addition, it can be connected to third party software such as VistaEasy, ImageBridge or TWAIN.

DÜRR DENTAL, GERMANY
www.duerr.de
Booth 4H-09

GI RESTORATIVE FROM SDI OFFERS STRENGTH, MIMICS DENTIN

With Riva Self Cure HV, the Australian company SDI is presenting a high viscosity, extremely strong self-curing glass ionomer restorative at IDEM. It is strong enough to resist surface indentation and to withstand substantial mechanical loads. Among other things, it can be bulk placed and does not adhere to your instruments. In addition, Riva Self Cure HV’s packability is supposed to make restorations easy to shape and contour.

Riva Self Cure HV can also be used to replace missing dentin. According to SDL, it is the best dental material currently available that virtually mimics dentin. Sensitivity is non-existent and no adhesive is required, the company added.

Riva Self Cure HV releases significant amount of fluoride resulting in increased anti-carieogenic properties for improved longevity of the restoration. It is currently available in shades A1, A2, A3 and A3.5.

SDI, AUSTRALIA
www.sdi.com.au
Booth 6P-16

CAD/CAM DISCS ON COBALT-CHROME AND TITANIUM BASE

System Soft-Blank is a nickel and beryllium free cobalt/chrome disc from the German manufacturer Adentatec, that is biocompatible and features high resistance to corrosion. It is also said to be extremely soft, tensile and homogeneous owing to special heat treatment.

According to the company, System Soft-Blank is suitable for soldering and available in many diameters and measurements for almost every type of machines. Adentatec has been offering a high quality range of products for dental laboratories since 1997. Specialised in the production and distribution of non-precious dental alloys and CAD/CAM discs, it currently operates in many dental markets worldwide including South East Asia.

All its products are produced in Germany and comply with DIN EN ISO 13485 and DIN EN ISO 9001:2008 standards.

ADENTATEC, GERMANY
www.adentatec.com
Booth 4J-07

NEW IMPLANT SCALER DESIGNS AVAILABLE FROM PREMIER

Premier Dental Products has brought four new innovative implant scaler designs to IDEM this year. The styles 137 (Anterior), 204 (Posterior), Facial (Goldman Fox) and Universal (4L/4R) are supposed to offer a full selection to dental professionals.

According to the US company, its implant scalers are made from fiber reinforced graphite, a material that is strong yet slightly flexible. While these features allow the tips to access tight areas effectively and safely, damage to the surface of the implant can be avoided.

The tips are thin and sharp and have well-defined edges. A new redesigned handle has textured grips and a larger diameter for providing greater comfort and better control, the company said.

Premier Implant Scalers are available in two- and five-instrument packs and can be reused.

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Assistina 3x3:
Clean inside, clean outside

The new Assistina 3x3 cleans and maintains up to three instruments automatically.
Automatic internal and external cleaning, short cycle time, easy to use: perfect preparation of straight and contra-angle handpieces and turbines for sterilization.
Dental products “Made in France” are on display at level 6, where FFDM Thomas is currently presenting a variety of dental instruments like dental implant drills and endodontic files. Moreover, the manufacturer for Buerges in the heart of France is showcasing dental trephines of the Thomas brand which can be used to remove bone around dental implants safely.

According to FFDM, the instruments have sharpened blades made of stainless steel that increase the cutting efficiency for a non-traumatic treatment. They also feature depth marks in order to allow clinicians to accurately control the drilling depth. The company recommends to use the trephines on a contra angle in order to reach the required rotational speed of 500 to 800 rpm.

Another specialty of FFDM is the production of dental implant drills that the company designs according to the specifications and needs of implant companies. According to the company, they offer an excellent resistance to the corrosion owing to the machining of many stainless steel grades as well as high cutting power.

Owing to the expertise of over 10 years of development, FFDM is now able to manufacture implant drills with complex shapes, including conical, cylindrical and shaped.

Coatings, heat and surface treatments, laser marking, colour identification are other fields the company says to have mastered.

Besides its comprehensive range of products for dental implantology, the company also offers a number of endodontic products including files that are sold under the Thomas brand. Available in manual or in contra-angle versions, they can be used to clean, disinfect and to shape the root canals when they are infected by bacteria, the company said. They come either in stainless steel or nickel titanium, a shape memory alloy.

For the clinical challenge of removing posts from root canals prior to endodontic retreatment, the company now offers the Universal Post Remover, a modified version of its proven GONON post remover. With this new version, the company said clinicians will be able to easily remove the majority of posts (posts, screw posts, fiber posts) that are currently available in the market without risking the integrity of the remaining tooth structure.

The DIGORA Optime by Soredex is advertised as a smart and reliable intraoral imaging plate system for dental radiography that was developed to make the daily imaging workflow in dental practices easier and more efficient.

According to the Finnish manufacturer, it can be used for all introral applications and patient sizes and provides excellent clinical results for improved diagnostics.

With DIGORA Optime, clear and sharp high contrast images that provide accuracy to the smallest clinical details can be obtained under a familiar film-like workflow within just seconds, the company said.

A smart auto-optimization function adjusts the grey levels of the image and compensates accidental over- or underexposures. A standard network (LAN) connection allows clinicians to access the DIGORA Optime system from multiple operatory rooms and to share images, among other things. System guides correct exposure settings and prevent imaging plates to be inserted improperly.

Image plates for DIGORA Optime are available in all intraoral sizes (0, 1, 2, 3 for periapical or bitewing and 4C for comfortable occlusal projection imaging). They have a 100 per cent active area and are comfortable for the patient, the company said. An optional imaging plate identification system (IDOT) adds to quality control.

The DIGORA Optime system also complies with latest hygiene standards through Opti cover protective covers that are supposed to prevent the cross-contamination of the plates. In addition, the avoid mechanical damage and information loss which is caused by ambient light. Biocompatible and 100 per cent waterproof, they are Latex and PVC-free.

Having premiered in 1994, Soredex said that every DIGORA system is built on the experience and know-how from tens of thousands installations in dental practices around the world.

INIBSA DENTAL PRESENTS RANGE OF ANAESTHETICS

In daily practice, dental professionals have to face a wide range of patient types as well as pathogens. Therefore, it is important to choose the appropriate anaesthetic for each treatment and patient considering factors such as the need for postoperative pain control, the required haemostasis, the risk of postoperative self inflicted injuries as well as any existing contraindications to the selected local anaesthetic.

Inibsa Dental says that it has the right anaesthetic to suit every patient. The Spanish company currently provides a complete range of drugs to deliver safe, convenient and effective anaesthesia for every type of dental procedure. Its local anaesthetics are expertly manufactured and they make use of silicone-coated, latex-free rubber components to allow a smooth and painless injection, according to Inibsa.

A manufacturer of pharmaceutical products with over 65 years’ experience in the research, development and production of dental anaesthetics, the Barcelona company has an annual production capacity of over 150 million cartridges, positioning it amongst the world’s leading manufacturers in this field.
Now, everyone in your dental team can **Shoot**!

**Ultra-Light**

**SIMPLE**

**Compact**

**Accurate**

**SHOFU Smart Digital EyeSpecial C-II**

- 8 Pre-set dental modes with the option of customized settings
- Intuitive one-touch operation and built-in anti-shake
- Large LCD touchscreen with dental cropping grid lines
- Fast auto-focusing capability and excellent depth of field
- Water and chemical resistant
- Uncomplicated photo management system

For more information, simply contact us or your nearest SHOFU dealer.
SHOFU ADDS DIGITAL DENTAL CAMERA TO ITS PRODUCT OFFERING

A smart digital camera designed exclusively for use in dentistry is the highlight of SHOFU’s booth at IDEM this year. The water and chemical-proof Eye Special CII has a resolution of 12 megapixels and comes with eight automated preset shooting modes, for applications ranging from routine intra-oral photography to orthodontic case presentations and use by dental technicians in the lab.

Auto focus, zoom and built-in anti-shake features are supposed to allow dental teams to constantly achieve precise clinical images. Unlike conventional digital dental cameras that require external lens or flash components, the Eye Special CII can be used while holding it just one hand, the company said. A LCD touchscreen display and dental cropping gridlines add to the simple handling. Images, taken with the camera can be transferred to a computer tablet or smartphone via a wireless SD card to be discussed with the patient or archived with the Surefile photo management software. According to SHOFU, special training in dental photography is not required.

In addition to the Eye Special CII, SHOFU also has a number of restorative products on display. The universal direct aesthetic restorative Beaufull injectable, for example, was developed with a unique resin micro-structure that is said to offer mechanical properties for remarkable performance even in load bearing areas.

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The global provider of implant dentistry solutions Straumann has announced that its innovative implant material Roxolid will soon be available in all South East Asian markets. The new broadened Roxolid SLActive implant portfolio will be rolled out across the region by the end of 2014, the company said.

At IDEM, Roxolid will be presented for the first time on all diameters and all implant lines in Asia. Furthermore, Straumann will showcase a new 4 mm short line to overcome clinical cases with limited vertical space, as for severely atrophic jaw bone. All Roxolid SLActive implants feature the new Loxim transfer piece to simplify the handling.

According to Straumann, the combination of the high mechanical strength of Roxolid with the advanced osteointegration properties of the hydrophilic SLActive surface allows dental professionals to avoid GBR procedures by choosing smaller sized implants which can reduce the invasiveness of implant treatments and increase patient acceptance because invasive grafting procedures can be eliminated. This way, clinicians will be able to reduce treatment time, preserve vital peri-implant structures and decrease post-surgical complications. New implant patients can also be attracted to the practice by offering products that avoid the need for invasive and costly GBR procedures, the company added. All implants are covered by Straumann’s Lifelong implant warranty.

Composed of titanium and zirconium, Roxolid was specifically designed for use in dental implantology. The material has been successfully used by clinicians worldwide during the last four years and, according to Straumann, the vast majority of them are fully convinced of the advantages of this innovation. Mechanical tests have demonstrated a significantly higher tensile strength of Roxolid compared to annealed or cold worked titanium. Furthermore, dynamic fatigue strength tests have demonstrated that i.e. Ø 3.3 mm Bone Level Roxolid implants are stronger than Ø 4.1 mm Tissue Level Titanium implants and that Ø 4.1 mm Bone Level Roxolid implants are stronger than Ø 4.8 mm Bone Level Titanium implants.

The outstanding performance of SLActive was also demonstrated in various pre-clinical and clinical studies. Roxolid implants have not only shown superior capabilities for osteointegration compared to Titanium SLActive implants; these properties have also been demonstrated for the first time in a commissioned model by dental professionals who subscribe to the Dentaltown magazine or are registered users of its website.

Established by Dr Howard Farran and Farran Media as a resource to help dentists make informed purchasing decisions, the Townie acclaims an inditcation of manufacturing innovation, leadership and product reliability.

Every year since Dentaltown’s first Townie Choice awards in 2003, doctors have voted A-dec best in class across multiple dental equipment categories. Of A-dec’s six category wins this year, all but Best Dental Cabinetry began in 2003.

According to A-dec, its chairs and delivery systems are central to the company’s A-dec 500, A-dec 400, and A-dec 300 product lines.

The award for the A-dec LED dental light adds to the light’s growing list of accolades, which include THE DENTAL ADVISOR’s coveted Editors’ Choice award, an IDEA Silver from the Industrial Designers Society of America, the international Red Dot Design Award, and 2012 Best New Product for Women voted by the American Association of Women Dentists, the company said.

In the dental cabinetry category, the A-dec Preference Collection also received the Townie Choice, as did the A-dec doctor’s stool and A-dec ICR for waterline maintenance.
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INDULGE AT SINGAPORE’S LIFESTYLE HAVENS AFTER HOURS

Singapore provides the perfect mix of work & play

In need of some downtime after business? Surrounding Singapore’s financial centre is a variety of leisure havens perfect for kicking up those business shoes and letting your hair down after hours.

Regardless of preference, there is something for every executive in the city ranging from shopping to dining, to nightlife and entertainment once meetings are completed for the day.

GET YOUR SHOPPING FIX

Indulge in some retail therapy at the myriad malls along Singapore’s famed shopping belt, Orchard Road. Look out for ION Orchard with its stable of flagship and concept stores ranging from luxury labels to high street brands, iconic time piece boutiques to classy art galleries. Of note is the mall’s Jewellery Street in Basement 1 with some of the island’s finest fashion jewellers.

Just a walk down from ION Orchard is another shopping sanctuary, Paragon Shopping Centre, home to Gucci’s only duplex flagship in Singapore. Across the side street from it is Knightsbridge which houses Malmason and the region’s only Abercrombie & Fitch boutique which stocks the full range of the brand’s aspirational casual luxury offerings. Do also check out retail hotspot The Shoppes at Marina Bay Sands®, noted for Louis Vuitton Island Maison, the fashion house’s first floating flagship boutique in the world, and its collection of street wear labels such as new-to-market Zadig & Voltaire and multi-label style emporium The Society of Black Sheep.

If you’re a tech junkie, Funan DigitalLife Mall is the place to head to for its gamut of electronic and photographic products conveniently under one roof.

THE NIGHT’S ALWAYS YOUNG

Chill out and let your hair down after a hard day’s work at any of the nightspots in and around the city’s financial centre.

On the bank of the Singapore River is Clarke Quay, whose cluster of clubs, bars and lounges are always vibrant and worth a check. A stone’s throw away is the iconic Zouk at Jiak Kim Street, voted among the top 10 clubs in the world by DJ Mag.

For quiet unwinding, soak in the mind-soothing panoramic view of Singapore’s city skyline at LeVeL33 or 1-Altitude, towering at 156 metres and 282 metres respectively. LeVeL33 is the world’s highest urban brewery while 1-Altitude is the planet’s highest alfresco bar – Perfect vantage points to take in all the city offers after sundown.

For more on how to mix business with leisure in Singapore, visit www.yoursingapore.com

FLAVOURFUL ESCAPES

Those seeking the pleasures of fine dining can savour the delights of Singapore’s culinary establishments. Check out the Singapore outposts of Michelin-starred chefs which include Joël Robuchon and CUT (by Wolfgang Puck). Also savour the gastronomic creations of celebrated home-grown chefs at Restaurant André, Iggy’s and FiftyThree.

But to really know Singapore, one has to sample the country’s mouth-watering hawker fare such as Chicken Rice, Bak Kut Teh (pork rib soup) and Fried Oyster Omelette. Find these and more at the Singapore Food Trail and Newton Food Centre. A not-to-be-missed Singapore signature is the Chilli Crab, which can be enjoyed at No Signboard Seafood or Palm Beach Seafood.
What's on in Singapore, Saturday, 5 April, 2014

The Big Pillow Bash
Venue: Haji Lane
Time: 5.00 pm
www.facebook.com/events/554296828017577

If you need to let loose after a stressful business day, head down to Haji Lane today for Singapore's own version of Pillow Fight Day, where hundreds of people will participate in the ultimate pillow fight with bags of feathers. Originating in the UK, the event sees public pillow fights held in over 25 cities around the world this Saturday. Even if you decide not to join in the action, it's definitely a sight worth watching.

Stuff and Nonsense
Venue: Recital Studio
Time: 7.30 pm
www.esplanade.com

Celebrating their 50th anniversary with a special performance, Singapore's internationally award-ed SYC Ensemble Singers are taking a step back in time, when choral music was still a field for experimentation. Founded in 1964 as a school choir, the group attracts young people from all over Singapore who are interested in this genre. Conducted by long-term director Jennifer Tham, who has been heading the group since 1986, the SYC Ensemble Singers are expect to be at their best tonight in one of the finest venues for music in the city-state currently has to offer.

Yiruma Live
Venue: The Star Theatre
Time: 8.00 pm
www.thestar.sg

Yiruma (whose real name is Lee Ruma) gives his first ever concert in Singapore tonight at the Star Theatre in Buona Vista. Although he was born into a Korean family, the piano Wunderkind spent most of his life in London, where he studied at the the Purcell School of Music, among other reputed institutions. Aside from enjoying significant popularity in Europe, he also constantly sells out concerts throughout Asia. Prepare for a night of enchantment with classics like 'River Flows in You' and 'Kiss the Rain', presented by Singapore's Mode Entertainment and Sony Entertainment Korea.

Singapore Night Safari
Address: 80 Mandai Lake Road
Time: 7.00 pm to midnight
www.nightsafari.com.sg

When the lights dim in Singapore, the day is just about to start for over a thousand nocturnal animals from various parts of the world—tigers, lions, giraffes and rhinos, and more. Visitors are invited to observe them in their natural habitats at the Singapore Night Safari, which was opened in 1994 as one of the world's first night zoos. At a more pleasant temperature than in the daytime, guests traverse eight geographical regions spanning 35 hectares either during a narrated tram ride or by walking through the park. Currently, the zoo is home to 137 species, of which 38 per cent are threatened.

For more information about sights and events in Singapore, please visit the Singapore Tourism Board website at www.yoursingapore.com.
In addition to its elegant and stylish design, its ease-of-use, its high image resolution and its reliability, the I-Max Touch 3D offers the ideal field of view (FOV) for use in dental imaging. With SimPlant® software pre-loaded, the I-Max Touch 3D is a MUST-HAVE for your implant planning procedure.