

# 'An absolute requirement'

An interview with Dr George Freedman, Speaker at today's DTSC Symposia

■ On Thursday from 12:00-12:30 in Hall 3.1, booth No. J010/LO19, Dr. George Freedman will present "Cement-free Implants and Long-term Maintenance" as part of the DTSC Symposia. Freedman talked to today international why effective implant maintenance is so easy it should not even be considered an option anymore.

**today international:** Dr. Freedman, you are presenting a DTSC Symposia session called "Cement-free Implants and Long-term Maintenance" during IDS in Cologne. Would you give us a brief overview of your session?

**Dr. George Freedman:** Implants have given patients a renewed opportunity to function and to appear as they did before they lost their teeth. Many den-

so much information, it is often easy to get confused. Could you give us your intake on what you need in an implant restoration to make it as predictable and profitable as possible?

Implant restorations need a simplified system for delivering straightforward and hassle-free implant restorative treatment. Stress-free implant restorations involve the general practitioner undertaking the initial implant diagnosis by making simple intraoral measurements. The dentist may then proceed to the surgical treatment or refer this to a specialist. In either case, the dentist is in charge of the overall treatment process. Finally, the post-surgical restoration consists of two simplified steps: the impression (no more than 20 minutes) and the insertion (no more

than 15 minutes). No anaesthetic is required at the restorative phase, and no cement is ever used.

Something we don't always hear much of in regard to implant restoration is the long-term maintenance of the restorations. Do you think this is something that needs to have more attention focused on it? Why or why not?

It is important to remember that the implant patient, in most cases, lost

his or her teeth because of oral neglect. Simply having implants placed and restored does not always change long-standing oral care habits. Therefore, the dentist must provide a better and easier modality for home oral care that will motivate the patient to maintain the implants. Practitioners expect implants to last for 20 years or more in the oral cavity; without effective maintenance, this will simply not happen.

**The water flosser seems like it would be useful in helping to maintain implant restorations. Could you talk more about this product and some of the benefits of using it?**

Water-flossing technology has been available for many decades. It has been tweaked to improve its ease-of-use and performance. Most recently, direct comparisons of water flossing to string flossing have shown the former to be better. Water flossing is ideally suited to implant maintenance because it removes debris 360 degrees around the restoration (unlike string floss, which is beneficial only in the interproximal regions). Water flossing is gentle on the soft tissues while it totally eliminates debris from the hard tissues and restorations as well. After all, when dentists seek to remove generalized debris after a dental procedure, they always choose a pressurized air and water stream as opposed to string floss.

**If an attendee is interested in going to your session, is there anything he or she should be aware of ahead of time? Is your session aimed for specialists or is it more of a general topic?**

The session is aimed mostly at the general practitioner, but it is likely that specialists could benefit as well. The only things attendees should bring to the



session are an open mind and critical thinking.

**Your session is sponsored by Waterpik. How did you become aware of and then begin working with the company? Is there anything in particular that you like about its products and services?**

I have been aware of the WaterPik company since I was a dental student. At the last IDS, I saw some very exciting research data at the WaterPik booth. This prompted me to follow up with the company's products; I was surprised to discover the range of its products and the depth of the research.

**If there is one thing you hope attendees to your session come away with, what would it be?**

Effective implant maintenance is

\* Dr George Freedman is a founder and past president of the American Academy of Cosmetic Dentistry, a co-founder of the Canadian Academy for Aesthetic Dentistry and a diplomate of the American Board of Aesthetic Dentistry. He is the author or co-author of 12 textbooks, including his most recent textbook, "Contemporary Aesthetic Dentistry," more than 700 dental articles and numerous webinars and CDs and is a Team Member of REALITY. He lectures internationally on dental aesthetics, adhesion, desensitization, composites, impression materials and porcelain veneers. Freedman maintains a private practice in Toronto limited to aesthetic dentistry.

not an option; it is an absolute requirement. But maintenance is often forgotten, resulting in treatment failure. When one considers how easy and predictable implant maintenance can be with water flossing, there is simply no reason the practitioner should allow tissue complications to occur.

**If someone is unable to attend the session, do you have any advice for him or her on how to learn more about achieving stress-free, cement-free implant restorations on his or her own?**

As of now, there are just a few published articles that address this topic. On the other hand, the procedural changes can easily be learned. I am certain there will be sufficient live and on-line programming, and further articles to support the concept of stress-free, cement free implant restoration.

**Thank you very much for this interview.** ◀

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tists are actively involved in implant treatment. Two of the major concerns that have been identified post-implant treatment are crown recovery and implant periodontal maintenance. My session will demonstrate how to make implants totally recoverable by the elimination of cement and how to use water flossing to maintain implant tissues at their optimal level.

**There is always a lot of talk around implant restoration, and with**

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Oberflächenreinigung und -desinfektion

## „ToothFashion“ auf dem VITA-Stand *ToothFashion* at the VITA booth

Hersteller verlost Schmuckstücke aus VITA-Zähnen  
*Manufacturer to raffle gems from VITA Zähne*

■ Eine ungewöhnliche Aktion veranstaltete Keramikspezialist VITA am gestrigen Mittwoch auf der Internationalen Dental-Schau. Von Korsagen, Ketten bis hin zu einem exklusiven Couturekleid waren Schmuckstücke komplett aus VITA-Zähnen gefertigt und am Stand in Halle 10.1 zu bewundern. Die „VITA ToothFashion“ Kollektion soll demonstrieren, dass VITA-Zähne derzeit die Benchmark für Ästhetik in der Zahnmedizin darstellen, so das Unternehmen. Zahlreiche Kreativen und Accessoires für Männer als auch Frauen wurden live vorgeführt. Darüber hinaus hatte jeder Messebesucher die Gelegenheit, im Rahmen einer Verlosung eins von fünf Original-Schmuckstücken mit nach Hause zu nehmen.

Wer seine Chance nicht verpassen möchte, sollte laut VITA einfach am Messestand nach den Verlosungspostkarten Ausschau halten, auf denen die dazu angefertigten Werbemotive abgebildet sind. Fünf verschiedene Motive stehen hier zur Auswahl. Die Gewinner werden direkt vor Ort gezogen und heute bekannt gegeben.

VITA will sich auf der IDS besonders besucherorientiert präsentieren. Deshalb geben namhafte Referenten praxisnahe Informationen und zeigen, wie sie die VITA Produkte im Arbeitsalltag einsetzen. ◀

■ *Ceramicspecialist VITA was planning an unusual promotion yesterday at the International Dental Show. On display in*

Hall 10.1 were corsages, necklaces and an exclusive couture dress, all made of exclusive gems by VITA Zähne. According to the manufacturer, the "VITA ToothFashion" collection demonstrates that VITA Zähne is the benchmark for dental aesthetics. A live demonstration showed numerous creations and accessories suitable for males and females. All visitors also had the chance to participate in a raffle for five original gems. If you would like to have a chance to win the gems, just look for the raffle postcards with the special advertising designs. You can choose from five different looks. The winner will be drawn on site and announced today.

At IDS, VITA wants to presents itself particularly consumer-oriented. Renowned experts will be onsite to give practical tips and show how VITA products can be incorporated into daily dental practice. ◀

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— Case by Dr. Michael DiTolla, Newport Beach, Calif., USA

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