Booming industry drives IDEM Singapore

Organiser Koelnmesse announces changes for 2014 edition of dental show

The range of topics covered by the congress programme will also be extended by issues concerning practice management, such as the marketing of dental care or the use of digital management systems, and future developments in dentistry.

For this year’s show, he said that Koelnmesse worked closely with professional dental associations in countries like Thailand and Vietnam, who also brought more attendees to this year’s show.

Economic growth and the demand for more complex dental treatment and equipment in Singapore and all over South-East Asia have also significantly contributed to the show’s success, Dreyer added. As a result, interest in more sophisticated treatment and advanced technologies like digital treatment processes has increased among all members of the dental profession.

Today, the general public will also have the opportunity to learn and discuss the latest dental treatment methods at a public forum jointly organised by the Singapore Dental Association and Singapore Dental Health Foundation. Held for the second time at IDEM, the event will provide information about how to prevent tooth decay and discuss methods for treating gum disease or replacing lost teeth.

Professional visitors will be given the opportunity to update their knowledge of topics like reconstructive dentistry and implant therapy by attending the scientific sessions presented on level 2. As part of the official IDEM congress programme, a full-day post-congress workshop on treatment with Invisalign, an advanced orthodontic appliance, presented by Dr Robert Boyd, USA, will be held tomorrow in room 301.

Participants will also have the last opportunity to earn continuing education points today by joining the Dental Tribune Study Club Symposium at booth E29 in the exhibition hall (sessions are free). The event will conclude with four one-hour sessions on the use of precision dental tools and Smile Design, among other topics.

For more news from this year’s IDEM Singapore please scan the QR code at the bottom left or visit: www.dental-tribune.com/idem2012
Singapore eases registration of medical devices

New regulations to be implemented in May, according to regulatory officials

Manufacturers of dental impression materials, surgical instruments or abutments breathed a sigh of relief on Friday when the Singapore Health Science Authority (HAS) announced that it would lower its regulatory requirements for low risk medical devices, today international has learned. Registration fees for Class B products like dental abutments and scaling systems will also be lowered soon, the government agency responsible for medical product regulation said on Friday.

Beginning in May, manufacturers of Class A devices will only be required to register their devices with HAS for the purposes of market monitoring. This change however will not include sterile devices. The registration fees for approximately 2,600 Class B products will be reduced from S$2,300 to S$1,400 from September.

The organisation has also said that it will look into revising fees for Special Authorisation Route registrations and regulations for higher risk Class C and D devices.

According to the HAS, about 70 per cent of all medical devices registered in Singapore currently fall under Classes A and B. The changes are expected to facilitate the import of medical and dental equipment into the city-state, whose health care device market is estimated to be worth more than S$500 million.

“These changes reflect a flexible and responsive regulator that is willing to listen to the teething issues faced by the industry with the introduction of medical device regulation in Singapore, without compromising patients’ well-being,” said Dr Amy Khor Lean Suan, Minister of State at the Ministry of Health, said. “I am confident that these enhancements, for lower risk devices in particular, will address the concerns of the industry and that HAS will continue to enhance the framework to facilitate access to safe medical devices.

Since 2008, medical devices, including dental equipment, have had to be registered with the HAS. Prior to that, regulation was voluntary and followed international regulatory standards, like those of the US Food and Drug Administration. The guidelines have continuously sparked unrest among importers and doctors over the past few years who blamed the regulations for preventing medical and dental equipment from entering the state of the art equipment and for increasing health care costs.

Italian dental industry interested in Far East

For the first time, the Italian Dental Industries Association (UNIDI) has brought together 15 companies at the Italian pavilion at IDEM Singapore. The association and its members have recognised a demand for European dental products in the South-East Asian market and thus see great opportunities for Italian manufacturers in the region.

According to Gianfranco Berrutti, Director of UNIDI’s Executive Board, about 20 Italian companies already have operations in Asia. He said that he considers Singapore a location with great potential, offering opportunities the companies have to offer. “We are looking to cover the Far East from Indonesia to Thailand.”

This year’s Italian pavilion comprises companies that are already experienced in this market and some newcomers, exhibiting their dental products and dental equipment for dental laboratories, as well as for dental practitioners in particular.

For example, the medical technology provider Mectron opened its regional headquarters in Phuket, Thailand, about five years ago. The main reason for this was to provide more effective customer service to the region, according to Norbert Emmerich, Managing Director of Mectron Asia Pacific. Since then, the supplier has been able to reduce its expenses on shipping by 80 per cent and the required time for repair services has shrunk from two months to one week, he said.

The Asian market is viewed as offering great prospects by dental business newcomers such as EGS, specialist in 3D scanning software from the Italian province of Bologna, exhibiting for the first time at IDEM Singapore. Prior to the fair’s opening, Emidio Censerrilli, General Manager of EGS, told today international that he is curious about the opportunities that the South-East Asian dental market holds for his company.

For dental consumables and sterilisation equipment supplier Euronza, this is its third exhibition in Singapore. Export Area Manager Andrea Pasquato said that Chinese dental equipment is a competitor in the region but there is a great demand for products “made in Italy”. Owing to their high quality and innovative design, European goods are appreciated in the Far East and able to compete with the cheaper market in China, he said.

According to UNIDI, the Italian industry is third worldwide in terms of volume of business, technology innovation and exports. The association’s 2011 dental market report revealed that Italian dental production amounted to almost €600 million (US$780) in 2009, with an upward tendency. More than 30 per cent of the overall production accounted for dental equipment for practitioners and about 20 per cent for consumables for dentists.

UNIDI represents the majority of Italian manufacturers of equipment and consumables for dentists and dental technicians. The privately funded association was set up in 1969 and regularly organises the two main exhibitions in Italy, Expodental in Milan and Amaci di Brug in Rimini.

Abrasive Technology expands to Asian dental market

Global manufacturer Abrasive Technology has set up a new direct sales office in Singapore. Today international spoke with Sabine Nahme, who was recently appointed to Abrasive Technology’s business development team, and Philip Y.K. Teng, the General Manager for Asia Pacific.

While Abrasive Technologies is well experienced in this market and innovative design, Euro-
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## FRIDAY, APRIL 20 • PROGRAMME

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<td>OVERVIEW AND COMPARISON OF CLINICAL AND DIAGNOSTIC ASPECTS IN VOLUME TOMOGRAPHY</td>
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<td>SMILE DESIGN AND CERAMIC RESTORATION IN ESTHETIC RESTORATIVE AND IMPLANT DENTISTRY VIDEO PRESENTATION</td>
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“Multidisciplinary aspects of treatment are extremely important”

An interview with congress presenter Dr Robert Boyd, USA, on treatment with Invisalign

Dr Robert Boyd is an orthodontic specialist from San Francisco and will be conducting the IDEM post congress workshop “Improving the predictability of quality treatment results with Invisalign” tomorrow at the Suntec Singapore International Convention Center.

today international: The third generation of Invisalign has been available since 2010. How has the scope of treatment changed with this new appliance?

Dr Robert Boyd: I would say that the evolution of Invisalign has been a continuous process since its introduction in 1998–99. The inventors of Invisalign, Align Technology, became a publicly traded company in 2001–02 with an experienced new CEO named Tom Prescott. Under his direction, Invisalign opened up many new possibilities for expansion and set a clear direction for the company in emphasizing product development.

Another big positive change came with the hiring of a new Director of Research named John Morton in 2006, when Invisalign started on a new research direction based on product improvement with a clear emphasis on engineering principles. He was instrumental in creating many finite element tooth movement models and other tools which could be used to make Invisalign more predictable for tooth movement. This led to an acceleration of new and more efficient and effective movements of teeth with aligners.

Align Technology continues to modify the latest versions of Invisalign with special emphasis on biomechanics and software based on the science of accurately predicting orthodontic movement of teeth movement.

A recent study from the University of Rome Tor Vergata has raised doubts about the effectiveness of Invisalign compared to fixed appliances. Would you like to comment on that and are there limits to the device?

If you look at the whole body of literature, many studies were done on Invisalign before 2005. Like all scientific literature, testing of products often involve a time lapse and as a result many of these studies have been done on previously used appliance designs and not the most current design. A recent German study published in the German Orthodontic Journal, April 2011, showed favourable findings on the Invisalign product by studying more currently developed appliance designs explaining how Invisalign has been modified to provide optimized extrusions.

Part of the limits to Invisalign is the overall experience that orthodontists have with the appliance. Many dentists may not have current training or experience to handle the technique, resulting in limits to the device.

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Where do you see further potential?

Invisalign was originally meant for adults who wanted to straighten their teeth without the look of traditional metal braces, commonly worn by children and teenagers. However, with the increasing social consciousness from young people today, I believe that the new potential market will be with teenagers.

As Invisalign continues to evolve, improve and develop technologically, one potential problem could be in the area of treating difficult patients who may not want to cooperate to get the best treatment. One recent innovation that has resulted in better cooperation from patients includes the compliance indicator—a little blue dot on the aligner where the back teeth are, which gets fainter and fainter with more wear. The compliance indicator provides dentists with a more objective way of making sure their patients cooperate.

How important are the multidisciplinary aspects of treatment and can you name an example?

I think multidisciplinary aspects of treatment are extremely important. I am also a periodontist and my specific area of interest has long been patients who have problems with their gums but who also want to get their teeth aligned. Another example is when braces/aligners are not able to solve the alignment problem totally and when oral surgeons would need to step in due to certain jaw line issues.

Today’s education system needs to teach dentists how to coordinate, as well as deal with other specialists. I think it is healthy for specialists from the different disciplines to meet and discuss complex treatments so as to better benefit the patient. A great deal of educational materials involving multidisciplinary treatment is available on Align Technology’s AlignTech Institute.

Treatment planning in orthodontics is increasingly performed with 3-D imaging hardware and software. What can these new devices add to the treatment with Invisalign?

Invisalign was the first software–hardware company to use 3-D imaging on a day to day basis for orthodontic treatment.

The many 3-D applications of Invisalign can be a very useful as a teaching tool to make Invisalign simpler to understand for both patients and students. Continuing education is very important to Align Technology so they have given doctors more information about Invisalign with their AlignTech Institute, which helps provide online learning for over 200 units of free continuing education to dentists.

Invisalign now employs 3-D surface imaging with a device called the itero which is able to make rapid scans of a person’s teeth and then send them immediately to Align Technology to create the treatment plans and build the aligners. This bypasses the usual impression taking and mailing in the impressions to get started and so patients can now receive their aligners and begin treatment within a week’s time from their first visit.

Are there any cases of treatment with Invisalign that have impressed you personally?

I think one way that Invisalign is superior compared to traditional braces is that Invisalign works particularly well on treating open bites as patients with this condition are more likely to suffer from relapse in the future using the traditional braces method. Most other applications with Invisalign approach the same standard of treatment time and quality as conventional braces but may occasionally take a few months longer because of the delays sometimes encountered when ordering new aligners when a change in treatment goals is indicated.

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Reconstructive dentistry—The way forward

By Prof. Urs Belser, University of Geneva, Switzerland

General dentistry has undergone major changes during the last 20 years, not just in the way clinicians treat their patients, but particularly in the way patients request treatment and their increased expectations of treatment outcomes. This, together with the significant advances made in surgical and prosthetic techniques, as well as in the field of innovative biomaterials, has driven the practice of dental medicine and taken it to much higher levels than could have been anticipated some years ago.

In particular, the practice of restoring patients’ compromised teeth has become less complex in some ways, yet more challenging in others. Restoration has become simpler mainly because the range of indications for conventional crown and bridge prostheses on existing teeth has become more limited. This is partly due to the increased performance of more innovative technologies that allow the clinician to avoid full-coverage fixed dental prostheses, even in cases in which the teeth are severely damaged and/or eroded. Such technologies are based on biomimetic principles, that is designing and modelling new materials following the structure and function of the biological systems they are meant to restore or replace. Another reduction in treatment complexity comes from the less frequent use of fixed dental prostheses in recent years, as they are nowadays regarded as a more invasive option, or perhaps because, compared with restorations supported by dental implants, they appear to have a higher risk of failure and greater difficulty of subsequent rectification or extraction if complications occur.

Tooth replacement is increasingly being performed through the use of restorations supported by dental implants, and numerous elegant and predictable clinical approaches to this have been developed. This has become especially important and advantageous when considering tooth replacement in the anterior maxilla, the area in which aesthetic considerations are crucial, and where patient expectations can be particularly demanding. There are convincing and scientifically documented arguments for placing implants in the first few weeks after tooth extraction (early placement), followed by prosthetic rehabilitation at an early stage after implant placement. This approach clearly has several advantages, provided that the appropriate preoperative, surgical and postoperative decisions and steps are taken. It is crucial, however, that the restorative clinician and/or surgeon have the competence to address the different challenges presented by single-tooth sites, two adjacent missing teeth, and more extended edentulous jaw segments. In addition, each of these situations may be accompanied by substantial areas of insufficient bone and gingival tissue.

The increase in the use of dental implants is also partly due to the developments in the design of the implants themselves and of the components available to complete the restoration. Not least among these has been the rise of computer-aided design/computer-aided manufacturing, which has brought high-strength ceramic elements into the clinic, for example. In parallel, there have been major advances in the field of digital dentistry, through concepts such as intra-oral scanning and computer-guided surgical-implant planning and positioning.

All of these advances, however, would be of little use without well-defined decision-making criteria when considering treatment in the context of either damaged or missing teeth. Accurate diagnosis is essential, and the clinicians involved must always have the aesthetic aspects of the treatment foremost in mind when dealing with sites located within the appearance zone.

The most relevant elements of the evolution in reconstructive dental medicine will be presented in detail today in a lecture given by Prof. Urs Belser, Prof. Pascal Magne and MDV Michel Magne.
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SCI-CAN, CANADA
www.sci-can.com
Booth F29

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According to the German company, it also convinces by its easy handling as well as optimal polishing properties. In combination with Compobond 1, the adhesion of Composan LCM to dentine and enamel is extraordinarily strong thus sealing off the cavity margin, it said.

Composan LCM flow is an ideal lining material under composite and easy to apply directly from the syringe, according to the company. It is said to adapt perfectly to the cavity walls and reinforce the bonding layer and blocks out all kind of irregularities of the cavity floor.

Owing to its elastic properties Composan LCM flow is also highly stress absorbing.

PROMEDICA, GERMANY
www.promedica.de
Booth G15

DÜRR DENTAL PRESENTS NEW COMPRESSOR GENERATION

At IDEM Singapore, the German dental company Dürr is presenting the new generation of its successful compressor series to dental professionals in Singapore and the Asia Pacific region.

First introduced at IDS Cologne in 2011, both the Tornado 1 and 2 are said to be robust, ultrasonic and economical while offering the same advantages from the first generation like a compact design and compressed air of the highest quality.

According to Dürr, the new model uses 15 per cent less energy than its predecessor. It’s improved design, recently awarded a winner of the red dot design award 2011, and lower noise level makes it more adaptable to dental offices.

An anti bacterial coating based on nanotechnology on the inside of the tank is supposed to ensure the highest level of hygiene. Both versions benefit from an optional membrane-drying unit that provides constant dry air and practically zero regeneration time which make the compressors especially suited for heavy duty applications.

Since the compression performance is more effectively exploited through the membrane-drying unit, the equipment can be operated 24 hours a day, the company said. Tornado compressors can be used for up to three operators. The output voltage can be adapted according to the requirements of each country.

DÜRR DENTAL, GERMANY
www.durr-dental.de/en
Booth B02

NTI PRODUCT NEWS

Flexipol from NTI are highly flexible polishing discs for the purpose of producing a natural lustre on all nanohybrid and standard composites. The core of the Flexipol (Fig. 1) is made of silica with a thickness of 1 mm. They offer longer service life and much greater cutting capacity than standard instruments, the company said. Even slimline diamond instruments are highly efficient owing to the modified electropolishing lathing technology. According to the company, six selected shapes allow preparation of all types of zirconia crown and bridge restorations.

Finally, the fibres of the company’s composite polishing brushes (Fig. 3) are impregnated with silicon carbide polishing particles for creating a perfect lustre finish on occlusal surfaces.

NTI KAHLE, GERMANY
www.nti.de
Booth I24

POSICAINE

With Posicaine, the Canadian company Novocol presents a local dental anaesthesia that can be used in both routine (Posicaine with epinephrine 1:200,000) and complex dental procedures (Posicaine with epinephrine 1:100,000) when improved visualisation of the surgical field is needed. According to Novocol, its formula offers predictable anaesthesia of 60 minutes for infiltration injections and 120 min for nerve blocks.

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2012
At IDEM 2012, the Korean dental imaging equipment specialist Vatech has currently its latest dental diagnostic system on display. With PaX-i, orthodontists are able to produce 2-D panoramic as well as cephalometric images that can be taken via two types of imaging configurations (One Shot and Scan type) for all clinical requirements, the company said.

Being optimised for the imaging needs of general practitioners as well as orthodontists, the system is said to offer a short exposure time of only 0.9 seconds and a flat panel X-ray detector for its one-shot cephal imaging unit that especially applies to orthodontic diagnosis. In addition, the company said to have reinforced the stability for the system through two built-in sensors for Pano and Ceph.

Available as seven different powders, the AIR-N-GO powder product range is said to provide gentle care, effective prophylaxis and subgingival treatments. The unique grain structure of each powder allows for efficient as well as painless polishing and cleaning with no damage to teeth or implants, the company said.

The AIR-N-GO “CLASSIC”, active and sodium bicarbonate based powder, with less aggressive geometry, comes in five 100 % natural flavours. Based on natural calcium carbonate, the AIR-N-GO “PEARL” ultra-active powder consists of microspheres that are gentle to sensitive tissues. The two ranges are recommended for supra- and subgingival prophylaxis.

With AIR-N-GO, the French Acteon Group aims to increase the possibilities of dental clinicians for care and treatment with one single hand-piece. The dual purpose air polisher with direct connection to the chair was designed for ultra-active supra-gingival polishing as well as sub-gingival periodontal diseases and peri-implantitis treatment. According to the manufacturer, it instantly converts into a perio-system through an optional AIR-N-GO PERIO Kit comprising an ultra-fine PERIO nozzle, green PERIO powder tank and glycine-based PERIO powder. Available as seven different powders, the AIR-N-GO powder product range is said to provide gentle care, effective prophylaxis and subgingival treatments. The unique grain structure of each powder allows for efficient as well as painless polishing and cleaning with no damage to teeth or implants, the company said.

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AIR-N-GO POLISHERS AND POWDERS

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Under the Patronage of
H. H. Sheikh Hamdan bin Rashid Al Maktoum
Deputy Ruler of Dubai, Minister of Finance
President of the Dubai Health Authority

UAE INTERNATIONAL DENTAL CONFERENCE & ARAB DENTAL EXHIBITION

5 - 7 February, 2013
Dubai International Convention & Exhibition Centre

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Sports

Singapore Slingers vs. Bangkok Cobras
Venue: Singapore Indoor Stadium, 16:00
www.singaporeslingers.com

The famous Singapore Slingers was formed in 2006. The name, which is often mistakenly thought to be derived from the popular Singaporean cocktail, is actually a reference to slinging or shooting the ball into the basket.

In October 2009, the team joined the ASEAN Basketball League. They have played against teams from the Philippines, China, Indonesia, India and Australia. Today, the Slingers will welcome basketball fans to their air-conditioned home stadium in Singapore when they compete against the Bangkok Cobras, a young team that was only formed in 2011. Visitors are invited to experience the dy-
 obstinately creative minds. He locates the love story in contemporary Sin-
gapore, giving the drama a local flavour including Hanuel Tan star-
ing as Romeo and Julie Wee as Juliet, the cast of the production is all Singaporean, which offers drama enthusiasts the exotic opportunity to experience the early modern Eng-
lish text with a Singapore accent.

Today, one of Singapore’s main professional theatre companies will stage the world’s greatest romantic tragedy by William Shakespeare. Artistic Director Ivan Heng revives this theatre classic in a sensual and innovative production. Heng is

Drama

Romeo and Juliet
Venue: Drama Centre Theatre, 15:00
www.wildrice.com.sg

What’s on Sunday, 22 April

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But then, you should expect no less from the world leader in tabletop sterilization. STATIM is one of the proponents of the "East meets West" concept to the dining scene and is well known for its home-brewed beer and modern Thai cuisine, which ranges from exotic grilled seafood and glass-noodle dishes to authentic German sausages and pork knuckles. Tawandang’s original German beer is brewed from ingredients from Germany under the supervision of a professional Bavarian brewmaster. Guests of the house can choose between Lager, Weizen and Dunkel beer.

Tawandang Mirobrewery
Address: 1 Raffles Boulevard, 1-Altitude Gallery & Bar
Venue: 1 Raffles Place
www.tawandang.com

The world’s highest al fresco bar is said to be the best place to chill out while enjoying splendid views of Singapore. 1 Altitude is a modern rooftop bar located at 282 metres and extends from the 41st to the 63rd floor of Raffles Place. Its triangular-shaped gallery offers visitors a rare 360-degree view over the city of Sin-
gapore. Patrons can sip on unique cocktail creations, or select from the extensive wine list of high-quality labels and champagnes. Moreover, the venue offers a range of light savoury and sweet foods. It is open all night from Sunday to Thursday.

Exhibition

Fang Lijun Documenta
Venue: MOCA, 27A Loewen Road
www.moca.loewen.sg

MOCA is Singapore’s museum of contemporary art. Its current exhi-

Nightlife

Tawandang Mirobrewery
Address: 1 Raffles Boulevard, Suntec City
Venue: MOCA, 27A Loewen Road
www.tawandang.com

Nightlife

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Venue: MOCA, 27A Loewen Road
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General information

Exhibition opening times

- Friday–Saturday, 20–21 April: 10:00–18:00
- Sunday, 22 April: 10:00–16:00

Admission

Registration counters are located in the Lobby hall of the Suntec Convention Center. For non-registrants, the admission fee is S$15.

Wireless internet

Wifi internet is available from different communication providers including Starhub or SingTel in the Basement and on Level 1 of the Suntec Convention Centre. Prices range from S$6–S$25.

Lunch and Dining

Restaurants and foodcourts are plenty in and around Suntec City. Inside the Convention Center visitors have the choice between Food Republic in the lobby and the Tawandang Microbrewery which is specialised in Thai food and German beer. There is also a Starbucks coffee shop opposite Raffles Boulevard.

Embassies

Foreign representation offices can provide help in emergency situations like lost passports. They can also assist with travel arrangements or give legal advice.

- Australian High Commission
  25 Napier Road, +65 6836 4100

- L’Ambassade de France
  101 Cluny Park Road,
  +65 6880 7800

- Botschaft der Bundesrepublik Deutschland
  #12,00 Singapore Land Tower,
  50 Raffles Place, +65 6533 600

- The High Commission of India
  31, Grange Road, +65 6737 6777

- Ambasciata d’Italia
  101 Thomson Road #27-02,
  +65 6737 6777

- Embassy of Japan
  16 Maxwell Road,
  +65 6235 8855

- Embassy of the Republic of Korea
  47 Scotts Road, #08 00 Goldbell Tower,
  +65 6256 1188

- US Embassy
  27 Napier Road, +65 6476 9100

Emergency telephone services

- Police 999 (112 or 911 from an international phone)
- Fire or Ambulance 995
- Lost credit cards 1800 227 6868 (Visa), 6227 8888 (MasterCard)

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