IDS—34th International Dental Show · Cologne · 22–26 March, 2011 Sonderausgabe · Special Issue

IDS 2011: another record breaker for dentistry
More than 10,000 visitors expected to attend the world’s largest dental show in Cologne, Germany.

Visitors of this year’s IDS in Germany should probably schedule more time to get hands on the latest advancements in dentistry. After the record breaking show in 2009, the number of exhibitors has increased again due to more foreign companies showing interest in becoming a part of the world’s largest dental trade fair, the organizer Koelnmesse told today international.

The company expects over 1,800 dental companies from 54 countries to attend the exhibition. Due to the high demand, Hall 2 will be opened for companies and visitors for the first time, they said.

The additional requests for trade fair attendance mainly comes from companies active within the fields of implant restorations and digitalization. The number of companies exhibiting CAD/CAM system, for example, has increased by over 40 per cent compared to IDS 2009.

“The great level of participation from all over the world is attributable to the fact that the International Dental Show is the leading trade fair for the entire international dental world,” Oliver P. Kuhrt, Executive Vice-President of Koelnmesse GmbH, summarised the exhibition concept.

According to Kuhrt, online business services will enable IDS visitors and exhibitors to get in touch with each other before the start of the show and during the exhibition center in Cologne, Germany, from 22 to 26 March 2011. In addition to the dental exhibition, there will be a substantial specialists programme supported by manufacturers, the German Dental Association and the Association of German Dental Technicians’ Guilds. Advance sales tickets ranging from €7,50 to €13 are still available online on the Koelnmesse website (www.koelnmesse.de).

The 34th International Dental Show will be taking place at the Cologne exhibition center in Cologne, Germany, from 22 to 26 March 2011. In addition to the dental exhibition, there will be a substantial specialists programme supported by manufacturers, the German Dental Association and the Association of German Dental Technicians’ Guilds. Advance sales tickets ranging from €7,50 to €13 are still available online on the Koelnmesse website (www.koelnmesse.de).

TBR PERIOSAVE—Protecting the periodont with an anti-bacterial shield
An interview with Julien Benhamou, CEO of TBR, about the company’s new implant system

During the International Dental Show 2011, TBR Group will present its PERIOSAVE implant system which guarantees an anti-bacterial protection of the periodont and the clinical requirements of more than 20,000 TBR users worldwide.

Mr. Benhamou, how does the PERIOSAVE system protect the patient from peri-implantitis risks?

We decided to come back and focus on the basis of dental implantology which is to offer the patient a durable implant with the lowest risk of infection. Indeed, studies have proved that 9 to 14 years after implant placement, a risk of peri-implantitis occurs in 16 per cent of cases. A progressive loss of cortical bone happens which threatens the stability of the implant (Roos-Jansåcker et al. 2009).

To avoid peri-implantitis, and to provide a real anti-bacterial global protection for the implant, we have decided to study and develop several ranges of PERIOSAVE implants giving an answer to this main concern. For every indication, we propose an implant solution that provides security with antibacterial safety and patients with a real aesthetic solution.

The proposed implant solution must be adapted to the patient’s anatomy and not the other way around. The dentist will be in a position to select the implant type according to the clinical case.

Can you give us a short introduction to the PERIOSAVE implants lines?

Based on scientific studies, the PERIOSAVE systems are peri-implantitis-free according to the Roos-Jansåcker et al. (2006). The implant is a real anti-bacterial solution. The patient is protected in his lifetime.

Many products will be on display at IDS 2011. Get an overview about what the world’s most innovative companies have to offer.

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DENTAL SYSTEM™ will be demonstrated live at IDS 2011 in Cologne, Germany in March.
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An interview with Julien Benhamou, CEO of TBR, about the company’s new implant system
“IDS is the premier showcase for innovation in the global dental industry”

An interview with Oliver P. Kuhrt, Executive Vice President Koelnmesse, and Dr Martin Rickert, Chairman of the Association of German Dental Manufacturers (VDDI)

Dr Martin Rickert: I do not anticipate any effect at the IDS as the premier showcase for innovation in the global dental industry. You see, dental professionals have to deal with complex solutions and applications that go beyond the news value of common consumer products and, therefore, innovations for practice and laboratory do not lose their appeal once they have been released.

The decision whether and how to incorporate new methods into our own businesses is based on how deep we are willing to look into it. Overall, IDS still offers the most comprehensive overview of innovations for dentists and dental technicians.

The last IDS saw an increased number of Asian manufacturers. Will we see any new country participations this year?

Oliver P. Kuhrt: According to the latest exhibitor survey there will not be any new joint country participations. The markets with the largest exhibitor coast are traditionally Germany, Italy, South Korea, Switzerland and the United States. In addition, we will also be welcoming companies from countries like Argentina, Australia, Brazil, Bulgaria, China, Japan, Israel, Pakistan, Russia, Spain and Taiwan.

At IDS 2009, the focus was on implant solutions and CAD/CAM technologies. Will this trend continue in 2011?

Dr Martin Rickert: We expect a lot of new products and trends in 2011 but digitalisation will definitely be the forerunner. This field, ranging from high quality impression scans to milling processes of different, new dental materials, is increasingly becoming important.

Implantology has been a booming segment for years and smaller and shorter implants have been launched over time. Even teeth that show high levels of decay can now be restored to their former functionality for many years to come. In endodontics, the effective cleaning of root canals remains one of the most important topics.

In regard to new business models, the cooperation between laboratories, distribution centres and the industry comes into mind. Nowadays, the single-man laboratory can almost offer the same portfolio as laboratories with much larger manpower. Digital imaging allows specialised centres to offer small practices the whole spectrum of diagnostic services.

What product segments are showing high prospects?

Oliver P. Kuhrt: We experience growth in many dental fields which is basically a result of manufacturers extending and complementing their product offerings with promising new products and solutions. The most prominent segments will probably be dental implants, prophylaxis, dental hygiene, cosmetic dentistry and CAD/CAM. However, we also observed growth in the field of dental practice equipment and functional systems for dental laboratories.

The worldwide economy is recovering fast. Have you experienced similar developments in the dental industry as well as the trade show business?

Dr Martin Rickert: The steady demand for dental services by patients confirms that the willingness to sustain their health has not been negatively affected by difficult economic circumstances. Most people know that investments in their health are investments in their quality of life and, last but not least, in their own future.

Due to the recession, the US dental industry has been struggling recently. Do you think this could have an effect on the position of IDS as the world’s largest dental trade show?

Dr Martin Rickert: The undisputed position of IDS as the world’s leading dental trade show is a result of a continuing target-oriented strategy of the German dental industry and its partner Koelnmesse. The strong presence of foreign exhibitors and visitors is creating an atmosphere of global awareness that makes the IDS what it is today, an international dental market place that is independent of temporary or local economic developments.

Will the first day of the trade show be dedicated to dental dealers and importers?

Dr Martin Rickert: Definitely. According to most exhibitors and international dealers I spoke to, the “Dealers Day” on Tuesday has been received very well in the past. Most industry representatives appreciate the fact that specialists are available non-stop for business contacts and negotiations during that day.

What else can be expected from this year’s edition of IDS?

Oliver P. Kuhrt: In addition to halls 3, 4, 5 and 11, we are going to open hall 2 with an additional exhibition space of 143,000 sqm this year. Due to this measure, all exhibition halls are now located next to each other and are easily accessible through the South, East and West entrances to IDS. The co-operation between laboratories, distribution centres and the industry is based on how deep we are willing to look into it. Overall, IDS still offers the most comprehensive overview of innovations for dentists and dental technicians.

Thank you for this interview.

About the Publisher

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Thank you for this interview.
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More and more German dental equipment is exported to Asia, new figures released by the Association of German Dental Manufacturers have revealed. According to the latest member survey, 40 per cent of all manufacturers reported an increase in sales in that region in 2009. Less growth was observed in Western Europe and the US, the two main markets for German dental equipment. Total German dental exports fell by almost 10 per cent last year due to the ongoing financial economic turmoil in most parts of the world. At the same time, domestic sales increased by 2.5 per cent to over €1.62 billion. Germany currently exports over 50 per cent of its domestically-fabricated dental equipment abroad.

VDDI chairman Dr Martin Rickert commented that the tense situation in the global economy has significantly affected consumer behaviour and willingness to invest in new equipment. Submarkets have also shown mixed results during the course of the year. He added that despite the slow economic recovery, expectations for exports in 2010 remain positive with the growing interest in aesthetic-driven solutions and increasing standards of living in emerging countries like Brazil, Russia, India or China accelerating demand.

Most major dental markets in Europe achieved growth rates above 3 per cent last year, the 2010 report by the Association of Dental Dealers in Europe (ADDE) in Switzerland has revealed. France had the highest growth rates in 2009 with 20 per cent, followed by the United Kingdom (7.4 per cent) and Germany (3.2 per cent).

Despite being the second largest manufacturer of dental equipment in Europe, the market in Italy shrunk by 5.9 per cent, according to the report. The total sales volume shows—despite of almost worldwide economic turbulences—an increase of 2.8 per cent, as reported by the 2010 Dental market report, published by ADDE, in coordination with FIDE.

The report also showed that sales for dental units and equipment grew by 5.3 per cent, while sales of consumables remained steady. While the market for laboratory equipment increased slightly, sales of CAD/CAM units did not show any significant growth.

In general, the data indicate a slight increase of the number of practicing dentists over Europe (+0.4 per cent), while the number of dental laboratories declined by 1.7 per cent. The total sales volume shows—despite of almost worldwide economic turbulences—an increase of 2.8 per cent, as reported by the 2010 Dental market report, published by ADDE, in coordination with FIDE.

The report can be purchased for €260 through the Association’s website at www.adde.info.
PERIOSAVE implants offer a wide range of opportunities to our users. Available in five lengths (6, 8, 10.5, 13 and 15.5 mm), three diameters (3.5, 4 and 5 mm) and two heights of transgingival zirconia collar (1.5 and 2.5 mm), PERIOSAVE implants fully fit the expectations of surgeons. They can be placed directly with a contra-angle thanks to the Swiss-Clip connection, a very ergonomic design developed to simplify and fully control the implant placement session without any digital contact.

PERIOSAVE implants not only provide a comprehensive solution to the implant integration in tissues, thus ensuring their longevity, but they will open a new era of periodontal integration and protection of the periodontal tissues. The precious alloys of the ETERNA line by Legor Group are available in plates and in granules.

We offer three lines of PERIOSAVE implants covered with anatomical zirconia or titanium abutments specifically designed for a biological environment optimisation. As a result, a protection process is observed, similar to the one noted with the zirconia technology, and the new available biological environment allows the construction of an annular gum sleeve acting as a shield against periodontal bacteria attacks.

What is this?

The precious alloys of ETERNA line by Legor Group are available in plates and in granules.

The ETERNA line is composed of:

- **ETERNA P** - alloys for ceramic
- **ETERNA C** - alloys for rain
- **ETERNA U** - universal alloys
- **ETERNA S** - soldiers for precious alloys
- **ETERNA N** - Cr-Co, Ni-Cr, Ni-CrFe alloys and dedicated solders

**What differentiates the manufacture of your technology from your competitors?**

The TBR Group has decided to have an absolute control of its products quality and to guarantee a fully integrated production from the titanium bar to the final product. In our factory near Toulouse in France, we organise technical teams together with the best ERC (European Research Centres) machine manufacturers have used an exclusive milling technology with a 5 micron tolerance. Last October, we have celebrated the renovation of our factory with more than 500 TBR users who were able to get an experience view into the manufacturing process of an implant, starting from the raw material to its final packaging in a clean room.

**What makes TBR Group a unique company?**

For more than 25 years, the TBR Group aims at hitting the expectations of dentists. TBR products are imagined by dentists for dentists supported by experienced engineers in close collaboration with universities.

Always focused on users, our main concern is our users comfort. With that view we are focused in fighting against the perimplantitis disease and biological integration of our implants. To offer the best combination of solutions it is the crucial objective of the PERIOSAVE implants.

**What are the objectives of TBR for the next years?**

Nowadays, TBR Group is one of the largest French manufacturers of dental implants and one of the fastest growing implant companies worldwide. Our objectives for the next years are to build on our history that started more than 25 years ago and is based on core values such as innovation, customer satisfaction, the safety of our users.

What is this?

**The perfect shape for a precious dental alloy**

**The ecological alternative to plates**

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The ecological alternative to plates only, the precious alloys of ETERNA line by Legor Group are available in plates and in granules.
Digital technologies have been in the focus of researchers and developers in the industry alike for many years. Now they are beginning to increasingly shape the daily routines in dental practices and laboratories including aesthetic dentistry procedures. Once being a subspecialty, the field of aesthetic dentistry has made significant progress due to the introduction of new technologies such as electronic measurement systems and digital methods for producing highly accurate introral models. In particular, the diverse methods of CAD/CAM-supported design in dental restorations—especially with the use of zirconium high-strength ceramics—and layered or pressed ceramic veneers are now providing excellent solutions for patients that not only ask for highly functional but also aesthetic dental prosthesis. This applies especially to the precise forming of ceramic or metallic foundations for crowns and bridges, as well as to implant prostheses and associated ceramic or plastic veneers.

“Aesthetics in dentistry have continued to gain importance in recent years, as more patients ask their dentist how their teeth can be restored to both functional and aesthetic perfection,” explains Dr. Martin Rickert, Managing Board Chairman of the Association of German Dental Manufacturers (VDDI). He adds that in order to meet this strong demand for high-tech dental care more efficiently, users can now rely not only on conventional but also digital methods that make CAD/CAM-supported ceramic veneer techniques possible.

Among the latest versions of digital workflow are all-ceramics monoblock processes using CAD/CAM methods to make anatomically complete restorations from advanced materials like lithium disilicate or zirconium dioxide ceramics. Modern CAD/CAM veneering systems that allow to create a restoration with all anatomical details inside a virtual space and sub-divide it into two partial data records are currently provided by the dental industry. One of these datasets is used for the fabrication of the foundation from zirconium dioxide while the other is used to mill the pre-sintered veneer ceramic. This veneer can then be attached on top of the foundation, coloured and sintered.

Similar methods can also be applied to lithium disilicate ceramics, a material primarily used for the production of single and multi-unit dental restorations.

In addition to a comprehensive presentation of high-tech in dentistry, the International Dental Show will also provide a comprehensive overview of conventional techniques that continue to be useful in dental prosthetics. These include treatment methods using ceramics, precious metals or NEM alloys in their veneers—either processed in layer or in laminated forms. Simultaneously, plastics technology has also made progress in the development of aesthetically pleasing veneers. Innovative composite materials provide unprecedented abrasion resistance as well as the required colour fidelity for the creation of high-quality structural designs.

“Professional visitors from dentists’ practices and dental laboratories can look forward to the International Dental Show, the world’s largest trade fair for dental medicine and dental technology in Cologne from 22 to 26 March, 2011, as an excellent opportunity for gathering information from the exhibiting companies’ specialists, other experts and experienced users about the whole spectrum of aesthetic dentistry and especially the latest CAD/CAM methods for making perfect ceramic veneers and substruc-tures,” concludes Dr. Martin Heibach, CEO of the VDDI.
Surprisingly powerful, surprisingly colourful: LED+ at IDS 2011.
**CAD/CAM technology, the seed for a new kind of dentistry**

By Prof. Albert Mehl, Switzerland

**CAD/CAM thrives at IDS**

- Dentists and dental technicians who visit the next International Dental Show in Cologne in Germany will have more dental CAD/CAM systems at their disposal. According to preliminary figures of the organiser Koelnmesse, the number of companies planning to showcase their latest technology in this field has increased by almost 50 per cent. The last show in 2009 only saw 99 companies exhibiting CAD/CAM related products.

Digital processes are increasingly determining the day-to-day work in dental practices and laboratories due to increasing demand for dental prosthetic devices in most Western markets. In addition, prices for high-value materials like zirconia and ceramics have fallen significantly over the last two years. A 2010 report by the Canadian Millenium Research Group predicted the global dental CAD/CAM market to grow strongly through 2014 despite the economic challenges that dentists have to face because of the recession.

Prof. Albert Mehl, currently Guest Professor at the Centre for Dentistry and Oral Medicine at the University of Zurich, sees many advantages in the new technology. “The enormous potential of digital scanning has been recognised by the industry and thus is currently in heavy development,” he told today international. “As soon as quality and practicability have been demonstrated within clinical environments, amortisation will no longer be an issue.”

The upcoming IDS will prove that the time is ripe!
Global lab revenues projected to exceed US$14.5 billion by 2015

Increasing demand for dental prosthetics and purchasing power of baby boom generation are main factors for market growth

Dental X-rays linked to cancer

Long-term exposure to increase risk by 200 per cent

A joint research team from Kuwait and the UK has reported a link between dental X-rays and increased numbers of thyroid cancer. After factoring X-rays taken of 300 patients in a hospital in Kuwait, they found that men and women who had had up to four dental X-rays were more than twice as likely to have developed the disease than those who had never had any dental X-rays. For those patients who had had between five and nine X-rays, their risk rose more than four-fold. Although thyroid cancer is one of the least deadliest cancers, incident rates have almost doubled in recent years.

The findings are consistent with previous reports of increased risk of thyroid cancer in dentists, dental assistants, technicians and X-ray workers, suggesting that sensitivity of the thyroid to radiation is not necessarily related to direct irradiation of that organ but to any exposure to ionizing radiation. Besides thyroid cancer, significant risks have been also observed for leukemias and cancers of the breast.

The researchers warned that the results of their study “should be treated with caution” because the data was based on self-reporting by the participants and the fact that other factors could be contributing to the increase in thyroid cancer cases. Further research is required to confirm the exact effect of dental X-rays, the added.

“It is important that our study is repeated with information from dental records, including frequency of X-rays, age and dose at exposure,” Dr. Anjum Memon, Senior Lecturer and consultant in Public Health Medicine at Brighton and Sussex Medical School, who led the study, said. “If the results are confirmed, then the use of X-rays as a necessary part of evaluation for new patients, and routine periodic dental radiography, particularly for children and adolescents, will need to be reconsidered, as will a greater use of lead collar protection.”

Show Preview IDS Cologne 2011

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WE MAKE THE DIFFERENCE AND YOU’LL MAKE YOUR BUSINESS GROW!
The 34th International Dental Show will certainly take many of us by surprise with new methods and products. I guess, the one thing we are all waiting for is one of the big implant manufacturers to step forward and reveal the first implant based on zirconium oxide. While often introduced but never actually launched onto the market, full-ceramic implants are very suitable for aesthetic dentistry due to their high biocompatibility and colour. On the other hand, they also have to have custom yet individualized prosthetics and be resistant to long-term wear.

Let us take, for example, innovative implant surfaces and treatment concepts with angulated implants. Without these new developments and advancements that result in an ongoing improvement of medical products, less implant systems, surfaces and bone augmentation materials would be available today. Instead, implant dentists have now a range of specific surgical techniques and materials for different indications to their disposal.

This leaves both users and patients puzzled about the right choice and, first and foremost, product safety. Conditioned surfaces, for example, which have been hydroxylated with hydroxide ions shortly before insertion to provide more stability and improved osseointegration in the final healing phase are raising the question whether reliable clinical studies exist that determine that these special conditioned surfaces allow reduced healing times.

Another focus will be on biotechnological strategies for osteogenesis. Especially in the field of synthetic bone augmentation materials, the range of products is sheer endless. While some have been developed to function as a placeholder for new bone formation, other materials are supposed to replace autologous bone transplantations entirely. How proved and tested are new products — such as pig’s collagen matrix “from the blister”— which are supposed to replace autologous connective tissue grafts for recession covering and to achieve soft tissue augmentation?

Despite these technological developments in materials, electronics and computers are the new focal point of diagnostics and therapy in dental practice. The spectrum ranges from 3-D imaging and computer-assisted implantology to digital impression taking and automatic fabrication in dental laboratories. In diagnostics, there are many software companies by now that provide computer-assisted planning based on DVT-scans. At IDS, implant dentists will be on the look-out for software solutions that can process a majority of the established implant systems.

Opto-digital methods that do not require impressions and/or dental casts have been developed for CAD/CAM supported production of implant prosthetics. Chair side prosthetics with scanner in one session have been announced for IDS. According to the industry, dentists will be able to produce individualized components for aesthetics, for example, with these systems.

It is not easy trying to constantly achieve better results and shorter treatment times when working on such a high level and with success rates that are able to outdo any other field in medicine. It is biology that is still setting natural limits. Therefore, it is important to continuously educate dentists who are doing implants not only to let them benefit from technical innovations and new developments in materials but also to let them keep up with the well-being of their patients.

**"Electronics and computers are the new focal point of diagnostics and therapy in dental practice"**

By Christian Berger, President of the European Association of Dental Implantologists — BDIZ EDI

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Christian Berger

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Biggest Dental Show in China
Surgical microscopes allow minimally invasive endodontic treatment. With IDS only a few new procedures in intraoral forums. So-called single rec- proving file systems have been launched by several dental manu- fakers over the last few months. Originally developed by Can- dian and Lebanese scientists, the single file endo concept is claimed to require only one recproving file to glide path, or initial inter- nalisation for the majority of root canals. According to the manufac- turers, the technique requires work- ing time and low effic-customation through patients, a common problem associated with the use of multiple files. However, specialists are not so sure. “This current trend in file design and philosophy is the equi- valent of doing brain surgery with a hammer and chisel. Anyone, who truly believes that Heart-type anatomy can be dealt with by using one rotary file is delusional,” a specialist in an IDS-based forum ob- served.

The technique requires a new motor, which will turn off many dentists who are already working with conventional rotary NITI instru- ments,” a German Internet blogger commented. “The bottom line is that the system has to offer considerable advantages or will be irrelevant by the market despite its dishing potential.”

In a recent Dental Economic article, Manhattan-based dentist and endo specialist Dr Barry Muszynski said that the technique could imply a new standard for instruments also in endodontics. “Common sense says that single usage is a rationalisation to compensate for the weaknesses of rotary NITI.”

Most single recproving file systems are already available in major markets. ◄

**Enhanced treatment concepts in endodontics on display**

IDS will present new technologies and instruments for long-lasting tooth retention

The upcoming International Dental Show will be a comprehensive plat- form for dentists and dental techni- cians to find out all the latest develop- ments in tooth retention and how to implement complex endodontic treat- ment systems into dental surgery. Endodontic measures, which due to demographic trends are becoming increasingly impor- tant, provide a viable base for long-term and lasting tooth retention. Latest clinical evi- dence has confirmed survival rates of endodontic treated teeth of up to 95 percent.

In recent years, the field has introduced new methods of conservation therapy in- cluding manual or machin- erised root canal preparation, efficient rinsing methods dur- ing disinfection and the use of modern instruments and materials for obturation. With the help of advanced root pin systems, nowadays even the treatment of front teeth with fractured crowns and roots has become possible. In case a root canal revision should be the only clinical option, en- dogonic experts have a range of minimally invasive micro- surgical concepts for even the treat- ment of complex endo-periodontal lesions to their disposal.

The impressive scientific and technological progress in the field of endodontics has improved the odds of long-term tooth retention tremen- dously and puts this specialty at the centre of a prophylactic-conserva- tion approach in dentistry and endodontics. “Common sense says that single usage is a rationalisation to compensate for the weaknesses of rotary NITI.”

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Most single recproving file systems are already available in major markets. ◄

**“Preserving natural tooth substance remains a priority”**

By Dr Christian Gernhardt, University of Halle-Saale, Germany

With IDS only a few weeks ahead, it is cer- tainly a perfect opportuni- ty to get acquainted with new trends and de- velopments in the field of endodontics. Although the basic goals of endodontic treatment includ- ing the chemome- chanical elimination of microorganisms and the following apical and coronal sealing of the root canal system have not changed much over the years, new and ad- vanced products are certainly going to be presented in Cologne. An increasing number of dental techni- cal colleagues are currently jumping on the endo bandwagon through congresses, con- tinuing education and master programmes and wanting to educate themselves in the field. Looking also at the numerous articles that have been published on endodontic issues in the national and interna- tional trade press, these developments and offe- ring will benefit our pa- tients in the long run. Despite the rapid developments in the field of Im- plantology, preserving natural tooth substance through high-quality en- dogonic therapies remains a priority as these minimal invasive procedures can save patients from extensive and risky treatment with tooth replace- ments for the time being.

It is not surprising that the indus- try has further extended its offerings as a result from inter- estent in endodontics. At this point, however, it seems an impossible task to mention all new products that are going to be released during IDS. There- fore, I only want to focus on a few innovations in the field of root canal preparation.

**Technological process has also been made in other areas of endodontics. The working length is determined either by means of X-rays or with the help of modern endodontic measuring methods, with the latter causing no addition- al exposure to radiation. Effective chemical prepara- tions, the action of which can be enhanced via ultrasound- supported or hydrodynamical methods, are used for use canal irrigation which fre- quently decides the success of the procedure. Modern sealers adhesives and cements based on composite resins are available for bacteria-tight obturation. Classic methods, such as gutta percha techniques have also seen significant progress. New equipment systems for warm vertical condensation now enable a better adaptation of the thermally plastic gutta percha to the canal walls.**

**Besides routine tasks that can also be performed by a general dentist, en- dogonics offers a challenging work- ing field for specialists that includes complex revision work, root end resec- tions and the restoration of teeth with fractured crowns and roots. To accom- plish this task, experts are able to use scope systems or surgical microscopes that permit minimal invasive micro- surgical endodontic surgery.**

(Source: Klinikum/Edited by Daniel Zimmermann, today international)

![AD Specialists quarrel over ‘single file endo’](https://example.com/single_file_endo.jpg)

**Reciprocal motion a promising method for canal preparation**

Endodontic procedures that only require one rotary instrument are causing controversy amongst spe- cialists worldwide. Endodontists are actively discussing the pros and cons of this new procedure in Internet forums. So-called single recproving file systems have been launched by several dental manu- fakers over the last few months. Originally developed by Can- dian and Lebanese scientists, the single file endo concept is claimed to require only one recproving file to glide path, or initial inter- nalisation for the majority of root canals. According to the manufac- turers, the technique requires work- ing time and low effic-customation through patients, a common problem associated with the use of multiple files. However, specialists are not so sure. “This current trend in file design and philosophy is the equi- valent of doing brain surgery with a hammer and chisel. Anyone, who truly believes that Heart-type anatomy can be dealt with by using one rotary file is delusional,” a specialist in an IDS-based forum ob- served.

The technique requires a new motor, which will turn off many dentists who are already working with conventional rotary NITI instru- ments,” a German Internet blogger commented. “The bottom line is that the system has to offer considerable advantages or will be irrelevant by the market despite its dishing potential.”

In a recent Dental Economic article, Manhattan-based dentist and endo specialist Dr Barry Muszynski said that the technique could imply a new standard for instruments also in endodontics. “Common sense says that single usage is a rationalisation to compensate for the weaknesses of rotary NITI.”

Most single recproving file systems are already available in major markets. ◄

**Enhanced treatment concepts in endodontics on display**

IDS will present new technologies and instruments for long-lasting tooth retention

The upcoming International Dental Show will be a comprehensive plat- form for dentists and dental techni- cians to find out all the latest develop- ments in tooth retention and how to implement complex endodontic treat- ment systems into dental surgery. Endodontic measures, which due to demographic trends are becoming increasingly impor- tant, provide a viable base for long-term and lasting tooth retention. Latest clinical evi- dence has confirmed survival rates of endodontic treated teeth of up to 95 percent.

In recent years, the field has introduced new methods of conservation therapy in- cluding manual or machin- erised root canal preparation, efficient rinsing methods dur- ing disinfection and the use of modern instruments and materials for obturation. With the help of advanced root pin systems, nowadays even the treatment of front teeth with fractured crowns and roots has become possible. In case a root canal revision should be the only clinical option, en- dogonic experts have a range of minimally invasive micro- surgical concepts for even the treat- ment of complex endo-periodontal lesions to their disposal.

The impressive scientific and technological progress in the field of endodontics has improved the odds of long-term tooth retention tremen- dously and puts this specialty at the centre of a prophylactic-conserva- tion approach in dentistry and endodontics. “Common sense says that single usage is a rationalisation to compensate for the weaknesses of rotary NITI.”

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(Source: Klinikum/Edited by Daniel Zimmermann, today international)
Orthodontics in practice and laboratories

Field increasingly benefits from digitalization and enhanced diagnostics

During their visit to IDS 2011, general dentists, dental technicians and orthodontic specialists will be presented with a unique opportunity to obtain a comprehensive overview of the latest concepts in orthodontics and its related disciplines such as implantology, periodontology, radiology and material sciences. Orthodontic care providers as well as patients can benefit from the increasing miniaturization of elements, “invisible” lingual brackets and wires, assistant ligation methods as well as new body-friendly materials.

The industry is also offering workplaces especially for the requirements of orthodontic specialists. These units have been consistently designed according to ergonomic principles and allow better access to the patient—an advantage particularly in the treatment of children and young people.

Modern orthodontic treatment processes making effective contributions to the correct development of the masticatory system. Nowadays, general practitioners, orthodontics specialists and dental technicians operating in the dental prosthesis area can be more involved than ever in the orthodontics field. Digital advancements have entered the field in form of CAD/CAM-aided aligner concepts based on modern X-ray processes, which are able to develop virtual 3-D model images and treatment plans with the help of computers. As a result, dental mal-alignment can be often corrected faster and with less inconvenience for the patient.

“Improved diagnostic methods including digital imaging with its processing and archiving possibilities are becoming increasingly affordable also for smaller dental surgeries. Functional diagnostics or cephalometric analyses are also benefiting from technological achievements. As a result, remote lateral X-ray imaging can also be performed digitally today. The digital transfer of data within the surgery or to laboratories has now become standard due to good dental work organisation. In addition, intra-oral cameras support the patient’s pre-treatment discussion with the dentist,” explains Dr Martin Rickert, CEO, Association of German Dental Manufacturers (VDDI—Verband der Deutschen Dental-Industrie).

“Similar to other fields in dentistry, digital processes are increasingly finding their way into daily practice or into laboratories where they provide new opportunities for orthodontists starting from patient examinations, the planning and design of their specific measures to digital networking,” he added.

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The scientific and technological advances offer orthodontics and its related disciplines outstanding therapeutic opportunities,” explains Dr Martin Rickert, CEO, Association of German Dental Manufacturers (VDDI—Verband der Deutschen Dental-Industrie).

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Tooth replacements again key topic at IDS 2011

Osseogenis concepts and implant-supported superstructures on display

At IDS 2011, dentists and dental technicians will have the opportunity to get a comprehensive overview of the latest concepts in implant geometry and materials. Clinical case figures have confirmed a trend towards increasing use of prosthetic implant therapy, especially in Western markets like Europe and the United States. In Germany alone, more than 80,000 implants were placed by dental practitioners last year, a 10 per cent increase compared to 2009. This rapid growth reflects a continuing demand from patients worldwide who are in favour of implant-supported prosthesis. A wide variety of endosseous implants are now available from the industry so that implant supported prosthetic solutions can be realized for almost every dental indication. Zirconium oxide ceramic is gaining importance because classic implant materials such as titanium and allows for the manufacturing of completely ceramic tooth replacements, mastersturctures, crowns as well as peg supported and bridge supported superstructures.

Standardised abutments are also premanufactured from titanium or zirconium oxides and can be used for cementable or telescopic restorations. Thanks to modern digital milling processes, an alternative to these prefabricated items that allow the increasing individualisation of superstructures is about to gain ground. Nowadays, one and two-part abutments can already be individually designed at acceptable cost and adapted to the gingival margins in a beneficial manner.

Implant superstructures are increasingly manufactured in industrial milling centres as well as in-house at dental laboratories. Companies specialising in this field are now even offering to design and manufacture complex peg or bridge-supported superstructures which is providing commissioning laboratories with more freedom and the possibility to invest more time and effort in the finishing process. The latest development in this field are optical digital processes that have been developed in such a way that (plaster) models are no longer required. With this procedure, implant prostheses are calculated directly through a digital scan and manufactured by using a milling process. Due to the increasing networking of its team members including therapeutic personnel, dental technicians and industry, implantology is significantly boosting quality management at all process levels.

Progress in implantology is also closely linked to diagnostic developments. Three-dimensional X-ray navigation processes combined with laser scans of plaster models and special design software give dentists the possibility to plan reliable implant measures. Even in most difficult cases, exact 3D images of the osteous structures can be created by digital volume tomography. In combination with modern planning and design software, implant specialists can obtain stereolithographic guide templates that allow for higher precision during implant bed preparation and insertion. Nowadays, an entire pallet of powerful imaging techniques and user-friendly software compatible to the DICOM standards is available to dental practitioners. New instruments for implant procedures will also shown at IDS including extraoral dental forepegs, modern cylinder osteotomes, efficient bone mills or complete surgical units for oral and maxillofacial surgery. Optimised methods for retaining the alveolar process, augmentation or alveolar distraction osteogenesis will also be presented.

In addition, the International Dental Show will be introducing latest biotechnological strategies for osseointegrating including adult stem cell technology. New developments in bone marrow stem cells will be presented as well as bone replacement, carrier membranes and biologically resorbable bone pegs–partly made of collagen or mucous membrane material.

(Images courtesy: IDS/Comdir/Nikon Inc.)
The increasing demand for dental biomaterial and implants is driving the global dental equipment and consumables market. According to a report released by US market research company MarketsandMarkets (M&M), both segments are expected to grow at a compound annual growth rate of 6 per cent—only slightly below the 7 per cent growth rate predicted for all market segments combined. Total market volume is forecasted to reach US$27.6 billion by 2015.

According to the report, the growth of these segments is expected to be highest in North America and the EU, where the generation of ageing baby boomers can afford high-priced dental procedures, including cosmetic treatments and implants. Improved orthodontic products are also in high demand, especially by younger people.

Improvements in the field of dental biomaterials and tissue regenerative material have enabled dentists to offer more natural and long-term dental solutions. The latest technology, such as CAD/CAM, reduces the overall turnaround time for dental procedures, while improving efficiency of dental practitioners. Further, the report states.

Premium manufacturers are driving the market for dental implants and bone-craft substitutes in countries like China and India, according to iData Research. In a market report, the Canada-based consulting company has forecasted the market volume of both countries for dental implants to exceed US$400 million by the year 2017. Strong double digit growth rates were also predicted for Brazil, another potent global Emerging Market.

The rapid growth of dental implants will also drive the market for dental biomaterials and bone-craft substitutes, the report states. The number of procedures using these materials is expected to reach almost 400,000 in both countries by 2017.

“The de-regulation of dental care services in China and India has fueled growth of private dental clinics in major urban centers,” said Dr Kamran Zamanian, CEO of iData. “In addition, the low cost of labor has kept implant procedural costs relatively low, promoting dental tourism from countries such as Japan, South Korea and Australia.”

Markets in China and India are currently dominated by few foreign manufacturers such as DENTSPLY Friadent, NobelBiocare or Straumann. The Swiss-based company particularly has increased its market share in China and South Eastern Asia with the introduction of innovative products including the Bone Level Implant and SLActive dental implant surface technology.

Global business consultant Frost & Sullivan recently awarded the company with its 2010 Asia Pacific Dental Implant Company of the Year Award for superior performance in different areas such as strategic product development.

Europe still holds the largest share of the US$3.2 billion worth global dental implant market followed by the US, Korea and Japan. The market itself is projected to grow by more than 20 per cent over the next five years.
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“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 our international business represents more than a third of Henry Schein’s total sales. IDS provides a terrific opportunity for Henry Schein to connect to 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, dental lasers, 3D 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 technology, and we expect to see that at IDS as well.

And specifically, why is it worthwhile for your customers and you as the company to travel from all over the world to 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, booth M060 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 the innovative products and services that we have to offer. As always, Henry Schein’s booth will feature the latest innovations in technology and products, and services for dentists. Some of the highlights include Environments EAF, alphabetical implants, and Henry Schein Financial Services. In addition, the Henry Schein Dental booth will be surrounded by the booths of our exclusive supplier partners. Our sales representatives and specialists will be there to present Henry Schein’s offerings, and to introduce our customers to the booths of our supplier partners as well.

We also invite customers and other visitors to visit our booth 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 heal those” for underserved populations around the world.

Thank you very much.
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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 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.

MRC provides education for a healthier future

At this year’s IDS, Ivoclar Vivadent will present innovations from the competence areas all-ceramics, direct restoratives and implant prosthetics. The company has taken the IPS e.max system to the next level by introducing the IPS e.max CAD-on technique. With this technique, users can fabricate high-strength and highly aesthetic bridge restorations consisting of IPS e.max CAD (LS2) and IPS e.max ZirCAD (ZrO2) material.

Visitors can also look forward to the introduction of an innovative ingot which opens up new opportunities in the press technology. Ivoclar Vivadent’s press furnace technology has also been improved. Another highlight in the field of all-ceramics will be a cleaning paste that has been especially designed to create optimum conditions for the adhesive cementation of restorations and thus to provide increased reliability. Furthermore, a multimedia tool on cementation is also bound to be launched.

In the area of highly aesthetic composite materials, such as IPS Empress Direct, the company will present new materials which can be used for the characterization of restorations and the masking of discoloured teeth. Visitors will have the chance to learn about the advantages of the light-curing, universal nano-hybrid composite Tetric EvoCeram on site. This product has undergone an extensive redesign. Tetric EvoCeram will furthermore be supplied in additional shades.

In the field of implant prosthetics, high-quality products for removable and fixed denture prosthetics will be introduced including products for implant-borne complete and partial dentures, fabricated for instance with the nano-hybrid composite SR Phonares NHC Teeth, and new alloys. In addition, the company is extending its range of cementation options to include a material for the cementation of permanent or temporary restorations on implant abutments.

A series of innovative products

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Pentron Clinical, an established leader in the dental consumables industry, is offering a variety of new products for dental restorations at IDS. As an addition to Pentron Clinical’s award winning line of BuildIT Core Materials, the BuildIT Light Cure was specifically designed for clinicians that favor the on-command cure approach to bonding agents, as we feel this product is in a league of its own and makes the practice of referring to bonding agents with generations obsolete.”

According to the new product line SHERA eco mill 40, 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 devises 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 oxides, PMMA, acrylic, wax, non precious alloys or composites.

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

Visitors who come by the company’s booth in hall 50 will be able to buy a wide range of merchandise around the class IV stone SHERAHARD-ROCK. Together self-adhesive and restorative technology, clinicians will be able to retrieve teeth faster than ever saving both time and money.

The new SHERA eco mill 40, 50 and 80 CNC milling machines are said to operate easy and economical.

Dental technicians have a plenty to look forward when coming to IDS 2011. With the new product line SHERA eco mill 40, 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 devises 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.

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

Visitors who come by the company’s booth in hall 502 will be able to buy a wide range of merchandise around the class IV stone SHERAHARD-ROCK. Together self-adhesive and restorative technology, clinicians will be able to retrieve teeth faster than ever saving both time and money.

The new SHERA eco mill 40, 50 and 80 CNC milling machines are said to operate easy and economical.
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Edward S. Katz, DDS
Periodontist, Providence, Rhode Island

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Dental implantology made easier by GEASS

Milanos

Previously, dental clinicians dealing with implants had to use several systems with different connections to solve complex clinical cases. Therefore, management of protocols, staff and resources was extremely complex. Italian manufacturer GEASS has announced the introduction of their new advanced system at IDS.

According to the company, the system includes one single implant body and surgical protocol, yet offers three different connections named after famous Italian cities. While way Milano has an internal conical connection, hexagonal base and reduced prosthetic platform to ensure the long-term well-being of the tissues, way Roma makes it possible to operate over 25 years.

For more than 20 years, Simbios has never missed the most important international dental exhibitions. At IDS, the Export Promotion Group Consorium from Italy will present the complete range of products and latest innovation 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 promote its member companies’ products abroad and supporting with international market contacts by offering foreign buyers a wide range of dental products and applications.

For more information, visit the www.simbiosgroup.com website.
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
W&H presents the best in dental LED technology at IDS

LED technology is available in W&H’s new Synea turbines, Allega 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 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 national causes during its anniversary year. Finances for the programme are guaranteed for over two years, the company says.

Sorbet complete oral health line for professional hygienists

With the new Sorbet oral health line, the US company Keystone Industries introduces a fresh new range of materials to professional dental hygienists at IDS. Amongst others, the product family contains fluoride gel, prophylaxis pastes and canine anesthetics in the fresh flavours of different European deserts.

According to the company, the smooth and creamy 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 as Cotton Candy, Mango Smoothie or Marshmallow. With approximately 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 thixotropic 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 manufactures and distributes a wide range of products for dental practices and laboratories such as dental abrasives, lab sundries or curing equipment.

KEystone Industries, USA
www.Keystoneind.com
Hall 10.2 Booth T033
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”.

www.danvillematerials.com
Visit us at Hall 10.2 Aisle T No: 048
Danville Materials launches PrepStart H2O

Danville’s new PrepStart H2O Air Abrasion System sprays a conical mist of water around the abrasive stream to capture the dust. It is available for all existing PrepStarts and can easily be retrofitted to a classic PrepStart system in about 30 minutes, the company says.

With PrepStart H2O, the air pressure, abrasive and water flow can be easily adjusted for ideal clinical use. A water selector switch allows use with or without the water spray. Either 27μ or 50μ aluminum 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 foot pedal provides instantaneous on/off control.

Tip sizes are available in .48 mm and .38 mm (.019” & .015”). Nozzles are easily interchangeable and both handpieces and nozzles are steam autoclavable. 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 one handpiece, .48 mm nozzle, air lines and 27μ aluminum oxide. Instructions provide details on use and clinical suggestions.

Air abrasion, which does not microfracture 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 silences 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 wait for anesthetics to take effect.

DANVILLE MATERIALS, USA
www.danvillematerials.com
Hall 10.2 Booth T048

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 precondition to successful osseointegration. 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 titanium abutments as well as scaffolding with by machine made precision fit for cement and screw retention. These are available for single crowns and telescopic 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 rationalized and flexible implant systems on the market. Based in the UK, the company has subsidiaries in Australia, Austria, Germany, Italy, Sweden, New Zealand and the United States. They are firmly committed to education, research and learning.

NEOSS GMBH, GERMANY
www.neoss.com
Hall 4.2 Booth K090

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In late March, Cologne is offering its visitors a diverse cultural programme. The fact that the city is one of the world’s top travel destinations when it comes to art is well known. Some of the city’s major attractions are actually the museums. The Museum Ludwig, famous for its outstanding Picasso and Pop-Art presentation, is showcasing special exhibitions from young artists Lucy McKenzie (Scotland) and Joel Shapiro (USA). Furthermore, the Wallraf-Richartz-Museum is hosting a temporary exhibition with works of Alexandre Cabane, one of the most important French artists of the 19th century.

The Roman Germanic Museum (Römisch-Germanisches Museum) is presenting the exhibition “Magic in Amber”. There, rich necklaces will be presented alongside magnificent diadems, precious belts or enchantingly carved lucky charms, created by jewellers as early as the 8th century B.C. Besides, the museum provides a fascinating insight into Cologne’s Roman history through select finds in its permanent exhibition.

The newly built Cologne museum inside the Cologne Kulturquartier (cultural quarter) is also worth a visit. It opened in October last year. Also located inside the new museum complex, the Museum Schnütgen, has become one of the most significant museums housing medieval art in Europe.

Europe’s largest literary festival, lit.COLOGNE, will also be held during IDS. The festival is an established event in the Cologne literature scene and usually invites to over 100 readings, discussions and narrations presented by well-known national and international authors. Elke Heidenreich, a famous German book critic and journalist, will be hosting the Great Gala on Saturday, 26 March, 2011, in the Cologne Philharmonie.

Music lovers can definitely look forward to a broad and exciting programme. At the Cologne Philharmonia (Cologne Philharmonic), the Gürzenich Orchester Cologne will be performing Mozart and Tchaikovsky on 22 March. A day after soloists from the Mahler Chamber Orchestra will be presenting a musical potpourri featuring among others works by Chopin and Hector Berlioz. Finally, on Friday, 25 March, 2011, the WDR Big Band will take to the stage.

As far as opera and theatre are concerned, the artistic collaboration between Bertolt Brecht and Kurt Weill will be on the agenda. While the theatre aspect is presented through the Three Penny Opera (Dreigroschenoper), the opera side will feature “Aufstieg und Fall der Stadt Mahagonny” (Rise and Fall of the City of Mahagonny). Due to the restoration and redevelopment of the open district, visitors can also experience opera in a rather unusual setting. For example, the “The Turn of the Screw” opera from James Britten will be performed on 24 and 25 March in the Trinitatiskirche (Trinity Church) in English with German subtitles. As a highlight, British pop star Chris de Burgh & Band will be presenting the Moonfleet Tour 2011 on 26 March in the LANXESS Arena near the exhibition centre.

Germany’s finest in art and music

Literary festival and concerts invite to a week of cultural extravaganza during IDS Cologne
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trend index

Trend Index

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Prevention/Periodontology

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Cosmetic Dentistry

Laserzahnheilkunde
Laser Dentistry

Digitale Praxis
Digital Practice

Praxiseinrichtung
Interior Design

Zahntechnik
Dental Technology

Praxishygiene
Hygiene and Sterilisation

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Practice Management

IDS 2011

IDS Cologne—22–26 March, 2011

IDS Cologne—22–26 March, 2011

GEASS

J-059

MegaGen Implant

AGE

K-075

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General Information—International Dental Show 2011

Date
22–26 March 2011

Opening hours
Daily from 9 a.m. to 6 p.m.

Admission
Advance sale (ends 21 March 2010)
Adults: €19.50
Reduced (Students/Children): €8.50
Season ticket: €21

Regular sale (on site)
Adults: €21
Reduced (Students/Children): €9.50
Season ticket: €25

German missions usually require between two and ten working days to decide on an application for a short stay visa. Applicants should consult the website of the respective mission prior to departure to find out about the visa procedure and the documentation which has to be submitted.

Flight service
The largest German airline is cooperating with IDS 2011 and offers discounted travel for international attendees. To make use of the Offer, visitors are advised to use the code DEAPD for their flight reservation.

Taxis
Cologne’s taxi drivers are obliged to display taxi signs, display prices, and charge according to the distance. Overnight rates automatically apply for night time, labour day, Sunday or public holidays. Rates depend on the number of passengers. Taxis are not always compatible to foreign cell phones. Visitors are advised to negotiate a flatrate with the driver. A tip is expected by most drivers.

Cell Phones
Most countries including Germany are using the GSM system which is not always compatible to foreign cell phones. Visitors are advised to check with their provider at home to find out if their phone is able to use these frequencies or “bands”. If in doubt, check with your local phone provider. EuroSIM cards are available in many locations; the largest providers are T-Mobile, O2 and E-Plus. However, it may be more convenient getting this card prior to arrival.

Visitors can exchange their home currency money at many banks and post offices as well as foreign exchange offices which are primarily located in airports, train station and most city centres. American Express and Thomas Cook/Travelex offices can also be used.

Exchange rates are rather difficult and rarely favorable. For the latest rates with all major currencies, however, check with your local bank or online at www.oanda.com or www.xe.com.

Visitors can exchange their home currency for their purchase at the cash desk. The Customs officer will stamp the form, which you can then take straight to the cash refund office at the airport.

Taxes & refunds
Prices for all goods and services include a VAT called Mehrwertsteuer, which is currently 19 per cent for regular goods and 7 per cent for food and books. In case you permanently reside outside the European Union, you can have a large portion of the VAT refunded, provided you shop at a store displaying two signs, sign and obtain a tax-free form for your purchase from the sales clerk. At the airport, you can show this form, your unused goods and a receipt to a customs officer. A tip is expected by most drivers.

Support services for physically disabled persons
All areas of the exhibition centre are accessible for wheel chair users and disabled toilet facilities are located in every exhibition hall. If needed, wheel chairs can also be rented onsite from the Security Offices North and East. Requests will be answered at every information desk in the exhibition centre.

All Non-EU foreigners require a visa for stays in Germany. However, a visa is not required for semi-annual visits of up to three months for nationalities of countries for which the European Community has abolished the visa requirement. A complete list of these countries can be found on the Federal Foreign Office website at www.auswaertiges-amt.de/EN.

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Directions
The exhibition centre in Cologne, Germany can be reached from the airport through the suburban railway lines S6, S11, S12 and S13 depending on the requested public transportation area. The Köln WelcomeCard allows free public transport inside and outside Cologne. It also provides additional offers and bonus for attractions such as the Phantasialand fun park in Köln, SEAn undersea world in Königswinter or the Roman glass factory in Limburg. Visitors can purchase the card at all tourist offices and in hotels. Prices range from €9 to €22 (24 hours) depending on the requested public transportation area.

Money
Since the beginning of 2002, the Euro has been Germany’s official currency. They come in seven notes (five, 10, 20, 50, 100, 200 and 500 euros) and a variety of denominations. Change is subject to the distance, day or night time, labour day, Sunday or public holiday tariffs as well as waiting times. Drivers are not obliged to wait for more than 15 minutes. For distances exceeding 45 or 69 kilometres visitors are advised to negotiate a flatrate with the driver. A trip is expected by most drivers.

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