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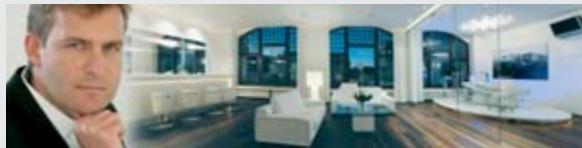
Ivoclar auf der IDS *Ivoclar at IDS*



Am Montag Durchbruch in der Presstechnik vorgestellt.
Breakthrough in press technology presented on Monday.

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Interview *Interview*



Zahnarzt Dr. Jens Voss, Leipzig, über das White Lounge Konzept.
German dentist Dr. Jens Voss about the White Lounge concept.

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Tsunamikatastrophe *Tsunami disaster*



Bisher keine Absagen japanischer Hersteller für IDS.
No cancellations for IDS by Japanese manufacturers.

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Sonicare AirFloss auf IDS präsentiert *Sonicare AirFloss presented on IDS*

Philips stellt Weltneuheit zur Reinigung von Zahnzwischenräumen vor
Philips unveils world innovation for interdental plaque removal

■ Zur IDS 2011 präsentiert der Erfinder der Schallzahnbürste eine einfach anzuwendende und effektive Innovation für die häusliche Reinigung der Zahnzwischenräume. Der neue Philips Sonicare AirFloss arbeitet mit einem speziell entwickelten Hochdruck-Sprühstrahlgemisch aus Luft und Mikrotröpfchen. Neusten Studien zufolge soll er gegenüber der alleinigen Anwendung mit einer Zahnbürste bis zu 99 Prozent mehr Plaquebiofilm im Approximalraum entfernen.

Die Sonicare AirFloss Mikroburst-Technologie ermöglicht nach Angaben des Herstellers eine völlig neue Art des Plaquebiofilm-Managements im approximalen Bereich, also für rund 40 Prozent der Zahnoberflächen. Die Wirkung entsteht durch



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■ The inventor of the Sonicare toothbrush is presenting a innovation for easy and efficient interdental plaque removal. The Sonicare AirFloss features microburst technology which is said to remove up to 99 per cent more plaque in-between teeth than brushing with a manual toothbrush alone, according to Philips consumer testing.

Dental professionals often struggle to get patients to floss on a regular basis. According to the manufacturer, the Sonicare AirFloss has been specially designed to address this problem by improving ease of use while maximizing interdental plaque removal and thus periodontal health.

"What's unique about AirFloss is it's a completely new category for oral care," says Dr Ian Peace from the Uni-

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People of today



■ Dr John Halikias, General Chairman, and Dr Robert Edwab, Executive Director, GNYDM.

"IDS is a tremendous forum for marketing our event worldwide. The GNYDM is the largest dental congress and exhibition in the US and the only dental event that has no preregistration charges. The GNYDM has been a partner of DTI for over 10 years, which adds to the growth of both organizations."



Halle/Hall: 4.1
Gang/Aisle: A / B
Stand/Booth: 40/49

AD

AD

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PERIOSAVE Implantate von TBR *PERIOSAVE implants from TBR*

Ein neuer Schutzschild gegen Periimplantitis *A new shield against peri-implantitis*



■ PERIOSAVE Implantatproduktlinien. ■ PERIOSAVE implant product line. (Photo Claudia Salwiczek, DTI)

■ Peri-implantitis is one of the main causes of mid- and long-term dental implant complications. The French implant manufacturer TBR Group hopes to prevent the development of peri-implant diseases with its PERIOSAVE implant system, which is shown during IDS in Cologne.

Recent studies have indicated that 48 per cent of implants show signs of mucositis. According to Roos-Janssacker et al. (2006), periimplantitis appeared in 16 per cent of such cases 9 to 14 years after implant placement. Fransson et al. (2005) reported progressive bone loss in 28 per cent of implants after a period of five years.

TBR's PERIOSAVE implants are available in three versions to cover all

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