More growth: IDEM looks ahead to anniversary meeting

2018 edition to mark 20 years of Koelnmesse–SDA collaboration

With today being the last opportunity for dental professionals from all around the Asia Pacific region to learn about the latest trends and innovations in their fields at IDEM Singapore 2016, there is no doubt that the show will look forward to a bright future. According to figures from organiser Koelnmesse, this year’s edition has been the largest in numbers of visitors and exhibitors since the first meeting was held in 2000.

With final figures to be announced shortly after the meeting, it has already been confirmed that more than 8,000 visitors from all over Asia will have participated in the 2016 edition of the show. Boasting over 500 exhibitors from 38 countries and 12 national pavilions, the trade exhibition has again proven to be the most important platform for all those in dental trade in the region.

When surveyed by today international on Saturday morning, the majority of exhibitors were clearly satisfied with the outcome of the show.

Before the doors of the Suntec Singapore Convention and Exhibition Centre close today, however, the programme has much to offer, including the Digital Dentistry Forum, which will advise participants on the use of CAD/CAM technology to restore teeth and plan dental implant procedures. A special lunch lecture, supported by prominent UK dentist Dr Linda Greenwall, will further inform participants of how to incorporate new technologies into clinical routines and provide strategies on overcoming resistance encountered by practice staff implementing them.

Planning is now beginning to turn to 2018, when the next IDEM Singapore is scheduled to be held from 13 to 15 April at the Suntec.

The show will mark 20 years of collaboration between Koelnmesse in Singapore and the Singapore Dental Association (SDA). It will also be the tenth time that IDEM will be held, so participants can look forward to a very special meeting, according to the organisers.

For more information on this year’s meeting, please visit the official congress website at idem-singapore.com. The latest news from the show floor is available daily through the today international congress newspaper or online at the Dental Tribune Asia Pacific website (dentaltribune.asia).
“The reach of IDEM into the neighbouring countries and markets has increased”

An interview with Koelnmesse Vice President for Asia Pacific Michael Dreyer

This year’s International Dental Exhibition and Meeting (IDEM) has been yet another success for organiser Koelnmesse. On Saturday, today international sat down with Michael Dreyer, vice president for Asia Pacific, to discuss the outcome of the show and what is in store for the anniversary meeting in 2018.

today international: Mr Dreyer, the first day of the show was buzzing. Is this an indication that IDEM has meet your expectations?

Michael Dreyer: The general situation is that we have a 10 per cent growth in both trade visitors and congress delegates. Overall, we are talking about 2,200 delegates and approximately 8,000 visitors. Both numbers have gone up, which is the result of measures we took to correct the situation from two years ago when we used Level 6 for the first time and had difficulty attracting visitors to the floor. This year, we intentionally moved the trade show registration to Level 5, so everyone who wants to visit the exhibition has to go up, get his or her bag, and stroll through the hall. It has worked almost too well, as it took almost 45 minutes yesterday for attendees to come down to Level 4. We also have the lunch area for delegates, as well as the Singapore pavilion in Hall 6, where locals can buy consumables, whereas on Level 4, one can find the more sophisticated, high-priced equipment. I received some comments yesterday that there could be more traffic on Level 4, however.

You said that there are 10 per cent more visitors at IDEM this year. Where do they come from mainly?

On the exhibitors’ side, we have had a shift as a direct result of the opportunity to learn about the scientific programme. We changed the organisation and content management two years ago with Dr David Alexander from New York replacing Dr Choo Teck Chuan, who went into retirement, as conference director. While this year’s programme was a bit of a hybrid, Dr Alexander was able to give it a slightly different direction. For next time, we are considering whether to keep the format of different presentations and forums or to bring everything together. There was a suggestion yesterday from the Singapore Dental Association to involve all the specialist groups in Singapore more. We will definitely look into this and evaluate it after the event with our partners.

With regard to visitors, we have quite a substantial group from Turkey, with more than 100 visitors coming here on the initiative of a few exhibitors. For the first time, we also have a Brazilian pavilion for the first time, which is showhiring the US primary elections, with controversy at home, particularly during the US primary elections, with some candidates (including Republican candidate Donald Trump and Democratic forerunner Bernie Sanders) speaking out against it.

The next show will be a special one because not only is it the tenth time the show will be held, but it also marks 20 years of the partnership between your company and the Singapore Dental Association. What is in store for IDEM 2018 and what can visitors look forward to?

I think we will continue to strive for having the strongest conference programme. We changed the organisation and content management two years ago with Dr David Alexander from New York replacing Dr Choo Teck Chuan, who went into retirement, as conference director. While this year’s programme was a bit of a hybrid, Dr Alexander was able to give it a slightly different direction. For next time, we are considering whether to keep the format of different presentations and forums or to bring everything together. There was a suggestion yesterday from the Singapore Dental Association to involve all the specialist groups in Singapore more. We will definitely look into this and evaluate it after the event with our partners.

Thank you very much for the interview and for a great event.

Trans-Pacific Partnership focus of IDEM presentation

Signed two months ago, the Trans-Pacific Partnership (TPP) is expected to become into force later this year when it is voted on by the US Congress. IDEM visitors had the opportunity to learn about the most important aspects of this significant agreement and the opportunities it holds for the markets involved, during a session held on Friday by the US Commercial Service in Singapore at the Dental Tribune Study Club symposium.

Involving existing and new trade partners of the US, such as Brunei, Malaysia, New Zealand, Japan and Vietnam, the main goal of the TPP is to remove barriers to trade in the form of 18,000 foreign taxes and tariffs and to bring foreign labour and environmental standards up to US levels. An expansion of the existing Trans-Pacific Strategic Economic Partnership, it was first negotiated at a summit in 2010. In February this year, the final draft was signed by the US and four other American nations (Canada, Chile, Mexico and Peru) and seven Asian states (Australia, Brunei, Japan, Malaysia, New Zealand, Singapore and Vietnam).

A cornerstone of President Barack Obama’s strategy to make US exports more competitive and revive American business leadership in the Asia-Pacific region, the agreement has been met with controversy at home, particularly during the US primary elections, with some candidates (including Republican candidate Donald Trump and Democratic forerunner Bernie Sanders) speaking out against it.

According to figures from the US Commercial Service, TPP countries accounted for more than 30 per cent paid by companies involved in the health care sector would be removed.

Facts and opportunities explained at DT Study Club symposium

An interview with Koelnmesse Vice President for Asia Pacific Michael Dreyer
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Hahn Tapered Implant combines proven features with contemporary design

With more than 45 years of history as a provider of high-quality restorations and implant solutions to dental practitioners worldwide, Glidewell Laboratories is today recognised primarily for its CAD/CAM processing capabilities which are among the most advanced in the industry. In cooperation with Cincinnati dentist and creator of the original tapered implant Dr Jack Hahn, the company has now announced the release of the Hahn Tapered Implant System, which adds to the extensive line of Glidewell dental implant products, including the Inclusive Tapered Implant. The company’s complete assortment of inclusive prosthetic components are compatible with most major implant systems and support the full range of traditional and custom restorative protocols.

The goal behind the new system was to make implant therapy simpler, more predictable, and accessible to as many people as possible. Glidewell announced having placed and restored thousands of tapered implants during his extensive career. Hahn’s clinical observations and experience have served as the basis of design for former implant systems that are still in widespread use. Determined to address some of the growing demands faced by today’s clinicians, he sought an opportunity to improve upon his successful designs of the past with advanced features intended to support a new generation of patients and practitioners—all at a price that gives back to the industry and patient population upon which his career has been built. In order to realise this objective, Dr Hahn partnered with a highly experienced team of dental implant engineers, researchers and manufacturers at Glidewell and personally oversaw the design and creation of the new system.

According to Glidewell, the Hahn Tapered Implant’s wide array of sizes, root-form shape, and unique thread pattern allow efficient placement with a high degree of primary stability in all regions of the mouth, including fresh extraction sockets. With its blend of time-tested features and contemporary design, the system aims to provide a comprehensive treatment solution for a variety of clinical indications, enhancing the quality of treatment while reducing the cost of care.

Engineered and manufactured in the USA, the Hahn Tapered Implant System is compatible with popular surgical instrumentation already used in many implant practices. Its surgical protocol was simplified and includes implant-specific drills that precisely control both the diameter and depth of the osteotomy.

For more information, dental professionals are invited to visit the company’s website at www.hahnimplant.com or the Pacific Dental Specialties’ booth at IDEM (Booth 4K23).

DenMat launches revolutionary new Firefly Cordless Headlight System

DenMat, a leading manufacturer of innovative esthetic dentistry and advanced oral health solutions, is pleased to announce the newest addition to the PeriOptix line of magnification products. The Firefly is the first cordless headlight system that fits any pair of loupes, allowing users the freedom to focus on what matters most—their patients.

At only 28 grams, the Firefly’s elegant design is a lightweight and ergonomic alternative to conventional headlight systems. Although the Firefly is free of the cords, it still provides all of the features expected in a high-end headlight system. With extended run times, adjustable brightness settings, and an extra-large spot size, the Firefly is the future of dental headlight systems.

“We’re excited to launch this truly revolutionary technology”, said Robert Cartagena, Chief Operating Officer. “At DenMat, our customers’ success is our mission, and the Firefly Cordless Headlight now makes it easier for them to focus on their patients.”

The Firefly uses an innovative magnetic mount to securely connect the light to almost any pair of loupes. Eliminating the cord also eliminates a potential source of infection. The Firefly comes with an easy-to-use charger base and two rechargeable light pods for easy continuous use throughout the day.

Since 1974, DenMat has been a leader in high-quality products for dental professionals in more than 60 countries around the world. DenMat makes and assembles most products at its world headquarters on the Central Coast of California. The company offers products in three main categories: Consumables, Small Equipment, and a full-service Dental Laboratory. DenMat’s trusted brands include PeriOptix loupes and lights, Luminismile White, and Lumineers, the number one product requested this year. For more information, visit Booth 4K29 at IDEM or www.denmat.com.
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TOOTH WHITENING TECHNIQUES

Tooth whitening is therefore one of the most requested services amongst patients, more than any other dental treatment service. It is thus essential that dentists are ready to receive many enquiries about the procedure and take extra efforts to train on tooth whitening techniques.

Aesthetic dentistry

The demand for aesthetic dentistry has increased exponentially over the last decade. There is a wide range of treatments available which can be undertaken from a minimal invasive perspective. The key is to preserve as much healthy enamel as possible and enhance the smile through whitening, microabrasion and direct composite bonding. While porcelain laminate veneers revolutionised smile creation back in the 1980s, they still required some type of preparation of healthy tooth. Nowadays, methods involving porcelain and composites used for veneers use a minimal invasive approach and in most cases not touching the healthy enamel.

Treatment options in aesthetic dentistry

• Tooth whitening.
• Microabrasion to remove white spots from teeth.
• Icon resin Infiltration to remove the appearance of white marks and white patches on teeth.
• Direct bonding onto teeth with no preparation.
• Advances in Straightening teeth includes many new options for
  tray to place the whitening gel into the mouth for better retention. This method provided longer lasting and more predictable results. It has now been 24 years since that paper was published. Millions of people around the world have benefited from tooth whitening materials and techniques and its popularity still continues to grow (Greenwall 2001).

Methods of tooth whitening

Home bleaching

There are two basic techniques for home bleaching using a carbamide peroxide material (night time use), or a hydrogen peroxide only material (day use). The number of visits varies according to the severity of the discoloration. The general rule is that the closer the teeth are to each other, the longer it will take to whiten them. This will determine the number of appointments for the patient.

Power bleaching

It is very rare that only one power bleaching will provide sufficient long lasting results. If the teeth are power bleached this should normally be followed by home bleaching in order to achieve a deeper penetration of the whitening gel over a longer period of time. Maybe multiple visits of power whitening at certain intervals are required.

Power bleaching is not a one off procedure. Patients should be informed about this, so they have realistic expectations of what can be achieved during one single session. Often power bleaching is undertaken as maintenance treatment after a hygienist visit depending on the white shade that the patient wishes to maintain.

Home bleaching visits

For patients who only require a basic whitening of their teeth, it may take approximately two weeks of home whitening of the upper and lower teeth. Most home bleaching programmes require six appointments. The first appointment is usually to undertake a thorough evaluation and to exclude pathology from the mouth. In the second appointment the dentist explains the procedure as well as the risks and the patient gives consent, impressions are taken for bleaching trays. The third appointment is for delivering the bleaching trays and to check the fit. Normally only the upper teeth are whitened first. The fourth appointment is to review the upper whitening and to rule out any side effects. If the whitening was efficient, the dentist can commence the lower whitening which is assessed by IDEM presenter Dr Linda Greenwall, UK

By IDEM

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Tooth sensitivity
An important common side effect which affects up to 85 per cent of patients. It can range from a sharp pain to a throbbing or specific ache on one tooth. While for some patients it is just the teeth that are affected, for others it is the soft tissues and gingivae.

Tooth sensitivity is manageable most of the time. Extensive research has been conducted to understand how and why patients experience tooth sensitivity when undergoing tooth whitening procedures. For example, it was discovered that the whitening gel penetrates the tooth within 5 to 15 minutes after the application of the gel. Therefore, it is essential to assess the pulps in all teeth to ensure that they are healthy. This can be done by testing the teeth with a cold stimulus or during the tooth whitening process to be undertaken in the presence of a periradicular lesion in a non-vital tooth, the affected area could flare up and require root canal treatment.

Furthermore, it has been found that oftentimes the patient is the most painful aspect of the whitening process. The day after leaving the whitening tray bleeding is evident to the fact that there is maximum saturation of oxygen. As a result of this, the teeth that are whitened within two weeks. Darker teeth will require the dentist to reassess whether additional whitening is necessary.

Younger teeth will whiten faster and are more heavily compacted and are more heavily compacted and are larger pulp canals and pulp chambers, young patients who undergo whitening treatment do not show any more sensitivity than older patients (Greenwall 2009).

Over the last 25 years, it has been possible to whiten teeth beyond the natural shade. There are some patients that have developed a syndrome where they continually seek whiter teeth. This phenomenon is associated with body dysmorphicia and low self-esteem. It has been described as bleacheriax (Kelleher 2014) but actually it should be referred to as a bleachelobic. These patients using tactics similar to those that are never satisfied with their dentures. It is essential that the dentist knows how to detect signs of this syndrome and is not seduced into undertak- ing unnecessary whitening treat- ment for only the patient’s sake of getting what they want. Unfortunately, the advent of extreme makeover shows has led some patients to develop unrealistic expectations of the outcome and what aesthetic dentistry can provide. They expect that after 20 min characterised by open odontoblas- tic processes when the enamel is worn down. These teeth are larger pulp canals and pulp chambers, young patients who un- dergo whitening treatment do not show any more sensitivity than older patients (Greenwall 2009).

Tooth whitening products and extrinsic staining
There are also new develop- ments in the field of tooth whitening like the introduction of whitening varnish (Philips Zoom QuickPro, Philips Oral Health Care). Here, the tooth is coated with a varnish containing 3 per cent carbamide peroxide gel. This hydrophilic varnish adheres well to the tooth, delivering the active agent directly into the tooth and more efficiently. Studies should discuss this with their pa- tients in order to have the medica- tion changed by their GP.

Keeping a sparkling smile re- quires maintenance. This includes regular visits with the oral hygienist as necessary, the use of an effective toothbrush to remove the superfi- cial stains. Studies have found that an electric toothbrush is more effec- tive at removing stains from teeth, yet this does not rule out personal pref- erence. A mouth wash can be effec- tive in improving oral health and can be used as recommended by the dentist. There is a new oral health maintenance technique which involves enzy- matic bleach- ing where tooth products are mixed together and activate to speed up the whitening process. A common enzyme is believed to reduce surface stains and maintain a healthy gingival layer. Con- trary to some are the pro-

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