The development of CAD/CAM and implantology will continue to be the determining trends at the next International Dental Show, representatives of the organiser Koelnmesse and the Association of German Dental Manufacturers (VDDI) told reporters at a press conference in December. Besides these mega topics, the use of lasers in different fields of dentistry will be given particular attention.

Reportedly, more than 2,000 dental manufacturers and distributors have registered for this year’s event, which has been expanded by 5,000 sqm and will fully occupy another hall at the Koelnmesse fairground in Cologne. According to Koelnmesse’s chief operating officer, Katharina C. Hamma, the increase in exhibitors is due to the high demand from companies abroad, which has grown by 10 per cent compared with the last IDS. While the number of domestic businesses will remain the same, almost two thirds (68 per cent) of all companies exhibiting in 2013 will come from outside Germany. Hamma announced that in addition to professional activities presented by the German Dental Association and the Association of German Dental Technicians’ Guilds (VDDI), the Federal Association of Dental Alumni (BdZA) in Germany will be hosting a Generations’ Lounge for the first time at next year’s IDS, which is intended to serve as a meeting point for dental students, practice newcomers and established practitioners. Furthermore, visitors will be able to learn more about the latest products and technologies at the customary Speakers’ Corner (in Hall 3.1).

The next edition is scheduled to open its doors soon with the usual Dealers’ Day on Tuesday, 12 March 2013. More than 120,000 dental professionals from Germany and abroad are expected to attend the event to update their knowledge on the latest developments and trends in dental equipment and materials, according to Hamma.
Digital technology and CAD/CAM will determine dental market development

An interview with Dominique Deschietere, President of the Association of Dental Dealers in Europe

As the dental industry and the health care sector in general produce a wide range of products, from extremely sophisticated devices to consumables, we as distributors need to be vigilant regarding medical device regulations. The regulatory framework provided by the EU for market access, international business relations and legal agreements is in the patient’s best interest. However, we also think that these marks should be adapted to the dental distributor market.

Why do the current regulations need to be changed at all?

The main reason for this revision is that current EU legislation dates from the late 1990s and is considered insufficient by many for our rapidly changing market. In addition, some member states of the EU have tended to interpret some of these rules broadly, which is not necessarily to the benefit of the patient. It also makes competition unfair for those distributors who adhere to the regulations. Therefore, it is essential to impose new regulations in order to increase traceability of dental products within and beyond the borders of the EU.

According to your organisation, sales of dental materials and equipment in Europe remained relatively stable. What is the current state of the industry on the continent?

Preliminary figures from our latest survey of the industry show that, except for a few countries, the market has achieved good sales. There might be a slight increase in traditional product segments, as new technologies are replaced by new ones but it is still too early to provide a clear picture on the current market situation. Unfortunately, not all figures from our 2012 industry survey to be discussed during the IDS are available yet. However, we would like to invite everyone to our presentation(s) be held on Wednesday, 13 March, at 16:00 in the Blue Room at the Koelnmesse Fairground.

During a press conference in December in Cologne, the Chairman of the Association of German Dental Manufacturers, Dr Martin Rickert, said that the outlook for markets in Southern Europe is rather negative owing to the financial constraints the health-care sector is facing at the moment. What is the situation really like today?

It is no secret that some countries in Southern Europe that suffered most from the financial crisis are showing a negative trend with regard to dental investments. It is likely that this will be reflected in the sales figures from last year.

Where do you see the industry heading, and what are the most likely to grow in the next few years?

We will definitely see significant growth in digital dentistry as new technologies like intra-oral scanners, as well as digital imaging and planning instruments, find their way into dental practices. Dental laboratories too are increasingly making use of CAD/CAM technology. Both these developments will determine how the market and the dental business models will develop in the future.

Europe has traditionally been one of the largest markets for dental materials and equipment, rivalled only by North America. How important have markets overseas become?

I think that sales of sundries and technical services increased slightly in 2011, equipment sales decreased by over 2 per cent. Have dentists become more wary of investments?

Socio-demographic developments and changing patterns of reimbursements by public health services and insurers have had an impact on patients’ health-care spending.

As a result of the financial crisis, people have had difficulty accessing capital through bank loans, renting, etc. which means they have less money available for medical and dental care. Consequently, dental practitioners and laboratories throughout the continent have become rather reluctant to make large investments.

Thank you for the interview.
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We to create
Welcome to the International Dental Show 2013
By Dr Martin Rickert, Chairman of the Association of German Dental Manufacturers (VDDI)

The dental industry in Germany is very dynamic in every aspect, technologically and economically. Particularly in the last ten years, the field has seen the introduction of numerous preventative and treatment procedures, all of which were inconceivable a mere 15 years ago. New ceramic dental materials, synthetic filling materials, CAD/CAM in restorative dentistry, digital imaging and implant treatment planning - we have been working as a team in every area, keeping the German dental industry a world leader. Together, we are smart and full of ideas, as well as innovative and flexible in our thinking. Nowadays you can find this not only at the International Dental Show, which is to be held from 12 to 16 March in Cologne in Germany.

Well, what can you expect to see at the show? CAD/CAM is increasingly finding its way into daily practice with an ever-expanding offering of intra-oral scanners of all varieties. Video signals, blue LEDs, the optical principle, with or without scanning powder, you will have the opportunity to see and experience everything within a day to help you make your purchasing decision.

At the same time, one-click systems can now be used with different software, production units and scanners. This flexibility offers numerous possibilities for you to optimise work procedures in your own practice and in collaboration with your dental partners.

Likewise, more and more options are becoming available to you owing to developments in the dental industry. The outsourcing of dental work requiring large and expensive machinery has been on the rise for years. Recently, there has been the opposite trend, which has been a surprise to many, of insourcing previously outsourced manufacturing steps.

With the recent advancements in CAD/CAM technology, decisions regarding material selection can increasingly be tailored to every single patient. With state-of-the-art ceramic materials, dentists and dental technicians, for example, can work on multiple indications and with conventional metal ceramics using high gold-content alloys, which themselves are very up-to-date. Modern, rapid prototyping procedures could also become more important in the field of high-performance ceramics.

Is everything becoming digital now? The answer is yes, but everything is also becoming more biological and interdisciplinary - nowadays, dentists increasingly refer patients to other medical specialists. The light against periodontitis and peri-implantitis has been revealed in the context of systematic diseases, a link clearly supported and illustrated by recent scientific results. Therefore, microbiological studies on genetics in particular have gained increased interest. As a result, decisions on whether a patient should be included into certain dental treatment plans can now be made with more prominence in daily clinical practice.

Some of the new possibilities in the field of imaging have made their way into the IDS in Cologne. For the first time, the IDS is the undisputed leading global trade show for the dental industry. A visit to the trade fair halls in Cologne is a must for dental and dental technicians, other dental staff, members of the specialist dental trade, scientists and researchers. There is no other event in which the entire dental industry - including all international market leaders - presents such a wide range of products and services. The exhibition will be showcasing firms from many areas, including dentistry and dental technology, software, infection prevention and maintenance, dental services and all of the relevant information, communication and organisational channels.

This year, the show will occupy 155,000 m² of exhibition space for the first time. More than 1,950 companies from over 55 countries will be presenting the latest trends, as well as many innovations and services. Once again, the percentage of visitors and exhibitors from outside Germany will increase, as we are expecting to welcome 10 per cent more exhibitors from abroad than we had two years ago. Overall, 68 per cent of the exhibitors will be coming to Cologne from outside Germany. From this, it is clear that the IDS is cementing its position as the leading global trade fair.

Visitors to the IDS will be travelling to Cologne from all over the world. Two years ago, some came from as far away as the Bahamas, Trinidad and Tobago, Zimbabwe, Togo, Madagascar, Oman, Laos, Cambodia, Tajikistan, Polynesia and Micronesia. This year we are expecting to welcome more than 12,000 visitors from every part of the world, professionals who want to take a closer look at the latest innovations in the industry. Such an international exchange of experiences and business deals is only possible at the IDS in Cologne.

Visitors can be sure that there will be no lack of innovations at the fair. The industry’s innovative capacity is well known, and the IDS is the largest show of innovations in the world of dentistry. However, new products and technologies are only one side of the coin. As usual, the supporting programme will offer added values. At the Speaker Corner in Hall 3.1, for example, IDS exhibitors will provide information daily about new products, services and technical processes. They will also report on the latest scientific and research findings. In addition, the German Dental Association (BDZ) and the Association of German Dental “Technical” Guilds (VDZT) will round off the events at the IDS with their professional activities.

For an event of this scope, excellent preparation is essential. We offer visitors a number of tools to enable them to plan their visit optimally. These tools include the current update of the IDS app for smartphones, which now features an exhibitor search function and a navigation system to guide visitors through the halls and to stands of their interest. The update also provides video information about colouring, open offices, local services and the IDS supporting programme. Thanks to the Business Matchmaking 365 function, exhibitors and visitors can communicate with each other even before IDS 2013 begins and after it ends. The online schedule planner makes it possible to arrange meetings with exhibitors in advance via e-mail. Anyone wanting an overview of the latest products can search for them in advance using our online innovation database. All these features will make it much easier to prepare for a visit to the IDS.

You will not want to miss the IDS. It is the ideal business, information and communication platform for the entire world of dentistry. And that makes sense even for everyone who has already entered the dental industry.

I wish you a successful IDS 2013 and a enjoyable stay in Cologne!
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The EU health-care sector is facing hard times. With an aging workforce and insuffcient new recruits to replace those who are retiring, the future does not look promising. Owing to demanding working conditions and relatively low pay in some health occupations, recruits are not attracted to the sector. A working document published by the European Commission (EC) last year demonstrates the gravity of the situation.

A while ago, the European Commission invited the EC to propose an action plan to assist them in tackling the key challenges facing the health work force in the medium to longer term. This commission staff working document published by the European Commission (EC) last year demonstrates the gravity of the situation.

The health-care sector comprises workers who primarily deliver health-care services, including health professionals (doctors, nurses, midwives, pharmacists and dentists), allied health professionals, public health professionals, health management, and admini strative and support staff. Some people also work for the health-care sector indirectly, such as those employed in the healthcare industries and support services, pharmaceuti cals, medical devices industry, health insurance companies, and health, occupational health, spa, etc.

Most health-care workers are female. More than 131 million women were employed in the sector in 2008, making up more than three-quarters of the health workforce in the entire EU.

Health care is one of the largest sectors in the EU, with around 171 million jobs in 2010, which accounts for eight per cent of all jobs in the EU-27. The number of jobs in the sector increased by 21 per cent between 2000 and 2010, creating four million new jobs. According to the EC document, the health-care sector even continued to grow during the eco nomic crisis, with the positive trend reflected in all age groups.

Forecasts predict that it will remain a growing sector; even though employment growth will be more modest compared with 2000 to 2010.

Lack of recruits

As the population ages, the demand for health care and thus for labour in this sector will increase dramatically. The number of elderly people aged 65 and over is projected to almost double over the next 50 years, from 87 million in 2010 to 152.7 million in 2060. According to the EC paper, long-term and formal care is likely to increase, with an expected reduction in the availability of informal carers, for example as a result of changing family structures.

Currently, most member states are facing critical work-force shortages in certain health professions and medical specialisations or geographical areas. Resulting from this, the retraining bulge is drastically draining the EU’s health-care workforce. In 2000, about 30 per cent of all doctors in the EU were over 55 years of age, and by 2020 more than 60,000 doctors or 3.2 per cent of all European doctors are expected to retire annually.

The survey included tooth whitening products on the market. The agreement was signed to ensure appropriate tooth whitening treatment through qualified dental professionals and to improve patient safety.

Over one year ago, the Council of the European Union passed an amended directive on tooth whitening products, which resulted that tooth whitening or bleaching products containing more than 0.1 per cent and up to 6 per cent hydrogen peroxide will only be sold to dentists. Products with concentrations of up to 0.1 per cent continue to be freely available on the market.

The CED is a non-profit organisation, which represents over 340,000 dentists across Europe. It is aimed at the promotion of high standards of oral health care and effective patient safety controlled professional practice in Europe.

The complete document, including a detailed action plan to tackle the challenges expected in the EU health-care sector, can be found in the document section at www.healthyprofessional.eu.
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Conical internal connections will fuel future growth in European dental implant market

By Dr. Kamran Zamanian & Ian van den Dolder, iData Research Inc., Canada.

The dental implant and bone graft substitute market is in the most rapidly advancing segment of dental technology and, leading competitors in this market must consistently develop new products supported by research from scientific and academic organizations to remain competitive. Recent cases have demonstrated that when larger market shares in almost every European market. In many segments, these competitors are either regional or global companies from over several markets such as Brazil, Korea and Israel. Regenerative products and barrier membranes have been particularly affected by consumer austerity, as these products are discretionary in many cases. Companies have begun to seize products. As a result, many lower-cost dental implant companies have begun to expand their product portfolio or create new markets while they create package deals to offset competition from rapidly emerging lower-priced competitors. Significantly, many European and US companies involved in this market have begun to invest in rapidly emerging peripheral climates such as Turkey.

Increasing prevalence of conical internal connections

Dental implant companies are connected to final abutments in one of these ways: internal connections, external connections or single-unit devices in which the implant and abutment are already attached. Furthermore, internal connections offer two sub-segments: butt-joint internal connections and conical internal connections.

Research has shown that a lack of intimate fit of the implant in the abutment or movement of the implant can provide an area for bacterial growth. Conventional butt-joint connections provide a connection that can result in micro-movement between the implant and the abutment, creating a pump effect for bacteria into the connection area. When bacteria are present in the micro-gap, they can cause inflammation, tissue recession and bone loss. Recent clinical studies have demonstrated that, on average, conical connections offer a smaller micro-gap than butt-joint connections, in addition to a greater mechanical level of stability. As a result, conical connection types have become highly successful in the dental implant market, and the majority of leading dental implant manufacturers have introduced conical internal connection products. Conical connection types will continue to represent one of the fastest-growing segments of the dental implant market.

Turkey one of the fastest-growing markets in the world

Turkey is one of the fastest-growing dental markets, congruent with strong economic growth that has weathered the recession far better than the EU and nearly any region in Europe. The technology of dental implants in this country has advanced rapidly, as most of the major players in the European market moved quickly to gain a strong market share in Turkey. Additionally, this market benefits from low labour costs, which add to the objective for implant companies to establish domestic subsidiaries or local distribution partners, fuelling options for consumers. Turkey is also a popular destination for dental tourism, especially among patients from more expensive European markets. From 2008 to 2018, the Turkish dental implant, final abutment and computer-guided surgery market was expected to grow at a compound annual growth rate of 20.4 per cent.

In May 2011, AGS Medical Ululker, the first major Turkish company to produce dental implants, commenced operations in the province of Trabzon, on the coast of the Black Sea. The company was established with an initial 5 million Turkish lira investment. Market experts predict that the company will soon be joined by other Turkish dental implant manufacturers that will offer lower-priced products to compete domestically and later internationally with larger implant companies.

EU medical tourism to strongly impact dental implant market

The EU directive on cross-border healthcare that comes into force in 2013 will have a strong impact on the European dental implant market. This directive will target the medical tourism market, which is significant, as dental treatment procedures account for nearly half of medical tourism in most major markets. The directive gives patients the right to be reimbursed for treatment they receive in other EU countries. This could lead to more Western Europeans traveling to Eastern Europe, including Poland and Bulgaria, which are rapidly developing the quality of the medical services they offer.

The UK features one of the highest rates of outbound dental tourism, as patients are accustomed to large out-of-pocket costs for the procedures owing to the legacy of the National Health Service. Whereas rich patients from developing countries used to come to prestigious hospitals in the UK and Europe, the majority of the medical travel from the UK has been growing far faster than inbound over the past decade, as UK patients are in increasingly traveling abroad for lower-cost care. Figures suggest more than 50,000 citizens of the UK go abroad for treatment annually. The number of outbound medical tourists from the UK rose by 170 per cent from 2002 to 2008.

Dental implant companies follow success of conical internal connection

Internal connection types as a whole are becoming increasingly dominant in the dental implant market. Conical internal connections and butt-joint internal connections represented 83.4 per cent of implants with an internal connection in 2011. Conical internal connections is the fastest-growing segment of the market and expected to increase at a compound annual growth rate of 20.1 per cent by 2018.

Nebisbelar (Nobil Biocare) was one of the foremost early successes of conical connection types, and was rapidly adopted by consumers owing to clinical results demonstrating its greater stability and smaller micro-gap between implant and abutment. The majority of large companies now offer a conical connection, and if the market is expected to overtake butt-joint internal connections increase given the greater stability and perceived smaller diameter micro-gap offered by conical internal connections. Many companies are combining these connection types with tapered shapes and surface treatments as the current generation of premium products.

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Dentistry has come along way since our colleagues were forced to use hot powered drills and mix amalgam from its bare components. Modern day dental equipment and materials are at the cutting edge of medical and dental innovation, and it’s shown such as the International Dental Show (IDS) where the developments of the future are announced. Modern dentists no longer have merely a straight probe and a dental drill at their disposal. We now have, 3-D images, growth factors and an almost unlimited choice of materials available to us.

In writing this piece, I made a tough decision to focus on what I believe to be key areas of dental innovation. It is in these areas of imaging, CAD/CAM technology and growth factors that I believe are going to be important in the dental surgery of the future.

**CAD/CAM**

Computer-aided design/computer-aided manufacturing has had a presence in dentistry for nearly 20 years. However, only it is only in the last ten years that developments have really made a difference in the reliability, ease of use and functionality of these devices. We now have CAD/CAM machines (e.g., CEREC, iTero, Lava) that can scan an entire arch, design and fabricate all-ceramic restorations in the practice. The popularity of chairside CAD/CAM units has never been greater. The materials that we are able to use in conjunction with CAD/CAM scanners have gone from monolithic, one shade blocks to multi-layered, all-ceramic, lithium-dihalide constructions that can be cemented and finalized in as little as 15 minutes.

The appearance of these restorations, although still needing a well-trained (and artistic) dentist, could be said to be on par with certain lab-based fabrics whilst maintaining the advantages of being a chairside single visit restoration. CAD/CAM technology is now almost universally used in the fabrication of dental implant abutments and bars, reducing construction times, designs and fit. Dentists are now beginning to use chairside CAD/CAM devices to restore dental implants without the need for any impressions.

**CBCT 3-D scanners and CAD/CAM integration**

Cones beam computed tomography (CBCT) scans are now commonplace in dentistry, particularly in implant dentistry where Grimfild (2007) found that 40% per cent of all CBCT scans were taken for implant treatment. Where 3D scans were reaching a shortfall was in actually relaying the information obtained into the mouth during the surgical procedure. One recent innovation has been to overlay scans of the patient’s own teeth and soft tissues onto the CBCT scan data. This gives an accurate representation of the hard and soft tissues and their relationship to each other. For example, an implant can be planned in the implant software with the angulation of the implant taking into account the ideal position of the final crown, which can also be shown in the CBCT scan.

In order to do this previously, the dentist would have to make a study model and then wax up the ideal final restoration contour; ensuring some barium sulpate within in the wax in order for it to show up in the scan. This was both costly and time consuming. Recent developments have allowed one to take an intra-oral scan using a suitable device, such as a CEREC or iTero machine, and overlay this with the CBCT scan. No models, no wax ups; the procedure is almost instant and can be done with the patient in the chair. As a patient education tool, this visual format is invaluable, allowing patients to fully understand the proposed work and its execution.

Taking this one step further, guided implant surgery now allows us to not only plan implant placement using ideal restoratively driven protocols, but actually allows us to make a guided surgical stent made in-house or by a lab, and place the implant through the stent. Studies have found that this is an accurate treatment modality that can be reliably executed. Flapless surgery with immediate temporisation has the ability to revolutionise the patient journey and help to meet our expectations.

**Facial scanners**

A small but rapidly developing area of digital dentistry is facial scanning. There are in their infancy at the moment, with a lot of companies still trying to iron out the bugs in the machines. Their potential applications in the field of plastic surgery, facial aesthetics, orthodontics, implant surgery and orthognathic surgery are endless.

I have been fortunate to see a prototype facial scanner from Dentscan and even manage to have my face scanned (Figs. 1 & 2). The detail achievable with these scans is impressive. Once this information is combined with 3-D scans, bone scans and jaw articulation, a fully working and movable representation of the patient’s face can be compiled on the computer screen. Allowing for treatment planning and assessment to be carried out without any need to see the patient. One application of this may be in developing countries, where various experts from around the world can examine complicated facial reconstruction cases without them actually seeing the patient. I am already monitoring the opportunities for patient education. This technology allows us to pass on the powerful opportunity for patient education. There is much research to pass on to your patients. The advantage of PRP is that it’s free; it is obtained from the patients’ own blood, thus removing the risk of rejection, and can be used in vast quantities. As more research is published, coupled with simpler production kits, PRP use will increase in all aspects of invasive dental surgery.

The above is just a short description of what is being developed for the future. Dentistry has never been so intertwined with technology.
“More brawn than beauty” was the original slogan for monolithic, all-ceramic BruxZir® restorations, but it has now progressed to become the most prescribed brand of full-contour zirconia. As seen in the “before” photo, the patient had two base metal PFM s. Due to the irritated gingiva, the decision was made to go with BruxZir Solid Zirconia crowns.

Favorable contours are an important component of good esthetics. Often this is very difficult to achieve with bilayered restorations such as PFM s. Due to BruxZir Solid Zirconia’s monolithic composition, it is much easier to achieve desirable contours and esthetics when using this remarkable material.

– Case by Dr. Michael DiTolla, Newport Beach, Calif., USA
The new soft-tissue handpiece in laser dentistry

By Drs Fay Goldstep & George Freedman, Canada

While dental lasers have been commercially available for several decades and their popularity among patients is unparalleled, the dental profession has taken to this treatment modality rather slowly—although lasers have been thoroughly documented in the dental literature. The laser is an exciting technology, widely used in medicine, kind to tissue, and excellent for healing.

Diode lasers: The science in brief
LAser is an acronym for light amplification by stimulated emission of radiation. Lasers are commonly named for the substance that is stimulated to produce the coherent light beam. In the diode laser, this substance is a semiconductor (a class of materials that is the foundation of modern electronics, including computers, telephones and radios). This innovative technology has produced a laser that is compact and far lower in cost than earlier versions.

Much of the research on lasers has focused on the 810 nm diode laser. This wavelength is ideally suited to soft-tissue procedures, since it is highly absorbed by hemooglobin and melanin. This gives the diode laser the ability to precisely cut, coagulate, ablate or vaporise the target soft tissue with less trauma, improved post-operative healing and a faster recovery time. Given its incredible ease of use and versatility in treating soft tissue, the diode laser is the soft-tissue handpiece in the dentist’s armamentarium.

The dentist can use the diode laser soft-tissue handpiece to remove, refine and adjust soft tissue in the same way in which the traditional dental handpiece is used on enamel and dentine. This extends the scope of practice of the general dentist to many soft-tissue procedures.

Diode lasers: Ease of use
Early adopter dentists thrive on new technologies. They enjoy the challenges that come with being the first to use a product. Most dentists, however, are not early adopters. Over the past two decades, lasers have intimidated mainstream dentists with their large footprint, lack of portability, high maintenance profiles, confusion of operating tips, and complex procedural settings. Dentists are uncertain of which tip and settings to use for each procedure, and the need for a laser when their conventional techniques have served them well is not clear to them.

Enter the diode laser. It is compact and can easily be moved from one treatment room to another. Furthermore, it is self-contained, and does not have to be hooked up to water or air lines. It has one simple, replaceable fibre-optic operating tip.

Treatment with the Picasso 810 nm diode laser (AMC Lasers, Fig. 1) has been shown to have a significant long-term bactericidal effect in periodontal pockets. Aggregatibacter actinomycetemcomitans, an invasive pathogen associated with the development of periodontal disease and generally quite difficult to eliminate, responds well to laser treatment. Scaling and root planing outcomes are enhanced when diode laser therapy is added to the dental armamentarium. The patient is typically more comfortable during and after treatment, and gingival healing is faster and more stable.

Diode laser: Affordability
Laser technology has always come with a high price tag. Manufacturing costs are high and cutting-edge technology is expensive. It is no wonder that many dentists do not thrive on the challenges of brand new high-tech, high-stress technology. In fact, many lasers in the past promised to be userfriendly but were anything but. The 810 nm diode laser is a different experience: after a brief in-office demonstration, the dentist feels comfortable enough to use the laser handpiece to perform some simple clinical procedures. Further online training and lecture courses enhance both clinical comfort level and competency.

The units come with several preset, although the operator quickly becomes so comfortable with the device that they are rarely needed. This power and pulse settings are easily adjusted to suit the particular patient and procedure.

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edge technology commands steep
prices, but diode lasers are less ex-
pensive to produce. Breakthrough
pricing for this technology has now
reached under US$5,000. At this
level, the diode laser becomes emi-
ently affordable for the average
practicing dentist.
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gingival troughing for impressions
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laser user. The Picasso diode laser
makes restorative dentistry a simple
task. Any gingival tissue covering a
tooth during preparation can easily
be removed, as haemostasis is simul-
taneously achieved (Figs. 2–5).
The restoration is no longer com-
promised due to poor gingival condi-
tions and there is no more battling
with unruly soft tissue and blood.
Gingival troughing prior to impres-
sions and there is no more battling
with unruly soft tissue and blood.

- **Operculectomy, excision and/or
  recreation of gingival hyperpla-
sia, and frenectomy are not com-
monly offered or performed by gen-
eral dentists. However, they are
examples of the expanded range of
services readily added to the general
practice with the diode laser. Den-
tists become more proactive in deal-
ing with hyperplastic tissue that
can increase risk of caries and peri-
odontal disease. A frenectomy is now
a simple and straightforward pro-
cedure.

- **Two types of diode lasers have
  been studied for their effects in laser-
  assisted periodontal therapy:** (a) the
diode laser (which emits high levels
of light energy) and (b) the low-level
diode laser (which emits low-inten-
sity light energy). There is very com-
pelling evidence in the dental litera-
ture that the addition of diode laser
treatment to scaling and root planing
will produce significantly improved
and long-lasting results. Scaling
and root planing is the gold standard
in non-surgical periodontal treat-
ment.

- **Low-level lasers for biostimu-
lation have been used in medicine
since the 1940s. The therapeutic ef-
fect is non-cutting and low intensity,
and covers a much wider area than
the traditional laser. Low-level laser
therapy is treatment in which the
light energy emitted by the laser elici-
tits beneficial cellular and biological
responses. At a cellular level, me-
tabolism is increased, stimulating
the production of adenosine triphos-
phate, the fuel that powers the cell.
This increase in energy is available
to normalise cell function and pro-
vide tissue healing.

- **The functions of the diode and
  low-level diode lasers have re-
mained separate until recently. With
the Picasso biostimulation delivery
tip, the diode laser is now able to
provide both cutting and therapeu-
tic effects.**

- **When the low-level tip is used,
  the laser energy is delivered over
  a wider area, decreasing the energy
  level and producing a low-level ther-
  apeutic effect.**

- **The soft-tissue diode laser has
  become an essential mainstream
  technology for every general prac-
tice. Its science, ease of use, and
  affordability make it simple to in-
corporate.**

- **The laser is now the essential
  soft-tissue handpiece for the prac-
tice. In fact, there is a case for having
a diode laser in each restorative and
soft-tissue handpiece for the prac-
tice.**

- **the diode laser is now able to
tip, the diode laser is now able to
provide both cutting and therapeu-
tic effects.**

- **The functions of the diode and
  low-level diode lasers have re-
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the Picasso biostimulation delivery
tip, the diode laser is now able to
provide both cutting and therapeu-
tic effects.**

- **When the low-level tip is used,
  the laser energy is delivered over
  a wider area, decreasing the energy
  level and producing a low-level ther-
  apeutic effect.**

- **The soft-tissue diode laser has
  become an essential mainstream
  technology for every general prac-
tice. Its science, ease of use, and
  affordability make it simple to in-
corporate.**

- **The laser is now the essential
  soft-tissue handpiece for the prac-
tice. In fact, there is a case for having
a diode laser in each restorative and
each hygiene treatment room. Diode
lasers make restorative dentistry
less stressful, more predictable and
less invasive.**

- **Laser therapy expands the clini-
cal scope of practice to new soft-
tissue procedures that keep patients
in the office. The patient’s gingival
health is improved in a minimally
invasive, gentle manner.**

Dr Fay Goldstep has served on the teach-
ing faculties of the postgraduate pro-
gramme in aesthetic dentistry at UMD
Baltimore, the University of Florida (Gain-
sville) and the University of Minnesota
(Minneapolis), and has been an Alrik Seminar Series speaker. She is a consult-
ant in a number of dental companies, and
maintains a private practice in Toronto,
Canada.

Dr George Freedman is a founding and
past president of the American Academy
of Cosmetic Dentistry; a co-founder of the
Canadian Academy for Esthetic Dentistry
and a diplomat of the American Board of
Aesthetic Dentistry. He was recently
awarded the Irene Singel Prize in Aes-
thetic Dentistry by the New York Univer-
sity College of Dentistry.

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- Power feedback & auto tuning function
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- Autoclavable and thermo-disinfectable handpiece
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Raising the bar for endodontic success:
Where we were, where we are and where we are going

By Dr Gary Glassman, Canada

Vince Lombardi so eloquently stated, “Practice does not make perfect. Only perfect practice makes perfect.” In other words, we can perform a procedure repeatedly over and over again and not obtain the expected outcome for success. We must continually advance in all disciplines of dentistry in order to provide our patients with the most predictable treatment regimens possible, understanding the greatest variables that stand in our way is the human variable. Elevating the standards of endodontic care is inexorably tied to an important dynamic in our armamentarium.

The operating microscope has become an indispensable aid in the field since root canal treatment was first performed; the prevention or treatment of apical periodontitis such that the long-term goal is the placement of a definitive, clinically successful restoration and preservation of the tooth. After all, the main objective in dentistry is to retain what nature has created!

From about 1985 to 1995 there was more change in clinical endodontics than in perhaps the previous 100 years. Clinical endodontics changed forever with the emergence of the dental operating microscope (DOM). Ultrasonic, piezoelectric, and sonic ultrasonic instrumentation techniques that are minimally invasive, efficient and precise. Reformatting of access openings in a controlled and predictable manner, locating calcified canals with a reduced risk of perforation, removal of attached pulp stones, removal of intra-canal obstructions (separated instruments, root canal points, silver points and posts) and removal of the smear layer and debris and remaining debris are just some of the many uses that microscopes are capable of doing.

In surgical endodontics, specially designed retro tips are used ultrasonically for superior root-end cavity preparation. This allows minimal removal of root structure down the long access of the root canal without the creation of a new apical opening. This subsequently reduces the number of exposed dentinal tubules and minimizes apical leakage.

Nickel Titanium Instruments

Canal preparation procedures become more predictable successfully with the emergence of nickel-titanium files (NiTi) files. This super-elastic alloy has shape memory, allowing for better maintenance of the original canal anatomy. These files produce less extrusion of debris, allow greater cutting efficiency and reduce the time for canal shaping compared to stainless-steel files. They are biocompatible, autoclavable and do not weaken following sterilization.

Although full rotary has been the mainstream for nickel-titanium systems for years, re-circulating motors have taken the market by storm allowing less debris extrusion and quicker negotiation to the apices and less fatigue.

Mineral Trioxide Aggregate

This decade of extraordinary change concluded with the introduction of mineral trioxide aggregate (MTA). This remarkable and biocompatible restorative material has become the standard for pulp capping and has salvaged countless teeth that previously had been considered hopeless. In vital pulp therapy, when MTA is used as a direct pulp cap to maintain pulp vitality, studies have shown that these areas were free of inflammation and all of them had calcified bridge formation after five months.

MTA has proved to be the ideal pulpotomy agent in terms of dentin bridge formation and preserving normal pulpal architecture. MTA produces favourable results when it is used as a root-end filling material in terms of lack of inflammation, absence of cementum and hard-tissue formation. It is used to repair both dental and lateral perforations with a relatively high degree of success and to seal both internal and external re-surfacing defects from an orthograde and retrograde approach.

The treatment of teeth with open apices and necrotic pulp has always been a challenge for the dental practitioner. MTA can effectively be used as an apical barrier in teeth with necrotic pulp and open apices.

Where We Are

Irrigants and Irrigant Delivery Systems

Perhaps the greatest international attention in recent years has focused on methods to improve endodontic disinfection in the root canal system. The desired attributes of a root canal irrigant include the ability to dissolve necrotic and infected debris, bacterial decontamination with a broad antimicrobial spectrum, the ability to enter deep into the dental tubules, biocompatibility and lack of toxicity, the ability to dissolve inorganic material and remove the smear layer, ease of use and moderate cost.

The combination of sodium hypochlorite and EDTA has been used worldwide for antisepsis of root canal systems. Sodium hypochlorite has the unique ability to dissolve necrotic tissue and the organic components of the smear layer. It also kills anaerobic endodontic pathogens organized in a biofilm. There is no other root canal irrigant that can meet all these requirements, even with the use of methods such as increasing the temperature or adding surfactants to increase the wetting efficiency of the irrigant.

Demineralizing agents such as EDTA have therefore been recommended as adjuncts in root canal therapy in combination with sodium hypochlorite as they dissolve inorganic dentin particles and aid in the removal of the smear layer during instrumentation. It is very important to note that while sodium hypochlorite has unique properties that satisfy most requirements for a root canal irrigant, it also exhibits tissue toxicity that can result in damage to the adjacent tissues, including nerve damage should sodium hypochlorite incidents occur during canal irrigation. It is therefore very important that irrigant delivery devices are used that not only allow voluminous exchange right to the apex but also deliver them in a safe and definitive manner without apical extrusion.

Root canal irrigation systems can be divided into two categories: manual agitation techniques and machine-assisted agitation techniques. Manual irrigation includes positive pressure irrigation, which is commonly performed with a syringe and a side-vented needle. Machine-assisted irrigation techniques include sonics and ultrasonics, as well as newer systems.
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**“Seeking new global partnerships”**

An interview with Gary W. Price, CEO and president of the Dental Trade Alliance

The Dental Trade Alliance (DTA) has been representing the interests of the North American dental industry since 2004, when the American Dental Trade Association merged with Dental Manufacturers of America. It is also the organizer of the US pavilion at the forthcoming International Dental Show (IDS), in Cologne. Before the interview, we had the opportunity to speak with Gary W. Price, CEO and president of the dental trade organisation, about the state of the industry and the importance of the show to US manufacturers of dental equipment.

**today international:** At IDS Cologne 2013, the US dental industry was the second-largest group of manufacturers from one country. Are we going to see another increase in participation in this year’s show?

Gary W. Price: The International Dental Show is a very popular venue for the majority of American and Canadian companies. We see this in the increasing number of companies exhibiting under the joint US dental industry pavilion that we organise in Hall 4.2. For the period 2011–2013, we anticipate additional growth in participating exhibitors of roughly 15 per cent.

The IDS attracts the largest number of distributors, government health-care agencies and authorised buyers of any dental meeting that US manufacturers can attend. A group of these manufacturers is the biggest opportunity to connect with respectable and new strategic partners.

The recession seems to have had a significant impact on dental markets in North America. What’s the current state of the industry there and what are the most prominent trends?

Sales of oral health care products and equipment have been increasing moderately since the economic downturn. Certain segments like digital radiography, however, are growing rapidly. This year is shaping up to be a good one for sales owing to pent-up demand and new dentists wanting the latest technology for their practices.

Retiring dentists are also increasingly upgrading their equipment to make their practices more attractive to potential buyers.

How important is the IDS for American companies with regard to sales, as well as being a showcase for innovation?

Based on demand for exhibition space, attendance registrations and hotel rooms, IDS 2013 is poised to be one of the best meetings ever in the dental industry. While every exhibition showcases new technologies, the reality is that companies and dentists from around the world will see American dental products and equipment for their reliability, versatility and cost. Innovation is important but in general the world wants American products, whether they are new cutting-edge technologies or tried-and-true products used daily by dentists everywhere.

**How does the show compare to the big US shows such as the Chicago Midwinter Meeting or GNYDM?**

The IDS is seven times larger than all the dental meetings in New York, Chicago or any show organised by the American Dental Association. While US companies exhibit to a more traditional market of family caregivers or educators, dentists, American companies typically exhibit in Cologne because they are seeking new global partnerships.

The EU has recently announced a revision of its existing medical device regulations, which could also affect manufacturers of dental materials and equipment. Do you think that this will have any impact on your industry?

The DTA is closely aware of changing European and other international regulations. The impact of these modifications will probably be less. Many US companies export to Europe and have EU specifications. Our organisation is helping to bring international accreditation of companies selling to educating dentists. American companies typically exhibit in Cologne because they are seeking new global partnerships.

**Endodontics vs. Implants**

With the advent of implants, patients were able to maintain their occlusion and health in those functional areas that were missing teeth. Unfortunately, implants are also being used to replace visible teeth. How is a tooth is sound from both a restorative and periodontal aspect, the endodontic therapy is the treatment of choice. However, if a tooth is compromised from a restorative or periodontal perspective, then an implant may be considered. Both roots can be treated and if the definitive treatment is a first and second line of intervention are more cost-effective approaches. The encouraging cost structure indicates that implants are limited to a third line of intervention.

Confidence and embracing the advances in the science and art of endodontics is important if we are to continue to achieve and improve the successes that we have achieved. There are numerous studies that support the excellent clinical results of endodontic treatment. Kim and Lefebure conducted a randomized controlled trial evaluating the long-term effectiveness of endodontic and implant dentistry, that being to retain the natural dentition. With the advent of implant dentistry, patients have a higher frequency of postoperative complications requiring additional treatment intervention.

**Where We Are Going**

Science and research will allow the specialty of endodontics to its rightful pinnacle. The cornerstone of our specialty’s integrity and relevance must be firmly built on a strong foundation of randomized clinical trials and evidence-based dentistry. The future of endodontics is bright as we continue to develop new techniques and technologies that will allow us to perform endodontic treatment painlessly and predictably, and continue to satisfy one of the main objectives in dentistry, that being to retain the natural dentition.”

A complete list of references is available from the publisher. Dr Gary W. Price maintains a private practice in Toronto, Canada, and can be reached at the Dental Trade Alliance, University of Toronto's Faculty of Dentistry. The author of numerous articles and books on dentistry, he is currently an editor to today’s science and practice covers the international magazine of endodontics.
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To prevent early rotor failures, dangerous losses of the burs in motion and expensive cartridge replacements, all handpiece constructors recommend to maintain the push-button chuck system in turbines and red contra-angles. All you have to do is spray a little lubricant in the chuck to keep it clean and perfectly efficient.
The surveillance of patients is each and every dentist’s duty*

An interview with Prof. Newell Johnson, Australia

Oral cancer poses a continuing challenge for dental practitioners worldwide. Today international recognition has the opportunity to speak with oral cancer expert Prof. Newell Johnson from Griffith University’s School of Dentistry and Oral Health in Southport, Australia, about the disease and new methods of identification and treatment.

Today international: Oral cancer figures seem to be increasing worldwide, despite awareness campaigns run by dental organisations. Are we in danger of losing the battle against the disease?

Prof. Newell Johnson: There is some good news. In countries that have long had the reputation of having very high rates of oral cancer, such as parts of France, India and Sri Lanka, the rates of alcohol and tobacco-related oral cancer are indeed falling.

In those countries or populations with traditionally very high rates, however, hundreds of thousands still die of oral cancer every year. In parts of Eastern Europe and the former Soviet republics, rates of these cancers are rising, we think, because of still high tobacco use, abuses of alcohol and a poor diet.

The other piece of bad news is that the incidence of cancers of the oropharynx as opposed to the lip and in the mouth itself is also increasing worldwide.

HPV has been identified as a growing risk factor for oral cancer. What part does the sexual transmission of the virus play in the development of the disease compared with more commonly known factors like smoking or drinking?

The same is true of the US, much of Western Europe, and Australia. Here rates are falling from a lower base.

In those countries or populations with traditionally very high rates, the incidence of cancers of the oropharynx as opposed to the lip and in the mouth itself is also increasing worldwide.

The observations on this pathway in experimental animals. It is some way off that can be called “opportunistic screening”. There are many excellent training programmes in some countries.

Some forms of oral cancer have a patient survival rate of only 50 percent. What makes it so difficult to achieve a more successful therapeutic outcome?

The average survival at five years after diagnosis of oral cancer has hovered around 40 to 50 per cent for decades in most countries. In the high-volume specialised treatment centres, patients are indeed doing better, in terms of long-term survival and quality of life minimisation of disability and side-effects.

The major reasons that we are not doing even better is because so many cancers are diagnosed and treated so late, and/or patients have severe co-morbidities such as diseases of the cardiovascular system or cancers at other sites.

Dentists can play a vital role in the identification of early signs of oral cancer: Is the promotion of healthy diets and good hygiene (oral and sexual) for all their clients.

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What are your views on this research and what are other promising therapeutic approaches you know of?

There are very many biochemi cal molecular pathways involved in cell division, maturation, migration and metastasis, and death within tissue. Many are targets of immunisation and manipulation. Some will prove irrelevant or at least ineffectual. Interference with some will also affect normal tissues, especially if they represent complicated pathways that are part of normal cellular controls.

An attraction of this particular work is that it seeks to understand pathways to stem cells that provide the basis for the control of normal cell division. The observations on this pathway in experimental animals. It is some way off that can be called “opportunistic screening”. There are many excellent training programmes in some countries.

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It is no secret that the years since the global financial crisis have not been very kind to companies in Japan. First, the recession slowed business investments significantly down, then the negative effects of last year’s tsunami and the massive destruction it wrought almost brought the world’s third largest economy to a halt.

For NSK, one of the country’s largest dental manufacturers, troubles in the home market are its least concern because the company conducts most of its business elsewhere. According to president and CEO Eiichi Nakanishi, with whom Dental Tribune International recently had the opportunity to speak at the company’s headquarters in Tochigi, more than 80 per cent of the company’s revenues are now generated by its operations outside of Japan. In the last three years, NSK has been performing particularly well in mature markets such as Europe and North America, where it boosted its presence with the opening of its new headquarters near Chicago last year, despite unfavourable conditions such as high market saturation and the ongoing decline of the yen against the dollar.

Since 2009, Nakanishi has also seen his company regaining its former market shares in Asia through centralised distribution and after-sales support offered by its new subsidiary in Singapore. Another significant contributor has been NSK’s European office in Germany, which accounted for almost one third of the 22.2 billion Yen (297 million US dollars) in sales the company reported in 2011. “That is why economic conditions in our home market have little or no impact on our overall business. We really think globally,” Nakanishi explains.

NSK asserts it pays close attention to the needs of its customers, a philosophy that has resulted in products such as the S-max pico, which was developed solely for the treatment of patients with smaller mouths, such as children. NSK still manufactures most of the precision parts in-house, which, according to Nakanishi, is one of the reasons that dentists now identify the company with high-quality products. “We employ many good engineers and marketing people who help us to constantly improve our brand and make it more attractive to dentists,” he says. One of NSK’s newest innovations, launched at last year’s IDS in Cologne, for example, is the TiMax Z series, a durable premium handpiece that is claimed to have the smallest heads and necks in the industry, as well as an exceptionally low noise level and virtually no vibration. The Surgic Pro surgical micromotor has also received much interest, particularly by dental implant surgeons, and is now distributed alongside systems by major implant manufacturers.

Moving into other markets is conceivable but unlikely to happen anytime soon, Nakanishi says. Even though his company has begun to enter new areas in the last decade with the launch of instruments such as ultrasonic scalers and polishers, its core business will remain dental handpieces and other small-motor equipment. “When it comes to handpieces, we have produced more innovations than our competitors,” he remarks. “Our goal is to become the No. 1 company worldwide in this segment.”
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A ‘SAFE AND SIMPLE’ IMPLANT SYSTEM

Uncrewing and bacterial infiltration are known to be some of the major factors leading to implant failure.

The S1 implant system manufactured and distributed by the Italian company Safe&Simple is supposed to eliminate the risks of breaking implants and bacterial infiltration by a perfectly sealed and stable abutment fixation.

A modular design, enabling the clinician to customise the prosthesis and adjust it to all needs through the use of standardised components, makes the system also extremely versatile and price competitive to other implant systems that are currently available on the market, the company said.

According to Safe&Simple, its S1 system is based on 15 years of research conducted in collaboration with the universities in Modena and Bologna. It was designed on the premise to make dental implantology “a streamlined, innovative and non-invasive practice with definite results”.

The implants are currently available in three diameters and in three lengths.

They are indicated for immediate loading procedures, two-stage implant surgery as well as for partial and total-implantation.

The system also comes with a surgical guide, called Fly one, that uses a stereographic model attached to the articulator.

Based in Pieve di Soligo on Northern Italy, Safe&Simple also offers regular and customised training courses in partnership with renowned Italian dental schools and universities. Their implants will be on display inside IDS in hall 10.2.

BRUXZIR SOLID ZIRCONIA MEETS AN ANTERIOR AESTHETIC CHALLENGE

As the RAD department of Glidewell Laboratories refines its process, as well as improving the material’s translucency, aesthetic continue to improve. Advancements to improve the aesthetic properties of BruxZir Solid Zirconia restorations were recently achieved as demonstrated in this case by Dr Michael C. DiTolla, Newport Beach, Calif., USA.

While Glidewell does not suggest that dentists suddenly switch all of their anterior restorations to BruxZir crowns, they may want to consider using it for patients with parafunctional habits or old PFMs, where an aesthetic improvement is essentially guaranteed, the company said.

During the first appointment, the PFM crowns on teeth #8 and #9 (Fig. 1) were removed with BruxZir Solid Zirconia crowns (Glidewell Laboratories) in combination with the help of the VITA Easyshade Compact which displayed the shade in both VITA Classical and VITA 3D-Master shade tabs. Next, the selected 2M1 3D-Master and VITA 3D-Master shades were used to ensure there is enough biologic width to safely remove some tissue (Fig. 2). A Nd:YAG Laser was used to remove 1.5 mm of tissue. With the margins exposed, an 856-025 bur and KaVo ELECTroTorque handpiece was used to drop the margins to the new gingival level.

The dental assistant relined Bio - Tooth Anesthesia System device with a thin, perforated diamond disc, the papilla, as well as to make sure there is enough biologic width to ensure there is enough biologic

The shade tabs in the mouth were photographed. PFG gel was placed into the sulcus of tooth #8 and #9 with an Ultradent syringe. Next, they were anaesthetised with an STA Single Tooth Anesthesia System device. The Air Tooth Dryer was used after applying both coats of the GC All-purpose Desensitizer. A warm Air Tooth Dryer was used after applying both coats of the GC, while the assistant placed 2 PRIME Plus inside the crowns. The crowns were then loaded with a micro-modified glass ionomer cement (RelyX Luting Plus Automix) and seated, using a pinewood stick to ensure that they were fully seated and had the same length. In the “after” picture (Fig. 4b), there is not any porosities in the BruxZir crowns.

The shade tabs in the mouth were photographed. PFG gel was placed into the sulcus of tooth #8 and #9 with an Ultradent syringe. Next, they were anaesthetised with an STA Single Tooth Anesthesia System device. The Razor Carbide bur easily cuts through the existing porcelain and metal substructures, and when used in combination with a KaVo ELECTroTorque handpiece, it easily cuts through the existing PFM. The crown was torqued with an KaVo ELECTroTorque handpiece to avoid blunting the interproximal papilla, as well as to make sure the gingival margins were not overextended and the emergence profile was flat. TempBond Clear was used to cement the Bi omaTemp, and looses (Ultrapak cord #02) was placed before starting the preparation.

As the top KIE cord on tooth #8 was packed, the top cord on tooth #9 exposed the margin (Fig. 3). Now finishing the preps began using a fine grit 856-025 bur.

Two maintained RODEO Compresys Anatomic compressions were placed on the preps. Then the patient bit with medium pressure for 8-10 minutes. The Compresys were removed and the top cords pulled. For the impression, medium body impression material was applied around the preps with a syringe and a bite registration was taken. Then the templates were replaced.

During the third and final appointment—another two weeks later—the temps were off, the BruxZir crowns were approved and a layer of desensitizer was placed on the teeth (GC All-purpose Desensitizer). A warm Air Tooth Dryer was used after applying both coats of the GC, while the assistant placed Bi omaTemp Plus inside the crowns. The crowns were then loaded with a micro-modified glass ionomer cement (RelyX Luting Plus Automix) and seated, using a pinewood stick to ensure that they were fully seated and had the same length. In the “after” picture (Fig. 4b), there is not any porosities in the BruxZir crowns.
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FAST, SMOOTH CUTTING
• More diamonds freely exposed at every point for greater exposure

RAPID REMOVAL
• Uniform distribution & high concentration of diamond crystals

INDUSTRY INNOVATOR
• Only diamond bur on market manufactured using the P.B.S.® bonding process
Show Preview IDS Cologne 2013

Low cost diode lasers have increasingly found their way into dental practices thanks to their versatility and easy handling. The Italian medical and dental products manufacturer Dental Medical Technologies (DMT) is now adding another sophisticated device to the market with its new all-purpose diode laser Giotto.

Named after the 12th century Italian painter Giotto di Bondone, the laser can be used for a wide range of dental procedures, according to the Milan-based company. Boasting an effective power of 7 watts, it combines reliability with high clinical efficacy, they said. Safety has also been improved through an interactive software with touch-screen functionality that guides the clinician and provides educational videos for up to 50 procedures that have been developed in cooperation with leading clinicians and institutions in the field of laser dentistry.

The company said it will offer the device for a net price of €3,900. The Giotto diode laser comes with a bleaching kit suitable for 12 applications, among other equipment. Visitors of IDS will be able to get hands on the company’s complete portfolio including DMT’s dual wavelength lasers Raffaello and Leonardo at its booth F058 in hall 10.1.

DMT, ITALY
www.dmt.biz
Hall 10.1 Booth F058

ARE YOU READY FOR THE NEXT GENERATION OF DENTURE MATERIAL?

JUVORA™ is at the forefront of the dental industry with our advanced material for removable dentures.

**Dentist benefits**
- Improved patient experience
- Metal free solution
- Precise patient specific dentures

**Dental lab benefits**
- State of the art denture material
- Improved processing efficiency
- Design flexibility
- Unique CAD/CAM technology for design and manufacturing accuracy

Find out more by visiting us or our certified partners at IDS 2013:
- **JUVORA**
  - IDS 2013: Hall 4.1 Stand D018
  - www.juvoradental.com
- **core3d centres**
  - IDS 2013: Hall 4.1 Stand D030
- **DMC**
  - IDS 2013: Hall 4.2 Stand J018
The polishing of titanium all-alloy ceramics also come with particular challenges as their unique design and micro-morphological structure require specially adapted material compositions.

With DIACERA, EYE Ernst Vetter already introduced a specialised polishing system based on zirconium oxide and specifically developed for these challenges at IDS 2007. The system was designed for fast operational maximum efficiency as well as an easy workflow.

With a 9-second adult panoramic exposure time, the exposure of patients has been minimised and the potential for movement artifacts has been reduced, the company said. In addition, the new SOREDEX 5-point patient stabilisation system guarantees accurate and stable patient positioning.

Operating worldwide, SOREDEX says to offer quality imaging systems of true diagnostic value, which are based on an in-depth understanding of daily practice.

AN “ALL-IN-ONE” IMPLANT SOLUTION

The Easy Grip line from T.F.I. System was designed for the purpose of providing dental professionals with everything that is needed for a standard clinical implant solution, according to the Swiss-Italian dental implant manufacturer.

All threaded implants of the Easy Grip line come in an “all-in-one” kit containing an implant, which is mounted over the original transfer system that engages the head of the implant at 90° for easy insertion even when operational space is limited, a surgical and connecting screw, as well as a mounter that can be used as an abutment or as a screw.

According to T.F.I., its EasyGrip implants are receiving state-of-the-art surface treatment for high osteointegration that includes sandblasting, etching and plasma glow discharging. Quality controls on the implants and its individual components are performed during every step of the production process, the company said. Infection control requirements are also being met by the kit’s package using e-sterilisation.

The company, which is based in Rome, says that simplification of the surgical protocol, functionality and technical innovation are the cornerstones of its business. T.F.I. has been developing implants since 1994.

CRANEX NOVUS E

The next generation of CRANEX Novus E provides excellent image quality with extended imaging values as well as enhanced operation with the ClearTouch control panel. According to the manufacturer SOREDEX, a part of the Finish PaloDex Group, the system was designed for fast operational maximum efficiency as well as an easy workflow.

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SUNI’S DIGITAL X-RAY SENSORS

At its ISO-certified facility in San Jose, CA, in the US, Suni Medical Imaging manufactures two lines of digital X-ray sensors, the flagship SuniRay sensor and the Dr.Suni Plus sensor. This award-winning product line has propelled the company to a leadership position within the digital dental industry.

According to Suni, the SuniRay digital X-ray sensor offers high flexibility owing to an integrated USB module and a powerful software package that allows Windows-based practitioners to use it with any practice management system. It has rounded corners for increased patient comfort and is available in two sizes for different anatomic requirements. Independent third-party studies have also shown that SuniRay uses the lowest amount of radi- ation—as compared to competitive systems—to produce a true, diagnostic quality image.

Recent improvements to the Dr.SuniPlus have resulted in high ratings in the robustness category making the sensor one of the most durable products available on the market today.

Since its creation in 1995, Suni Medical Imaging has gained a leading position in the dental industry. As the pioneer in digital sensor technology for dental clinical applications, and is best known for designing and manufacturing sensors for many of the early leaders in this field. In 2002, however, the company added its own brand of high quality sensors and intraoral cameras to its product portfolio. Suni says that its corporate culture is built on three basic principles—technological innovation, continuous improvement and an exceptional customer service.

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Since its creation in 1995, Suni Medical Imaging has gained a leading position in the digital radiography market, pioneering the development
Alles umfassend - 2D und 3D in einem

Das Röntgengerät X-ERA SMART vereint Technologie und Innovation auf eindrucksvolle Weise. Es erlaubt sowohl 2D als auch 3D Bildbearbeitung. Maximaler Bedienungskomfort und Effektivität wird durch einen großen Touchscreen, eine übersichtliche und bedienerfreundliche Struktur für ein schnelles und fehlerfreies Arbeiten erreicht.

Höchste Bildqualität


Flexibel und funktionell

Das X-ERA SMART-System können Sie individuell für viele Anwendungen einsetzen. Beispielsweise für Implantologie, Endodontie, Chirurgie oder Kiefergelenkbeurteilungen.

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Halle 04.1
Stand C060 D061

www.yoshida-net.co.jp
TEMPORIS® DPRS® (Digital Provisional Restoration System®) consists of a patented additive manufacturing process and a bio-compatible materials proprietary portfolio, perfectly compatible with the majority of Intraoral Scanners and open CAD/CAM solutions available in the dental field. Available in different shades, they can be trimmed, shaped, polished and layered using light curable composites.

The core of DWS Srl project is to innovate the manufacturing process in order to make prototyping and production faster and more flexible. DigitalWax® systems are sold in 42 countries around the world and provide companies with the latest Additive Manufacturing technology for the creation of high quality and accurate models, thus drastically reducing manual finishing operations and production costs.
AMD LASER’S diode laser Picasso Lite was recently voted the most popular dental laser users in the most recent Clinicians Report (CR) ‘For Diode Lasers Worth the Investment?’

In the June 2012 report, Picasso laser technology was evaluated and compared against other current diodes in the market. Clinicians Report (CR), an independent, non-profit, dental education and product testing foundation, concluded that: “Picasso Lite has a good combination of features easy to use, low cost, and is a valuable adjunct for soft tissue surgery and hemostasis”.

Picasso Lite was awarded an Excellent-Good rating overall with top ratings in several categories, including hand piece and cord, simple controls, and has most affordable disposable tips amongst all healing brands. According to CR, 73% of clinicians surveyed would recommend a laser and 80% felt it was a good investment.

Picasso Laser technology continues to be the game changer. In 2009 when it was launched, in three short years its popularity has skyrocketed, according to President and Founder of AMD.

“We gave doctors what they asked for; an affordable dental laser for soft tissues that was easy to use and had world class training support,” he said. “Picasso Lite delivered what no other laser could and continues to be the top pick against new lasers that are on the market.”
always a user friendly system

One abutment connection
for all our implants

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Monoblock
Cylindrical morphology is also available with a screwless connection, protected by a specific patent

For further informations visit www.tfisystem.it or contact us at info@tfisystem.it

Easy Grip® All solutions in one
JUVORA, a dental innovations company, has announced that the generation of denture material will be on display at this year’s IDS.

Their JUVORA Dental Disc is the first approved high performance polymer device that allows the CAD/CAM of a removable denture framework from a non-metal.

Intended for use in telescopic attachments, precision attachments and implant supported superstructures, the JUVORA Dental Disc uses only the purest biomaterial sourced from the market leading provider of PEEK-OPTIMA biomaterials, Invibio®.

The material also offers an elastic modulus similar to bone and a high strength to weight ratio for increased flexibility in both denture design and manufacture. Other benefits include a high resistance to wear, abrasion and corrosion and X-ray transparency (which allows clinical diagnostics and treatment to be made through the denture without the need for screw fix denture removal or replacement).

“The JUVORA Dental Disc offers significant benefits for patients as well as both the design and material properties of the device enable the manufacture of precise, lightweight and comfortable non-metal removable dentures,” said Marcel Arsamen-Smith, JUVORA Technology Leader.

Compared to traditional metal casting methods, which are labour intensive with lengthy production times, the JUVORA Dental Disc is specifically designed to take advantage of CAD/CAM manufacturing and design of removable dentures. By allowing removable dentures to be manufactured utilising digital processes, the JUVORA Dental Disc provides dental labs with a faster production route, reduced labour requirements, improved denture accuracy and reproducibility. Patients, therefore, will receive a removable denture that is more comfortable because it has been precisely customised and accurately manufactured.

For the first time, JUVORA has allowed high performance polymers to enter the automated route. ” said Joerg Schlegel, JUVORA Sales Leader. “We understand the changing needs of the dental industry and it is through the use of the JUVORA Dental Disc that dental labs and dentists can take advantage of greater design freedom, flexibility and accuracy.”

JUVORA, UNITED KINGDOM
www.juvoradental.com
Hall 4.1 Booth D018

OPTICAL MEASURING MACHINES BY VICI VISION TO IMPROVE DENTAL IMPLANT PRODUCTION

Implants are high precision medical devices that require consistent quality controls during the manufacturing process developed to provide implant manufacturers and other industries with a reliable tool to precisely measure micro- and mechanical components, the Italian company Vic Vision is offering an optical measuring machine that allows operators to use their CNC to an optimum by taking dimensional measurements like diameter, length and angle onsite, right next to the CNC lathe.

With the MTL X5, external dimensional controls can be carried in a single cycle that only lasts a few seconds, according to the Italian company. The system, which works as an enlarger, is easy to use for any operator and allows to pass from one batch to another with one mouse click. Machine parameters can be set with MTL X5 before values are out of tolerance to prevent damaged items. Furthermore, all data can be collected for statistical controls as well as for producing control certificates that are required to have for quality assurance in different markets.

With the MTL X5 the quality of dental implants can be significantly improved and machine downtimes reduced, which are key advantages in the current challenging market environment. During IDS, the machine will be on display at Vic’s booth in hall 2.2.

The company, based in Santerangelo di Romagna near Rimini, Italy, has been manufacturing vision systems and industrial automation solutions since the late 1970s.

VICI VISION, ITALY
www.vici.it
Hall 2.2 Booth C011

AD

TO IMPROVE DENTAL IMPLANT PRODUCTION

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VICI VISION, ITALY
www.vici.it
Hall 2.2 Booth C011
Giotto
Diode Laser 7 Watt
the cheapest Laser of the market
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Raffaello
Diode Laser 7 Watt
Dental application with double wavelength for Biostimulation.
The unique diode laser with video procedure inside.

Leonardo
Diode Laser 30 Watt
medical application with double wavelength dermatologic and aesthetic use

DMT
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Halle 10.1 Stand F058

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www.dmt.biz - info@dmt.biz
A sophisticated novel device for the detection of oral pathologies including oral cancer will be on display from DentalEZ at the upcoming IDS in Cologne. According to the US dental group, the Identafi is able to detect biochemical and morphological changes in the cells of the mouth, throat, tongue, and tonsils. The small cordless handheld device uses a three-wavelength optical illumination and visualization system that allows dental professionals to identify oral mucosal abnormalities not visible to the naked eye, they said.

"We are extremely pleased to provide dental professionals with a device that can help them detect abnormal pathologies in the mouth that may be a sign of something more serious," remarked Randy Arner, Vice President of Marketing for DentalEZ Group. "Because the signs and symptoms of oral cancer are often missed by the naked eye, Identafi technology enables dental professionals on the front line of oral cancer detection to just that—identify changes in the mouth which may be a sign of something more serious."

"This effective and affordable device aids in the early detection of oral cancer, which has reached epidemic levels, due in part to the lack of effective, broad-based early detection programs," remarked Gordon Hagler, President and CEO. "In addition to our full line of dental equipment, handpieces, utility room equipment, and dental lab products, our newest offering enables us to proudly proclaim the evolution towards a more clinical product mix from DentalEZ."

DentalEZ acquired the Identafi technology from biomedical and bio-optics provider Tramir in early 2011. Along with the device, the company is offering a number of continuing education courses, educational seminars, and online resources geared toward educating dental professionals on the specific uses of the Identafi and oral cancer in general.

"Oral cancer is in its early stages, and possibly saves lives," remarked Randy Arner. "We are extremely pleased to provide dental professionals with a device that can help them detect abnormal pathologies in the mouth that may be a sign of something more serious."

DentalEZ is expanding clinical offering with cancer detection device

DENTAL MATERIALS LAUNCHED BY LASCOD

A reliable partner for dental laboratories and users of products making use of the latest CAD/CAM systems, the Italian company Lascod is going to bring a number of new products and dental materials to this year’s International Dental Show. Among them will be Oklurest, a 90 Shore A silicone for the purpose of orthodontic bite registration. According to the company, the material has a tixotropic, imperceptible consistency for patients with regular occlusion and remains dimensionally stable even during disfection. The 70 Shore laboratory A-silicone Xilgum can be used for a fast and detailed reproduction of gum morphology in order to survey cervical limits in prosthesis manufacturing with details definition of 20 μ. Also available to IDS visitors will be the Ergamix A+B laboratory A-silicone with details definition of 40 μ, which comes in the colours brown (for 70 Shore hardness) and blue (for 90 Shore hardness).

Specifically developed for master models, extractable strumps for use in permanent or temporary prosthesis as well as implants, the type 4 extradent die stone Singlytro 4 Light Grey is said to improve chromatic contrast with materials used in the manufacturing of prosthesis like waxes, acrylics or aesthetic materials through its new colour soft grey.

Originally a manufacturer of dental ceramics, Lascod manufactures and distributes a wide range of dental materials and instruments for use in different fields of dentistry.

LASCOD, ITALY
www.lascod.it
Hall 10.1 Booth D068

IDS SEES NEW INTRAORAL CAMERA FROM ACTEON

Signo, a division of the French Action Group, is presenting its latest development in the field of intraoral imaging exclusively to visitors of this year’s International Dental Show. Officially available since June 2012, the new SOPROCAM camera is supposed to complete the company’s market-proven range of SOPRO imaging devices that include internationally recognised products such as SOPROCARE, SOPROCAM 717 and SOPROFLIFE.

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

Action said that the new device is minimal invasive compared to conventional methods of diagnostic and enhances communication through the fact that results of the clinical assessment can immediately be contributed to and discussed with the patient.

ACTEON GROUP, FRANCE
www.soprocam.com
Hall 10.2 Booth N060
BECOME A DENTAL LASER SPECIALIST

Led by Prof. Dr. Norbert Gutknecht, the AALZ has been providing the M.Sc. in Lasers in Dentistry since 2004. The M.Sc. programme was developed in order to enable dentists to specialize in a full range of laser therapies.

INTERNATIONAL COOPERATION

The education provided by AALZ at RWTH Aachen International Academy is affiliated with numerous universities worldwide. Also recognized and accredited in Germany, the EU, and countries that are signatories to the Washington Accord.

QUALITY LASER EDUCATION

The AALZ also provides three-hour introductory courses, full-day wavelength workshops, laser safety classes, and other types of laser education. Visit www.aalz.de for upcoming courses & dates.

Become one of the first Dental Laser Specialists in the world!

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KEYNOTE SPEAKER: AALZ FOUNDER PROF. DR. NORBERT GUTKNECHT

Visit us at BIOLASE Stand in Hall 4.2 N060
BE AMAZED BY WATERLASE

The WaterLase iPlus dental laser is simply amazing. It is our most powerful, versatile and faster WaterLase yet. But don’t take our word for it! See the WaterLase iPlus in action at BIOLASE Stand N060 in Hall 4.2!

**BREAKS THE SPEED BARRIER**
- Cuts enamel as fast as a high speed drill
- Pulses up to 100 Hz for versatility with hard/soft tissue
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**LARGE TOUCH SCREEN**
- Vivid, illustrated procedural pre-sets and user guide
- Save up to 9 frequently used settings
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**EXPANDS CLINICAL CAPABILITIES**
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- No micro-fractures or thermal damage
- Wide range of clinical accessories for many uses

**iLASE 940nm DOCKING STATION**
- Adds dual wavelength convenience
- First totally wireless diode laser
- Battery operated with finger operation

See WaterLase iPlus in action at BIOLASE Stand in Hall 4.2 N060 or visit www.biolase.com to learn more!
Introducing the all-new EPIC diode laser from the world leader in dental lasers. With new ComfortPulse settings and surgical handpieces, EPIC is ideal for surgery, perio and more. Plus, EPIC has 10 watts of power for Laser Whitening and Pain Therapy.

EPIC 10 is the Total Diode, Elevated.

Enter to Win an EPIC at the BIOLASE Stand in Hall 4.2 N060
The iLase™ Diode Laser from BIOLASE.

(Actual Size)

No foot pedal, power cord or external controls.

Visit us at BIOLASE Stand in Hall 4.2 N060

Vertriebspartner in Deutschland
NMT München GmbH - sanfte Zahnheilkunde
www.biolase-germany.de
In recent years, the Swiss dental manufacturer Vanetti has increasingly expanded its reach into international dental markets. Originally sold primarily in Switzerland and Italy, its Dia Tessin branded surgical instruments are now available to dentists and dental surgeons in almost 50 markets in Europe, North and South America, the Middle East and Asia.

Vanetti promotes its products actively through its participation at international trade fairs, such as the upcoming International Dental Show in Cologne, as well as through other marketing efforts. Based in Gordevio in the heart of the Maggia Valley, the company has been run by members of the Vanetti family since the late 1960s. In the mid 1990s, the company was transformed into a limited company by the current CEO and son of the company’s founder Paolo Vanetti.

According to the company, its success is based not only on the production and distribution of high-quality products but also on short delivery times and excellent customer service.

In order to achieve this, the company said it has pushed automation and rationalisation of its manufacturing processes to a maximum despite its small staff of eight in the company’s headquarters, who make sure that products do not only have the quality that customers demand but also offer competitive prices. More information about the company and its products are available on its website as well as at its booth in hall 3.2 at IDS.

VANETTI SA, ITALY
www.vanetti.ch
Hall 3.2 Booth D061

DENTAL CAM SOFTWARE ON DISPLAY BY CIMSYSTEM

Ease of use and specific functions are the ingredients that make CIMsystem’s SUM3D Dental, a high productivity CAM application for the dental field. Dental labs, who are looking for the best technological solutions to improve efficiency and quality of production process, can take advantage of the huge CAM experience of CIMsystem to guarantee the production of precise items, in line with the end user’s dental best expectations.

The first step of the process involves the acquisition of the geometries that make up the dental case. Anyhow, the CAM system is able to automatically identify the machining type and parameter. Thanks to the functionality of SUM3D Dental, it is possible to automate and simplify the operations even when working with high resistance materials. Whether it is in titanium, cobalt-chrome, zirconia or lithium disilicate, it is possible to easily define the most suitable parameters for each CAM machining, taking into account the physical behaviour and material used in the dental product, thus ensuring a high degree of precision and surface quality level of the final product.

The automations offered by the system facilitate the setting up of machining without the need of specific operator’s experience, even if the flexibility of the software allows a skilled user to implement personalized choices based on the criteria established by experience or by particular circumstances.

The operational simplicity meets the needs of an industry that is used to a complex computer technology with SUM3D Dental the operator can split the work and benefit from the strategies suggested from time to time by the software. It is also possible to store, in specific libraries, custom procedures together with machine tools and machining parameters’ customisation.

The dental world is characterised by procedures that are treated subjectively and the automation of SUM3D Dental meets the need to standardise these procedures with respect to the specifications of manufacturing, with the possibility for the operator to use their experience to intervene in a personalized way and with maximum flexibility when needed. The immediacy of the software and its ease of use allow the operator to reduce the learning curve and quickly achieve the highest levels of productivity.

CIMsystem’s technical assistance provides a working relationship that not only offers current issues but also support through requests and suggestions, the continuous innovation that makes SUM3D Dental constantly updated with respect to the market technological evolution and market needs.

CIMSYSTEM, ITALY
www.cimsystem.com
Hall 3.2 Booth G069

ENLIGHTEN TO (R)EVOLUTIONISE TEETH WHITENING

Recently conducted surveys in the US and the UK suggest that an increasing number of people are considering having their teeth whitened by a dentist. With its evolution 3 system, the UK company Enlighten claims to offer the only teeth whitening solution on the market and fully compliant with the new EU legislation (5% Hydrogen Peroxide), according to the company Enlighten also says that with its system, no lights, gingival protective gels, desensitisers, tooth serum whitening toothpastes and locked sealed lab for three patients.

Every kit also comes with a free tooth serum paste. For the purpose of practical branding, a number of materials for use in promotion are available upon request.

Among other publications, the company’s system has been featured by the Daily Mail, OK! Glamour and Hear magazine. The company, which is based in London, is now also looking for prospects to distribute the system internationally. Applicants are invited to visit their booth in hall 11.3 during IDS, Enlighten said.

Besides its line of whitening solutions, the London company also manufactures advanced oral care products including toothpastes and desensitisers.

ENLIGHTEN SMILES, UK
www.enlightensmiles.com
Hall 11.3 Booth B080

Show Preview IDS Cologne 2013

Dental professionals all over the world have been using Temrex products for over 85 years. Reliable, dependable products for restorative and cosmetic dentistry. See us at IDS Booth K068

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www.temrex.com

AD
**SULZER MIXPAC TO ATTEND AT IDS FOR THE FIRST TIME**

An event as large as the IDS gives exhibitors the opportunity to present their latest innovations. It also brings a large number of manufacturers and users together for a few days which makes it an ideal forum not only for exchanging useful tips with others but also discussing burning issues such as counterfeiting in dental manufacturing.

One of the topics Sulzer Mixpac will be addressing at its booth in hall 3.2 is the hazard of the mixing tips being passed onto unknowing users. On top of the financial damage that counterfeiting and product piracy can cause, it can also be potentially dangerous to both purchasers of forged dental products and patients. The Swiss manufacturer of multi-component systems for mixing, metering and dispensing said Sulzer added that in the same way that banknotes need to be clearly marked, it is vital to have a clear indication which products are originals.

Sulzer’s Mixpac mixing tips are two-component static mixing solutions for dental applications having characteristic shapes and colours which are brands of Sulzer. They are exclusively produced in the company’s automated factory in Haag, Switzerland, and can be identified by the Mixpac label stamped at the top bevelled edge of the tip. According to the company, the mixing tips are still exclusively produced in the company’s automated factory in Haag, Switzerland, and can be identified by the Mixpac label stamped at the top bevelled edge of the tip. According to the company, the mixing tips are still.

Sulzer Mixpac is attending the International Dental Show for the first time this year. Visitors are invited to visit its booth in hall 3.2 and pick up a free Sulzer Mixpac stress ball.

**INTRA-ORAL WELDING TO IMPROVE IMPLANT SURGERY OUTCOMES**

Recent studies have demonstrated that it is possible to successfully rehabilitate the edentulous atrophic maxilla with a fixed, definitive restoration supported by an intra- orally welded titanium framework that is attached to axial and tilted implants on the same implant surgery. The relatively new concept is based on fusion, also called “Syn-crytalisation”, a process characterized by the union of two metallic surfaces through the sharing of atoms forming a crystal lattice in the welding spot.

According to International Implant Company, the Verona company behind the concept, this rigid fixation reduces the mechanical stress exerted on each implant and prevents the risk of micromovements in relation to surrounding bone which has a significant impact on the peri-implant tissue responses during immediate implant loading.

Owing to this immobility of the implant, treatment time for immediate temporisation at stage one surgery and costs can be reduced while resistance and durability of the prosthetic frame work can be improved, the company said.

The fusion is achieved through the use of the I.O.W. device which applies mechanical pressure and an electrical current simultaneously up to the core fusion. Visual and acoustic signals are indicating when the welding process is performed and concluded.

The device offers a user-friendly LCD-TFT touchscreen display and customizable settings for the weld- ing power. The fusion clamp is autoclavable.

**INTERNATIONAL IMPLANT COMPANY, ITALY**

A.B. DENTAL DEVICES LTD. www.internationalimplant.com

Hall 6.1 Booth C090

**US COMPANY BEUTLICH PITCHES AT IDS**

Since HurriCaine was introduced into the medical and dental markets over 40 years ago, dentists and medical professionals around the world have built better practices by easing their patients’ pain, according to the manufacturer Beutlich Pharmaceuticals. The company also states that its topical anaesthetic containing 20% Benzocaine was the first of its kind, and remains the highest quality choice in the dental and medical marketplaces.

Beutlich’s latest addition to its top product line is HurriCaine ONE, a non-aerosol unit dose topical anaesthetic spray that is said to virtually eliminate adverse events resulting from preventable medication errors.

The company now offers additional premium products that are supposed to address challenges in oral and medical health care, such as the HurriReal dermis desensitisation HurriView and HurriView II plaque disclosing Snap-n-Go Swabs, Beutlich pH paper, HurriBRK periodontal anaesthetic starter kit, as well as CSDTWO lucrative augmentation and PeriC-C vitamin supplements.

Beutlich Pharmaceuticals has launched a high number of effective dental and medical products for pain management and preventative care since 1974. The products of the family-owned business are distributed in North American markets and around the globe. They will be on display at this year’s International Dental Show in Cologne.

**BEUTLICH, USA**

www.beutlich.com

Hall 4.2 Booth L076
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**Session 2**
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Organisers
Dentsiloferung der Deutscher Industrie, the commercial entity of the Association of German Dental Manufacturers (VDDI)

Koelnmesse
Exhibition opening hours
- 12-16 March 2013

Admission online
- 1-day ticket: €13.00
- 2-day ticket: €25.00
- Season ticket: €32.00
- 1-day ticket for students/special ticket for children accompanied by adults: €7.00

Admission on site
- 1-day ticket: €16.00
- 2-day ticket: €32.00
- Season ticket: €42.00
- 1-day ticket for students/special ticket for children accompanied by adults: €8.50

IDS app
With an offline search, interactive hall plan, personal checklist and other interesting information regarding IDS 2013, the IDS app allows visitors to plan their trip at any time and from anywhere, according to Koelnmesse. Other services include a product database, information about the fairground, as well as integrated access to Business Matchmaking 365, a service that aims to bring visitors and exhibitors together even before the show. The app is free and can be downloaded from the iTunes Store and Google Play.

Press and media
Free copies of the daily international daily show newspaper will be distributed on site and provide visitors with the latest from IDS 2013, new products and things to do in Cologne. Daily news updates, photographs and videos in English will also be available online at www.dentaltribune.com.

Passport and Visa
Owing to the Schengen regulations, nationals from a country of the European Union do not require a visa to enter the Federal Republic of Germany. All other foreigners require a visa for stays in the country. A visa is not required for semi-annual visits of up to 90 days for nationals of those countries for which the European Union has abolished the visa requirement. A current visit is available on the website of the Federal Foreign Office at www.auswaertiges-amt.de/en/.

How to get to Cologne
Cologne’s Bonn airport is served by most European and international airlines. With more than ten million passengers per year, it currently ranks number six in a nationwide comparison of passenger statistics. As official airline of IDS 2013, Lufthansa is offering visitors reduced rates for flights from over 250 cities in around 100 countries to the airports in Cologne, Düsseldorf and Frankfurt/Main. In order to make use of the discount, users must visit www.lufthansa.com/meetingsevents and enter the code “DEZLY”.

Visitors planning to travel by train can take advantage of the discount-up fare offers by Deutsche Bahn (www.bahn.com/ev/).

Airport transfer
Reaching Cologne by taxi (stand located at Terminal 2) costs between €25 and 35. A less-expensive alternative is the urban train (S-Bahn), which departs regularly from the InterCity Express railway station in Terminal 1. With their IDS ticket, exhibitors and visitors can use these trains and urban trams on the local public transportation network of the Rhine-Sieg Transport Authority (VRS), which only accept cash. Banks, restaurants, petrol stations, Maestro cards, however, are accepted almost everywhere, with a few exceptions, like newspaper stands, bakeries and fast food restaurants, which only accept cash. Banks are open from 8.30 to 16.30 on weekdays.

Banking and currency
As a member of the European Union, Germany uses the euro as legal tender. The exchange rate is about 0.674 to the US dollar (as at 10 February 2013). Credit card usage is still low compared with other European countries and limited to larger department stores, hotels, restaurants and petrol stations. Maestro cards, however, are accepted almost everywhere, with a few exceptions, like newspaper stands, bakeries and fast food restaurants, which only accept cash. Banks are open from 8.30 to 16.30 on weekdays.

Medical insurance
Although the German health care system has declined slightly recently, the country still has a high standard of medical care. Emergency treatment, however, can be costly and therefore travel health insurance, which is offered by most insurance companies, is highly recommended.

Weather
While average temperatures in Cologne range from 11 to 2°C (51–28°F), the weather in March can be very unpredictable. As spring starts on 20 March this year, warm clothes and rain gear are necessary when visiting the city.

Links
- www.airtravellink.com
- www.cologne-tourism.com
- www.dental-tribune.com
- www.dental-tribune.com
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