“IDS has great international representation”

An interview with Stanley M. Bergman, Chairman and Chief Executive Officer of Henry Schein

Mr. Bergman, what do you enjoy personally about being here in Cologne for the world’s largest dental fair, the IDS 2011?

It is always wonderful to come to Germany for IDS. It is a terrific opportunity for me to meet with many of our long-time supplier partners here, many of whom have German roots and a long history in this country. At the same time, as the world’s largest dental fair, IDS has great international representation and provides a wonderful opportunity to connect with our supplier partners and customers from around the world.

Why is the IDS 2011 important for Henry Schein, particularly considering the global expansion of your business?

Henry Schein is rapidly expanding our business around the world. Our first European operations were established just two decades ago, in 1994, and now one international business represents more than a third of Henry Schein’s total sales. IDS provides a terrific opportunity for Henry Schein to connect with our valued supplier partners to discover new partners, and to share our latest products and services with our customers and other visitors from all over the world.

With a company as large and rapidly expanding as Henry Schein, how do you maintain a personal, individualized approach with your customers?

Providing excellent customer service is behind everything we do. We focus on professional development training for all Team Schein Members geared toward listening to customers’ unique practice challenges and needs, and offering innovative and tailored solutions. With our global expansion, we believe it is essential to ensure that we understand and respond to the unique needs of each customer in every local market.

Can you tell me a bit about Henry Schein’s German Dental business?

Henry Schein is the market leader in Germany and across Europe. As our largest market outside of North America, our valued customers in Germany are served by our largest field sales and technical service team. We have more than 1,000 Team Schein Members at Henry Schein Dental, 38 Henry Schein Dental locations and 17 University shops, and we just recently opened our new headquarters in Langen. We are proud to offer a broad selection of equipment and consumables and the extensive services of consultants, technical specialists and technicians to dental practitioners, laboratories, and clinics throughout Germany.

What trends and innovations are you most excited about at IDS this year?

Technology-driven products like digital X-ray, CAD/CAM, dentals lasers, 3-D imaging systems, practice management software systems, and electronic medical records are the future of the dental market. These products will enable dental practitioners to streamline the efficiency of their practices while continuing to provide high-quality care to patients. There are also some exciting trends and innovations in laboratory technologies, and we expect to see that at IDS as well.

And specifically, why is it worthwhile for your customers from all over the world to visit the Henry Schein booth at the IDS 2011 in Cologne?

We very much look forward to displaying the great quality and selection of Henry Schein’s own brands at our two booths at IDS. At Hall 10.2, booth L040, M048 and M049; and at Hall 4.2, booths M050 and N060. We are also very excited to unveil a new design of our booth.

The new design of our booth is focused on providing the most customer-friendly and comfortable environment for our visitors to learn more about Henry Schein Cares, our global corporate social responsibility program, and to learn about our social outreach activities to enhance access to care and “help health happen” for underserved populations around the world.

Thank you very much.
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Oliver Brix, Dental Technician, Germany.

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Bendererstr. 2 | FL-9494 Schaan | Liechtenstein | Tel.: +423 / 235 35 35 | Fax: +423 / 235 33 60
MRC provides education for a healthier future

Myofunctional Research Co. (MRC) has been developing innovative intra-oral appliances to treat the causes of malocclusion and TMJ disorder for all ages of growing children since 1989. At IDS 2011, the company will demonstrate practical and cost-effective means of delivering advanced myofunctional correction for every child.

However, MRC is developing more than just orthodontic appliances. In 2009, their MRC Clinics was launched which provided the industry with a totally new way of treating myofunctional habits in growing children for better dental alignment and facial development. It also offered a profitable and more cost-effective solution to the problems and limitations of traditional treatment methods orthodontists and their tendency to failure in the long-term.

In addition, the company has a strong focus on advancing knowledge through developing educational materials on the importance of correcting myofunctional habits in children as early as possible. The main goal is not just straightening teeth without braces but to make a lifelong positive impact on their development and health, the company says. They say that this dedication to delivering quality educational materials is a crucial part of their role as an active educational company.
Laser Dentistry: The Fine Art of Laser Dentistry

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The Fine Art of Laser Dentistry
For years, dentistry has not only been focusing on ensuring that the oral cavity of patients functions correctly, but also to establish a perfect balance between functionality and appearance. In fact, an increasing number of patients visit their dentist not only to resolve their functional problems but to eliminate aesthetic discomfort caused by dissatisfaction with their smile.

Many current tooth whitening techniques allow satisfactory aesthetic results, however, the time span that is needed to apply these techniques can cause discomfort for the patient, as well as tooth dehydration or hypersensitivity to temperature. On average, patients have to keep their mouth open at least 15 minutes from the moment on the whitening process begins.

Due to special photosensitizers, BlancOne® a tooth whitening gel supplied by Italian manufacturer International Dental Supply, is said to activate in less than 20 seconds reducing the possibility for dehydration and hypersensitivity. According to the President of the Italian Society of Oral Hygiene Science Dr Anna Maria Genovesi, as the tooth remains perfectly hydrated, the whitening effect is stabilizing without colour alterations which means that chromogenic-free diets following the treatment are not longer required.

This product can also have benefits for prosthodontists who have to measure the chromatic value of teeth that has just been whitened in order to reconstruct adjacent teeth. With BlancOne® it is no longer necessary to wait until whitened teeth have rehydrated and the prosthodontist can begin working as soon as the whitening treatment has been completed, they say.

In addition to the reduction of chair time, dentists are also able to use any lamp that delivers 800 mW/cm² (such as the LED lamps commonly used in the office for restoration work) for activation of the formula. As it is photothermochromic, the BlancOne® gel changes from orange to white when activated to show the operator exactly when the whitening process is completed.

For this innovative whitening treatment at the BlancOne® website. The product will also be on display at IDS 2011 in hall 1.1 at booth B072.

INTERNATIONAL DENTAL SUPPLY www.blancone.it
Hall 1.1, Booth B072

BlancOne® opens new photodynamic frontier in teeth whitening

Narrow-Body Implants line presented by Dentatus

With a comprehensive line of Narrow-Body Implants, Dentatus AB from Sweden aims to advance the field of implantology at IDS. According to the company they were ideal for patients who have limited interdental spaces, insufficient bone levels that require otherwise lengthy bone augmentation procedures, or financial constraints.

The recommended surgical techniques allow minimal invasive flapless placement and immediate loading. This minimizes post-surgical swelling and dramatically reduces the total time of treatment.

These implants can solve the time and money problems for most patients who otherwise will not proceed with the treatment, the company says. In addition to excellent patient satisfaction, clinical and histological studies of the Dentatus Anker and Atlas Implant Systems have reported excellent bone adaptation and high survival levels—creating great health care treatment opportunities for dentists.

Atlas Denture Comfort Implants were designed for the stabilisation, cushioning and passive retention of partials and complete dentures. With the TUP LINK silicone relines, dentures are retained without housings, o-rings or adhesives.

Anchored body narrow implants are designed to fit in cases where there is limited space, complex root or narrow ridge. The system utilizes the only screw-retained narrow body implant system for strong, definitive retention. Patients receive a fixed restoration at time of placement which is adapted to a final crown after the osteointegration period.

Implants for both systems are available in 1.8, 2.1 and 2.4 mm diameters with thread lengths of 7, 10 and 14 mm. The systems are CE marked and FDA approved for long term use and for any length of time as decided by the healthcare provider.

Dentatus arranges hands-on courses for the Atlas and Anker Implant Systems in different countries during the year. More information about these courses and how to sign up are available at the company’s website or at their booth in hall 10.1 at IDS.

The new sinus retractor from Kohler, a German company, was designed asymmetrically, consequently there is the R-version for right and the L-version for left. It is also suitable for retraction in the anterior region, therefore, only these two instruments are necessary for the complete upper jaw.

During lateral sinus window preparation, this new instrument secures the mucoperiosteal flap by holding it through “shark teeth.” Therefore, pressing the retractor firmly against the jaw bone is no longer necessary. This also benefits the lifting the sinus membrane and bone augmentation with or without simultaneous implant placement, the company says. In addition, the shape of the instrument end prevents the instrument from sliding into the sinus window. Only moderate retraction force is required from the assistant due to an anatomically-shaped handle.

Köhler’s paralling guide is used for aligning 2 or 4 intertransoral implants in the edentulous mandible to the centroids. A hole is drilled in the middle of the mandible using a pilot drill, which is easily aligned to the median plane. The distance to the middle can be accurately transferred to the opposite side by swiveling the fitted paralling guide.

At IDS, Köhler will also showcase newly designed cheek retractors, containing two sides and one front retractor. They can be equally used for the upper and lower jaw. Similarly to the company’s sinus contractors, a handle allows safe grip and ensures the assistant needs only moderate retraction force.

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NEW

www.scican.com

HALL 10.2, BOOTH T20 U29

Dentatus, Sweden
www.dentatus.se
Hall 10.1, Booth K050

Köhler Medizintechnik, Germany
www.kohler-medizintechnik.de
Hall 10.2, Booth L029
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The differences in our adhesives allow you to choose one or both systems, depending on the technique and approach that best suits your bonding needs, without sacrificing exceptional performance. **Call to order these outstanding, value-priced adhesive products today!**

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Pentron to advance restorative dentistry with new products

Dental X from Italy—
The sterilization company

Dental technicians have a plenty to look forward when coming to IDS 2011. With the new product line SHERA eco mill 45, 50 and 80, the German specialist for dental laboratory products SHERA is presenting new CNC milling machines that are supposed to be very economical. According to the company, these small devices are easy to operate and work much more precise due to SHERA digital, a new software developed especially for the needs of dentists. SHERA digital is part of an open system and requires no licence or other fees for the digital milling machines.

In addition, the company is introducing ACETAL, acrylic for the digital milling of long-term restorations which is good news for patients with allergies. Up to now, CAD/CAM in dentistry has been restricted to zirconium oxide, PMMA acrylic, wax, non-premixed alloys or composites.

Mojo Veneer Cement, a light cure, aesthetic cementation system designed for use with porcel- lain, ceramics and composite veneer restorations, is the latest in adhesive technology from Pentron Clinical. It has no detectable shade shift and offers try-ins that consistently match the polymerised cement, the company says.

SHERA says to dispose the exclusive distribution rights for the new ACETAL blanks.

Visitors who come by the company’s booth in hall 52 will be able to buy a wide range of merchandise around the class IV store SHERA-RAD-ROCK cult brand including shirts, caps and cups, the company says. Delicious wine from well-known wine-makers will also be on sale. Sweepstakes competitions in the course of SHERA’s IDS campaign “Plug and Play” will lure with attractive prizes like an HD-ready plasma TV screen, a walk-on TV style or tickets to a TV show, as well as a Rotary night for the whole laboratory team amongst others.

SHERA offers new products for dental technicians, holds sweepstakes at IDS

SHERA says: “We benefit patients alike to other restorative materials.”

ENDOAce®, the ideal all-in-one Endo Motor

- **ENDOAce®** is an endo motor with torque and speed control and integrated apex locator. It is compatible with all NiTi systems currently available on the market. The ideal all-in-one.
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HALL 10.2 BOOTH T20 U29

Show Preview IDS Cologne 2011
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“When we began looking at cone beam systems, medical CT scans were our gold standard. After several months of evaluating various systems, the PreXion 3D CBCT was the only one that provided us with the same high quality images as a medical CT, with much less radiation. That truly was the deciding factor in our purchase decision.”

Edward S. Katz, DDS
Periodontist, Providence, Rhode Island

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Hall 02.2
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SHOFU equips Minimally Invasive Cosmetic Dentistry (MiCD) concept

Dental implantology made easier by GEASS

Among the way systems many benefit is Synthegra, the new developed mimetic clean implant surface with pre-established geometry for improved osseointegration. The laser treatment is distributed uniform on a micrometric level over the whole of the implant to prevent the transportation of contaminants.

According to the company, way makes it possible to facilitate the learning curve, reduces the surgical time and minimizes the costs for dental implants.

For more than 20 years, Simbios has never missed the most important international dental exhibitions. At IDS, the Export Promotion Group Consor- tiun from Italy will present the complete range of dental products and applications from their member companies and give visitors the opportunity to learn about the latest developments in dental technology and equipment.

Founded in 1989, Simbios aims to promoting its member companies’ products abroad and supporting with international market contacts by offering foreign buyers a wide range of dental products and applications. Nowadays, the company is successful in foreign dealers as a single partner offering foreign buyers a wide range of dental products and applications including implant systems, coating lamps, dental study devices, furniture for dental surgeries and laboratories, dental units, compressors, aesthetic treatment, dental alloys, dental attachments, high-speed turbines, micromotors, coupling systems, hoses and curing lamps.

It is incorporating a number of dental specialist companies such as BAB Dental, Edereko, Euro C.A.D., Collofimetal, Hiwa-Friese Suiza Italia, OMEG, Rhein/83 and Unica Dental.

According to Simbios, their member companies are distinguished by the same work philosophy to high quality standard products and customised technical solutions. Over the years the collective Simbios strategy and the innovative spirit of its members have proven to be successful and the group has gained a leading position not only in the domestic and European markets but also internationally.

www.shofu.de

Simbios Group consolidates Italian quality at International Dental Show

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Simplicity is the real innovation

- Only one sterile NiTi instrument per root canal in most cases
- Decreases the global shaping time by up to 40%
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- Single use as new standard of care

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HALL11.2 • K028 • K030
W&H presents the best in dental LED technology at IDS

With the new Sorbet oral health line for professional hygienists

Sorbet complete oral health line for professional hygienists

One hundred and twenty years old but young at heart—this is how the Austrian dental manufacturer W&H is presenting itself at its anniversary. In 2007, the family-run company was the first worldwide to integrate ster- ilizable light-emitting diodes (LEDs) in rotating dental instruments.

Introduced last year, LED maximum technology (LED+) is featuring optimal colour temperature and constant light quality, the highest human rating as well as the ability for complete sterilisation. It also comes with the highest colour rendering index on the market (over 90) which the company says creates a relaxing working environment due to high-contrast natural colour rendering.

LED technology is available in W&H’s new Syncro turbines, Alegra contra-angle handpieces, and the company’s surgical straight and contra-angle handpieces.

As the longest-standing manufacturer of dental handpieces and turbines in the world, W&H is renowned for the outstanding quality of its products and social awareness. By supporting SOS Children’s Villages, W&H has been aiding an independent international social development organisation for disadvantaged and orphaned children founded by Hermann Gmeiner in Innsbruck, Austria, in 1949.

The company will be supporting the SOS-initiated family strengthening programme in Kakiri, Uganda, as well as many small-scale more nation- al causes during its anniversary year. Finances for the programme are guaranteed for over two years, the company says.

W&H, AUSTRIA
www.wh.com
Hall 10.1 Booth C010–D011

Sorbet fluoride gel is currently the best tasting 60 second Acidulated Phosphate Fluoride Gel on the market. It has no bitter aftertaste and comes in many classical flavours (Mint, Cherry, Strawberry) as well as new exotic ones such Cotton Candy, Mango Smoothie or Marshmallow. With approxi- mately 160 single-arch applications per bottle the gel is also very economical, the company says.

Sorbet fluoride from Keystone contains 1.23% Fluoride Ion and no gluten, therefore, it is suitable for patients with allergies. Due to its thioalumina formula that makes the gel viscous, it will not run during treatment to prevent patient from gagging. The gel is also available without dye.

Keystone’s Dental Resources is a division of Keystone Industries, a US-based manufacturer of dental products. Besides dental hygiene products, the company also manu- factures and distributes a wide range of products for dental prac- tices and laboratories such as den- tal abrasives, lab sundries or curing equipment.

KEYSTONE INDUSTRIES,
USA
www.Keystonind.com
Hall 10.2 Booth T033

The way forward in implantology is All Italian!

Choose surgical ergonomics and restorative freedom. Get the best out of your team, your time and your money and to put a smile on your patients’ faces. Choose our implant philosophy: 1 protocol, 3 connections, numerous restorative solutions and the first biomin- metic surface for perfect osseointegration.

To sum it all up way MILANO internal connection, way ROMA transmucous connection, way VENEZIA external connection

The winning idea is
Danville Materials is a group of chemists, dentists, scientists and engineers trying to improve dentistry through better, faster and easier to use products at great prices. Since we manufacture our full range of products, we can support you, the dentist with highly consistent, unique and reliable products. Stop by our booth Hall 10.2 Aisle T No: 048 and see the many new products we are introducing during the IDS 2011. To catch a quick view, visit our website and click “IDS 2011”.

If you’re a dealer looking to increase your product range or upgrade an existing product line, why not plan a visit to our booth. To reserve a meeting time, please visit our website and click “IDS 2011”.

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Danville’s new Prep-
Start H2O Air Abras-
sion System sprays a
conical mist of water
around the air-abra-
sive stream to capture
the dust. It is available
for all existing Prep-
Starts and can easily
be retrofitted to a clas-
sic PrepStart system in about 30 min-
utes, the company says.

With PrepStart H2O, the air pressure,
abrasive and water flow can be easily ad-
justed for ideal clini-
cal use. The water se-
luctor switch allows
use with or without
the water spray. Ei-
ther 27μ or 50μ alu-
minum oxide can be used. Water is
easily added to the removable tank.

Placing the filled tank in a microwave
for up to 60 seconds will bring the
water to 46 °C, a temperature which
has been reported to enhance patient
comfort. According to the company,
cutting performance is not reduced by
the water. A hot pedal provides instan-
taneous on/off control.

Tip sizes are available in .48 mm
and .38 mm (.019” & .015”). Nozzles are
easily interchangeable and both hand-
pieces and nozzle are steam auto-
clavable. As the PrepStart is powered
by a simple air connection, the device
contains no electronics nor requires
any electrical connections. The unit
operates at 4 to 8 bars (60 to 120 psi).

PrepStart H2O comes complete
with a handpiece, .48 mm nozzle,
air lines and 27μ aluminum oxide. Instructions provide details on use
and clinical suggestions.

Air abrasion, which does not mi-
acrofracture enamel, is one of the most
conservative treatments. The method
allows prepping into dentin with little
discomfort, so that anesthesia is rarely
needed. It also simulates and eliminates
the whine and vibration of the drill.
According to the company, dentists
can treat multiple quadrants in one
appointment and with one diagnosis
as there is no need to wait for anesthe-
sia to take effect.

Neoss Implant System

The implant system from Neoss
comprises implants and abutments
for all treatment protocols. It features
a geometry that combines both thread cutting and
thread forming features (TCF) as well as a bimodal
surface that is ultra-clean
and highly wettable—a pre-
condition to successful os-
seointegration. According
to the company, there is only
one screwdriver connection
for all components and
only one platform for all
implant diameters.

Neoss Abutments
serve the production of individual gold and
titan abutments as well as scaffoldings with by machine made
precision fit for cement
and screw retention.
These are available for
single crowns and tele-
scope crowns or bridges.

The implants are
available in 5 diameters
and in lengths of 7 to
17 mm and suitable for
all osseous qualities, the
company says.

Neoss is a developer of dental
implant solutions founded by doctors
Neil Meredith and Fredrik Engman in
the year 2000. The company claims to
have created one of the most ratio-
nalised and flexible implant systems on
the market. Based in the UK, the com-
pany has subsidiaries in Australia,
Germany, Italy, Sweden, New
Zealand and the United States. They
are firmly committed to education,
research and learning.