

GC focuses on quality, aesthetics and ease of use



■ In anticipation of the company's 100th anniversary in 2021, GC is presenting an entirely new design for its IDS 2019 booth, which is itself definitely worth a visit. It has been created by the famous Japanese architect Kengo Kuma, who also designed the New National Stadium in Tokyo for the Summer Olympic Games to be held in 2020 and many other famous buildings all around the world. Its sophisticated, unusual design is inspired by the tradition and aspiration for quality of Japanese culture, providing the perfect backdrop for GC's presentation. At the booth, visitors

can receive further information on the company's product portfolio. The latest material innovations in ceramics, resin composite and glass hybrid technology will be on display, as well as the newest CAD/CAM and digital solutions. A preview of the product highlights will be shown at GC's exclusive press conference on Tuesday. The benefits of GC's products can be experienced first-hand during the hands-on courses and laboratory demonstrations held at the booth. Additionally, internationally renowned dentists and technicians will be presenting on current top-

ics at Speakers' Corner daily. Early birds can enjoy a nice breakfast at the booth each morning from Wednesday to Saturday. On Wednesday evening, visitors can end the day with a Belgian beer while catching up with colleagues during the popular happy hour. Moreover, there will be a contest with customised bicycles among the prizes, a photo booth for taking snapshots and much more! GC Orthodontics, GC Tech.Europe and ZL Microdent Attachment will also be present at IDS with their latest product highlights. We look forward to welcoming you at our booth located in Hall 11.2 (Booth N010-0029). Come and explore the dental future with us!

Learn more at www.gceurope.com ◀



Since 1921
Towards Century of Health

Sterilising your delicate instruments in just 7 minutes is now possible

■ Over the past 20 years, low-temperature hydrogen peroxide plasma sterilisation has been used for sterilising heat-sensitive and extremely delicate medical devices, such as robotic surgery system components. This exclusive technology ensures maximum safety for healthcare professionals, patients and the environment: the sterilisation process by-products are non-toxic oxygen and steam. However, the large footprint and the high price of these sterilisers in particular have restricted their use to the most demanding hospital complexes.

After three years of continuous development and large-scale investment by internationally recognised technology partners, the Plasmapp—imported into Europe by Helvemed—has revolutionised the field of small sterilisers and introduced STERLINK to the market, along with its STERPACK pouches and STERLOAD cartridges.

The low-temperature treatment provided by Plasmapp systems ensures gentle sterilisation even of the most delicate instruments, thereby extending their useful life and reducing the high costs associated with their maintenance and repair. Turbines and contra-angles can now be sterilised without steam

at only 57 °C in just seven minutes, in complete safety and according to the latest European guidelines. According to the cycle selected, there is a time and productivity gain of between 50 and 90 per cent compared with conventional steam sterilisers. The sterilised instruments can then be reused immediately.

To learn more about Helvemed, visit the company's Booth (Hall 10.2, Booth V030) during IDS or check out its website: www.helvemed.com ◀



A whiter smile starts with a CLICK

■ BlancOne CLICK introduces a new concept in tooth whitening, allowing—for the first time ever—the combination of dental hygiene ses-

sions with effective tooth whitening. Owing to its unique and innovative photochemical technology, the BlancOne CLICK low-concentra-

tion bleaching gel (16 per cent carbamide peroxide) is activated in just ten minutes, and no protection needs to be applied.

BlancOne CLICK is easy, fast and effective, creates no sensitivity and is very cost-effective—only €10 per treatment for the dental clinic! It represents the perfect entry-level treatment to tooth whitening and is a powerful marketing tool for the dental office. It can be offered at the end of any procedure, avoiding the need to book a separate appointment, and allows the clinic to set up low-cost promotions to attract new patients.

For optimal long-term results, BlancOne has developed four strategies and additional treatments for whiter smiles:

1. Repeat treatment with CLICK every two to four months. It is very mild on enamel and most patients prefer paying for a low-cost (usually around €50) treatment multiple times per year.

2. Offer patients BlancOne Touch, which is similar to CLICK, but more intensive. Three applications are performed in one session for more shade improvements and a longer lasting result. You can repeat this once or twice a year.

3. Deliver immediate results in-office with CLICK. Afterwards, BlancOne Home can be used for follow-up. Available in both day

(16 per cent carbamide peroxide) and night (10 per cent carbamide peroxide) versions, BlancOne Home offers a three-in-one treatment, remineralising enamel with hydroxyapatite and nourishing gingivae with hyaluronic acid.

4. BlancOne Xtra is a home-based maintenance programme that consists of BlancOne STICK, a tooth whitening pen (16 per cent carbamide peroxide), and BlancOne DUETTO, a set of two different tooth-pastes providing intensive surface whitening and 360° care of enamel and soft tissue.

The range also includes BlancOne ULTRA, a high-concentration gel (35 per cent hydrogen peroxide) to treat discolorations such as tetracycline staining and teeth of a very dark shade.

Launched in Italy in 2016, BlancOne has quickly become the preferred choice of Italian dentists, dental hygienists and their patients, growing in sales 20 times faster than the rest of the Italian in-office tooth whitening market during the first half of 2018.

For more information, visit us at IDS (Hall 5.2, Booth A038-B039) or www.blancone.eu/pro ◀

