International Dental Show 2017 sets new record

Significant increase in exhibitors and visitors from all around the globe

More than 155,000 people from 157 countries visited the International Dental Show (IDS) this year, according to final figures released by organiser Koelnmesse. This is an increase of 12 per cent compared with IDS 2015. Furthermore, the number of international attendees rose by almost 20 per cent to around 60 per cent. There was also a slight increase in national visitors.

There was a significant increase in visitor numbers from almost all regions: the Americas (+ 52.9 per cent), eastern Europe (+ 43.0 per cent), the Middle East (+ 31.9 per cent), Africa (+ 31.7 per cent) and Asia (+ 28.0 per cent). The number of attendees from North America (+ 15.7 per cent) and the rest of Europe (+ 12.6 per cent) also rose significantly.

In a visitor survey, about three-quarters of respondents were very satisfied or satisfied with IDS 2017, as well as with achieving their targets for the exhibition. The majority of those surveyed (90 per cent) would recommend IDS to business partners, and 70 per cent said they plan to visit IDS in 2019.

At the fair, 2,305 companies from 59 countries (compared with 2,182 companies from 56 countries in 2015) exhibited in an overall area of 163,000 m² (158,200 m² in 2015). These included 624 exhibitors and 20 additionally represented companies from Germany (636 and 19, respectively, in 2015), as well as 1,617 exhibitors and 44 additionally represented companies from abroad (1,480 and 44, respectively, in 2015).

The proportion of foreign companies was 72 per cent (70 per cent in 2015). Of the more than 155,000 visitors from 157 countries (138,500 visitors from 151 countries in 2015), around 60 per cent (compared with 51 per cent in 2015) came from abroad.

IDS 2017 focused on digital production and diagnostics, intelligent networking solutions for practices and laboratories, smart services for dentists and dental technicians, as well as the further improvement of patient care and thus oral health worldwide.

The next IDS will take place from 12 to 16 March 2019.
DTI Press Event

On the second day of the Publishers’ Meeting, DTI hosted a press event at the Hilton hotel in Cologne, with 30-minute slots, including moderaton and a Q&A session. Orthodontic company Six Month Smiles had the unique opportunity to present its products and obtain direct feedback from an international audience. The press event was very well attended and facilitated mutually beneficial conversations.

New prevention magazine

DTI is continuing to expand its print portfolio and introduced its latest addition during the meeting: prevention. The new international magazine will feature topics concerning dental services to the industry. “The digital world is becoming increasingly important in this context,” explained Oemus. DDS.WORLD, available at www.dds.world, is a full-service digital marketplace for products, news, e-learning and practice management. It is targeted at all participants in the dental industry. It offers product listing and an associated search facility, a practice management software program, direct customer communication tools and much more. The comprehensive website has the potential to be a game-changer in the provision of digital dental services to the industry. “The digital world is becoming increasingly important in this context,” emphasised Oemus.

ROOTS SUMMIT

As part of its expansion, DTI is moving towards the events business and already organises the ROOTS SUMMIT, the discussion forum for endodontists. Following on from the success of last year’s event in Dubai in the UAE, with over 300 attendees, the next edition will take place in Berlin in Germany from 28 June to 1 July 2018. The ROOTS SUMMIT began as a dedicated Facebook group, growing from a membership of 1,000 in 2013 to more than 22,000 currently, including dental professionals from well over 100 countries.

In celebration of World Oral Health Day, as the official media partner of this annual FDI initiative, DTI performed a mannequin challenge on 20 March as part of its Publishers’ Meeting.

The next Publishers’ Meeting will take place at the Black Sea in 2018 and be hosted by Dental Tribune Bulgaria.

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At this year’s IDS, ROOTS SUMMIT members, friends and partners gathered at the Dental Tribune International (DTI) booth for lunch to discuss various collaboration possibilities for the next event, which will again be organised in collaboration with DTI. It will be held in the German capital of Berlin from 28 June to 1 July 2018. Over the past two decades, the ROOTS SUMMIT has established itself as the premier discussion forum for endodontists. At the luncheon, the ROOTS SUMMIT group was represented by Stephen Jones and Dr Freddy Beliardi, who outlined the history, achievements and goals of the group. ROOTS SUMMIT originally started as a mailing list of a large group of endodontic enthusiasts in the 1990s and has since 1999 evolved into organised events around the world. The meeting has taken place in Canada, the US, Mexico (in conjunction with the Asociación Mexicana de Endodoncia), Spain, the Netherlands, Brazil, India and the UAE (last year).

Since the establishment of a dedicated Facebook group in 2012, the ROOTS SUMMIT has increased its membership from just under 1,000 participants to its current level of more than 23,000, including many global endodontic opinion leaders. Well over 100 countries are represented in the group. Members of the community engage in discussions regarding endodontic treatment, various issues that affect the patient, diagnoses, current literature, and new equipment, procedures and protocols, among others. The online community is moderated by a volunteer group of endodontists. The 2018 ROOTS SUMMIT will be held at the European School of Management and Technology, a historical site in the centre of Berlin.

More information about the 2018 ROOTS SUMMIT will soon be available at www.roots-summit.com. Dental professionals are invited to like the ROOTS SUMMIT Facebook page.
GC’s goal is to make the 21st century the “Century of Health”. That’s why we were ever so delighted to see you join us at our booth at IDS Cologne 2017 in large numbers. We hope you’ll enjoy working with our new products and services. Of course, we hope to meet you at IDS 2019, but we’d like to see you again sooner: at a local event or for a course at one of our education centre’s across Europe? Thank you for joining us on this journey!
At IDS, Planmeca was among the exhibitors with the largest exhibition space. With several new products on display, there was plenty for visitors to explore and discover throughout the week. Over an area of 800 m², the company also presented an impressive audiovisual representation of its complete treatment workflow with its popular Dream Clinic Show.

IDS is always sure to feature new products that will shape the future of dentistry and 2017 was no exception. As one of the largest exhibitors at the Cologne fair, Planmeca made a particularly strong impression with several innovations that were presented in all of the main product categories.

“We think that our new products are game-changing because the ultimate goal is efficiency in the dental clinic,” commented Planmeca Senior Vice President Tuomas Lööki. “If we can help clinicians to improve their daily workflows, I am confident they will ask us to guide them into the future.”

Dare to dream

As a special part of Planmeca’s IDS booth, the Dream Clinic illustrated how the company’s fully integrated digital solution enables efficiency in all steps of the implant workflow. The show made use of a spectacular rounded screen in order to create an immersive environment for visitors and invited them to sit down for a moment and enjoy a glass of champagne. The show drew immense crowds all week, and while seating was limited in the intimate setting, curious onlookers often gathered outside to find out what was going on. Sessions were held continuously throughout the day in both English and German.

The Dream Clinic Show featured all of the latest Planmeca products and highlighted the full potential of the company’s integrated overall solution. Built around the powerful Planmeca Romexis software platform, Planmeca’s sophisticated treatment workflows allow users to complete all of the steps themselves or flexibly outsource any parts to external partners.

Various immersive activities were offered at the booth. For example, visitors were invited to experience Planmeca equipment in their clinic environment using a virtual reality headset, providing them with a unique way to see what their ideal clinic would look like.

Of course, Planmeca products were not only featured virtually. The company’s entire product line was also on display on the IDS floor for visitors to see and experience hand-on.

The next generation of CBCT imaging

Without a doubt, Planmeca Viso was among the most impressive products that were introduced at IDS 2017. The innovative CBCT unit features a new workflow that, according to the company, takes the entire imaging experience to a new level.

Volume placement is now done virtually from the unit’s control panel utilizing integrated cameras and a live video view. This way, the user can see the patient from the control panel screen for flexible and exact positioning. This innovation also allows users to do field of view adjustments directly from the live control panel view. The process is straightforward and intuitive, with the volume placed freely and its appropriate size determined. Furthermore, the control panel of the unit can be accessed directly from the imaging workstation.

Planmeca Viso’s new imaging arm design allows for more space for the patient and shorter acquisition times. According to the company, there is no need for retakes because the new iterative Planmeca CALM algorithm for patient movement correction ensures excellent results every time. Particularly useful when capturing images of restless patients, this mode can be selected either pre-ventatively before imaging or afterwards to achieve reliable results.

Planmeca Romexis is available for all Planmeca ProMax 3D radiographic units.

Precious things come in small packages

The release of the new Planmeca Emerald intraoral scanner proved that even 183 grammes can have a massive effect. Its small size, outstanding accuracy and exceedingly fast scanning speed will make it a true game-changer that will become essential to dental professionals, the company said.

Owing to its extremely light weight, Planmeca Emerald is just like any other instrument the dentist uses daily. Furthermore, its simple plug-and-play architecture allows it to be easily shared between different treatment rooms in a practice. The light-weight structure and user-friendly form of the scanner ensure optimal ergonomics and unmatched comfort for patients.

Completing the company’s mission to make CAD/CAM dentistry accessible to all, Planmeca presented a new entry-level milling unit at IDS. The Planmeca PlanMill 30 S was designed for accurate chairside fabrication of metal-free dental restorations and appliances. The cost-effective sing-spindle unit does not compromise on quality and offers all clinicians a professional entry into the use of this technology.

The complete implant workflow

As the leading software platform in dentistry, Planmeca Romexis has become the heart of many modern dental clinics. The software supports all types of dental imaging and offers an extensive range of tools for it to be used in all specialities. Planmeca Romexis now also provides a fully digital implant workflow, allowing users to design their own implant guides for the first time. From planning to manufacturing, all steps can be controlled and completed in the Planmeca Romexis software.

The workflow has been further extended with the Planmeca Romexis Implant Guide module for designing surgical implant guides. With it, virtual plans can now be brought to reality accurately. Completed surgical guide designs can even be created on-site with the Planmeca Oeo 3D printer for unmatched efficiency throughout the implant workflow.

Operational analytics at one’s fingertips

With the aim of ensuring that clinical decisions are always based on the best possible information, Planmeca introduced a new way of looking at clinic operations at IDS. The web-based Planmeca Romexis Insights service allows clinics and group practices to take advantage of a comprehensive drag-and-drop interface coupled with interactive dashboard views and end-user analytics. The analysis is data driven and can be used to improve clinic efficiency.

For the first time ever, dental managers can benefit from real-time information on how their equipment is operating, including a comprehensive usage history with data-rich interactive dashboards.

Planmeca Romexis Insights presents a wide range of device analytics for tracking usage, trends and patterns over time. Clinics can look at their device status and receive alerts and monitor patient counts and chair time for Planmeca dental units equipped with patient detection sensors. Milling and radiographic unit usage counts are also available.

One software for all needs

With this many launches, as well as constant improvements to existing products, Planmeca users have much to look forward to in 2017 and beyond. Dentistry is transforming as digital innovations continue to push the envelope. Built around a single software platform, Planmeca’s product offering forms a system that extends to something that is more than the sum of its parts. The future is already here for those prepared to embrace it, the company said.
Mocom is synonymous with sterilization. Building on our strong history of innovation, our products are designed to provide a high-performance autoclave for the future. Integrating high quality materials with the latest in research and technology, we present the B Futura and B Classic autoclave series. Delivering superior reliability - leaving you more time to devote to your work.
The ever-progressing digitalisation, changing regulations and a tendency towards mergers are currently shaping the dental industry. At the International Dental Show (IDS) in Cologne, today international met with Jeff Wong, Strategic Analyst Manager at international medical market research and consulting firm iData, to talk about how—major and emerging—competitors have reacted to these trends.

Today international: Digitalisation is one of the main trends that is changing the industry. Other than that, what developments are dominating the dental market?

Jeff Wong: Yes, digitalisation is still the up-and-coming trend and everybody is trying to get into that market now. On the product side, I would say it is 3-D printing and intraoral scanning. Three or four years ago, there was only a handful of competitors in both of those areas. This year at IDS, almost everybody was presenting some new product in these fields—knowing how fast these markets develop, everybody wants to participate.

What consequences will this have for the market in general?

Especially in these two areas, where the level of imitation is high, with so many competitors, it will definitely start diluting the market shares among the existing companies. However, if these participants start focusing on specific regions or niche audiences, I think there will still be a great deal of benefit.

What about the recent merger trend—is that something we will see more of in the future? From what we have seen in other industries, we definitely predict that the trend will continue. Of course, there will always be a couple of smaller companies that will end up becoming fairly large themselves and remain independent. However, we expect that many of the successful emerging companies will be acquired at some point. One advantage that the larger competitors have is the amount of resources they have. They can always stay ahead of the curve. If they see somebody come to the market with something unique, they have the resources to quickly develop a product of their own.

What role do the emerging markets play? What regions will become more significant in the future?

Regarding digital dentistry, I would say much of the development is linked to implantology and prosthodontics. The key countries where these areas are big as well are Brazil and Italy. Even though the penetration of digital dentistry might be relatively higher in those areas compared with others, I would say they have the greatest opportunities for growth.

What are the main trends in implantology?

In terms of implants, dozens of new companies are popping up every year, but many are also either acquired or close down. There are definitely certain regions that are experiencing a great deal of growth, for example many Asian countries. At the same time, traditional markets such as Italy, Brazil and the US are doing very well. These markets are well penetrated at this point, so in terms of market growth it will definitely slow down. However, there is still substantial growth opportunity for the low-priced competitors, while the traditional premium brands will see considerable competition from other markets.

Do you think this will lead to those companies buying local competitors? Or what will their strategy to succeed be?

I think the strategy of most of the larger key competitors will be continuing acquisition. However, the strategy of some of the larger regional companies, for example in Brazil, is to continue going and to expand their global presence instead of being acquired.

In addition, many of the current key participants—with the regional regulations changing from country to country—are being forced to acquire new companies in order to be able to operate in the region.

So, you are saying that larger companies are looking for smaller businesses to acquire in order to bring new technology to market? Not only on the technology side, but also to compete on the pricing level as well.

In the current political climate, the Chairman of the Association of the German Dental Industry has issued a warning about protectionism and trade barriers. What are companies doing in this regard?

At this stage, I think, companies are mainly waiting to see what will happen. Nevertheless, in light of what is happening in other industries regarding the whole Brexit issue—for example, European Union chiefs have warned airlines, including easyJet and Ryanair, to relocate their headquarters to the EU if they wish to continue their routes within continental Europe after the Brexit—if that can happen in the airline industry, who is to say it cannot happen in the dental industry. Again, for example in Mexico, which has a major dental tourism industry, if that is going to be affected in terms of procedural volumes, it is definitely going to affect the dental manufacturers as well.

Thank you very much for the interview.
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Prof. Dr. Louis Hardan – Lebanon

DT Fochmi Housein – Germany
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With 50 new innovations on display at IDS, Dentsply Sirona showcased the power that resulted from the merger of the world’s two largest dental manufacturers. Under its slogan “The Dental Solutions Company,” Dentsply Sirona presented integrated solutions that it said will enable both general dental practitioners and specialists to offer their patients better, safer and faster dental care.

“IT IS OUR GOAL TO IMPROVE THE PRE- DICTION AND EFFICIENCY OF TREATMENTS AND ACHIEVE OPTIMUM CARE EVEN FASTER,” said Jeffrey T. Slovin, CEO of Dentsply Sirona, at the event in Cologne. “I’m proud that we were able to present 50 groundbreaking innovations here just one year after the merger. They are the result of our joint research and development efforts, as well as the close exchange of ideas with our customers.”

Dentsply Sirona demonstrated its unique ability to address mega trends in the dental industry with integrated solutions. The key to this accomplishment, according to the company, is the efficient combination of enabling technologies and consumables to transform products into successful, safe treatment workflows. This includes pioneering products and processes that fulfill the individual needs and requirements of endodontic and restorative products.

**Fig. 1:** The audience at the fair took the opportunity to talk to Dentsply Sirona representatives throughout the event. **Fig. 2:** Integrated solutions were the focus of nearly all Dentsply Sirona’s exhibition booths.

**Solutions at a glance**

Dentsply Sirona has developed a clinically tested process for nearly every treatment requirement, in which all work steps are lined up like stations along a subway route. Transfers to alternative routes ensure that clinicians have enough flexibility to choose the best treatment option for each particular patient. Dentsply Sirona offers dentists and dental technicians solutions based on their very specific needs.

Symbolizing the digital interlinking of processes, the route map provides a general overview for dental practitioners and specialists with plenty of options. Depending on the indication, patient requests or the practitioner’s personal preferences, efficient workflows can be used to reach the destination and desired results quickly and successfully.

**Clinical workflows that easily merge into one another, similar to a metro route map, while offering alternative routes for complete flexibility, characterize the Dentsply Sirona solutions.**
Product Development, Materials Science and Manufacturing

- Our dedicated in-house R&D team of 57 scientists and engineers creates and tests clinical products and materials
- Advanced technologies and tools are assembled from around the globe to produce products with clinical advantages at reduced costs, all in a single location

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- Four on-staff clinicians work in cooperation with trusted research centers, including the TRAC Research arm of Gordon J. Christensen Clinicians Report® and The Dental Advisor, to clinically validate our products’ effectiveness
- Comprehensive, affordable clinical education is offered in-person and online, with quality learning materials delivered to dentists across the U.S. in the form of free quarterly publications

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Produits Dentaires expands in endodontics

Produits Dentaires stands for Swiss quality in dentistry. In more than 100 countries, the company offers dentists a wide range of high-quality products for use in endodontics, restorative dentistry, prophylaxis, prosthetics and periodontology. At the recent International Dental Show (IDS), today international had the opportunity to learn more about the Swiss company’s future business strategies and portfolio.

“We are a family business that has been operating in dentistry for 77 years now. However, this is a special IDS for us because we are entering a new phase. What we’ve been presenting here is our vision for the future,” Yann Gehrig, Co-Executive Director of Produits Dentaires, along with his brother Nicolas told Dental Tribune International on-site. “Our portfolio has been very broad in the past. Now, our focus is on one particular area: endodontics.”

The company’s well-established MAP (Micro-Apical Placement) System, for example, is a unique method for effectively placing root canal repair materials. This high-end product for specialists has been manufactured for more than ten years. With MAP One, Produits Dentaires now offers general practitioners performing endodontic work a useful, cost-effective and easy-to-use version of the MAP System. “With this new product, for instance, we are able to give a much wider audience access to our products. This is an important aspect of our vision and we’ll continue in this direction,” stated Michel Ruffieux, Sales and Marketing Director at Produits Dentaires.

Over the past several years, Produits Dentaires has built up an extensive distribution network of agents, wholesale dealers and dental suppliers, making its products easily available worldwide. “With regard to meeting our partners and establishing new business relations, IDS is key for us. It is the only truly global exhibition,” Ruffieux commented.

Another key element of Produits Dentaires’ business strategy is education. The company provides information and support worldwide through a national and international expert team of dentists, dental hygienists and other specialists from the medical field, with whom it also regularly organises workshops and conferences. In addition, several research projects are running in close cooperation with universities and colleges in Switzerland and worldwide.

“Our overall mission is to make dentistry simpler and more accessible for everybody,” he concluded.

To this end, the company organised a workshop area at its booth this year for the first time at IDS. Every day during the show, Produits Dentaires offered free lectures and workshop sessions, which were presented by key opinion leaders from Style Italiano, for instance, and very well attended and received.

More information about the company can be found at www.pdsa.ch.

* The company’s MAP System was on display at IDS. (Photograph: Robert Strehler)

* In Bersenbach (Style Italiano) held a workshop at the Produits Dentaire booth at IDS. (Photograph: Robert Strehler)
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An interview with SS White sales managers Michael Schwartz and Michael Schilk

Do you feel that the western European market is receptive to your portfolio?

Schwartz: We have a compelling story. We are the oldest bur manufacturer in the world. We feel that we have technology that differentiates us from the rest of the competitors and we have global manufacturing—that sets us apart from our competitors, and it is our job to communicate that message to the dental community.

How do you intend to accomplish that?

Schwartz: We have hired consultants located around the world to help us identify premium aligned dealers. We care about the long-term approach to business. We are not interested in the immediate dollar sale. We are focused on educating both the dental community and our customers base on better technology for improved patient outcomes.

Would you also like to strengthen your presence in the Asia-Pacific region?

We are currently hiring a regional sales manager in Japan. We have had sales in Japan for more than 50 years, we have a recognizable brand and we are looking to grow that business, not only in Japan and known worldwide as a premium brand, and it is nice to see over and over again that people we have not had contact with before are eager to speak with us and acknowledge SS White as one of the most recognizable brands in the market. Our ability to move opportunities forward has been fast tracked because of our brand reputation. I would say that, right now, we are even ahead of our plan for our dealer expansion.

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When GC was developing its new laboratory composite, a main consideration was the need for dental technicians. The new GRADIA PLUS composite system for indirect restorations is therefore the result of close cooperation between the company and a group of leading dental technicians from all over Europe, who were involved in the very first stages of development.

GRADIA PLUS is a high-strength nano-hybrid light-curing system that consistently exceeds aesthetic and performance expectations over a wide range of indications and techniques, from classic or multi-chromatic build-up to monolithic approaches. According to GC, it has a brightness, translucency, chroma and natural opalescence that compare favourably to ceramics. Featuring half as many syringes as before, it comes with fewer standard shades and in a modular format, offering productivity, flexibility and individuality with no compromise on the end result.

Rather than dictate to the laboratory technicians how to do his or her job, GC has developed this compact modular composite system with a number of stand-alone kits that individually give optimum performance. These include layer sets, paint sets, accessories and a state-of-the-art all-in-one light-curing device. GRADIA PLUS is an integrated system that, if used in its entirety, will produce exceptional outcomes; however, technicians can use whatever modules suit their way of working and the indications of the particular case. Having fewer standard shades allows individual mixing and layering, similar to ceramic veneering—easy and cost-effective with no compromise on strength. The colour range has been carefully chosen and adapted to the needs of dentistry today.

The unique modular concept allows the technician to step into the system wherever he or she likes. According to GC, there is always a set or a combination that will meet their demands regarding indication or technique. Being able to achieve the best possible aesthetics was a prime aspect in the development of GRADIA PLUS, so in addition to the creation of lifelike tooth and gingival shades, technicians will be able to closely match any oral situation—white or red—in both the anterior and posterior regions, ranging from single crowns to full rehabilitations, including everything from metal-free inlays, veneers and jacket crowns to frame-supported crowns and bridges and implant superstructures.

A long-term, permanent solution

A brilliant smile is only as good as long as it lasts. GRADIA PLUS has outstanding wear-resistance, GC said, with its compact, smooth surface providing durability and high-gloss retention. While remarkably strong, the composite is also gentle on opposing teeth, making it particularly suitable for posterior high-wear, high-pressure restorations that are prone to chipping or cracking when made with porcelain. All of this can be achieved owing to the company’s state-of-the-art nano-filler polymer technology, which uses high-density and homogeneously dispersed ultra-fine fillers blended into the resin matrix.

Knowing how vital handling is to the technician in selecting a restorative material, GC has ensured that GRADIA PLUS comes in different types of pastes, each of them adapted to their typical indication and area of application. Heavy Body, used in the creation of internal dentine structures, is non-sticky and retains its shape. The technician can use the Light Body shades separately or mixed together to create the desired colour tone. In high-aesthetic work, the layering technique, using both consistencies in the same restoration, offers an almost unlimited number of colour and texture combinations.

The GRADIA PLUS system includes Lustre Paint, innovative and versatile internal and external paintable colours that can easily be mixed together to achieve almost any colour nuance. It also comes with its own diluting liquid if the technician wishes to adjust the consistency. Lustre Paint colours make it incredibly easy to add long-lasting colour and gloss, with high wear resistance. Used on the surface, it reduces polishing and saves valuable time.

The only light needed

Completing the GRADIA PLUS product family is the new all-in-one GC Labolight DUO, a multifunctional light-curing device that polymerises all shades effectively, with fast irradiation times, using the latest double-wavelength LED technology. The light offers two curing modes: pre-curing (step mode) and final curing (full mode). Owing to an automated rotary system and reflective plate, the light is distributed with optimum efficiency and the work is exposed from all sides.

For a more stable implant

W&H introduces Implantmed with W&H Osstell ISQ module

With the exclusive integration of the Oststell ISO (Implant Stability Quotient) module into its new Implantmed, Austrian dental manufacturer W&H is now offering a unique system for the measuring of implant stability. In combination with the drive unit’s improved functionalities, the module is intended to increase certainty and reliability in the evaluation of treatment success.

As an optional and retrofittable product feature, Oststell ISO offers clinicians the ability to monitor the status of osseointegration continuously and document it, along with the torque. The user can then make decisions with increased certainty. Additionally, patients benefit from an optimised treatment flow:

Determining the optimal time to load an implant is complex, since one must take into account all key parameters and the patient’s risk factors. The retrofittable W&H Oststell ISO module allows the surgeon to benefit from a unique system for the measuring of implant stability. While the Implantmed’s integrated automatic thread-cutter function and the torque control help the dentist during insertion of implants, the Oststell ISO module makes it easier to determine the optimal loading time for an implant.

According to the company, the stability value measured by the device helps to improve the success rate and is a form of quality assurance. With this non-invasive measuring system, it is possible to determine the primary stability of the implant, monitor the osseointegration using secondary measurements and establish the optimal point in time for loading the implant.

The ISO value (scale of 1 to 100) is shown on the display after the measurement has been taken. Implantmed’s documentation function allows convenient saving of all values of the implant insertion to a USB stick.

The W&H Oststell ISO module is optional and can also be retrofitted by simply connecting it to the new Implantmed at a later point in time. According to the company, this unique fusion of state-of-the-art technologies from W&H and Oststell has made it possible to set new benchmarks in the international dental market and offer users a decisive bonus in terms of functionalities and optimal treatment efficiency.
Join the largest educational network in dentistry!
At the International Dental Show (IDS) in Cologne in Germany, there were more than 2,300 exhibitors—and Curaden was right in the middle of the action. At its booth, the established Swiss brand showcased the entire Curaden portfolio, including the well-known CURAPROX and CURASEPT brands, the new Prevention One practice concept and the ever-popular oral hygiene training programme iTOP. Curaden once again placed great emphasis on education at the trade show to highlight its vision of better health for all. At the booth, dental hygienists gave clear instructions on the proper brushing of teeth, gingivae and interdental spaces and supervised attendees, correcting their techniques.

Alex Galli, Head of Marketing and Sales at Curaden, concluded: “IDS was once again a great success for Curaden. More than 5,300 visitors brushed their teeth with great pleasure at our booth. Among our many highlights, we presented two new products in Cologne. With our CURAPROX Baby soother, we have taken a new approach to paediatric dentistry by seeking to prevent early malocclusion from the first month of life.

**Whiter with every chew**

Introduced in 2015, CURAPROX’s Black Is White toothpaste has established a whole new means of whitening teeth. During IDS, Curaden announced its expansion of the Black Is White product line: “Our new CURAPROX Black Is White chewing gum, the world’s first black dental chewing gum, containing activated carbon, was the subject of much excitement. In combination with hydroxyapatite and xylitol, our chewing gum gives dental professionals a new chewing gum with a wealth of dental health benefits,” said Galli. Using the power of activated carbon, both the toothpaste and the chewing gum whiten the teeth and remove stains.

**Increased profit with healthy patients**

At the IDS Speakers’ Corner, attendees witnessed nothing less than a revolution in prevention: in his presentation, Curaden’s Clifford zur Nieden introduced an innovative business model for (re)activating and motivating existing customers and attracting new ones, demonstrating that healthy patients are profitable to the practice too. “A combination of Curaden’s expertise in high-quality oral hygiene products, training systems and prophylactic concepts. Prevention One includes a well-coordinated combination of dental care products, software, a practice marketing and communication package, a dental health index, and a sophisticated training and certification system,” said zur Nieden.

**More Swiss and Italian dental expertise**

Its 230 m² booth at IDS also provided space for those companies in which Curaden is strategically involved. Thomas Flatt, Managing Director of Scanderra, said: “At IDS 2017, edel+white celebrated ten years in business. Our new EasyFlex interdental brush mirrors the curvature of teeth and can thus reach interdental spaces in all parts of the mouth, even the molars. Here, the bending point of the brush is supported by a neck that works like a collar. Curaden has been a great partner for Scanderra and we greatly benefited from our participation at the Curaden booth.”

Promising comfort for both dentists and patients with its chair ergonomics, Italian dental unit manufacturer New Idem caught the eye of visitors with its MAVI dental unit. According to General Manager Vincenzo Ponzano, attendees appreciated the carefully selected, high-quality components and the new Greenery style of the MAVI. Italian brands Gerbò, Intermedical and Industria Zingardi also participated via the Curaden booth.

*Fig. 1: Visitors learned more about the Matrix-Rhythm-Therapy. Fig. 2: Our famous Black Is White toothpaste. Fig. 3: The iTOP programme achieves change through education, motivation... and a bit of humour! Fig. 4: Our new CURAPROX Baby soother prevents orthodontic misalignments. Fig. 5: Combining functionality and design: The Hydrosonic Black Is White toothbrush. Fig. 6: Ueli Breitschmid, CEO Curaden AG. Fig. 7: Gerbò, Intermedical and Industria Zingardi at IDS. Fig. 8: Scanderra celebrated ten years of edel+white in Cologne.*
28 June – 1 July 2018
Berlin, Germany
www.ROOTS-SUMMIT.com
At IDS, international chemical and advanced materials company Solvay presented Ultaire AKP, a high-performance polymer that has been specifically designed to meet critical performance requirements for dental applications. According to the company, the innovative aryl ketone polymer provides a biocompatible, lightweight, metal-free, non-irritating and more aesthetically pleasing alternative to traditional removable partial denture frames. It also expedites and facilitates the work of dentists and laboratory technicians through a digital workflow.

Ultre AKP is the first product in the Dentivera milling disc family, which will be available under Solvay Dental 360, a new dental business line of Solvay Specialty Polymers. The discs have earned the European Commission's CE marking and 510(k) clearance from the US Food and Drug Administration (FDA) and are manufactured in the US according to strict FDA and International Organization for Standardization guidelines.

“We are looking forward to expanding the availability of Ultaire AKP for use in removable partial dentures around the globe,” said Shawn Shorrock, Global Director of Solvay Dental 360. “Ultre AKP provides a previously unattainable level of comfort, performance and aesthetics for removable partial dentures, as well as a more streamlined digital workflow for the technicians and dentists working to provide a superior product and experience for their patients.”

“Ultre AKP is the first RPD [removable partial denture] material we’ve worked with that completely supports our lab’s digital CAD/CAM workflow,” said Jonathan Hughes, Director of Hughes Dental Laboratory. “We’ve seen significant time savings because we’ve been able to eliminate the waxing, investing and casting steps, allowing us to go direct to mill. Incorporating Ultaire AKP into our existing processes was very easy—it was a truly seamless transition.”

With over 35 brands available in more than 1,500 formulations, Solvay claims to have the broadest portfolio of high-performance healthcare polymers in the world. The company has more than 150 years of experience developing cutting-edge materials, as well as more than 25 years as a leading polymer supplier to the healthcare industry, where its plastics are used in orthopaedic, cardiovascular and renal markets. Through products like Ultaire AKP, Solvay Dental 360 is committed to developing new and innovative materials that improve patient outcomes and advance the dental industry.

“Solvay is pleased to expand its high-performance healthcare polymer portfolio to the dental market,” said Jean-Pierre Clamadieu, CEO of Solvay. “This launch represents a significant milestone in Solvay’s transformation toward a multi-specialty chemical group.”

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Every dentist wants to perform safe and efficient endodontic treatment to preserve patients’ teeth for as long as possible, but how can root canal therapy be easily integrated into general everyday practice? With almost 150 years of experience in endodontics, VDW provides an impressive range of coordinated solutions. Today international has the pleasure of interviewing Arjan De Roy, Commercial Development Director of VDW regarding the company’s endodontic focus, its new products at IBS 2017, and VDW’s future position within the Dentsply Sirona family.

VDW will soon be celebrating its 150th anniversary. How does this impressive achievement feel?

It feels great. You know, VDW was established in 1869, in the same year as the postcard was introduced in Europe. Imagine a world today without postcards. Imagine a world today without endodontics. In contrast to postcards, endodontics is more up to date than ever. Patient awareness of the importance of retaining one’s own teeth is increasing. At the same time, we have seen a growth in treatment options to preserve them.

While we have indeed seen a larger variety in endodontic treatments, general dentists have still not integrated endodontic treatment into their daily practice routine.

We know the hurdles and insecurities of the old endodontic days. In general, dentists are trained at universities and there perform a certain number of endodontic treatments successfully, but they do not feel confident enough to do so later on in their offices. Our solutions always seek to make treatment as safe, efficient and predictable as possible. If one considers the greatest cost factor in dental practice, it is the time spent in the chair. Dentists want to treat as many patients as possible. Our solutions save time in endodontic care. Our one-file system for preparation, irrigation activation solution, reliable gutta-percha obturation and post-endodontic products are all designed for one reason: success in endodontic treatment. If the dentist’s success rate goes up and his or her confidence increases, he or she will attract more patients, whom he or she can then treat in less time.

Some dentists may not know that VDW was acquired by DENTSPLY in the late 1980s. Today, Dentsply Sirona is the largest dental company worldwide with a considerable portfolio in endodontics.

It is not a secret that VDW belongs to Dentsply Sirona. At the same time, we are separate to Dentsply Sirona. We have our roots in Germany and we have been focused on endodontics for almost 150 years. I know about the rumors about the company being integrated, but we conducted a thorough analysis over the past year that recognized that VDW is a well-known brand. We asked our customers a simple question: what do you associate with VDW? The finding: VDW offers a strong brand experience for all of them. Our products have exceeded their expectations. Our vision of easy and efficient endodontic treatment will remain as much a part of the VDW brand as our location in Munich. We have been, and will continue to be endodontic.

So, we will not see VDW being integrated into any of the Dentsply Sirona communications. There will not be a joint endodontics booth in the near future?

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system is particularly flexible owing to a new production process. What can we expect your next steps to be? We have been very happy with the improvement in quality of our RECIPROC systems. We are certainly working on new RECIPROC products in our pursuit of innovation and improvement. This is what VDW is known for and this is what we promise our customers: continuous innovation and improvement. This is what VDW is in our pursuit of innovation and improvement.

RECIPROC blue, a very flexible single-file system for an even wider range of canals. In addition, the result is a significantly reduced risk of fracture due to cyclic fatigue and greater safety for the dentist and patient. With RECIPROC blue now having been on the market for seven months, many dentists have sent us their patient cases, especially in very curved canals. At the same time, we need to bring security and confidence to the treatment so that it becomes well established. We have RECIPROC lovers, but this file system also remains new to many dentists. Its new cutting ability and efficiency are unfamiliar to some dentists at first. Our solution is education, and we educate our customers throughout the world.

At the same time, we need to bring security and confidence to the treatment, and we educate our customers throughout the world. Many patients are scared of the treatment, but they do not have to be. I would encourage dentists to explain the procedure to their patients. I like our four steps in this respect: preparation, irrigation, obturation and post-endodontic treatment. Of course, the dentist does need to drill, but the patient will not feel the instrument gliding down. The root canal is then rinsed to ensure it is clean. Gutta-percha, designed in the same shape the drill has created, is used to fill the space and close the canal. Finally, root canal posts are used to secure the post-endodontic restoration for a long-lasting result. These four simple steps rebuild the patient’s tooth. After that, the bad days are over and the patient will have a healthy tooth, probably for the rest of his or her life. If dentists explain the treatment in this manner, many of their patients will look forward to endodontic treatment. Afterwards, they will be pleased that their dentists saved their teeth through root canal therapy, allowing the patients to keep their natural smiles, and be able to report that their dentists’ confidence in performing the procedure was evident.

Thank you very much for the interview.

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Proper irrigation and disinfection improve the likelihood of successful endodontic treatment. That is why you introduced EDDY, a new irrigation activation system, two years ago. Yes, the major reason for introducing EDDY was that irrigation has remained relatively underestimated. There is still the belief that when the dentist places some liquid solution into the canal, it will do the rest itself. This can be compared to washing the dishes at home: one does not put the dishes into the sink filled with water, wait for an hour and then put the dishes back into the cupboard. The most probable cause of failure of endodontic treatment is insufficient irrigation and disinfestation. The best way to achieve proper irrigation is time in combination with the right instrument. Ultrasonic activation is still accepted as an effective way to activate an irrigant. Recently, independent studies have shown that EDDY is just as effective—and in some cases even more effective—than also safer owing to its polyamide tip. We did not even know of some of these studies and were certainly happy about their results, although not surprising, results. The adoption rate of EDDY is growing—and we have never lost a customer who has tried it.

We have spoken a great deal about how much VDW cares about dental professionals. In the end, it is also the patient who has to agree to the treatment, and root canal therapy is not popular among patients. Many patients are scared of the treatment, but they do not have to be. I would encourage dentists to explain the procedure to their patients. I like our four steps in this respect: preparation, irrigation, obturation and post-endodontic treatment. Of course, the dentist does need to drill, but the patient will not feel the instrument gliding down. The root canal is then rinsed to ensure it is clean. Gutta-percha, designed in the same shape the drill has created, is used to fill the space and close the canal. Finally, root canal posts are used to secure the post-endodontic restoration for a long-lasting result. These four simple steps rebuild the patient’s tooth. After that, the bad days are over and the patient will have a healthy tooth, probably for the rest of his or her life. If dentists explain the treatment in this manner, many of their patients will look forward to endodontic treatment. Afterwards, they will be pleased that their dentists saved their teeth through root canal therapy, allowing the patients to keep their natural smiles, and be able to report that their dentists’ confidence in performing the procedure was evident.
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In 2005, ACTEON began its research into the potential applications of ultrasonic surgical tools in oral surgery and dentistry owing to an industry-wide lack of alternative treatment options. Today, ACTEON has scientifically proven that its Piezotome ultrasonic device significantly reduces postoperative morbidity, is superior regarding soft-tissue preservation and enhances bone healing. As a result, thousands of dentists worldwide use the company’s well-known Piezotome device for bone surgery. At the 2017 International Dental Show (IDS) in Cologne in Germany, ACTEON presented the next step in superior and atraumatic osseous surgery procedures: Piezotome Cube.

The innovative, ultrasonic surgical device Piezotome Cube embodies minimally invasive surgery and is ideal for superior osseous surgeries. The advanced unit, as well as its handpiece and tips, are beautifully designed and offer clinical benefits with an emphasis on ultimate precision. Naturally intuitive, Piezotome Cube features the exclusive D.P.S.I. Dynamic Power Smart Indication, a system smart assistance. Continuously monitoring and detecting variations in major criteria during surgical procedures (clinical gesture, pressure, tissue, tips), the system delivers immediate power responsiveness whenever it is needed.

This smart assistance can provide a 30 per cent increase in power for improved cutting performance or a decrease in power of 10 per cent when encountering delicate anatomical tissue, to be even safer. In addition, the upgraded Cube LED handpiece, based on the ACTEON six cermets, delivers more power of 30 per cent and enhances bone healing. As a result, only very experienced surgeons could use older instruments to perform vertical alveolar crest splitting while still maintaining the perfect geometry. The ultrasonic surgery allows precise and easy use for crest of only 1 mm in width. With older instruments, crest splitting was limited to alveolar crest widths of more than 3 mm.

A key advantage of performing crest splitting with Piezotome Cube is that only one surgery is necessary for the bone grafting and implant placement, leaving the bone-periosteum system intact. During implementation, Dr Troldhahn found that “70 per cent of patients lack adequate crest width, especially when an alveolar crest 0.5 mm wide is necessary to receive a 4 mm diameter implant in the molar region.” The older techniques widened the alveolar crest by transplanting autologous bone blocks to the narrow crest. This procedure is known to be very traumatic and challenging to perform. In contrast, the ultrasonic crest splitting technique is extremely precise and the tiny bone fracture heals very well because of the enhanced accuracy and auto-stabilisation. Hence, the risk of implant failure is lower than with other, older procedures. Piezotome Cube is best suited for pre-implantation surgical procedures because of its precision and ability to achieve bone cuts with minimal bone loss. “I have the feeling that the piezosurgery is a huge innovation,” stated CEO Marie-Laure Pochon.

One-stage surgery in crest splitting

ACTEON has proven that Piezotome Cube represents a new approach to minimally invasive surgeries. It is particularly relevant in the flapless Piezotome-enhanced crest splitting and widening technique. This remarkable surgical technique enables implant insertion into a narrow alveolar crest. Prior to the development of Piezotome surgical devices, there was no means of cutting bone without the resultant bone loss during the procedure owing to the difficult handling of instruments such as oscillating saws and diamond-coated discs and their course way of working. “With Piezotome Cube, the surgeon does not have to tame stubborn rotating instruments, but can concentrate on the task at hand,” said Dr Troldhahn. Furthermore, only very experienced surgeons taught in academy can be used for numerous non-invasive clinical procedures. The wide range of exclusive tips permits surgeons to broaden their surgical portfolio and inspires them to expand their expertise.

- Atraumatic extractions preserving the supporting bone
- Accelerated orthodontic treatment (piezocision)
- Precise crown lengthening
- Predictable healing after bone grafting
- Safe lateral sinus lift
- Crestal sinus lift, providing greater patient acceptance
- Crest splitting, leaving the periosteum intact
- Orthodontic bone stretching, offering an alternative to ankylosed teeth
- Extraction or relocation of a malpositioned implant

Piezotome Cube is compatible with all ACTEON surgical tips. Each of the well-designed surgical tips, strengthened by surface treatment, is extremely robust. Their vibration is perfectly controlled to perform fluid and smooth cuts. Furthermore, perfect irrigation flow is facilitated, reaching the tip’s end to avoid any risk of bone necrosis.

Innovative Piezotome Cube facilitates OBS technique for ankylosed teeth and malpositioned implants

Dr Philippe Bouquet is a specialist in a new orthodontic bone stretching technique that permits restoration of infra-occluded ankylosed teeth or movement of severely malpositioned implants. The surgery using Piezotome Cube leaves a small wound of only 0.55 mm, much smaller than what would result from a tooth extraction. Patients experience less postoperative morbidity and reduced postoperative complications, with 87 per cent having no postoperative pain and 86 per cent no swelling whatsoever. Moreover, the reduced healing period contributes to the patient’s well-being and only one surgery is needed. “Getting my smile back helped me get my life back,” said a patient from Sweden. “It’s our mission to have the best treatment possible for the patients,” explained Marie-Laure Pochon.

Dr Marcel Wainwright (left) and Dr Angelo Trödhan.
Heron IOS: A solid entry into the intraoral scanner market

An interview with 3DISC CEO Sigrid Smitt Goldman

At the recent International Dental Show (IDS), global dental imaging technology specialist 3DISC launched Heron IOS, its new intraoral 3-D scanner designed for taking digital impressions. At the company’s booth at the trade fair, today international met with Sigrid Smitt Goldman, CEO and Executive Chairman of 3DISC Americas, to learn more about the device and the importance of digital technology in the dental practice.

Ms Smitt Goldman, what are the main features of the new intraoral 3-D scanner?

The Heron IOS is a solid entry into the intraoral scanner market for 3DISC. It is a device that was really created for dentists rather than the laboratory and therefore has some unique features.

The first one is weight: at only 183 g, it is a very lightweight device, making it much easier to hold and handle. Many competing products are significantly heavier, around 600–700 g.

Another important aspect for us was the ergonomics. Dentists have to perform many tasks one-handed, so any device needs to be operable with one hand. In contrast to other scanners, the tip of the Heron IOS is rotatable, allowing scanning of the upper and lower jaws, as well as the sides, without having to rotate the whole device, with the best possible ergonomic grip.

It is also very fast, allowing the dentist to perform a full-arch scan in less than 5 minutes.

Intraoral scanners have been around for some time. However, not many dentists seem to have adopted this technology in their daily practice. Why is that in your opinion, and is this situation going to change in the near future?

You are right; we are currently dealing with the fact that the technology has been out of our reach for many years. It has reached a great level of reliability and can be a timesaver for the user and increase patient comfort. Therefore, our main aim is to educate dental professionals and convince them of the benefits this technology holds in contrast to conventional analogue impressions that dentists have been taking for many years.

The pioneers of this technology have done a great job in introducing it to the market, but it has still been too difficult to use, impression taking took too long, a great deal of postwork was required, and it was often not affordable or profitable for the dentist.

How has the scanner been received by IDS visitors, and when will it be available?

We have received great feedback from the visitors at the show. Shipping of the Heron IOS will start in the future, the whole digital workflow will be a major selling point for dentists. By combining the scanner with other digital items, they could offer restorative work in one day—something that patients will start looking for and prefer.

How can dental practitioners and dentists access to iFero intraoral scans, improving the restorative digital workflow and enabling them to produce high-quality dental prostheses.

Through the non-exclusive agreement, digital prosthetic solutions specialist Zfx will serve as a sales agent for iFero Element intraoral scanners within its network of laboratories, milling centers and dental professionals. In all Zfx-supported regions, iTero scanners will be used via an open-architecture approach with systems that enable users to take advantage of the Zfx preferred digital milling and laboratory services.

Align Technology announces agreement with Zfx

Align Technology has announced that it has entered into an agreement with Zfx in order to expand its restorative and laboratory network for Zfx in the US, Europe, and Japan.

The agreement, digital prosthetic solutions specialist Zfx, will serve as a sales agent for iFero Element intraoral scanners within its network of laboratories, milling centers, and digital milling and laboratory services.

Only recently, Align Technology announced that the 1 millionth scan had been submitted using the iFero Element scanner since its introduction in 2015. Customers interested in the iFero Element scanner may contact their Zfx agent or can request a demonstration from Align Technology via the contact page at www.itero.com.

At this year’s IDS, ZEISS is presenting EXTARO 300, which is poised to revolutionise and differentiate dental practices with augmented visualisation, digital patient communication and single-handed operation. The dental microscope supports dentists in restorative dentistry, endodontics and all fields of dental surgery to achieve the highest level of performance and results—both functionally and aesthetically.

Augmented visualisation

The Fluorescence Mode in ZEISS EXTARO 300 supports efficient repair of caries-aﬀected fillings and is designed to distinguish between natural hard tooth tissue and the most commonly used dental composite resins. This clear visual differentiation will help target the affected area quickly, saving valuable chair time during removal of carious tissue.

Dr Marko Jakovac, Associate Professor at the School of Dental Medicine of the University of Zagreb, reported: “For removal of old restorations, the autofluorescence functionality of ZEISS helps me to locate the decay as quickly as possible and to avoid removal of healthy tooth substance.”

The TrueLight Mode provides sufficient time to finish complex modelling tasks by preventing the premature curing of composites under the microscope. Unlike with orange filters, the new optimised colour balance still allows the clinician to identify the relevant dental tissue.

Single-handed operation

All capture and visual modes can be activated at the push of a button, and dentists can adjust the unprecedented focal length of 200–430 mm with only one finger.

Making ZEISS EXTARO 300 part of the dental practice not only helps improve comfort, but also makes treatment more eﬃcient.

1 Fluorescence Mode for caries detection is not available for sale in the US, requires 510(k) clearance by the FDA and may be subject to change.

2 Not for sale in every market.

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