"Education and innovation transfer" theme of this year’s AEEDC

With record expectations, 2018 edition of the UAE International Dental Conference & Arab Dental Exhibition opens in Dubai

Expectations for this year’s UAE International Dental Conference & Arab Dental Exhibition (AEEDC Dubai) are higher than ever before. With over 4,700 exhibiting companies, according to official figures, and hundreds of clinical presentations on offer during the next three days, it promises to be one of the largest and most significant dental conferences ever held in the Middle East.

Known for exhibiting the latest in technological advancements and products, AEEDC Dubai is the largest dental event in the Middle East, North Africa and South Asia region and one of the leading dental shows in the world.

Planned along the theme “Education and innovation transfer”, the 2018 show is the 22nd consecutive edition of the event. In addition to the large exhibition, more than 150 regional and international speakers will deliver lectures and hands-on workshops across a range of subjects in dentistry. As a first, Dr Stephen Cohen, one of the foremost endodontists in the world, will be reviewing the latest scientific consensus on endodontic treatment. There will also be a full-day endodontic symposium this year with a key panel discussion hosted by endodontists from the University of Pennsylvania in the US.
Also new this year are symposia in the fields of radiology and paediatric dentistry.

According to the organiser, deals worth more than US$3 billion (£2.5 billion) were made during AEEDC 2017, an increase of 10 per cent from the previous year. In summary of last year’s event, Dr Abdul Salam al-Madani, Executive Chairman of AEEDC and the Global Scientific Dental Alliance, stated: “We are very happy with the great improvement AEEDC Dubai is witnessing yearly, which is expected for an exhibition like AEEDC Dubai, that attracts a huge number of specialists and leading companies yearly.”

This year’s show is being held from 6 to 8 February. As in previous years, up to 50,000 dental professionals are expected to visit AEEDC Dubai 2018.

“The industry and visitors eagerly await the developments that come to light as AEEDC Dubai unfolds a new chapter on dentistry and its innovations with every consecutive year. AEEDC Dubai 2018 will yet again supersede its previous records and achievements by delivering another outstanding event,” al-Madani said.

With such a large and globally recognised event, marketing and advertising is an important factor. Dental Tribune International’s (DTI’s) ortho—international magazine of orthodontics continuing education publication, with a print run of 6,000 copies, is an interdisciplinary magazine covering orthodontics, oral surgery, periodontics and restorative dentistry. In 2018, DTI will publish two editions of ortho and these will be distributed at major congresses around the world, including AEEDC Dubai 2018.

Additionally, DTI’s today is being produced and distributed at the event. On-site editorial teams will provide a comprehensive recap of the previous day’s events along with exclusive interviews, product launches and detailed insights into the show’s programme. today is an effective way for advertisers to reach their audience by informing attendees about products, some of which may be unfamiliar to them, and presenting quality insights and details that can help readers make more informed decisions. In catering to both readers and advertisers, today increases booth traffic and sales, as important information will land in the hands and mailboxes of conference attendees before, during and after the show.

More information and news about AEEDC Dubai 2018 can be found at www.dental-tribune.com.
In summer 2017, ACTEON announced its acquisition of PRODONT-HOLLIGER with the aim of strengthening its dental equipment and consumables offering. At this year’s AEEDC Dubai, PRODONT-HOLLIGER products are being presented at ACTEON’s booth along with other ACTEON products for the first time.

“The acquisition of PRODONT-HOLLIGER fits perfectly into our development strategy, which involves strengthening our core business of dental equipment. As such, the company’s product offering is an excellent additional range for ACTEON. What’s more, PRODONT-HOLLIGER’s historical industrial expertise also fits our DNA as a French med-tech company with high added value. We are delighted to welcome the company and to be able to support it in a new phase of its development, particularly abroad, where our group makes nearly 85% of its sales,” said Marie-Laure Pochon, CEO and Managing Director of ACTEON.

Based in Bordeaux in France, ACTEON specialises in high-tech dental and medical equipment, and is a pioneer in the field of ultrasonics for dental treatment and surgery. PRODONT-HOLLIGER is a French manufacturer of dental instruments created by dentists. The company is based in Olliergues in France, a region known globally for its metalwork, particularly its blades and knives. The company exports its dental equipment internationally.

ACTEON continues to innovate its product line by providing medical and dental professionals with more efficient solutions for both diagnostics and treatment, the company said, with the goal of making procedures even more selective, less invasive and less traumatic for patients. According to ACTEON, five research and development teams work together to create these products, paying great attention to accuracy and quality.

PRODONT-HOLLIGER products will still be available from the usual dealers, but the ACTEON team will also be introducing the product range to prospective and current customers.

Discover smarter scanning with the CS 3600 family

Thanks to its genius-like features, the CS 3600 family allows you to enjoy intraoral scanning that’s more intuitive, efficient and powerful. You’ll end up with a smarter acquisition process and the ability to improve clinical outcomes.

• Automatically fills in holes with appropriate colour for the optimal aesthetic outcome
• Warns users in real time about areas that require additional scanning and indicates the ideal direction to scan in
• Facilitates patient occlusion analysis with automatic occlusion mapping
• Eliminates manual post-scan adjustment by automatically removing unwanted soft tissue

Best of all, the CS 3600 surpasses the competition by delivering the best performance for overall trueness.*

© Carestream Health, Inc. 2017. 15978 AL CS 3600 PA 0917

For more information visit carestreamdental.com
Are you sure you are Identifying and Removing Caries?

Can you clearly identify the margins between Tooth Colored Restorations and Healthy Tooth?

Visit the Lares Research Booth Stand #P06 | Seeking International Distributors
Call +1.530.717.3145 or email cgodoy@laresdental.com  www.laresdental.com
Be Sure you are minimally invasive
Be Sure the caries are completely identified
Be Sure the caries are completely removed
Be Sure tooth-colored restorations are located
Be Sure the restorations are removed completely

Visit the Lares Research Booth Stand #P06 | Seeking International Distributors
Call +1.530.717.3145 or email cgodoy@laresdental.com  www.laresdental.com
With its new image campaign “From a patient to a fan”, W&H is directing the spotlight on dentists and dental professionals. These everyday heroes ensure their patients are in safe and reliable hands in every treatment situation. They always show great dedication to their work and continuously manage to put a smile on their patients’ faces, simply because they care. Even the smallest of their patients’ difficulties is a major concern. That is why they are always gaining new “fans” and succeed again in making their patients happy.

The new W&H image campaign gives these heroes the recognition they deserve. With a perfect balance of knowhow, empathy and technology, they can achieve optimal results. W&H supports the practice team with its daily tasks and is a cornerstone of its success with its innovative product portfolio.

“The daily challenges faced by the practice team are our motivation. As a solutions provider, our products help ensure that the workflow in the dental practice is as smooth as possible,” states W&H Managing Director Peter Malata.

“With innovative dental technology that is ideally suited to the users’ needs, the team can give their full and undivided attention to what really matters: the patient. We play an important role in our customers’ success and assist them in turning patients into fans.”

The new campaign aims to portray W&H in an eye-catching manner and differentiate it from the competition, all with the customary twinkle in the eye. In the eyes of their patients, dentists become Dr Phil Good, Dr X. Pert or Dr Sue Perstar, and thus the living embodiment of well being, expertise, innovative spirit and trust. The result is a modern, internationally adaptable campaign format with emotive images from dental practice. A striking nameplate has been developed as an overarching key visual, clearly communicating the respective names such as Dr Phil Good or Dr X. Pert.

The new W&H image campaign will be launched across all W&H media channels beginning March 2018.
SAFER  FASTER  SMALLER

YOUR TRUE PERSONAL IMAGING PLATE SCANNER

Spark is a medical device of class IIa. Manufacturer: Innixim. Reserved to professional, read carefully the manual before use.

RAYPLICKER™

ONE VISION • MILLIONS SHADES

SRB09

Polarised Picture  Overall Shade  3 parts

9 parts  Detailed Mapping  Translucency

SHADES AND TRANSLUCENCY ANALYSIS
SOFTWARE AND MOBILE APPLICATION
COMMUNITY PLATFORM
REAL TIME CONNECTION

www.BOREA.dental
An unprecedented success, the fifth Pan Arab Endodontic Conference, held in Cairo in Egypt last month, addressed the issue of dentinal repair and its indications through various lectures and workshops. While treatment solutions involving calcium silicates differ in both product composition and application, mineral trioxide aggregate (MTA) products that are composed of a mixing powder and liquid are becoming increasingly popular. The MAP System from Swiss company Produits Dentaires offers both simple handling and highly accurate placement. Clinicians benefit from a highly condensed MTA plug, which can be placed exactly where they need it and does not feature the porosity that would otherwise result from placement of MTA with a simple plugger or spatula.

Often, when placing MTA with a plugger, more material than is actually needed is used. With the MAP System, material is saved because it helps to use the correct quantity for any specific MTA placement in the tooth. Reducing waste saves costs, but the placement remains of high quality.

The MAP System from Swiss company Produits Dentaires offers both simple handling and highly accurate placement. This and many other clinical uses of MTA were demonstrated in various interesting workshops at Produits Dentaires’s booth at the endo meeting in Cairo. Demonstrations will also be given at AEEDC Dubai at the Swiss pavilion. Attendees who are interested in learning more about the product are invited to visit company representatives at Booth E10 in Hall 8 or obtain information online at www.pdsa.ch.
From a patient to a fan.
With first-class dental solutions from W&H for oral surgery and implantology.

#patient2fan
At a lecture session at AEEDC Dubai, Prof. Lakshman Samaranayake, Vice-Dean of the University of Sharjah’s College of Dental Medicine and former Dean of the University of Hong Kong’s Faculty of Dentistry, will provide insights into the oral microbiome and how it affects general health. Prof. Lakshman Samaranayake: The microbiome, for those unfamiliar with the term, is defined as the totality of organisms and the environment within which they reside. Recently, there has been a profound and a remarkable advance in the knowledge and understanding of the microbiome owing to the advent of sophisticated analytical techniques such as next-generation sequencing. “Microbiota” is the specific term used to describe the organisms living within the microbiome, and a predominant portion of oral microbiota reside within plaque biofilm communities attached to oral surfaces such as teeth and gingivae.

In the oral cavity, we have three major sub-compartments of the microbiome, namely the bacteriome (bacteria), the mycobiome (fungi) and the virome (viruses). In health, these organisms live together in harmony in polymicrobial communities exhibiting many symbiotic relationships. However, such symbiotic relationships can be perturbed for various reasons, such as antibiotic intake and poor oral hygiene. This, then, leads to a dysbiotic relationship when disease sets in. Classic examples are poor oral hygiene leading to gingivitis and periodontitis, and Candida (yeast) overgrowth due to broad-spectrum antibiotic use.

The probable association between oral and systemic health has been known from the time of ancient Greek physicians such as Hippocrates and Galen. They considered that poor oral health could have an impact on overall systemic health. This notion once again became popular after the work of researchers such as Syrjanen and Matilla, who published seminal studies on the strong association between heart disease and poor oral health in large cohorts of Finnish populations in late 1980s. Currently, there are virtually hundreds of studies implying a possible association between poor oral health and atherosclerotic vascular disease, for example.

What other connections to general health conditions have been found so far, and how profound is the evidence for them?

As mentioned, all the diseases studied to date, there is a very strong database linking atherosclerotic vascular disease (ASVD) and poor oral health, particularly periodontal disease, which
WE HAVE A MINDSET, CREATING NEW PERSPECTIVES.

GiANO, the best possible image-assisted diagnostics in dentistry.

- Simple upgradability to CB3D and Ceph, for enhanced performance.
- Removable 2D sensor can be switched from the main structure to the Ceph arm.
- Latest technology generates accurate panoramic images with a consistent focal trough over the whole arch.
- Large 3D FOV include the full extent of mandible and maxilla for a complete diagnosis.

Precursor in the field of CBCT imaging, NewTom is the unrivalled benchmark in radiology thanks to highly effective research standards, flawless reliability and sheer quality. These ingredients make GiANO the best solution for image-assisted diagnostics in dentistry.

AEEDC 6th-8th February 2018
Dubai International Convention and Exhibition Centre - Hall 8, booth G-06 & G-10
Most of the studies are, indeed, on ASVD, but adverse pregnancy outcomes and low birth weight babies, diabetes, and hospital-acquired pneumonia have all been studied intensively. However, data on the last three conditions is not as solid as for ASVD. One reason for the plethora of studies on ASVD appears to be the wide availability of numerous funding provisions that spawn cardiovascular disease research, including hypertetapiasias, stroke and related illnesses.

Other diseases that are currently being investigated for a link on the oral–systemic axis include dementia and Alzheimer’s disease, oral carcinomas, pancreatic cancer, rheumatoid arthritis, obesity and renal disease, to name but a few. Indeed, there is recent concern that the health of the gut microbiome may be linked to poor oral health. If that were the case, then dental professionals could use this evidence as a real practice builder.

How does this knowledge change the way medical and dental professionals should be approaching disease?

The oral cavity is an in integral part of the body. Gone are the days when dental professionals treated only the tooth, not truly comprehending that a person is attached to the tooth. Person alised medicine is now at our doorstep. Work of researchers at the University of California, Los Angeles, has shown that isolation of specific target organisms in tandem from saliva could be a harbinger of pancreatic cancer. Hence, it is highly likely that the future professionals will have a more demanding role not only as accomplished dentists in various new technologies, but also as practitioners that work in tandem with a team of physicians and para medical professionals in managing diseases such as diabetes and cancer.

Yet, to make this a reality, we need to address one more issue. That is the liaison between medical and dental professionals. In the US, for instance, physicians are fully aware of the probable link between oral and cardiac health, and even the American Heart Association website specifically states that oral health is a key factor in cardiac health. Unfortunately, though, in this part of the world and Asia, we seem to be lacking such interprofessional rapport and understanding. Thus, we have a great challenge here to educate our medical brethren and, in professional terms, a broader societal task to accomplish.

Last but not least, patient education should not be forgotten. It is imperative that we educate our patients on the possible links between oral and systemic health. For instance, pregnant mothers should be educated on the probable association between oral health and adverse pregnancy outcomes, including premature birth. The latter eventuality will have a great emotional and financial toll on not only the parents, but also the baby, who may have lifetime disabilities due to the prematurity, hence the critical importance of good oral hygiene in maintaining the health of not only the mother but likely the unborn baby. A single scaling and debridement will benefit both the mother as well as the unborn baby.

What factors can change the balance of the natural oral microbiome, and are there certain groups at higher risk?

As we are all aware, routine oral hygiene, such as twice-daily toothbrushing and flossing regimens, as well as periodic scaling and debridement, are critical for the maintenance of a healthy oral microbiome. The oral microbiome and the resident microbiota help maintain our oral health by inhibiting the invasion of extraneous organisms such as coliform bacteria, but above all, by preventing the overgrowth of periodontopathic organisms such as Porphyromonas gingivalis, Tannerella forsythensis and Treponema denticola.

The healthy oral microbiome is analogous to a community of humans of various shapes and sizes living in harmony and peace. As we all know, however, this harmony can be shattered and disrupted by criminal elements of the community, leading to gingivitis and periodontitis. Hence, the main purpose of a healthy microbiota is to keep these unwelcome criminal bacteria at bay. Thus, good oral hygiene is paramount and is the most critical factor that overarches a good eco-balance of the oral microbiome.

Besides this, there are other local and systemic factors that may impact on

at least in the developed world. Diagno sis of HIV disease, viral hepatitis, and diabetes, for instance, could therefore be in the realm of future dental practice. Work of researchers at the University of California, Los Angeles, has shown that isolation of specific target organisms in tandem from saliva could be a harbinger of pancreatic cancer. Hence, it is highly likely that the future professionals will have a more demanding role not only as accomplished dentists in various new technologies, but also as practitioners that work in tandem with a team of physicians and para medical professionals in managing diseases such as diabetes and cancer.

Yet, to make this a reality, we need to address one more issue. That is the liaison between medical and dental professionals. In the US, for instance, physicians are fully aware of the probable link between oral and cardiac health, and even the American Heart Association website specifically states that oral health is a key factor in cardiac health. Unfortunately, though, in this part of the world and Asia, we seem to be lacking such interprofessional rapport and understanding. Thus, we have a great challenge here to educate our medical brethren and, in professional terms, a broader societal task to accomplish.

Last but not least, patient education should not be forgotten. It is imperative that we educate our patients on the possible links between oral and systemic health. For instance, pregnant mothers should be educated on the probable as sociation between oral health and adverse pregnancy outcomes, including premature birth. The latter eventuality will have a great emotional and financial toll on not only the parents, but also the baby, who may have lifetime disabilities due to the prematurity, hence the critical importance of good oral hygiene in maintaining the health of not only the mother but likely the unborn baby. A single scaling and debridement will benefit both the mother as well as the unborn baby.

What factors can change the balance of the natural oral microbiome, and are there certain groups at higher risk?

As we are all aware, routine oral hygiene, such as twice-daily toothbrushing and flossing regimens, as well as periodic scaling and debridement, are critical for the maintenance of a healthy oral microbiome. The oral microbiome and the resident microbiota help maintain our oral health by inhibiting the invasion of extraneous organisms such as coliform bacteria, but above all, by preventing the overgrowth of periodontopathic organisms such as Porphyromonas gingivalis, Tannerella forsythensis and Treponema denticola.

The healthy oral microbiome is analogous to a community of humans of various shapes and sizes living in harmony and peace. As we all know, however, this harmony can be shattered and disrupted by criminal elements of the community, leading to gingivitis and periodontitis. Hence, the main purpose of a healthy microbiota is to keep these unwelcome criminal bacteria at bay. Thus, good oral hygiene is paramount and is the most critical factor that overarches a good eco-balance of the oral microbiome.

Besides this, there are other local and systemic factors that may impact on
SMART ORAL CARE

SENSATION
WHITENING

WHITENESS AND SHINE
OF YOUR TEETH

TEETH WHITENS BY 1.5 SHADES
AFTER 1 WEEK OF USE*

YOUR SMILE IS SENSATION

*THE LATEST MULTI-STAGE CLEANING SYSTEM THAT CONTAINS SPECIAL WHITENING AND POLISHING GRANULES, TEETH WHITENS BY 1.5 SHADES AFTER 1 WEEK OF USE ACCORDING TO TOOTH COLOUR VITA CLASSICAL® SHADE GUIDE.
The harmonious livelihood of the oral microbiome. These include having a good salivary flow and a healthy dentition devoid of carious teeth. Saliva has intrinsic immune mechanisms that appear to foster a healthy oral microbiome while keeping invading organisms at bay. For instance, salivary leucocyte protease inhibitor is known to block the cell surface receptors of the oral epithelium essential for the entry of HIV, the agent of AIDS. As mentioned, for reasons that are inexplicable, uncontrolled diabetes mellitus leads to gingivitis and periodontitis, and, hence, it is critical that diabetics meticulously maintain their oral hygiene.

What are the best strategies to maintain and re-establish the natural balance of our oral microbiome, and does clinical practice have to be transformed?

Given our current knowledge of the oral ecosystem in health and disease, dental professionals have to emphasise the crucial importance of conservation of a good oral microbiome and a healthy community of oral bacteria to preserve oral health. Their main strategy should be to eliminate the “criminal elements” of the oral microbiome that are currently thought to be responsible for caries, gingivitis and periodontitis.

There is currently a debate, especially in the US, on whether to floss or not to floss regularly. Flossing should be an adjunct to eliminate plaque microorganisms from inaccessible niches of the oral cavity due to situations such as bruxed teeth, or due to recession of gingiva, and shallow periodontal pockets. Flossing is also useful to eliminate plaque biofilm when appliances are worn.

Finally, the chemomechanical removal of plaque biofilm by regular rinsing has been a vexed question in the dental community. My belief is that regular oral rinses with various antiseptics have a useful place under certain circumstances, such as in managing individuals unable to conduct good plaque biofilm control through regular and regimented toothbrushing, such as debilitated hospitalized patients, those living in care institutions owing to mental disabilities or those who are physically handicapped.

As far as I am concerned, a chemomechanical strategy of biofilm removal should be directed towards converting a dysbiotic microbiome into a symbiotic microbiome, that is eliminating “terrorist bacteria” and restoring a healthy oral microbiome. Unfortunately, we do not have, as yet, a chemical antiseptic that targets only the “nasty/terrorist” bacterial elements, and antiseptic use will generally lead to blanket suppression of the good as well as the bad bacteria. Hence, it appears that the purpose of a chemomechanical approach to oral health is to restore the healthy eco-balance of the oral microbiome from a dysbiotic to a symbiotic state compatible with health.

What lessons will participants take home from your lecture at AEEC Dubai?

As far as the oral–systemic axis is concerned, there are many studies indicating the probable association between poor oral health and ASVD, diabetes mellitus, adverse pregnancy outcomes and low birth weight babies, as well as hospital-acquired pneumonias. Yet, it must be remembered that these are all still considered mere associations. An association does not necessarily prove causality. Of those discussed, the association between poor oral health and ASVD seems to be the strongest.

There is a dire societal need for us as dental professionals to educate not only our patients but also the general public, as well as the medical community, of the paramount importance of oral health in maintaining good systemic health. A good oral microbiome is essential to maintain homeostasis of a healthy oral cavity. Indeed, we cannot live without a good microbiome, as many studies have shown that animals without a microbiome do not survive, and they shrivel and die. Good bacteria are our friends and we cannot live without them.

Oral biofilms, in the form of plaque, are the predominant constituent of the oral microbiome, although the susceptible bacteria in the planktonic form make up a significant proportion of the microbiome.

Last but not least, some biofilm constituent bacteria (i.e. the bad or the “terrorist” bacteria) can destroy the oral microbiome community and cause disease by subverting a symbiotic relationship to a dysbiotic one.

Thank you very much for the interview.
CROIXTURE

PROFESSIONAL MEDICAL COUTURE

NEW COLLECTION

EXPERIENCE OUR ENTIRE COLLECTION AT WWW.CROIXTURE.COM
Straumann® BLT Ø 2.9 mm – the SmallOne

Another legend is born:
Small, strong and enduring.

LESS INVASIVE* A perfect combination of shape, strength and healing power.

NATURAL LOOKING ESTHETICS Novel prosthetic design that closely matches the anatomy of teeth.

FULL STRENGTH A strong and reliable treatment option thanks to Roxolid®.

*if GBR can be avoided

Contact your local Straumann® representative today to find out more about the SmallOne. Or visit smallone.straumann.com.
Implant systems for all indications

Various abutments for all major abutment systems
Novaloc®/Optiloc®

Perfect for me

I must be able to rely on my material absolutely.
My perfect partner for Prosthetics and Implants:
MEDENTIKA®

Dr. Martin Müllauer
Dentist, Markdorf (Germany)

GRAND RELIABILITY
GRAND STABILITY
GRAND SIMPLICITY
GRAND ESTHETIC

VISIT US AT
BOOTH 62 &
MEET THE EXPERT!

neodent.com/grandmorse

GREATNESS IS AN ACHIEVEMENT.

VISIT US AT
BOOTH 62

Medentika®
at AEEDC Dubai 2018
MY DAILY RITUAL

GAME CHANGER

Interdental brush CPS prime

Martina Hingis curaprox.com
<table>
<thead>
<tr>
<th>Exhibitors</th>
<th>Booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>20</td>
</tr>
<tr>
<td>B</td>
<td>20</td>
</tr>
<tr>
<td>C</td>
<td>20</td>
</tr>
<tr>
<td>D</td>
<td>20</td>
</tr>
<tr>
<td>E</td>
<td>20</td>
</tr>
<tr>
<td>F</td>
<td>20</td>
</tr>
<tr>
<td>G</td>
<td>20</td>
</tr>
<tr>
<td>H</td>
<td>20</td>
</tr>
<tr>
<td>I</td>
<td>20</td>
</tr>
<tr>
<td>J</td>
<td>20</td>
</tr>
<tr>
<td>K</td>
<td>20</td>
</tr>
<tr>
<td>L</td>
<td>20</td>
</tr>
<tr>
<td>M</td>
<td>20</td>
</tr>
<tr>
<td>N</td>
<td>20</td>
</tr>
<tr>
<td>O</td>
<td>20</td>
</tr>
<tr>
<td>P</td>
<td>20</td>
</tr>
<tr>
<td>Q</td>
<td>20</td>
</tr>
<tr>
<td>R</td>
<td>20</td>
</tr>
<tr>
<td>S</td>
<td>20</td>
</tr>
<tr>
<td>T</td>
<td>20</td>
</tr>
<tr>
<td>U</td>
<td>20</td>
</tr>
<tr>
<td>V</td>
<td>20</td>
</tr>
<tr>
<td>W</td>
<td>20</td>
</tr>
<tr>
<td>X</td>
<td>20</td>
</tr>
<tr>
<td>Y</td>
<td>20</td>
</tr>
<tr>
<td>Z</td>
<td>20</td>
</tr>
<tr>
<td>Exhibitors</td>
<td>Booth</td>
</tr>
<tr>
<td>------------</td>
<td>-------</td>
</tr>
<tr>
<td>SHOFU Dental Asia-Pacific</td>
<td>8G05</td>
</tr>
<tr>
<td>SIA Orthodontic Manufacturer</td>
<td>3E09</td>
</tr>
<tr>
<td>Siger Medical</td>
<td>2C03</td>
</tr>
<tr>
<td>Siffidental</td>
<td>7C09</td>
</tr>
<tr>
<td>Silverfox Corporation</td>
<td>2F13</td>
</tr>
<tr>
<td>Siemens</td>
<td>P06</td>
</tr>
<tr>
<td>Sino-Ortho</td>
<td>2E11</td>
</tr>
<tr>
<td>Sinnotional Smile</td>
<td>8G13</td>
</tr>
<tr>
<td>Sintess 3D Printing Manufacturing</td>
<td>P02</td>
</tr>
<tr>
<td>Sirona</td>
<td>3D18</td>
</tr>
<tr>
<td>Sistem Dental Medical</td>
<td>3C12</td>
</tr>
<tr>
<td>SISTEMA INP</td>
<td>8C09</td>
</tr>
<tr>
<td>SM Drug and Health Products</td>
<td>3E10</td>
</tr>
<tr>
<td>smart optics Sensortech</td>
<td>7G15</td>
</tr>
<tr>
<td>Smile Line</td>
<td>8E15</td>
</tr>
<tr>
<td>Soitec</td>
<td>6608</td>
</tr>
<tr>
<td>Speed Dental</td>
<td>3F01</td>
</tr>
<tr>
<td>SPLAT Cosmetics</td>
<td>8G09</td>
</tr>
<tr>
<td>Spring Health Products</td>
<td>6A23</td>
</tr>
<tr>
<td>SRL Dental</td>
<td>7F17</td>
</tr>
<tr>
<td>Starch Medical Products</td>
<td>8R10</td>
</tr>
<tr>
<td>Sterngold Dental</td>
<td>P06</td>
</tr>
<tr>
<td>Stevenson Dental Research</td>
<td>5C34</td>
</tr>
<tr>
<td>Straumann – Institut Straumann</td>
<td>7B10</td>
</tr>
<tr>
<td>Success Dental Company</td>
<td>8R11</td>
</tr>
<tr>
<td>Sunstar Medical Imaging</td>
<td>8R20</td>
</tr>
<tr>
<td>Sunstar Europe</td>
<td>8R37</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Exhibitors</th>
<th>Booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>SureDent Corporation</td>
<td>139</td>
</tr>
<tr>
<td>Surgident</td>
<td>150</td>
</tr>
<tr>
<td>Sussou Semmorn Medical Tech</td>
<td>2G04</td>
</tr>
<tr>
<td>Svident</td>
<td>4G15</td>
</tr>
<tr>
<td>Swiss Dental Industry Association</td>
<td>8E18</td>
</tr>
<tr>
<td>Synthes Dental Implants</td>
<td>8G20</td>
</tr>
</tbody>
</table>

**T**
- T-Med | 3B03 |
- Takara Belmont Corporation | 8G01 |
- Tangshan Zhengtong Exhibition | 2B11 |
- Tanox Optics | 2A18 |
- Tanom | 8C10 |
- TCS | 3065 |
- TIV Dental | 8D12 |
- Teledential Foshan Medical Equipment | 2B04 |
- Technow | 8G06 |
- TECNO-GA2 | 6E13 |
- Tehnodent | 6B14 |
- Temesis | 8E12 |
- Thomas | 3H02 |
- Tianjin Behrjeisheng Technology Development | 2A06 |
- Titan Surgical | 8R09 |
- Titaniumfx | 8C19 |
- TKD Tekne Dental | 53 |

<table>
<thead>
<tr>
<th>Exhibitors</th>
<th>Booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Takayama Dental Corp.</td>
<td>3A04</td>
</tr>
<tr>
<td>Topmed Dental Enterprises</td>
<td>2A17</td>
</tr>
<tr>
<td>TORVII</td>
<td>3B05</td>
</tr>
<tr>
<td>Tacs</td>
<td>8C07</td>
</tr>
<tr>
<td>Tribest Dental Products Co., Ltd.</td>
<td>2A05</td>
</tr>
</tbody>
</table>
- Trident | 3F18 |
- Tricure | 8K11 |
- Trion | 8R08 |
- Tribus Healthcare | 8K04 |

**U**
- UCL Eastman Dental Institute | 8R04 |
- Ufit – T Strong | 8R10 |
- Uguk Dentiste | 6G09 |
- UK Pab Dental | 8R14 |
- UNIDO – Italian Dental Industries Association | 3E20 |
- UniInnov | 8S06 |
- UNIQUE CNC WORKS | 2E12 |
- United Dental | 2B02 |
- University of Leeds School of Dentistry | 8R03 |
- UPF Dental | 2F07 |
- UPRERA | 2F05 |
- US Orthodontic Products | 3B07 |

<table>
<thead>
<tr>
<th>Exhibitors</th>
<th>Booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>USF Healthcare</td>
<td>8A09</td>
</tr>
<tr>
<td>Untormer Instrumente</td>
<td>7E16</td>
</tr>
</tbody>
</table>

**V**
- Vatech | 5B01 |
- VIVI GmbH/Technical & General | 7C11 |
- Voltair | 7P07 |
- Veredental Dental Mobility | 4B09 |
- Verdent | 3B13 |
- Yenico | 5A05 |
- Welframcam | 7F21 |
- Villa Sistemi Medicali | 6F14 |
- WPI | 8C18 |
- Visentin Dental Products | 6A22 |
- VITA Zahndruck H. Ruster | 7F04 |
- Vial | 6C13 |
- Vlastibria | 8D14 |
- VOCO | 7K00 |

**W**
- Waranteck | 4D03 |
- Weibl | 2B13 |
- Wip | 2E13 |
- Wisp Mix Corporation | 6A19 |
- Willmann & Pren | 7E21 |
- Wanygo | 4G23 |
- World Tech | 4B01 |
- World Dent Med Equipment | 91 |
- Wosan Medical Instrument | 2E01 |
- Wuhan It Guang Electronic Appliance | 2B02 |

<table>
<thead>
<tr>
<th>Exhibitors</th>
<th>Booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>XTCERA</td>
<td>2E01</td>
</tr>
<tr>
<td>Yada Oral Health</td>
<td>4A05</td>
</tr>
</tbody>
</table>
- Yakong Ortho | 5C03 |
- Yamato Dental | 7D15 |
- Yumed Optical Instrument Factory | 2B19 |
- Yuyao Guanglin SSD | 2E05 |

**Z**
- Zena | 7F06 |
- Zeyro | 4B18 |
- Zhejiang Getidy Medical Instrument | 2F16 |
- Zhengzhou Haier | 7A05 |
- Electo Optics Technology | 2B03 |
- Zhermaex | 7A05 |
- Zhihui Shanghai | 2F01 |
- Zwiller | 3F10 |
- ZeroDent Implant Manufacturing | 3D10 |
- Zirc Dental Products | 6A18 |
- Zirkonzahn | 5Z |
- Zumax Medical | 2B12 |
- Zuliner | 2B30 |

- Non-precious dental alloys on nickel-chrome base System KN and System NH
- Non-precious dental alloys on cobalt-chrome base System NE and System Duro
- Partial alloy System MG
- CAD/CAM discs on cobalt-chrome base System NE-Blank and System Soft-Blank
- CAD/CAM disc on titanium base System TiS-Blank
- Investment for crowns and bridges ADENTA-VEST CB
- Investment for partial denture ADENTA-VEST PA
Before the introduction of supermarket in the 1940s, shoppers had to separately visit specialty stores in the high street one at a time, such as the butcher, the baker, the chemist, and so on. This was both time-consuming and inefficient. Fortunately, with the subsequent expansion in the amount of supermarkets, we are now able to obtain a wide range of food and house-hold items, or even a complete service (e.g., an optician) in one location. The advantages of supermarkets, which offer a full service in one place, over independent shops is that they are more convenient for the consumer in terms of both time and efficiency.

The benefits of a complete dental service in-house

These advantages can also apply to healthcare providers. Indeed, there is some evidence that patients in healthcare settings prefer to obtain a full service in one place. For example, one study that examined whether patients’ views of quality of care were influenced by the scope of the service offered in one location found that patients perceive better quality of care, especially in terms of accessibility and continuity, when practices act as a ‘one-stop shop’.1 This finding suggests that all types of healthcare services, including dentists, can benefit from providing a complete service within the practice. In addition to being liked by the patients, this also has several advantages for the dentist. Take the example of providing restorations in-house, the benefits for the practice include being able to provide a faster service, improved workflow efficiency, the elimination of logistical problems (e.g., delays in receiving restorations back from laboratories), more choice in designing restorations, and being involved in every stage of the process.

A full chairside system

Being able to complete the restoration process in-house works best when all of the necessary equipment is located chairside, as this reduces the time and effort required from the dentist as well as the patient. One system that does enable the entire restoration process to be completed chairside is Carestream Dental’s CS Solutions. CS Solutions is a complete integrated system that contains the options to scan, design and mill in the practice. It enables dentists to provide crowns, inlays or veneers in a single appointment. CS Solutions is an innovative CAD/CAM restoration portfolio, which is composed of the CS 9000 3D and CS 9300 CBCT units, CS 3500 intraoral scanner, CS Resto software, CS 3000 high-precision milling machine and CS Connect online portal. Based on a simple scan, design and mill workflow, it makes restorative treatment more accessible and more efficient.

Flexibility to suit your practice

One of the advantages of CS Solutions over closed systems is that it is an open system, which means that there is the flexibility to choose from several alternative solutions that adapt to the practice’s preferred workflow and layout. For example, you may opt to scan, design and mill in office; to scan and transport out for milling, or to only perform the scans in office and send the digital models to the laboratory for processing via CS Connect. CS Connect is an online portal for sending digital impressions or crowns designs to the laboratory quickly and securely, which saves time and transport costs and enables real-time case follow up and online case history. As CS Solutions supports open STL format files, it is compatible with many third-party CAD/CAM systems used by laboratories.

Endodontic Obturation System EQ-V: The Dentist’s Choice for Continuous Wave Obturation

Meta Biomed recently established its European headquarters in Mülheim in Germany with the aim of further increasing its presence throughout Europe. The decision to locate Meta Biomed in Mülheim has been warmly welcomed by local economic development company Mülheim & Business and state-owned economic development agency NRW.INVEST, both of which have supported the Korean medical technology company throughout the expansion process. As a company with more than 1,000 employees worldwide, establishing itself in Germany is recognition of the “made in Germany” label as an international signature of high quality. This emphasis on providing exceptional products reflects the company’s own corporate ethos.

Meta Biomed has a deserved reputation of being one of the dental industry’s leading innovators, as its focus on research and development has achieved continual breakthroughs in the quality and performance of its materials, devices and biomaterials. This continues with the launch of Meta Biomed’s new EDV system, which offers a revolutionary and convenient option for continuous wave obturation. Developed with users in mind, both the EDV Park and Fill are lightweight and ergonomically designed for comfortable handling. Each is protected by chemically proven housing material and offers outstanding heating performance; the Fill needs just 35 seconds to reach a temperature of 200 °C. A highly efficient and replaceable lithium battery ensures that the EDV has an extended battery time, making it ideal for longer and more complicated procedures. The device’s unique 360° rotating cartridge provides dental professionals with unparalleled access and precision, and comes with the added benefit of being easily replaceable and disposable. All in all, the EDV is a product that embodies Meta Biomed’s commitment to providing low-cost, high-quality solutions for everyday dental procedures.

Meta Biomed is inviting dental professionals to join the company at AEEDC Dubai and a host of other major shows in the upcoming months. There is a great level of excitement at Meta Biomed about showcasing its industry-leading endodontic products to dental professionals around the globe.

“We are looking forward to meeting our customers and welcome the opportunity to answer any questions they may have,” said Jan Yun, Meta Biomed’s Managing Director.
60-80% of all bacteria are on your tongue

TS1 TONGUE VACUUM CLEANER

Visit us at booth SRF 20 Maktoum Hall and get a TS1 for free

www.ts-1.com
The Straumann Pro Arch solution is tailored to fit and designed to last, indicated for the treatment of fully edentulous patients using fixed restorations and immediate loading protocols. It combines several treatment steps that are supposed to reduce complexity without compromising the outcome and allow for personalized treatment protocols that take patient expectations and unique anatomic, clinical situations into consideration.

Each patient is unique. Therefore, each treatment should be individual too. Based on Caramess Anatomic Classification, Straumann Pro Arch provides clinicians with prosthetic and surgical options to choose the best solution for each patient. The versatility of the Straumann Implant System, including Bone Level, Bone Level Tapered, Tissue Level, and short family implants, provides additional flexibility to address individual clinical situations.

Patients can undergo less invasive procedures thanks to Roxolid, a groundbreaking material specifically designed for use in dental implantology and extensively used for the Straumann Pro Arch procedures. The titanium-zirconium alloy is stronger than pure titanium\(^1\) and \(^2\), and has excellent osteointegration properties.\(^3\) Owing to its outstanding mechanical and biological properties, Roxolid implants allow clinicians to use smaller implant diameters than for the same clinical performance as titanium regular-diameter implants.\(^4\)

**Impressive performance**

Achieving predictable treatment outcomes has been the focus of the SLActive clinical development strategy. New long-term data from a randomized, controlled, multicenter study have confirmed the impressive performance of SLActive with immediate loading. In fact, the SLActive Implants delivered a 10-year survival rate of 98.2% in immediate loading procedures.\(^5\) The surgical and prosthetic Straumann Pro Arch treatment protocols, supported by the strong education programme and the customized value added services, ensure a predictable outcome for each patient every time.

\(^1\) Norm ASTM F67 (states min. tensile strength of annealed titanium).

\(^2\) Data on file for Straumann cold-worked titanium and Roxolid® Implants.


idx
istanbul 2018
15th Istanbul Dental Equipment and Materials Exhibition
12-15 April 2018
**FLUORESCENCE HD**

- A global leader in handpiece manufacturing, Lares Research introduced the Fluoresce HD handpiece in 2017. Recently awarded The Most Innovative Product at the ADF 2017 in Paris, France, this new line is now on display at AEEDC in Dubai.

- Fluoresce HD is the world’s first handpiece making caries and restorative detection technology available in both high-speed handpieces (turbines) and electric micro motor systems. With a push button, clinicians can easily switch from normal white LED light to Fluoresce HD 405 nm LED light. This causes caries to fluoresce red, restorative material to glow yellow, and healthy tooth light green. According to the company, Fluoresce HD is minimally invasive, reduces the risk of refection, and saves chair time for the benefit of both patient and dentist. Simple and cost effective to use, it can be deployed with the Lares Fluoresce HD Electric system or any KaVo MULTiflex compatible turbines.

**NEW LOCATION**

International Convention Centre, Darling Harbour

**FREE ENTRY**

REGISTER NOW
adx.org.au

**ADX18**

SEE BUY LEARN – SYDNEY

23 – 25 March 2018

AUSTRALIA’S PREMIER DENTAL EVENT

Over 550 booths showcasing the latest dental products and technology.

**SEE MORE • BUY MORE • LEARN MORE**

**Lares Research, USA**
www.laredental.com
Booth P06

---

**I-MAX 3D**

- Like its predecessor, the new IMax 3D from Owandy is the result of unrivalled technological and manufacturing expertise. Still one of the most compact and lightweight units on the market, it features an “Easy to Install” system and is delivered fully assembled, requiring just one technician to install it in situ.

- Similar to an intraoral device, the IMax 3D can be mounted to a wall in no time at all. Innovation is about more than just design. Equipped with a 3D cone beam sensor, the IMax 3D allows to carry out high definition (87 μm) examinations for a streamlined diagnostic process.

- With its ALIS (Automatic Layers Integration System), the unit directly and automatically selects the best sections to display as a perfect, high definition image without any form of user involvement. According to the company, the IMax 3D can be adapted to the specific needs of a dental practice. The multi-FoV system supports examinations in 9 x 9 cm (full mouth) and 9 x 5 cm (full arch) formats for implant planning, and there is also a 5 x 5 cm option for endodontic diagnostics. A range of 3D programmes are available for more in-depth examinations.

**FREE ENTRY**

REGISTER NOW
www.owandy.com
Booth 8B13

---

A global leader in handpiece manufacturing, Lares Research introduced the Fluoresce HD handpiece in 2017. Recently awarded The Most Innovative Product at the ADF 2017 in Paris, France, this new line is now on display at AEEDC in Dubai.

Fluoresce HD is the world’s first handpiece making caries and restorative detection technology available in both high-speed handpieces (turbines) and electric micro motor systems. With a push button, clinicians can easily switch from normal white LED light to Fluoresce HD 405 nm LED light. This causes caries to fluoresce red, restorative material to glow yellow, and healthy tooth light green. According to the company, Fluoresce HD is minimally invasive, reduces the risk of refection, and saves chair time for the benefit of both patient and dentist. Simple and cost effective to use, it can be deployed with the Lares Fluoresce HD Electric system or any KaVo MULTiflex compatible turbines.

**NEW LOCATION**

International Convention Centre, Darling Harbour

**FREE ENTRY**

REGISTER NOW
adx.org.au

**ADX18**

SEE BUY LEARN – SYDNEY

23 – 25 March 2018

AUSTRALIA’S PREMIER DENTAL EVENT

Over 550 booths showcasing the latest dental products and technology.

**SEE MORE • BUY MORE • LEARN MORE**

**Lares Research, USA**
www.laredental.com
Booth P06

---

**I-MAX 3D**

- Like its predecessor, the new IMax 3D from Owandy is the result of unrivalled technological and manufacturing expertise. Still one of the most compact and lightweight units on the market, it features an “Easy to Install” system and is delivered fully assembled, requiring just one technician to install it in situ. Similar to an intraoral device, the IMax 3D can be mounted to a wall in no time at all. Innovation is about more than just design. Equipped with a 3D cone beam sensor, the IMax 3D allows to carry out high definition (87 μm) examinations for a streamlined diagnostic process.

- With its ALIS (Automatic Layers Integration System), the unit directly and automatically selects the best sections to display as a perfect, high definition image without any form of user involvement. According to the company, the IMax 3D can be adapted to the specific needs of a dental practice. The multi-FoV system supports examinations in 9 x 9 cm (full mouth) and 9 x 5 cm (full arch) formats for implant planning, and there is also a 5 x 5 cm option for endodontic diagnostics. A range of 3D programmes are available for more in-depth examinations.

**FREE ENTRY**

REGISTER NOW
www.owandy.com
Booth 8B13
With its flagship product, the Rayplicker, on display for Middle Eastern markets in Dubai, Borea is seeking to strengthen its international expansion. The solution consists of a digital shade guide, software and a mobile application for processing and transferring data from the dental office to the laboratory.

Shade determination is usually conducted with a manual shade guide. Owing to the difficulty and subjectivity of the procedure, Borea has developed the Rayplicker. Ergonomic, fast and precise, this shade determination solution realises an innovative concept for communication and interaction between the dentist and dental technician. An indispensable tool for dental practices, it combines quality, traceability and reliability.

The Rayplicker allows the capture, in a single acquisition, of all the colour information necessary for the aesthetic integration of a prosthesis. At each acquisition, the user can visualise the shade of the tooth according to different views, including polarisation, overall shade, three parts, nine parts, complete mapping and translucency of the tooth. The device has a patented optical measuring head, cancelling out influences from the external environment. Its ergonomics makes it possible to scan all of the teeth, whatever their position is in the oral cavity.

Data collected with the device is sent directly to the software together with the contextual photographs taken with the mobile application. Once the patient’s file, integrating the dental prosthesis order, has been completed and recorded, it is sent via the cloud and/or printed. The laboratory, also equipped with the software, instantly receives all the necessary information via the cloud to manufacture the prosthesis according to the order. The software also allows the dentist to follow the order status in real time.

Borea was founded as a project supported by the XLIM laboratory in Limoges in France. Based there in the ESTER Technopole business park, the company not only manufactures the Rayplicker, but also invests heavily in the development of software, thanks to its team of engineers and developers in computer science. Borea is advancing with new skills on a daily basis and is currently recruiting new employees.
Based in Cologne in Germany, Adentatec is a worldwide operating dental enterprise that specializes in the production and distribution of non-precious dental alloys on cobalt-chrome and nickel-chrome base as well as CAD/CAM discs on cobalt-chrome and titanium base. The medical devices distributed by Adentatec are exclusively produced in Germany and are certified to meet the highest standards (CE and FDA). Adentatec is committed to a strict implementation of the quality and process requirements of DIN EN ISO 13485 and DIN EN ISO 9001. These norms cover the entire manufacturing process, according to the company.

From its beginnings over 20 years ago, the main focus of the company was the distribution of sandblasting material and plaster to dental laboratories across Germany. In 2003, Adentatec started their own production of dental alloys and implemented the quality management system. Before launching their alloys in the market, the products have undergone all medical tests such as bio-compatibility and corrosion resistance tests. Over the last 10 years, the export business of Adentatec has increased steadily and the company has now more than 20 dealers worldwide representing its product range.

Development at Adentatec always had the health of the patients in mind. With its know-how, Adentatec produces only alloys and discs that comply with top standards. The company only uses high-quality raw materials to ensure a smooth and consistent quality.

Product brands like SYSTEM KN, SYSTEM MG and SYSTEM NE have been used by many dental technicians for a long time. Adentatec’s portfolio includes plaster, investment material, as well as sandblasting material. Almost ten years ago, the product range was expanded with CAD/CAM discs on cobalt-chrome base (SYSTEM NE-BLANK and SYSTEM SOFT-BLANK). These discs are available in different diameters and heights and can be used for all open milling systems. The strong oxide provides very good metal/ceramic bonding abilities. One of the remarkable features of the discs is the high corrosion resistance and biocompatibility. The discs are soft, homogeneous and have very good milling properties. The CAD/CAM disc on titanium base SYSTEM TI 5-BLANK (Grade IV) was launched in 2012. The Adentatec team is always dedicated to offer the support for its customers. Sales representatives regularly attend dental exhibitions all over the world such as AEEDC Dubai in order to keep in touch with customers and to give potential customers the opportunity to speak face to face. The principle is to establish a mutual relationship with suppliers, customers and business partners.

For additional information about Adentatec products, clinicians are invited to contact the company at info@adentatec.com.

Product brands like SYSTEM KN, SYSTEM MG and SYSTEM NE have been used by many dental technicians for a long time. Adentatec’s portfolio includes plaster, investment material, as well as sandblasting material. Almost ten years ago, the product range was expanded with CAD/CAM discs on cobalt-chrome base (SYSTEM NE-BLANK and SYSTEM SOFT-BLANK). These discs are available in different diameters and heights and can be used for all open milling systems. The strong oxide provides very good metal/ceramic bonding abilities. One of the remarkable features of the discs is the high corrosion resistance and biocompatibility. The discs are soft, homogeneous and have very good milling properties. The CAD/CAM disc on titanium base SYSTEM TI 5-BLANK (Grade IV) was launched in 2012. The Adentatec team is always dedicated to offer the support for its customers. Sales representatives regularly attend dental exhibitions all over the world such as AEEDC Dubai in order to keep in touch with customers and to give potential customers the opportunity to speak face to face. The principle is to establish a mutual relationship with suppliers, customers and business partners.

For additional information about Adentatec products, clinicians are invited to contact the company at info@adentatec.com.

Product brands like SYSTEM KN, SYSTEM MG and SYSTEM NE have been used by many dental technicians for a long time. Adentatec’s portfolio includes plaster, investment material, as well as sandblasting material. Almost ten years ago, the product range was expanded with CAD/CAM discs on cobalt-chrome base (SYSTEM NE-BLANK and SYSTEM SOFT-BLANK). These discs are available in different diameters and heights and can be used for all open milling systems. The strong oxide provides very good metal/ceramic bonding abilities. One of the remarkable features of the discs is the high corrosion resistance and biocompatibility. The discs are soft, homogeneous and have very good milling properties. The CAD/CAM disc on titanium base SYSTEM TI 5-BLANK (Grade IV) was launched in 2012. The Adentatec team is always dedicated to offer the support for its customers. Sales representatives regularly attend dental exhibitions all over the world such as AEEDC Dubai in order to keep in touch with customers and to give potential customers the opportunity to speak face to face. The principle is to establish a mutual relationship with suppliers, customers and business partners.

For additional information about Adentatec products, clinicians are invited to contact the company at info@adentatec.com.
EASY AND EFFICIENT INTERDENTAL CLEANING BY TEPE

At AEEDC Dubai, TePe is presenting an innovative product for cleaning teeth on the go: TePe EasyPick. Its ease of use makes it ideal for interdental cleaning during the day. With a stable, nonslip grip and an advanced silicone cleaning end, the design facilitates efficient removal of plaque and food debris.

TePe EasyPick is an important addition to the company’s comprehensive oral hygiene range, which is developed in collaboration with dental experts and manufactured in Sweden, said Helen Richenzhagen, Global Sales Director at TePe.

TePe, Sweden
www.tepe.com
Booth SR07

NEWTON GIANO

NewTom, the first company to use cone beam technology in the dental field and manufacturer of the high-standard devices NewTom VGi evo and NewTom 5G XL, is announcing the new NewTom GiANO. According to the company, it is aimed at dental specialists who want to increase the value of their practice with a high-quality device at a competitive price. With high 2D and 3D image quality, multiple fields of view, different scan modes and various radiographic modes (adult and child, anterior dentition, bitewings, lateral/anteroposterior cephalometric, carpal examinations, etc.), it provides the perfect solution for every clinical application.

NewTom GiANO is available in Pano, Pano + 3D, and Pano + 3D + Ceph configurations. The device can be upgraded to CBCT and Ceph with minimal effort at any time.

NewTom has gained industry-leading experience from years of successful research, development, production and distribution of CBCT products, and continues to demonstrate its commitment to providing excellence and quality.

Cefla, Italy
www.newtom.it
Booths 8G06 and 8G10
WHAT’S ON in Dubai, 6–8 February

**AEDC Dubai 2018**

**Booth: 7F10**

Looking for an adrenaline rush? Then the XLine Dubai Marina experience might be the right post-conference activity for you. A thrilling zip line adventure across Dubai Marina takes its brave rider on a flight over land and water at up to 80km/h. The zip line, which has a total length of 1 km, stretches all the way from Anwai Towers across the marina to the Dubai Marina Mall. According to the operator, XLine, riders must be a minimum height of 130 cm. Also, people interested in taking a ride should weigh between 50 and 100kg, be between 12 and 65 years of age, and be in overall good medical health.

**GPP Photo Week 2018**

- **Dates:** 6–8 February
- **Starting time:** Check with event organiser
- **Venue:** Unit 36, Alserkal Avenue
- **Website:** [www.gulfphotoplus.com/gpp/2018](http://www.gulfphotoplus.com/gpp/2018)

GPP Photo Week was launched in 2004 and is the longest-running international photography event in Dubai and surrounding regions. It is packed with exhibitions, photo walks, special events and workshops led by the world’s leading photographers, such as Sara Lando and Toufic Araman. The event, running under the theme “Shift your focus”, is a week uniquely designed to inspire, challenge and connect photographers and enthusiasts from around the globe.

**Desert safari**

- **Dates:** 6–8 February
- **Starting time:** Check with event organiser
- **Start point:** Pick-up from hotel
- **Website:** [www.getyourguide.com](http://www.getyourguide.com)

Desert safaris are one of the most popular tourist experiences in Dubai and offer an excellent opportunity to get off the city and into the sand dunes. While there are many different tours to choose from, most safari providers offer the following highlights: dune bashing, sandboarding, camel rides and a mouth-watering Arabic barbecue dinner accompanied by a belly-dancing performance in the evening. Most of the packages available include a hotel pick-up and drop-off service, making it easy for tourists to go on sandy Dubai adventures.

**Dubai Polo Gold Cup**

- **Dates:** 6–8 February
- **Starting time:** 13:00–18:00
- **Venue:** Al Habtoor Polo Resort & Club
- **Website:** [www.dubaiologoldcup.com](http://www.dubaiologoldcup.com)

This year, the Dubai Polo Gold Cup returns to Al Habtoor Polo Resort & Club, as the tournament enters its ninth year. Part of a series of sporting events, the cup is under the patronage of His Highness Sheikh Maktoum bin Mohammed bin Rashid al-Maktoum, Deputy Ruler of Dubai, and will be played under the Hurlingham Polo Association rules. The Dubai Polo Gold Cup was founded in 2009 and has attracted a large number of Gulf VIPs, society figures and famous personalities ever since. It is also a fun day out for family and friends, with picnics, entertainment and performances by local and international DJs.

**Ludovico Einaudi in concert**

- **Date:** 8 February
- **Starting time:** 20:00
- **Venue:** Dubai Opera, Sheikh Mohammed bin Rashid Boulevard, Downtown Dubai
- **Website:** [www.dubaiopera.com](http://www.dubaiopera.com)

Luminous, emotive, effortlessly lyrical and always supremely refined—that is the music and performance that defines Italian composer and pianist Ludovico Einaudi. He has released a series of chart-topping albums, sold out the most prestigious concert halls worldwide and composed a string of award-winning film scores. Gracing the stage of the Dubai Opera, Einaudi will be performing a series of his greatest hits, joined by musicians Federico Mecozzi, Redi Hara, Alberto Fabris, Francesco Arcuri and Riccardo Lagana.

**Visit www.promedica.de to see all our products**
From diagnosis to treatment

discover our high-quality range of hand instruments and mirrors