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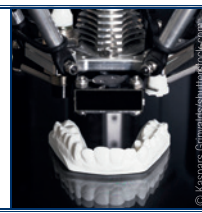
Interview

In preparation for IDS 2019, *today* met with Gerald Böse to speak about the event. The Koelnmesse CEO highlights that visitors can look forward to an exciting week. » **page 6**



Trends in dentistry

According to international market research, the global market for restorative dentistry products is experiencing persistent growth. » **page 12**



Latest products

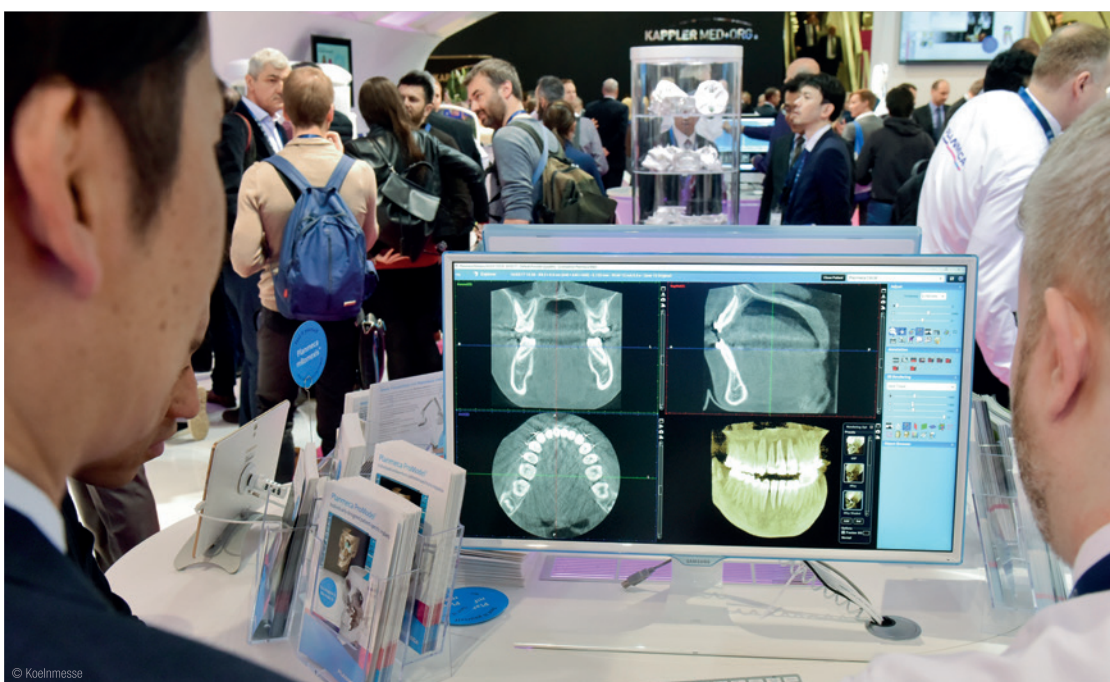
IDS will be showcasing the most up-to-date products and services currently available on the dental market. » **pages 15–42**

Final countdown to International Dental Show has started

Biennial Cologne event to present global state-of-the-art in dentistry once again.
By Dental Tribune International



With over 155,000 trade visitors from 157 countries attending, 2017 was once again a record year for IDS.



Digitalisation will remain the dominant topic in the dental industry in 2019.

in total. Besides a large food court, Hall 5 will house, among others, some of the stands held by larger companies in the field of consumer prophylaxis. Hall 5 is centrally located at the Koelnmesse grounds and its integration into IDS means that the entry boulevard can be utilised to reach nearby parking facilities, the bus station and the new visitor car park.

Besides these arrangements, at the official trade press conference for IDS, which was held on 23 January in Bonn in Germany, speakers and special guests discussed and presented the market developments and industry trends that will shape the forthcoming edition of the show.

As the most important international business platform of the global dental industry, IDS offers companies and experts from all over the world unrivalled opportunities. The demand for cutting-edge dental technology is increasing on a global basis, making it all the more important for dentists, dental clinics, dental laboratories and dental technicians to remain up to date on treatment possibilities and important trends and applications.

At this year's IDS, one of the focal themes—which is affecting all industries across the globe alike—is digitalisation.

“[IDS is the] Davos of the dental industry,” said Koelnmesse CEO Gerald Böse, likening the Cologne event to the unassuming Swiss alpine town that boasts mega financial clout through its hosting of the annual World Economic Forum. For Böse, the level of internationalism at the heart of IDS and the quality and depth of its industry coverage make it an obvious leader in worldwide dental events. But this status now comes with the challenge of accurately representing the digitalisation of dental practice at the exhibition.

This challenge is not without its pitfalls, commented Dr Peter Engel, president of Germany's federal association of dentists (Bundeszahnärztekammer). “IDS will be—as it already was in 2017—characterised by digitisation, this time with an even stronger emphasis,” he explained. Engel told press representatives that the advancement of digitisation cannot be stopped and added the following caveat: while

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From 12 to 16 March, the world's largest trade fair for dentistry and dental technology will be held for the 38th time. The entire dental industry, including all international market leaders, will again be represented at the International Dental Show (IDS) in Cologne in Germany. The organisers have announced the participation of around 2,300 companies from over 60 countries, well over

70 per cent of which come from abroad, indicating the growing level of internationality at IDS. The most represented countries among the exhibitors will be China, France, Italy, the Republic of Korea, Switzerland, the UK and the US.

Not only is the number of exhibitors larger this year, but owing to the high number of registrations, the organisers are anticipating that

IDS 2019 will be able to repeat the excellent result of the previous event in terms of the number of visitors too. Two years ago, 155,000 trade visitors from 157 countries attended.

In accordance with this high visitor and exhibitor demand, a decision was made to expand the exhibition space into Hall 5, bringing the show size to around 170,000 m²

being embraced, the progress of digitisation in dentistry must also be critically evaluated. Engel mused: “Which new digital technologies are actually having a positive impact for dentists? What is a ‘must have’, and what could be better described as a ‘nice to have’?”



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From left to right: Frank A. Schloße (sales executive at Telekom Healthcare), Mark Stephen Pace (Chairman of the Board of the Association of the German Dental Industry), Gundula Gause (television journalist) and Gerald Böse (CEO of Koelnmesse).



Koelnmesse CEO Gerald Böse (right) pointed out that IDS, as the most important international business platform of the global dental industry, will offer companies and experts from all over the world outstanding opportunities.

today ← 1

Engel commented that, for him, it remains of the utmost importance to approach the topic of digitisation with careful consideration of its impact on the ethical principles of dental practice. "One can easily gain the impression that new technologies are, by default, capable of replacing established ones," he said. Engel then pointed out the example of the essential doctor-patient relationship, which, he concluded, is unlikely to be replaced by digital technologies any time soon.

While fully embracing the new advancements in dentistry, the event organisers made it clear that the subtleties of dental practice will not be forgotten on the show floor at IDS

2019. Summing up the discussion, Mark Stephen Pace, Chairman of the Board of the Association of the German Dental Industry, commented that "trade fairs bring people together. IDS is, as the worldwide leader in dental exhibitions, always a nose ahead." Visitors to the show can also expect a focus on 3-D printing, which Pace called a "game changer that could make dentistry competitive once again."

The market for 3-D printed products in dentistry is predicted to grow by between 13 and 23 per cent annually and reach a size of US\$25.7 billion (€22.5 billion) by 2030, according to a recent Koelnmesse analysis. This development is expected to occur in two phases.

The first, which revolves around the reinvention of existing products, will last until around 2020, at which point innovative materials and optimised printing methods will allow the dental industry to take on a pioneering role.

Visitors and exhibitors can already download the official IDS app and begin to explore the halls before arriving in Cologne. The app, which can be downloaded free from the App Store and Google Play, offers users an interactive view of the exhibition areas and a number of tools designed to help visitors make the most of their days at the event. With the app, users can calculate fast routes between booths and halls and utilise the messaging

function to contact exhibitors before and during show hours.

Dental professionals can still easily register in advance for IDS on the IDS website. In addition to an e-ticket, trade visitors will receive a transport ticket for buses and trains that are part of the Rhein-Sieg transport network, allowing them to choose from attractive overnight accommodation in the outskirts of Cologne and throughout the entire Rhein-Ruhr metropolitan region and travel to IDS using public transport free of charge.

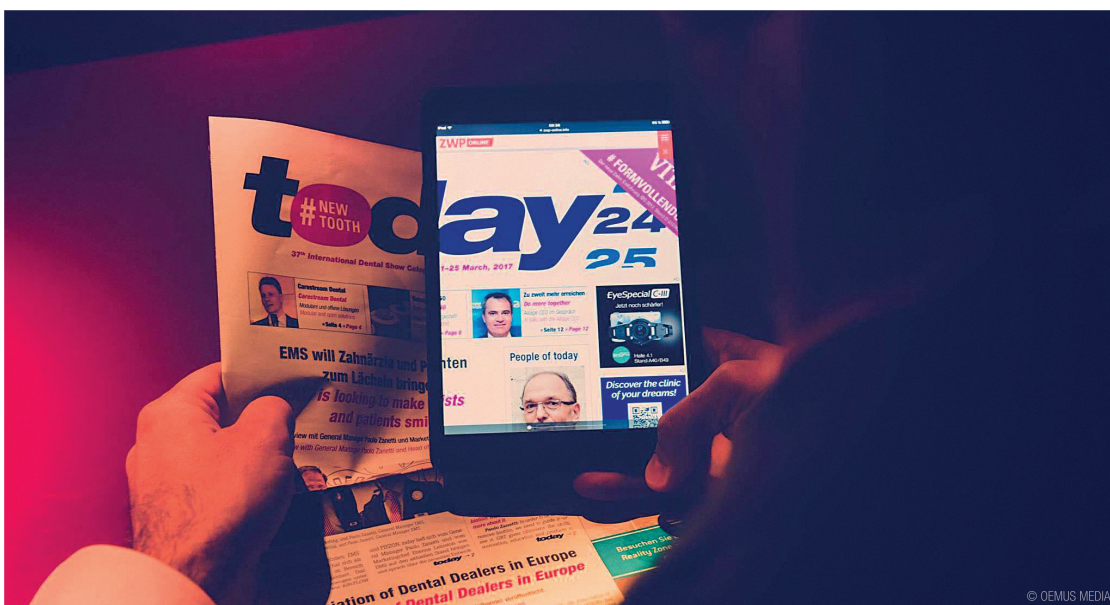
Over the past 80 years, the Association of the German Dental Industry through its Gesellschaft zur Förderung der Dental-Industrie, in partnership with Koelnmesse, has

organised IDS, guiding its development as an indispensable marketing tool for the international dental industry. As in previous years, the opening day of the fair (12 March) will be Dealers' Day, giving exhibitors specialising in dental trade, import and distribution a platform for intensive sales negotiations. Overall, IDS will again be an essential event for those seeking to ensure direct sales and to establish direct, effective and gaugeable customer contact. The event provides opportunity for new business achievements and to accurately estimate market probability within the shortest time.

For more information, please visit www.ids-cologne.de

20 years of today at IDS

Most trusted source for news and views from the event and beyond is celebrating its 20th anniversary at the world's largest dental show. By Dental Tribune International



exclusive interviews. Free hard copies of today will be made available to IDS visitors every day and can also be accessed 24/7 online. Additionally, over the course of the event, daily newsletters featuring the newspaper will be sent to over 200,000 recipients worldwide.

Speaking about the publication at IDS, DTI CEO Torsten Oemus said he believes the paper has become so trusted because of the publisher's years of experience in producing

been the most read publication at IDS at all times owing to its relevant content and extensive distribution at the show and to 150 hotels in and around Cologne," said Oemus.

In addition to its paper at IDS, DTI publishes special today show dailies for more than 80 dental shows around the globe each year. Depending on the size of the event, up-to-the-minute issues covering the respective show are produced and distributed daily. On-site edito-

"[...] today has been the most read publication at IDS at all times [...]"

With the International Dental Show (IDS) fast approaching, preparations are in full swing at Dental Tribune International (DTI). In collaboration with its German partner OEMUS MEDIA AG the publisher will be releasing another dedicated today show daily edi-

tion for IDS for the tenth time. For two decades, the newspaper has been the trusted partner of exhibitors at IDS and the most comprehensive news source for visitors to the show.

Over the course of the most important trade show in the dental in-

dustry, DTI and OEMUS MEDIA AG will be publishing a total of six daily today issues in English and German with a print run of 10,000 copies per day. The paper will be produced on-site to guarantee the most up-to-date news, product reference guides and

quality bilingual content and because the today covers all major trade shows worldwide.

Since the first today published at IDS in 1999, the paper has continually grown stronger. "Other show papers have come and gone, but today has

rial teams provide a comprehensive recap of the previous day's events. Additional content helps attendees make the most of their time, including information on course offerings, exhibitor lists, floor plans and social events. ◀



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“We and the whole of Cologne are looking forward to IDS”

Interview with Gerald Böse, CEO of Koelnmesse.
By Dental Tribune International

■ IDS 2019 is expected to be even bigger and more international than the previous event in 2017. As the dental world prepares to travel to the city of Cologne for the 12-16 March event, Gerald Böse, CEO of Koelnmesse, says new developments will provide an even better trade fair experience.

The year 2017 was a record-breaker for Koelnmesse, With more than 43,000 exhibitors and over 2.1 million visitors hosted at the company's trade fairs worldwide. What role did IDS play in this success?

Yes, that's right, regarding trade fairs, 2017 was a totally successful year, in which we not only reached our ambitious growth targets, but actually even surpassed them. In 2017, we ultimately recorded a turnover of €357.9 million, hosted 43,000 exhibiting companies from 119 countries, and received over 2.1 million visitors from 218 countries at our 82 trade fairs and exhibitions. As the industry's leading international dentistry trade fair, IDS plays a very important role in our trade fair portfolio.

With an increase of 12 per cent on 2015, IDS 2017 received more than 155,000 trade visitors. What are you expecting in terms of visitors for the approaching 38th edition of the show?

The developments seen over the last several years and the responses to our visitor surveys indicate that we can expect a high increase in the number of visitors once again in 2019. We are optimistic that we will once again be able to top the result of over 155,000 international trade visitors in 2019.

Have there been any changes to the halls, facilities or services that you'd like to share with our readers?

With the integration of Hall 5, IDS has significantly expanded its floor space again. The event will now span a total exhibition space of over 170,000 m². The integration of Hall 5 creates the necessary capacity for the high exhibitor and visitor demand. Here, among others, several large suppliers of consumer prophylaxis pro-

ducts will be exhibiting. Hall 5 fits in well with the natural flow of the trade fair and is perfectly connected to the boulevard entrance between Hall 5 and 10. The boulevard entrance will be in use, as will the south, east and west entrances. In addition, the integration of Hall 5 will further enhance the overall quality of stay for visitors to IDS: a food court can be found in Hall 5.1, while the wide aisles and light-flooded passages will provide even better navigation and layout. Furthermore, the smooth, visitor-friendly access guarantees a more even distribution of visitors across all of the exhibition halls.

IDS 2019 is offering a further service that facilitates travel to IDS for trade visitors and, what's more, makes it less expensive for them. For the coming event, the IDS e-ticket includes a free transport ticket that allows holders to use public transport in the region of Cologne—for the very first time, holders can also travel throughout the entire Rhein-Ruhr metropolitan region. That means that trade visitors travelling from the metropolitan area of Düsseldorf, Duisburg, Essen, Gelsenkirchen, Mülheim and Dortmund who have booked accommodation there or who are flying into Düsseldorf can travel to the trade fair in Cologne using regional express trains and other local transport options free of charge.

Visitors will appreciate that. Koelnmesse recently reported a significant increase in international IDS exhibitor numbers. What can you tell us about this trend?

Over the expanded exhibition space, we are again expecting around 2,300 exhibitors from more than 60 countries, who will again be presenting the current trends of the dental industry. Of these, over 300 companies, all of which satisfy the demanding IDS participation criteria, will be taking part in the Cologne event for the first time. We—the VDDI/GFDI [Association of the German Dental Industry and Gesellschaft zur Förderung der Dental-Industrie] and Koelnmesse—place great value on the careful and healthy growth of IDS. The quality of the exhibitors and visi-



▲ Gerald Böse, CEO of Koelnmesse.

tors, as well as the amount and topicality of innovations on display, make IDS the most comprehensive showcase and the liveliest and most significant marketplace of the dental world.

IDS 2017 had a focus on digital production and diagnosis methods. Will we see another strong digital focus this year, and what other aspects of dentistry do you expect to come to the fore?

Improved digital workflows and additive manufacturing are at the fore of international development being seen in dentistry. Digitalisation is advancing at a dynamic pace. As such, innovation cycles are becoming increasingly shorter. The innovative power of the industry becomes particularly clear here, and digitalisation is extending across all segments of the dental world.

In relation to the current trade fair market environment, what can IDS exhibitors expect, in terms of buyers and decision makers walking the halls?

Over 155,000 visitors from 157 countries, with 60 per cent of visitors from abroad—the figures from the last event clearly demonstrate where the strengths and KPIs [key performance indicators] of IDS lie: in the quality of the participants, on both the visitor and exhibitor front. IDS in Cologne is the global industry platform; this is where the dental world meets up. This status is synonymous with an exceptionally strong presence of international decision makers.

What are the long-term prospects of IDS, and what is necessary to keep building on a successful event?

The development and success of IDS over the past several years permits us to look positively ahead to the future. However, nobody can afford to stand still in our industry. That is why shortly after IDS 2019 we will get together with the GFDI, the commercial enterprise of the VDDI, the organiser of IDS, and jointly work out how we have to

align ourselves in order to ensure that we can continue this success on a sustainable basis.

Lastly, IDS 2017 saw Cologne called the five-day global capital of dentistry. With the dental world now about to arrive in the city, how would you describe what the host city has to offer?

Even though business is the focus at IDS, visitors and exhibitors will no doubt explore and enjoy the cathedral city. The heart of the metropolis, with over a million inhabitants, lies in close vicinity to the fairgrounds, separated only by the Rhine—the lifeline of the people from Cologne—with its liberal, friendly and cosmopolitan citizens. In addition to the cultural sights, which span the city's long history of Roman settlement all the way to the present day, the Cologne lifestyle can best be experienced in the many restaurants, breweries and pubs. We and the whole of Cologne are looking forward to IDS. ◀



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Game changer of 3-D printing: Dentistry is a trendsetter

■ New treatment modalities, new forms of teamwork, new business models—when it comes to 3-D printing, dentistry is one of the pioneers. According to a recent analysis, the global market for 3-D printing products will grow by an annual average of between 13 and 23 per cent to reach a total volume of €22.6 billion by 2030. Regarding medical technology in particular, the volume will grow to €5.59 billion by 2030. According to experts, this development will occur in two phases: until 2020, there will be a prevailing focus on the reinvention of already existing products; after that, the focus will turn to the development of innovative materials and optimised printing processes. The printing of frames through laser-assisted processes is already established, whereas new dental frames made of plastic materials are being developed. According to market analysts, however, the possibilities regarding orthodontic appliances, prostheses, crowns, bridges, aligners and models are most promising. In terms of prophylaxis, an individualised 3-D printed dental floss holder is considered to be among the most advanced developments. When it comes to communication,

real-time images have already proven themselves. In this context, a digitally modelled smile of a patient serves as the basis for a 3-D printed silicone model. Furthermore, a robot has already successfully implanted two 3-D printed teeth into a patient. Apart from that, in order to reconstruct the original form of a patient's jaw after oral tumour removal, it is already possible to scan the defect and manufacture a template by means of 3-D printing. This template then guides the extraction of a bone block from a different area of the body (for instance, the fibula), which is subsequently transplanted into the oral cavity.

Today, there are a wide range of different processes. These include stereolithography, which is ideal for manufacturing surgical guides owing to its precision down to the lower double-digit micrometre range. There is also the digital light processing technique, which is characterised by its high speed: owing to a one-time exposure instead of a moving laser beam, each layer of the object polymerises almost instantly. Apart from that, the Polyjet process, which closely resembles the functionalities of an office printer, can

achieve extremely high precision. Within the context of both plastic and metal printing, there is the selective laser melting technique, the selective laser sintering technique and LaserCUSING. At IDS 2019, the entire spectrum of these processes will be on display with a view to their already existing clinical applications. In this regard, the exhibitors will be happy to elaborate on the properties of printable materials, software solutions and services, which are tailored to the needs of dental practices and laboratories.

“Within the field of 3-D printing technologies, many great things have already been achieved that were not yet foreseeable to their full extent some years ago. It is now clear that 3-D printing is going to significantly change digital workflows in the long run,” said Mark Stephen Pace, Chairman of the Board of the Association of the German Dental Industry, ahead of IDS 2019. “Constant developments in the field result in new clinical, technological and economic possibilities, which in turn lead to innovative business models. There is no better place than IDS 2019 to comprehensively experience the resultant possibilities for one's own dental practice or laboratory.” ◀



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Focus on long-term outcomes of periodontal therapy

■ As the top event for the dental industry globally, IDS will present the entire range of products available on the market worldwide, with a focus on periodontology. As such, the upcoming IDS will offer an overview of both established and new methods in periodontitis prevention and therapy, specifically emphasising follow-up care through biofilm and recall management as integral to long-term success.

“The coming IDS offers attractive innovations in many areas, from the diagnostic process to the supporting periodontal therapy, through to periodontal surgery,” emphasised Mark Stephen Pace, Chairman of the Board of the Asso-

ciation of the German Dental Industry. With the growing need for care, there are increasingly more effective options for the prevention and treatment of periodontitis, he said. “At the International Dental Show in Cologne this progress can be experienced close up. With tangible product innovations and direct contact with the respective manufacturers, IDS offers all visitors real added value.”

IDS will showcase the entire range of periodontal treatment products, including manual tools, ultrasonic and powder jet systems, periodontal probes and pressure-calibrated alternatives, software solutions and adjuvant therapies. The last include

laser-controlled methods, immune modulation and the application of antimicrobial substances. Beyond the minimally invasive methods, surgical options, such as lobe operation and soft-tissue grafts, will also be covered. In addition, visitors will be able to learn more about bacteria, DNA tests and modifications, such as leukocyte telomere length attrition, as well as assessment methods for genetic periodontitis and tissue destruction processes for accurate treatment planning. Because regular follow-up care is key to success in periodontal treatment, particular attention will be given to recall and supportive periodontal therapy and monitoring. ◀

Digital endodontics: IDS to showcase wealth of possibilities

■ The success of endodontic therapy depends on many factors, including the detection of all root canals, their hermetic seal and the nature of subsequent coronal care. How the latest innovations for the individual treatment steps can be optimally put to use will be shown at the 2019 IDS in Cologne.

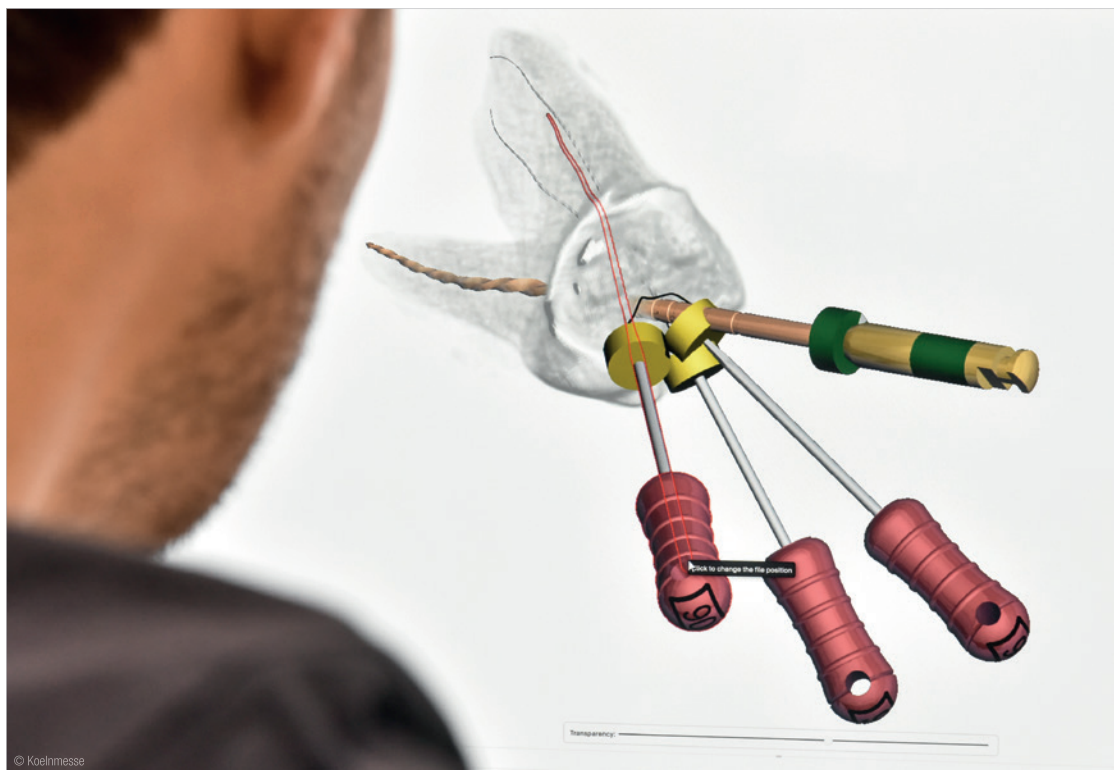
Today, the success rates of endodontic treatments over a period of ten years are typically more than 90 per cent. In order to optimise treatment outcomes even further, dental practitioners seek to use and benefit from the best technologies on the market. Digitally supported endodontics has given rise to new

Now, development is moving in the direction of virtually pre-planned root canal therapy and guided endodontics (similar to implantation guided by a surgical template).

Despite the digitalisation process, many proven products and processes will, of course, retain their importance. Therefore, they are being progressively developed and improved. Partially heat-treated files, for example, are even more flexible, which is an advantage in anatomically complex cases. Furthermore, the use of lasers could potentially make the disinfection of prepared root canals even safer in the future, such as PIPS (pho-

filling of the canals and, if necessary, the creation of space for a root post.

With the support of software and 3-D radiographs, planning for procedures is continuously becoming easier. This boosts the safety of treatment and improves long-term outcomes. On the monitor, the dentist can now visualise the root canals from top to bottom. The software proposes files of the right sizes, matching gutta-percha points and much more. This technology also offers the possibility to virtually simulate the treatment in advance. There is also the possibility of a division of labour, with the



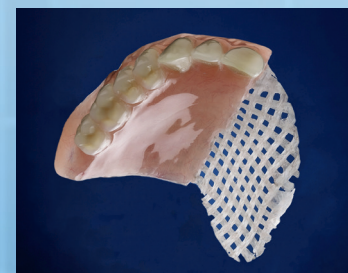
possibilities, having already replaced analogue radiographs with digital 2-D radiographs. For several years, practitioners have had access to endodontic motors that can be controlled from a tablet, offering advantages in documentation and patient communication, for example.

ton-induced photoacoustic streaming) or SWEEPS (shock wave enhanced emission photoacoustic streaming). During obturation, motor-driven extruders can simplify the dental procedure by combining all the necessary functionalities: the introduction of gutta-percha, the

planning done by the specialist and the treatment implemented by the principal dentist. The next area of advancement is guided endodontics, which will, for example, provide a template for introducing the glide path file into the canal at the optimal angle. ◀

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Booth B065 Hall 10.1

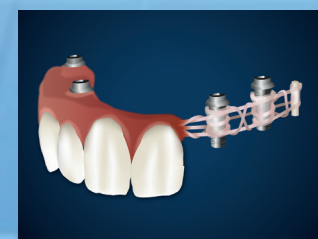
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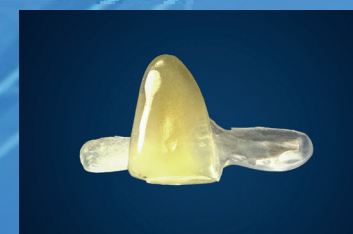
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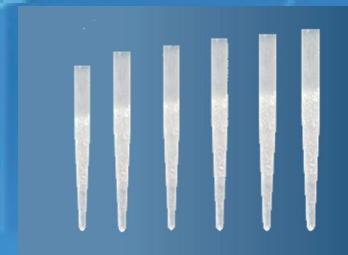
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Dynamic digitalisation: The laboratory of the future at IDS 2019

■ There are stable long-term trends and fast-paced ones when it comes to digital dental technologies, and dental technicians who combine these two profit the most. A visit to IDS 2019 will definitely help to gain a comprehensive overview and make unerring decisions with an eye to the future. A number of innovations in the area

of digital technologies have made the processing of specific materials possible or economically attractive. Today, it is possible to manufacture crown and bridge frameworks that are made from zirconia, lithium disilicate, hybrid ceramics, high-performance plastics, and alloys that either contain gold or are free of precious metals.

In terms of manufacturing choices, dental laboratories have become very flexible: they can decide whether to produce in-house or outsource tasks to laboratory partners or external industrial services. Today, even custom abutments can be manufactured in-house or ordered from an external manufacturer or supplier. Regarding fixed dentures, CAD/CAM systems have become well established in the past several years, and new possibilities in CAM of removable dentures are constantly being created. For instance, complete, duplicate and immediate prostheses can be manufactured in the dental laboratory by means of computer-supported procedures, allowing the dentist to continue performing the work tasks with which he or she is most familiar.

Just like prosthetics, orthodontics is considered to be a relative newcomer to the digital playground, compared with other dental fields. These days, dental laboratories contribute to dental treatments by providing virtual set-ups. In doing so, bracket positions can be set, for instance. Subsequently, the dental technician fabricates the respective appliance and creates the transfer tray by means of a 3-D printer. This procedure brings a wide variety of creative possibilities to the dental laboratory: occlusal splints, surgical guides, custom trays, orthodontic appliances, or provisional crowns and bridges—virtually everything can be manufactured using 3-D printing technologies. If in accordance with the guidelines for Class IIa medical devices, the respective appliance can be used for printed short- and long-term provisionals. Furthermore, printed alloys, such as cobalt-chromium, give access to new applications, such as digital model casting prostheses. ◀

At-home tooth straightening boom raises concerns



■ To the unaware consumer, it almost sounds too good to be true: straighter teeth without a single dentist appointment through a method that is also quicker and more affordable than conventional orthodontic treatment.

Just recently, the US-based start-up SmileDirectClub, in which clear aligner maker Align Technology owns a 19 per cent stake, raised US\$380 million in a new funding round, valuing the company at US\$3.2 billion.

Competitors with similar business models can be found all around the world, such as EZ Smile (Australia), Your Smile Direct (Ireland) and Easy Smile (Hong Kong). All these companies follow a similar process: a potential patient fills out an online questionnaire to assess whether he or she is an eligible candidate for at-home treatment. Depending on the result, the customer can buy an impression kit, take the impressions at home and send them to a laboratory, which will then create a set of plastic aligners.

By eliminating the in-person visit to an orthodontist, remote tooth straightening services can be offered

at a cost that is up to 60 per cent cheaper than care provided via an orthodontist using a clear aligner system.

Despite the advantages of at-home treatment, dental professionals are worried about this trend. In an interview with the *Sydney Morning Herald*, Vice President of the Australian Society of Orthodontists Dr Howard Holmes said: “If there are gum issues, gum disease or broken fillings, they won’t be detected, and when you start moving teeth, those problems can become worse. Even if the immediate results seem good, the teeth and bite may not be in a stable position and move back, and there could also be muscular and jaw problems.”

Despite the possibility that failed at-home aligners may result in even more costly remedial treatment, EZ Smile founder Ed Ambrosius believes that dentists are scaremongering: “We are simply doing the most minor cases of teeth movement and would never consider treating anybody that requires complicated dental techniques. The risks are extremely low. We have rejected many more cases than we’ve taken on.” ◀



Upcoming IDS puts emphasis on technology and teamwork

■ Over the past 20 years, dentists and dental technicians have experienced the new possibilities continually being created by digitalisation. The key to success in exploiting these innovations has been and will continue to be the interaction between the members of the treating team. In this regard, IDS will offer comprehensive concepts, valuable tips and stimulating discussions.

The particular excitement of dentistry lies in the unique combination of medical, technological and aesthetic aspects in the discipline. The day-to-day work has become more diversified and sometimes challenging over the past decades, both in the practice and in the dental technician’s laboratory, owing to multifaceted requirements. A particularly effective means of meeting these demands has been the intensification of collaboration between dentists and dental technicians.

The conditions for collaboration are better than ever, because digitalisation allows spatial and time limits

to be overcome. Radiographs, model scans, and a wide range of different working and planning documents can be produced in the practice and the laboratory within seconds for evaluation and discussion purposes. At the same time, overlapping digital workflows in more and more areas are increasingly facilitating cooperation between dental professionals.

The sheer number of options and thus possible combinations is increasing further in terms of both materials and production. Especially in the case of digitally aided manufacture, 3-D printing is expanding the choices and opening up new possibilities for teamwork between dentists and dental technicians. The specific realisation of this depends on the practice’s clientele, the existing equipment, and the personalities and individual approach of the dental professionals concerned.

“The International Dental Show will comprehensively present the current state of development of materials and processing methods, as

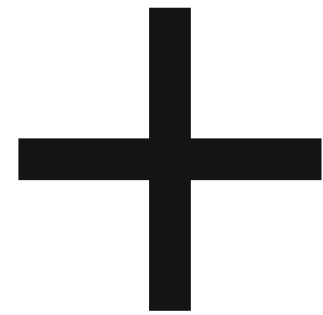
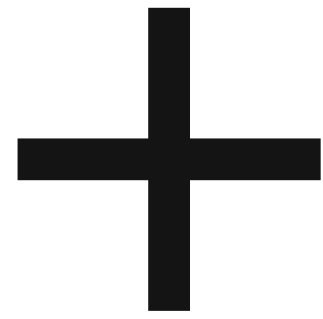


well as new opportunities for optimal collaboration between the dentist and dental technician,” said Dr Markus Heibach, Executive Director of the Association of the German

Dental Industry. “At IDS, digital systems, planning tools, and different production options and their application within the team can be experienced first-hand and in a diversity

that cannot be found anywhere else. My tip to all visitors is to talk to your dental technician or dentist in advance and visit the International Dental Show as a team!” ◀

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New tech, bundling and commoditisation are affecting the future of restorative dentistry products

By Graeme Fell & Jeffrey Wong, iData Research

■ The global market for restorative dentistry products is experiencing persistent growth despite an interesting and contradictory set of market factors. This growth is primarily being driven by the rising market penetration of dental implants, as well as CAD/CAM-produced prostheses and final abutments. While discount pricing, commoditisation and product bundling have limited revenues, the growing acceptance of and demand for dental implants and new restorative products will sustain market growth.

Strong growth trends for restorative dentistry

The dental implant and final abutment market is expected to ex-

perience strong growth over the next few years, even in more penetrated markets such as Europe and the US. The market is growing in response to increasing demand from dentists, particularly general dental practitioners, who are placing implants in greater numbers. Consumer awareness of implant-supported restorations is also growing owing to effective marketing and positive patient outcomes. In the US, marketing campaigns aimed directly at the patient are being run on a national basis, and implant-supported restorations are gaining recognition in emerging markets.

Typically, final abutments fabricated using CAD/CAM technol-

ogy have commanded a significantly higher price than have standard stock abutments, but substantial price declines and streamlined production methods have resulted in CAD/CAM products gaining an increasing share of the final abutment market. The average selling price of a CAD/CAM abutment has notably declined in the US over the last two years alone. The efficiency of CAD/CAM technology is improving owing to major investments in equipment by the foremost implant companies. These improvements will inspire greater use of CAD/CAM technology and drive the market for these higher-priced final abutments.

Growing implant technology markets

Surgical guides for implant placement have attracted increased attention in recent years, resulting in high levels of market growth. The adoption rate of surgical guides is expected to grow, and surgical guides will be used in a significant percentage of implant placements, particularly in more developed dental markets. Markets for treatment planning software and dental implant instrument kits will also continue to grow with the procedural volume increase, but are limited by the number of complimentary units bundled with large implant purchases. The dental implant instrument kit market consists of specialised products used to perform dental implant procedures, such as drills, reamers, ratchets and inserters/retrievers. Instrument kits are bundled because they are important for successful implant procedures, especially for dental specialists who place hundreds of implants per year.

Geographically, emerging markets are continuing to adopt implants at an increasing rate. Double-digit growth in the Asia Pacific region can be found in China and India, alongside encouraging acceptance of digital dentistry.

Commoditisation and other market limiters

The dental implant market experienced a shift towards more affordable products in 2018, with established premium brands facing increased competition from their low-cost counterparts. The growing demographic of general dental practitioners who place implants has prompted new consumer preferences, such as less brand loyalty and more price sensitivity. Therefore, implants in the value (mid-level) and discount (most affordable) pricing brackets are attracting new customers who are less likely to differentiate between the numerous brands currently on the market. In emerging markets, greater value is being placed on affordability, thus speeding up this transition. In addition, lower-priced implants are more popular in countries that are home to several discount and value implant producers, such as Israel and South Korea.

The various product bundles offered by dental implant companies will apply additional downward pressure on revenues. Treatment planning software and dental instrument kits are not the only products being given away free. Regenerative products such as dental bone graft substitutes and barrier membranes are also being bundled with implant orders. Moreover, the regenerative market itself is experiencing a strong commoditisation trend across allograft, xenograft and synthetic products. Despite regulatory pressure in some markets, the global market for dental regenerative prod-

ucts involves established competitors, small local suppliers and now nearly every major implant company. The commoditisation of dental implants has applied negative pressure on revenues in recent years, and will continue to do so until 2025.

The competitive landscape for dental implants in 2019

Established global premium implant companies such as Dentsply Sirona, Nobel Biocare, Straumann and Zimmer Biomet have long been the dominant forces in the global dental implant and final abutment markets. That being said, the competitive landscape is becoming ever more crowded owing to the rise of value and discount implant brands. Value and discount competitors are especially popular among the new wave of general dental practitioners practising implantology, who show less brand loyalty and are more likely to seek to minimise treatment costs.

Premium companies have adapted to changes by pursuing acquisitions of companies that sell more affordable implants, thus maintaining their brand image while still expanding their market coverage into segments with high growth potential. Two examples of this are Straumann's acquisition of Neodent and Dentsply Sirona's acquisition of MIS Implants. Under the Danaher umbrella, Nobel Biocare operates alongside its mid-priced counterpart, Implant Direct. In July 2018, Danaher announced it would be spinning off its dental business into a publicly traded company in 2019. Other brands to watch out for include BioHorizons, often regarded as a somewhat more affordable premium option in the US, and OSSTEM IMPLANT. Headquartered in South Korea, OSSTEM IMPLANT has grown beyond its domestic competitors to gain a leading share of the Asia Pacific market and an expanding presence elsewhere.

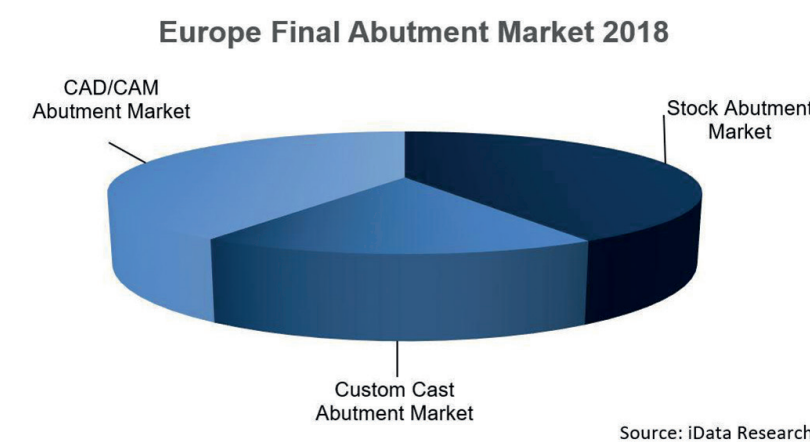
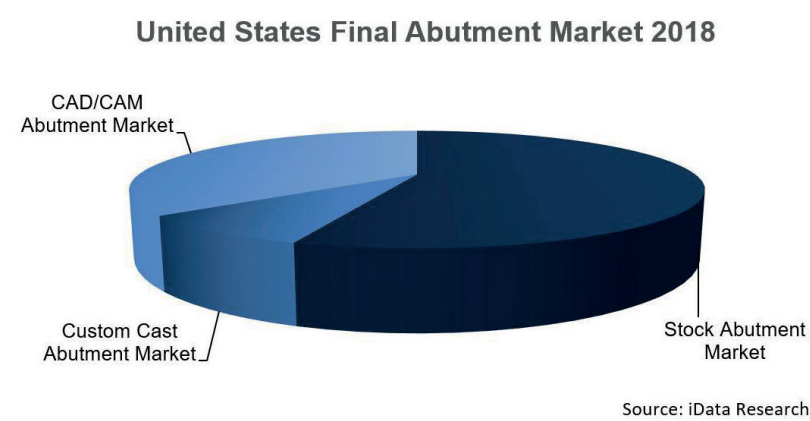
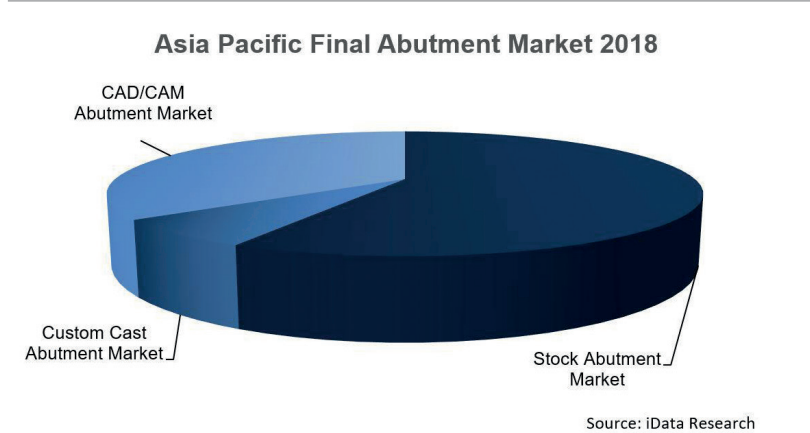
About the authors

Graeme Fell is a research analyst at iData Research and was the lead analyst for the *Global Market Report Suite for Dental Implants 2018-MedSuite*. His work has also included a number of other research projects in other medical device industries.

Jeffrey Wong is the Analyst Director at iData Research. Through many years of analysis, he has been the lead on most of iData's medical, dental and pharmaceutical market research and now drives research strategy, product development and consulting research.

About iData Research

iData Research (idataresearch.com) is an international consulting and market research firm dedicated to providing the best in market intelligence for the dental, medical device and pharmaceutical industries. ◀





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Oral health means more than just good teeth

The current state of the oral care system in Europe.

By Dr Nigel Carter, OBE, Chair of the Platform for Better Oral Health in Europe and Chief Executive of the Oral Health Foundation



and dental care across EU countries have dramatically increased in recent years, which is unacceptable in the twenty-first century. Years of austerity measures and ever-growing pressures on health and social care budgets have had a significant impact on dental care systems in Europe. While some EU countries have implemented effective prevention policies, others are still struggling to give oral health the place it deserves in their public health policies.

Our focus has been to showcase the evidence that oral health is a determining factor for quality of life and essential for well-being. As such, oral health is an integral part of general health. Moreover, the economic burden of oral diseases is severe for EU member states, estimated at 5 to 10 per cent of public health expenditure in high-income countries, according to the World Health Organization. Beyond the direct health and economic impacts, poor oral health has indirect consequences, such as a reduction in productivity due to lost workdays and poorer educational attainment due to lost schooldays.

Oral health inequalities constitute a significant public health problem, and action is required at the policy level on the broader so-

cial and environmental determinants of health. Addressing the burden of oral diseases requires a holistic, but comprehensive and integrated policy response across Europe. If successful, prioritising improvement of oral health across Europe will lead to healthier EU citizens by helping to prevent and protect against other diseases. In addition, it will result in a reduction in overall healthcare expenditure for treating other chronic diseases.

Integration of oral health into public health policies

The platform for Better Oral Health in Europe is a joint initiative of the Association for Dental Education in Europe, the Council of European Chief Dental Officers, the European Association of Dental Public Health, the Pan-European Region of the International Association for Dental Research and the Oral Health Foundation. The platform has 16 associate members, covering many specialist societies within dentistry, and its work is supported by the Wrigley Oral Healthcare Program and GlaxoSmithKline.

The platform's goal is to create a common European approach to im-

proved oral health outcomes through research, education, promotion and access to care. In order to raise awareness of the role that oral health plays in general health, the platform currently focuses on two specific work streams that fall neatly within the competences of the European institutions:

Including more oral health data in *Health at a Glance: Europe*

Over the past two years, the platform has worked to identify a number of key health indicators that collectively reflect a range of important and relevant oral health outcomes and has been advocating to the European Commission and the Organisation for Economic Co-operation and Development for their inclusion in upcoming editions of the *Health at a Glance: Europe* report series. The platform has identified the following four indicators, which are deemed the most robust currently available from a methodological standpoint, while also covering a wide geographical range of European countries, thus allowing for cross-continent comparison:

- Oral health status: dental caries prevalence (DMF index) data for 12-year-olds

- Economic burden of oral diseases: dental care expenditure and productivity loss
- Link between oral health and other non-communicable diseases: oral cancer
- Health inequalities: educational and occupational inequalities in oral health.

Collecting and sharing best practices in oral healthcare across Europe

The platform has been working on developing a systematic method, in line with the criteria used by the European Commission's Joint Action on Chronic Diseases programme, to collect best practices in oral healthcare, with a focus on promotion and prevention across Europe. The platform is about to issue a call to collect best practices, with the objective of developing a renewed and more comprehensive European repository of best practices in oral healthcare. By providing good examples of programmes that address oral health issues, we aim to support better-informed policy-making.

To learn more about the platform's activities, please visit www.oralhealthplatform.eu ◀

■ Although recent decades have seen incredible progress in the prevention of caries in the general population, good oral health for all is still not a reality in today's Europe. The Platform for Better Oral Health in Europe is working to promote best practices in oral healthcare and prevention and to identify robust oral health data to highlight to policymakers the importance of tackling persisting disparities in oral health across and within EU countries.

In today's Europe, having decayed, missing or filled teeth remains the norm rather than the exception. Inequalities in oral health

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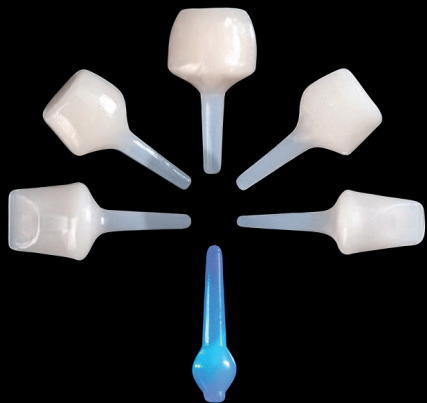
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edelweiss aims at shaping the future of dentistry with function and aesthetics

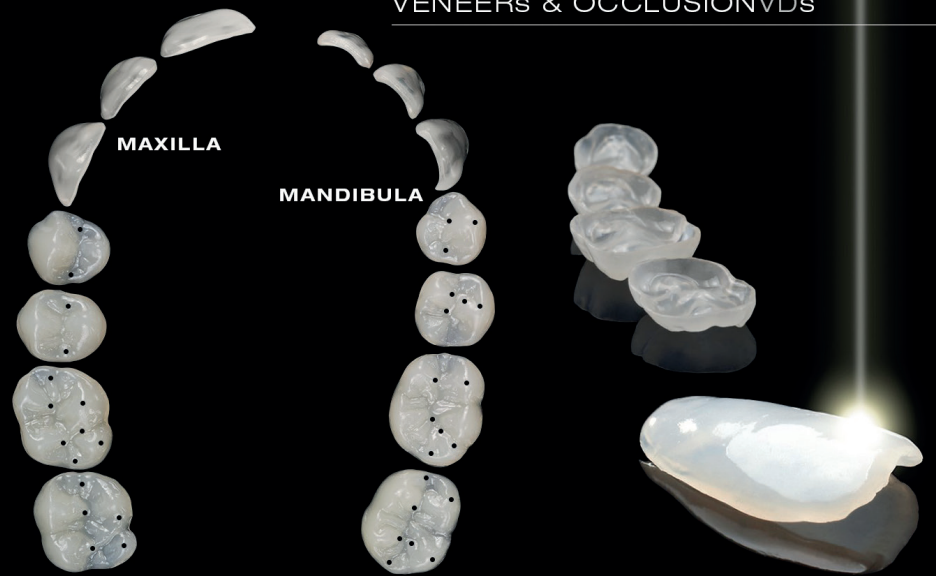
POST & CORE



PEDIATRIC CROWNS



VENEERS & OCCLUSIONVDS



■ The dental think-tank edelweiss dentistry is known to have pioneered the only direct biomechanical veneering system that has overcome the disadvantages of organic fillers, which are commonly used in composite veneers. Using the laser-sintered concept, this technology has dramatically reduced the natural shortfalls of composite and thereby enhanced aesthetics and function.

The product range varies from ultrathin anterior and occlusal enamel shells to root canal posts with build-ups and even a novelty in paediatric dentistry: integrating composite crowns instead of conventional metal crowns or zirconium crowns. This enables a safe and easy treatment, creating healthy smiles for children.

Never before has it been feasible to directly create the natural shape and youthful luminance of a tooth so easily and perfectly in only one appointment. Its versatile area of application, together with its time- and cost-saving procedure, makes edelweiss DIRECT SYSTEM a sound investment in the future with the best interests of the patient in mind.

The philosophy of edelweiss dentistry is simple: making dental treatments easy and affordable for patients and dentists alike while following ethical aspects of modern treatments, which is achieved by respecting the principles of biocompatibility and bio-aesthetics. This all together allows minimally invasive treatments. Restoration and optimisation are carried out while considering and preserving the healthy tooth structure. The function and aesthetics are reconstructed with a highly filled nano-hybrid composite very similar to the tooth substance—a concept that clearly speaks in favour of non-restorative or additive techniques. This makes the DIRECT SYSTEM from edelweiss the state-of-the-art for modern and minimally invasive aesthetic dentistry.

The translucent VENEER and OCCLUSIONVDS shells, as well as the PEDIATRIC CROWNS represent the anatomical basis for individual or complete dental reconstructions. After a successful splint therapy, the OCCLUSIONVDS, where “VD” stands for vertical dimension, can be adjusted individually and be used adhesively as non-prep Overlays to solve functional problems.

The edelweiss POST & CORE system achieves in adhesive bonding with the tooth, from root to crown a biomechanical monobloc. The posts have a conical shape for better post space adaptation. The translucency of the fibre-free post, supported by the in the build-up integrated lens design, allows uninterrupted light transmission for complete polymerisation. Moreover, the opaque build-up in dentine A1 comes in different anatomical forms.

Like VENEER and OCCLUSIONVDS shells, edelweiss PEDIATRIC CROWNS are made of a laser-sintered barium glass, rendering them both antibacterial and plaque-resistant. Unlike conventional pediatric crowns, edelweiss PEDIATRIC CROWNS have the same flexural modulus as natural teeth and that is why the antagonist teeth will not be damaged. The mesial and distal margins of the edelweiss PEDIATRIC CROWNS follow the natural gingival line of the primary teeth and imitate these teeth in both form and function. The prefabricated, bio-aesthetic morphology allows for a quick and safe treatment.

You can achieve the maximum aesthetic results—that are also minimally invasive—in just one appointment. No matter the dental situation, edelweiss has the right restoration for it. Try the edelweiss products at a hands-on station at the company's booth and convince yourself.

Learn more about edelweiss dentistry products at www.edelweiss-dentistry.com or visit the company's booth at IDS (Hall 11.3, Booth D068-E069). ◀

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More at: www.duerrdental.com

We speak dental and digital!



■ Since its founding in 1961, Müller-Omicron has



spoken and understood the language of dental. A medium-sized company, it specialises in the development, production and distribution of dental materials for dentists and technicians. In more than 70 countries, users benefit from the outstanding ease of use and price-performance ratio of the products, which are made in Lindlar, Germany. These include an extensive range of impression materials (A- and C-silicones), bite registration materials, laboratory silicones and a completely new disinfection programme, with a focus on wipe disinfection. All disinfectants meet the latest requirements of the VAH and all EN standards, including EN 16615. In order to keep up with the ever-increasing digitalisation

of the dental market, Müller-Omicron now also speaks digital. Throughout the last two years, the company has been intensively involved in developing light-curing resins for the additive manufacturing of dental objects such as models, cast objects, occlusal splints and drilling templates. The result is the new material class of LC-print model, cast, tray and splint. All LC-print variants are suitable for all DLP printers. At IDS 2019 (Hall 4.2, Booth J090), LC-print and other news will be presented to trade professionals for the first time. "We are all excited about the response and look forward to a large number of visitors," said the marketing and export manager of the company, Jens Günther. ◀◀

XP-endo: 3-D solutions for root canal treatment

■ Having launched its first revolutionary 3-D instrument, the XP-endo Finisher, four years ago, Swiss manufacturer of innovative, high-quality endodontic solutions FKG Dentaire is now introducing the latest application expansion to its total therapy system: XP-endo Solutions.

XP-endo Solutions consists of two different files: the XP-endo Shaper and the XP-endo Finisher. Both expand at body temperature to achieve safe and easy management of root canal therapy while preserving dentine.

Together with the introduction at IDS 2019 of XP-endo Retreatment, a new clinical sequence focused on more efficient retreatment solutions, XP-endo Solutions delivers a complete system to both practitioners and patients in initial treatment and retreatment management and requires fewer files.

A complete system: the XP-endo Shaper, with its snake-like shape, is

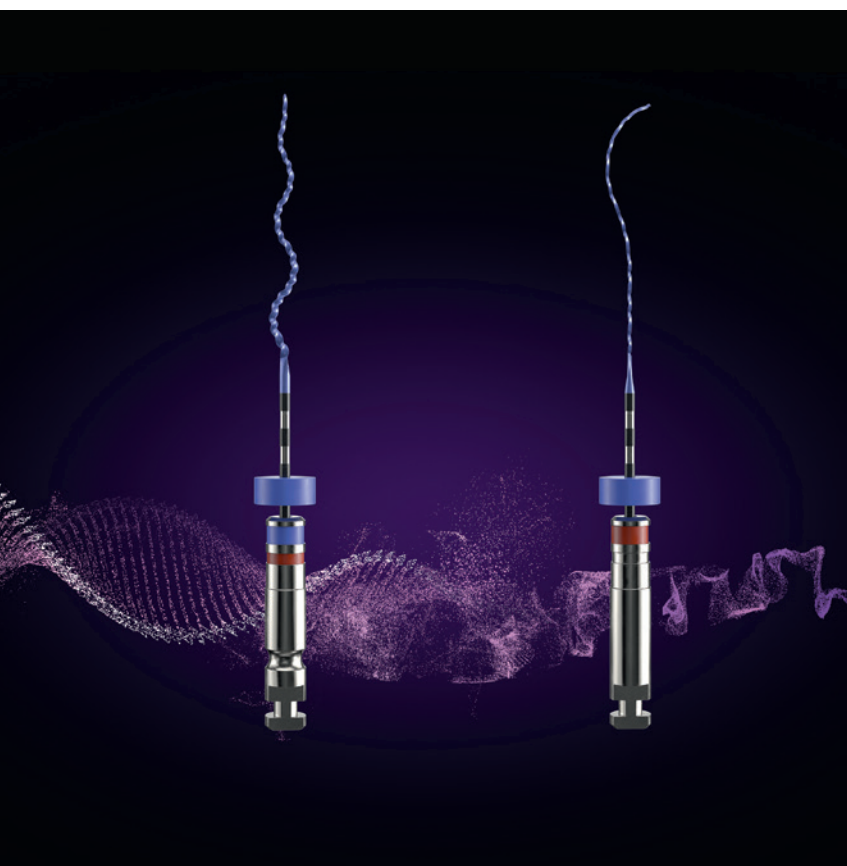
primarily dedicated to canal shaping. Thanks to its adaptive core and a 1 per cent taper associated with a guiding tip, the XP-endo Shaper can shape all types of canals with greater safeguarding of the original shape of the root—from regular structures to the most complex. The XP-endo Retreatment clinical sequence utilises the XP-endo Shaper, which acts like a corkscrew, to remove filling material from the canal with extreme precision and efficiency.

The XP-endo Finisher is designed to provide optimal expansion properties through a minimalistic design that ensures smooth and extraordinarily efficient cleaning of root canal walls. The XP-endo Finisher is available in two sizes: ISO 025 and ISO 030 (Finisher R), both with a 0 per cent taper. The Finisher R (Reinforced) dedicated to retreatment cases and the smaller version (Finisher) intended for initial treatment use.

XP-endo Solutions is by far the most complete system available for 3-D endodontics today,

offering highly adaptive, less invasive treatment solutions with fewer files: Endo Done!

Learn more at www.fkg.ch/xpendo or visit the company's booth (Hall 4.2, Booth J029-G028) at IDS. ◀◀



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11.1 | C030



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11.3 | A009



10.2 | L061



10.2 | R068



10.2 | N010



04.2 | J029



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“anaxdent is at the forefront of the 3-D printing revolution”

An interview with Andreas Kopietz, founder and CEO of German dental materials specialist anaxdent.
By Dental Tribune International

■ Ahead of IDS 2019, Dental Tribune International met with Andreas Kopietz, CEO of German dental materials specialist anaxdent. In this interview, Kopietz, who founded anaxdent in 1999, shares his opinion on the implications of 3-D printing technologies for dental laboratories and explains why his company is best positioned to guide customers in this development.

Mr Kopietz, one of the focus areas of IDS 2019 will be 3-D printing, which is considered a game changer in dentistry, according to the event organisers. What are your expectations for the show in this regard?

Yes, it will be a game changer and we are prepared. We share knowledge and information with our customers on all aspects of 3-D printing and enable them to transition their businesses from an analogue to a digital workflow where it makes sense. That will result in more consistent delivery of high-end dental appliances to the benefit of patients. It will also

improve the profitability of their laboratories, which in turn enables sustainable dentistry in the long term.

I want customers to leave in the knowledge that anaxdent is at the forefront of the 3-D printing revolution and they can rely on us, as always, to provide the best solutions and products for their laboratories.

Your company has recently signed a distribution agreement with the Silicon Valley-based digital 3-D manufacturing company Carbon. Could you please briefly comment on this?

Before we signed with Carbon, I travelled globally over the last three years to research and understand the best available 3-D printing options for our customers on which to base this decision. I see anaxdent and Carbon fitting with our ethos of best practices, best products—like our pink composite anaxgum that sits well in the workflow for the production of printed dentures. We believe that together we are offering anaxdent customers

a 3-D printing solution using Carbon technology that is unrivalled.

In dentistry, new additive manufacturing technologies seem to be taking over from conventional milling technologies. What are the main differences between the two with regard to quality, price and application in dentistry, and are both still needed?

I believe there is a place for both technologies in the market, as no single technology has the capability of delivering custom-made medical devices across all dental indications. I foresee a hybrid approach in the future, in which laboratories will adopt new technologies to the benefit of workflow, consistency and improved patient care, while maintaining the critical knowledge and experience of dental technicians in delivering a unique, custom-made aesthetic medical device. Even if you have the best equipment, you need the skills of analogue techniques and the experience of a well-educated dental technician to make it happen.



▲ Andreas Kopietz, founder and CEO of anaxdent.

One of the major topics in 3-D printing is printable material. How is anaxdent approaching this issue?

We are working with our key partners in the development of flowable printable materials that will cover a

number of indications, and anaxdent is best positioned to deliver these solutions to the market as soon as they become available. Come and see us at our booth at IDS, where we will be demonstrating the first steps in our concept. ◀

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minilu's tenth anniversary surprise

minilu.de is celebrating its tenth anniversary with special offers and a competition with thousands of prizes.

■ “We identified the opportunities of online trading at an early stage, but wanted to be more than your run-of-the-mill online warehouse. We wanted to stand out from the crowd—with minilu and a special design in pink,” explained minilu.de CEO Veith Gärtner. “minilu soon found her way into the hearts of surgery and laboratory staff.” The concept, after all, was hard to resist: fast delivery of products from brand manufacturers at amazingly low prices.

Wide selection and expert training

Today, minilu.de offers one of the widest selections in a web shop. With more than 45,000 listed items, it serves customers in Germany, Austria and the Netherlands. Besides its store offering, it provides live webinars and video tutorials via the minilu Academy to enhance user expertise in daily practice.

Easy, faster ordering

Unveiling the latest coup of minilu.de, Gärtner said, “We’re going to roll out a user-friendly inventory control system, the minilu WaWi, in March 2019, which will make it easier to manage stock. It will let surgeries and laboratories keep an eye on their stock and manage it effortlessly.” minilu WaWi will simplify reordering as well, as the system uses consumption statistics to let users know when stock is low and suggests appropriate product orders. “Stocks can thus be replenished within the shortest space of time with the ease and speed customers expect

from minilu.de,” emphasised Gärtner. In doing so, minilu WaWi helps to avoid material bottlenecks, saving time and money. You can also use the minilu WaWi system to record articles from other suppliers.

Online, thus always up to date

As the system is fully integrated into the minilu shop, no software needs to be installed at the surgery. Material due for removal or transfer can easily be scanned via a mobile app. The whole process is online, so everything is always up to date. Practical tutorials quickly teach users how to operate the system. This latest addition to minilu.de’s services demonstrates again that the company is deserving of its reputation as a friend of surgery and laboratory staff. ◀



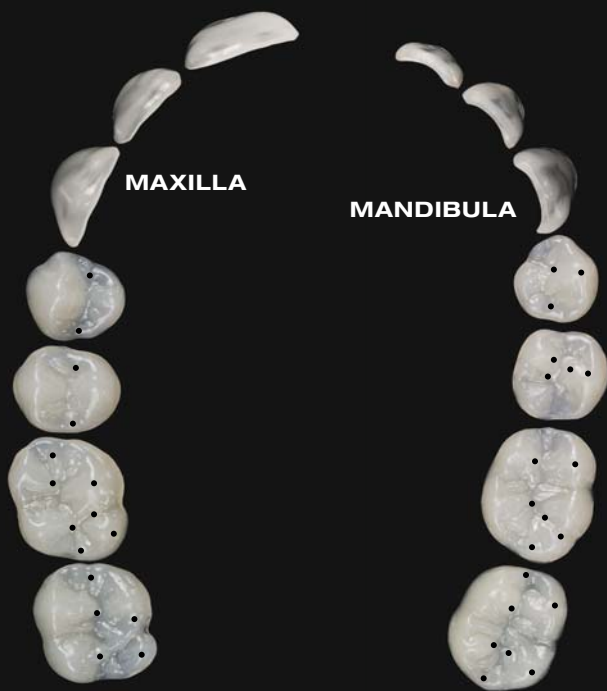
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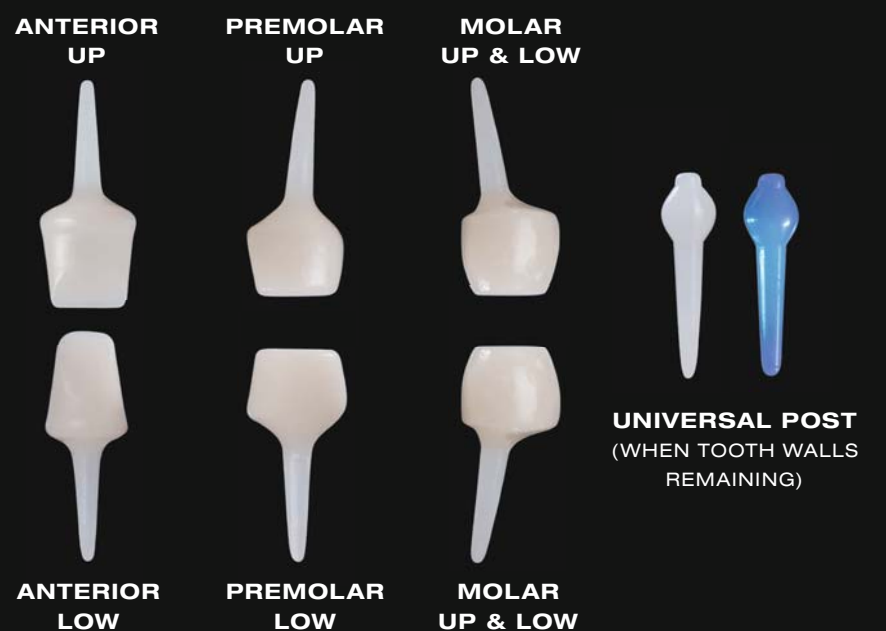
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www.edelweiss-dentistry.com

TBR—A game-changing implant manufacturer



Z1 The unique tissue level implants with zirconia collar

■ The TBR Group is an international company with headquarters in Toulouse in France, the European capital for astronautics. We have specialised in the design, manufacture and marketing of unique dental implant, aesthetic and equipment solutions for over 30 years. We aim to become an irreplaceable partner to dental professionals around the world and share the same ambitions—to offer patients the best possible functional and aesthetic restorations—and are here to support your services with high-quality products.

Providing dentists with the unique technology of the Z1 implant, we concentrate our effort on being the right partner for dentists, boosting their practices thanks to

innovative products with unique benefits for their patients.

Z1—The unique tissue level implant with a zirconia collar

The philosophy of the Z1 is clear: it was specifically designed to suit the anatomy of every patient. It is the only tissue level implant that adapts selected materials—zirconia and titanium—to the surrounding tissue. Several generations of Z1 implants have succeeded each other with the same goal: to bring our users the highest-level technology, surgical protocols, clinical outcomes and cost-effectiveness. United around this incomparable game-changing technology, Z1 users can rapidly learn how to benefit from its advantages, ensuring peace of mind and total confi-

dence in the quality of their implant services.

Unlike other dental implants, which often involve several surgeries, the Z1 implant combines these two noble and biocompatible materials for better healing and long-term success of the treatment. The Z1 implant is placed in one procedure in the dental practice, thus protecting the patient's gingivae. Only the Z1 offers an aesthetic, protective and long-lasting solution thanks to the ceramic at tissue level, which mimics the colour of the patient's teeth—a benefit that patients understand and love!

For all these reasons, the Z1 is as unique as each patient's smile!

Dentists can obtain more information at www.tbr.dental or during IDS in Hall 4.1, Booth A58. ◀

Focus on demanding materials and high quality

■ Since its establishment in 1925, German company EVE Ernst Vetter has developed into one of the leading providers of rotary polishing instruments. With over 100 employees, EVE offers both dentists and dental technicians a comprehensive range of grinding and polishing instruments with particular emphasis on high quality. These include demanding materials such as composites, ceramics, zirconia and lithium disilicate. In collaboration with leading material manufacturers, its range is under continual development. Under the slo-

gan "Perfect surfaces", EVE aims to further optimise the areas in which it has already excelled and to tap into new industrial segments. In addition, the company operates a certified quality management system for the development, production and sale of medical and industrial products. EVE products are available worldwide and are distributed via a network of experienced trade partners.

For more information, visit EVE at IDS (Hall 4.1, Booth A099) or www.eve-rotary.com ◀



25th company anniversary and new product highlights

■ This year, material specialist Eisenbacher Dentalwaren ED is celebrating its 25th anniversary and is highly motivated with regard to the future. The company is well known for its large selection of biocompatible non-precious metal alloys and product variants such as casting alloys, milling discs and cobalt-chromium powder. At IDS 2019, Eisenbacher will be presenting interesting new products in Hall 3.2 at Booth A030–C039, such as the zirconia Kera Zr-Disc product line, which consists of five different zirconia types, from opaque to aesthetic multilayer discs, and is comple-

mented by matching colouring liquids in 16 harmonious shades for dipping frameworks and matching stains. Eisenbacher will be presenting a new soft milling cobalt-chromium sintered metal, Kera Soft-Disc, which has been specially designed for desktop milling machines and for use in standard sintered metal systems. Eisenbacher is a complete material supplier for CAD/CAM systems and traditional dental technology segments.

More information: www.eisenbacher.de ◀



AD



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Please visit www.columbiadentoform.com for additional information about Columbia Dentoform®.

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 ◀



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AD

Citrox: A closer look at Perio Plus+' secret ingredient

■ The unique formulation of CURAPROX's new Perio Plus+ series is largely thanks to the work of two men: Christoph Fiolka, a chemist specialised in oral care products, and Howard Thomas, a prolific microbiologist with a passion for natural health products, who sadly passed away this past October. The chlorhexidine-based formula of the series' mouthwash, toothpaste and gel was improved with a natural supplement to optimise treatment results. The new formulation's secret ingredient? Citrox.

"We were looking for a natural antibacterial to use in dental products," says Richard Thomas, managing director of Curaprox UK and Howard Thomas's son. "There were only three main existing ones that were very old and they all had a number of negative aspects. In 2004, I came across the substance we now call Citrox, and immediately started thinking about its benefits from a dental point of view."

Howard spent the following thirteen years trying to understand exactly how the bioflavonoid reacts and what exactly makes it such a potent antibacterial. The first Citrox-based mouthwashes followed shortly afterwards and proved to work amazingly well. Shortly before his death, Howard updated the Citrox formulation and presented it to Christoph, who perfected it and developed the Perio Plus+ product series.

Howard's legacy

"During the Perio Plus+ project, I mostly worked with Howard. I always experienced the collaboration as very exciting, instructive and constructive," Christoph says. "Howard had already studied a variety of Citrox' features and applications, so needless to say, he had an incredible wealth of experience. I received three basic formulations for the mouthwash, the gel and the toothpaste from him, which I then expanded to a total of six recipes and adapted to meet our needs, such as creating a more pleasant taste. Also, the combination of Citrox and polylysine, another natural antibacterial, keeps Citrox in the mouth for a longer period of time and actively prevents irritation and tooth discolouration, two common side effects of purely chlorhexidine-based products. There is still a lot of Howard's approach in the formula, if not mostly his, and his formulations are the basis for the entire Perio Plus+ range."

A natural alternative

With a move towards more natural products in the market, Citrox sets a new gold standard. "The substance is sourced from bitter oranges, which people have been using as food for centuries," Christoph explains. "This means that people have already gotten used to the ingredients and no side effects are expected." As subsequent cytotoxicity studies have shown, this



▲ Christoph Fiolka, developer of the final formulation of the Perio Plus+ product series.

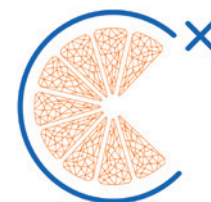
is exactly the case. What's more, there seems to be no resistance to the product range, which makes the introduction of Citrox even more exciting, as it could theoretically limit the use of antibiotics and the rampant problem of antibiotic resistance.

"Citrox ticks all the boxes"

"Apart from being all-natural, organic and hypoallergenic, the beauty of Citrox is that it is very effective at killing bacteria at very low levels," Richard says. "Citrox ticks all the

boxes. Most importantly, it has the amazing ability to break down biofilm, the beginning of all oral disease." As a result, Citrox, combined with chlorhexidine, is more effective than chlorhexidine on its own. Take plaque for example—bacteria hide in plaque. Citrox breaks down the biofilm and the remaining bacteria are left exposed to the chlorhexidine, which is why Perio Plus+ is more effective than any other antiseptic that only uses chlorhexidine. Or as Richard concludes: "It's a double whammy."

Visit Curaden during IDS in Hall 5.2 at Booth C050-F059 to learn, experience and taste more. ◀



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■ The first manufacturer of dental units in southern Italy, Miglionico, was founded in 2000. Today, we sell dental units in over 40 countries worldwide. We work with high-quality materials such as polyurethane, glass, ceramic and stainless steel for maximum hygiene and durability. The units are made in Italy and the entire production process takes place within the company itself.

We aim to always find the best technological solutions in order to offer innovative products. Our NICE GLASS dental unit embodies the brand's values of technology, safety and quality. The control keypads allow for the intuitive and safe handling of the unit. The operating space can easily be adjusted to individual needs, owing to the self-balancing arms with automatic lock-

ing and the possibility of choosing the type of back-rest. The ceramic cuspidor is removable and autoclavable and can be rotated 180° with a smart hydro case that slides comfortably open and closed. The unit is available in four configurations. For further information, visit us in Hall 10.2 at Booth V032 at IDS 2019.

Learn more at www.miglionico.eu ◀

AD

Phasor composite heating system

■ This patent-pending device is the first of its kind, using near-infrared technology to rapidly warm composite compules. At the touch of a button, Phasor is able to heat any composite material to 65.6 °C in under one minute, and sustain a constant temperature throughout the entire procedure, unlike conventional warmers. Materials remain highly sculptable, non-sticky and easily shaped.

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and reducing voids, microleakage and the risk of secondary caries. Secondly, improved depth of cure allows for larger incremental layers to be placed, providing higher degrees of enhanced procedural efficiency, including easier and quicker bulk fills and reduced curing times, saving valuable time overall. The lowered material viscosity also greatly reduces the hand pressure needed to extrude composite material, resulting in faster, ergonomic delivery.

Find out more by visiting us at IDS (Hall 11.3, Booth K029) or www.vista-dental.com, calling +1 877 418 4782 or e-mailing info@vista-dental.com ◀



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CREATING PERFECTION

Produits Dentaires to introduce new irrigation needle at IDS 2019

An interview with Marketing and Communication Director Alexandre Vieira about IrriFlex, a new-generation irrigation needle.
By Dental Tribune International

■ Produits Dentaires (PD), a family-owned company that has built a strong international brand synonymous with Swiss quality, will be launching new products and introducing its new digital corporate identity at IDS 2019. According to Marketing and Communication Director Alexandre Vieira, the event will mark the beginning of a new era for the company. One of the products that will be launched is IrriFlex, a new-generation irrigation needle that Vieira says performs powerful and complete irrigation of the root canal.

Produits Dentaires will be launching a number of products at IDS. The company's R&D departments must have been busy leading up to the event.

Indeed, the team that has worked on these projects did a fantastic job. We are proud to announce that IDS will see the global unveiling and launch of five new products from PD. We will be introducing a new PD MTA White formula, a new range of PD paper points, a new range of PD gutta-percha points, EssenSeal, an exclusive root canal obturation sealer featuring tea tree essential oil (melaleuca), and IrriFlex, an innovative irrigation needle that will set a new standard in root canal irrigation.

Let's focus on the IrriFlex needle. Can you tell us about its design?

IrriFlex is a new generation of irrigation needles designed to enable more effective cleaning and disinfection in root canal therapy owing to its unique flexibility and exceptional irrigation capabilities.

What is different about IrriFlex?

The IrriFlex needle solves a common problem for dentists: how to irrigate complex root canal systems completely and efficiently. Combining a soft polypropylene body

with a unique lateral solution delivery, PD has designed a closed-ended 30 gauge needle that can easily adapt to the canal anatomy, irrigate effortlessly and clean areas previously impossible to reach. The result is enhanced cleaning and irrigation for a more efficient and comfortable treatment compared with conventional metal needles.

How does the needle perform in cleaning and irrigation, and what treatment benefits does it offer?



PD's patented needle design encompasses two side vents, positioned back to back at the tip for powerful lateral irrigation, and the design has a tapered shape to match root canal preparation, unlike metal needles. The four per cent tapered design maximises the shear stress along the root canal walls to improve mechanical cleaning efficacy.

The IrriFlex needle safely performs powerful and complete irrigation of the root canal to improve re-

moval of residue—such as debris, smear layer and biofilm—in areas impossible to reach with conventional metal needles. The needles are made in Switzerland, produced in a clean room certified ISO 7, and delivered in individually sealed pouches designed for single-patient use, thus maximising safety. With this new needle, PD helps general dentists and specialists to perform root canal irrigation more efficiently, comfortably and safely.

What does IrriFlex tell us about the company's growing portfolio?

IrriFlex is the cornerstone of our expansion strategy in the dental irrigation segment. Our expertise in the design and manufacture of plastic injection moulded parts has opened doors to new opportunities in R&D. We are exploring new concepts towards improved removal of hard and soft deposits from root canals.

IDS is now just around the corner. What else can readers expect to see at the PD booth?

IDS is an excellent opportunity for PD to meet with dental professionals and introduce new treatment concepts. We are delighted to offer free courses, provided by two experts, directly at our booth. On Wednesday,

Thursday and Friday, Dr Riccardo Tonini of Italy and Dr Lucia Zaugg of Switzerland will be providing five daily lectures under the theme "Irrigation to obturation and beyond—both clinical application and hands-on". It will be an excellent opportunity for all participants to familiarise themselves with our new products and the MAP System, which is a big plus for professional obturation and repair therapies. Participants can register by sending an e-mail to info@pdsa.ch ◀



▲ Alexandre Vieira, PD.

AD



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C050 / F059

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Vector celebrates its 20th anniversary

■ The key factor in the development of periodontal disease is the presence of periodontal pathogens in the gingival pocket or in the peri-implant sulcus. A central element in the treatment of this disease, for which there are many different causes, is the subgingival removal of biofilm and calculus with simultaneous preservation

of regenerative tissue. For decades, cleaning the periodontal pockets with hand instruments was regarded as the method of choice. This was often associated with great time and effort for the therapist, and the procedure was often painful for the patient. However, over time, an increasing number of dentists concluded that the invasive removal of calculus and inflamed tissue may actually hinder regeneration. This prompted the world of dentistry to seek alternative solutions. Sonic and ultrasonic instruments established themselves as an alternative to the classic hand instruments for gentler cleaning of the root surface without sharp instruments. The purpose was to achieve effective cleaning while preserving regenerative tissue. Depending on the direction of oscil-

lation, conventional sonic and ultrasonic instruments produce vibrations in removing deposits. This leads to irritation and loss of substance on the root surface. The introduction of the Vector principle by Dürr Dental in 1999 represented a real breakthrough and revolutionised periodontal therapy. The high standards of the three

tem. Another advantage of the Vector method is that it gives therapists the option of using a polishing suspension with the rinsing fluid. The addition of this hydroxyapatite-based polishing suspension aids the removal of subgingival biofilm and smooths the root surface. The Vector Fluid polish specially developed for this purpose



units available today (Vector Paro with Paro handpiece, Vector Scaler with Scaler handpiece and Vector Paro Pro with both handpieces) are the result of a unique history of development by Dürr Dental as a pioneer in the field of linear vibration deflection both in the past and in the future. Thanks to the 90° deflection of the ultrasonic vibrations, the instruments in the Vector series only move axially parallel to the root surface, which enables vibration-free and minimally invasive treatment. This allows clinically efficient and atraumatic treatment using ultrasonic energy. The linear direction of movement and the large selection of individually shaped instruments make it easier to work even in anatomically difficult-to-access areas. The tooth substance is preserved and the biofilm and hard deposits are removed thoroughly yet more gently than with any other sys-

tem. Another advantage of the Vector method is that it gives therapists the option of using a polishing suspension with the rinsing fluid. The addition of this hydroxyapatite-based polishing suspension aids the removal of subgingival biofilm and smooths the root surface. The Vector Fluid polish specially developed for this purpose

by Dürr Dental optimises the polishing and reduces hypersensitivity after the treatment by sealing the dentinal tubules, thus minimising the transmission of stimuli. In recent years, the Vector system has gained a firm place in periodontal maintenance. The unique technology is a reflection of Dürr Dental's system-based approach, evident in all the divisions of the company, in keeping with its motto: "The best, by design". The major anniversary of the Vector system this year not only stands for 20 years of successful periodontal therapy with a unique complete system for subgingival and supragingival applications, it is also a milestone for the further development of the system.

Learn more at www.duerrdental.com or visit the company's booth (Hall 10.1, Booth E030-F039, F030-G039, F040-G041) at IDS. ◀



The World's Dental Marketplace

Hall 4.1
Booth D060/F061

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Check out the newest intraoral scanners, including 3DISC's Heron IOS, at IDS

■ In March, IDS opens its doors to exhibitors and dental professionals from all over the world. Dentists attending to gain an overview of the market for intraoral scanning and digital dentistry will experience a complete showcase of scanners. With this amount of diversity, how can a dentist navigate this rapidly developing marketplace? To help with this, 3DISC provides, from our experience, the top five selection criteria to keep in mind:

1. Technical features: Open architecture and the ability to scan in OBJ, STL and PLY offer the flexibility to work with any open-platform software. Overall accuracy and digital scan quality should also be considered.

2. The weight, size and ergonomics of the scanner impact its daily use.

3. The learning curve and ease of use are relevant for both time invested in each scan and training staff to operate the scanner.

4. The range of restorations your practice needs, and whether this requires an advanced or less advanced model should be considered.

5. The price model is key, as some solutions come with an additional data plan and ongoing costs, such as licence fees. With a one-time affordable payment, you can in effect redirect the cost for impression mate-

rial to pay off part of your intraoral scanner investment.

Another way to gain more knowledge is to look for independent research in the field. Industry players often work with scientific teams who provide valuable independent research to both dentists and manufacturers. 3DISC recently joined a study in digital dentistry at Aarhus University to contribute to the research and gain important knowledge and feedback for the future development of our Heron IOS. The purpose and result of the study is to help general practitioners navigate in this field, by providing independent scientific research.

"We cooperate with many manufacturers of scanning devices, and we put all scanners through a standard test protocol, investigating different aspects of digital dentistry in prosthodontics," Dr Yasser Haddadi of Aarhus University's Department of Dentistry and Oral Health told 3DISC. "By testing the scanners clinically, as well as in laboratory settings, we gain and share that knowledge with manufacturers to improve and expand the digital field."

3DISC then asked Haddadi to give his take on the current situation of the competitive landscape:

"The intraoral scanning field is very competitive and dynamic and



has been for some years. Previously, there was a huge gap between the field leaders and the newer scanners, but I believe the new players are rapidly catching up," he said.

So, don't miss out on the new scanner solutions on display at IDS—there's sure to be the right solution for you.

At IDS, 3DISC is showcasing Heron IOS, one of the newest intraoral scanners on the market. A compact colour scanner weighing only 150 g, it is easy to use, ergonomic and available at a one-time affordable payment with no additional costs. If a reasonable price,

ergonomics and simplicity in daily use form part of your selection criteria for an intraoral scanning solution, come by 3DISC's booth at IDS for a demonstration and try the scanner yourself. The 3DISC team is standing ready to help you at Booth B010-C019 in Hall 2.1. ◀

AD



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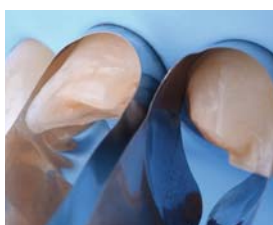


Class III



Dr. Giuseppe Chiodera
Brescia, Italy

Class IV



Dr. Dan Lazar
Oradea, Romania

Class V



Dr. Giuseppe Chiodera
Brescia, Italy

Composite
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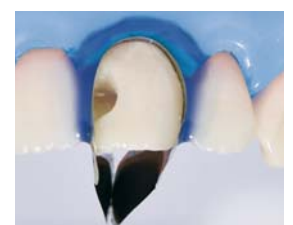
Dr. Jordi Manauta, DDS
Sestri Levante, Italy

Shape
modification



Dr. Carlos Fernández Villares
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Class III with
myCustom resin



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Resin when the interdental wedge
would risk deforming and/or
moving the matrix.

Read the Dr. Manauta's Unica anterior clinical case "Direct Stratification Composite Veneers" on this magazine.

Direct stratification composite veneers

By Dr Jordi Manauta, Italy

Introduction

In the past, the most frequent concerns related to dentistry were healthy teeth and an attractive smile. The demand for aesthetic and conservative dentistry has increased signifi-

cantly in the last decade owing to patient desires. Nowadays, aesthetics matters—perfect smiles are a must, and it has been proved that they influence the patient's self-esteem and psychosocial well-being.¹

Based on scientific statistics and clinical data, direct stratification composite veneers offer a valid solution for aesthetic rehabilitation in the anterior region. Less expensive than a traditional

ceramic solution, direct stratification composite veneers can be performed in a single treatment session and can be modified during the stratification process to meet the patient's needs.

Additionally, the evolution of standard and nano-filled composites has led to improved mechanical properties and wear resistance.^{2,3} A recent meta-analysis of prospective studies on anterior composite restorations showed a median overall estimated survival rate of 84.6% after five years of clinical service.³

Most common complications related to direct stratification composite veneers are fracturing, caries, staining, colour deterioration and change in surface roughness.^{3,4,5,6,7} However, the easy repair properties of composite materials may solve these complications. Furthermore, direct restorations do not need enamel roughening, as etching with phosphoric acid is enough to improve bond strength.

Technique

Direct stratification composite veneers entail the direct application of one or more layers of composite resin directly to the tooth structure. The composite is then sculpted to the desired colour and shape, allowing aesthetic restoration to be generally accomplished in a single appointment.⁸

Different tools can be used to restore the correct shape and the emergence profiles of anterior teeth. Previously, the most common procedure for restoration using direct stratification composite veneers entailed the restoration of interproximal and cervical margins in two different steps, using two posterior matrices for the interproximal margins and a matrix band cut to a specific shape for the restoration of the cervical area, respectively.


In the case we report on in this article, we opted for the new Unica anterior matrix from Polydentia, as it simplifies the procedure, allowing the dentist to directly restore the emergence profile and cervical and interproximal margins in a single step. Employing this new matrix, the tooth's surfaces are first prepared and cleaned to accommodate the composite veneer. The matrix is then positioned on the teeth and fixed in place. Usually, plastic or wooden wedges can be used to ensure a proper fixing of the matrix. As an alternative, for example in the case of wide Class III restorations where the wedge placement could compromise the interproximal profile by collapsing the matrix into the cavity, a liquid dam (e.g. myCustom Resin, Polydentia) can be used to hold the matrix in place.

Composite stratification is then performed. First of all, the emergence profile is restored followed by modelling of the palatal walls. A rough tooth morphology is then reconstructed with the application of one or more layers of composite and sculptured with one or more layers of composite. The final shape of the tooth is then contoured using burs, abrasive discs and polishing appliances.

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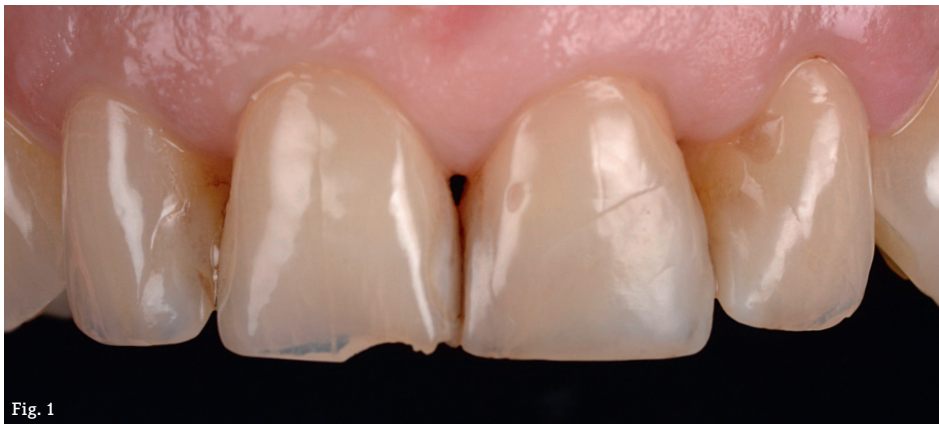
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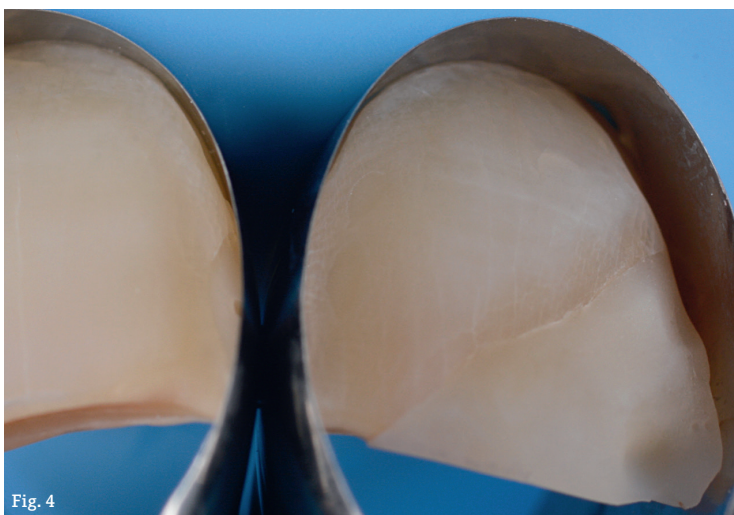
^ **Fig. 1:** The initial clinical situation showing the maxillary anterior teeth with unsatisfactory anatomy and the fractured tooth #11. We decided to proceed with a comprehensive aesthetic rehabilitation of the anterior teeth through direct stratification composite veneers. **Fig. 2:** The isolated field after cleaning, disinfection and polishing of the tooth surfaces. Different methodologies can be used to restore the emergence profiles of anterior teeth. We used the Unica anterior matrix. **Fig. 3:** Unica anterior matrices placed on central incisors. In this case, the intrinsic rigidity of the steel matrices and the presence of intact contact points ensured good stability and fixed the matrices without the need for wedges and resin. In addition, the convex shape of the matrices makes it possible to position the rubber dam more effectively in the cervical area, guaranteeing better isolation of the operating field.

Case report

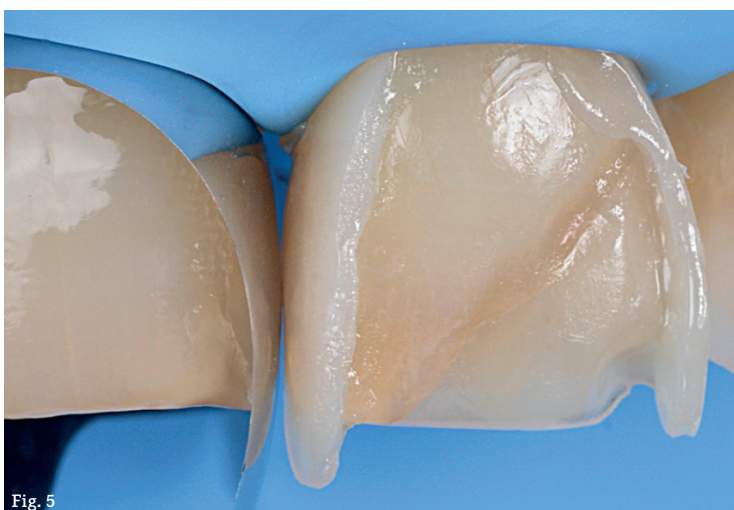
The patient, a 52-year-old woman, came to our attention dissatisfied with her smile. She presented with maxillary anterior teeth with an inadequate anatomy and a fracture of tooth #11. The clinical examination revealed caries-free teeth and satisfactory oral hygiene. After the anamnesis and clinical exam-

ination, we decided to proceed with four direct composite veneers on all central and lateral incisors using a fully adhesive and additive technique with minimal preparation.

The following images of this case illustrate the direct composite veneering procedure using the new Unica anterior matrix.



^ **Fig. 4:** A view of the central incisors highlighting the surface preparation.



^ **Fig. 5:** The clinical situation after build-up of the proximal walls of tooth #21. First, a universal system adhesive was used to increase the bond strength to the enamel before proceeding with the direct stratification of both the mesial and distal proximal walls using enamel composite. The same procedure was then repeated on the second central incisor.

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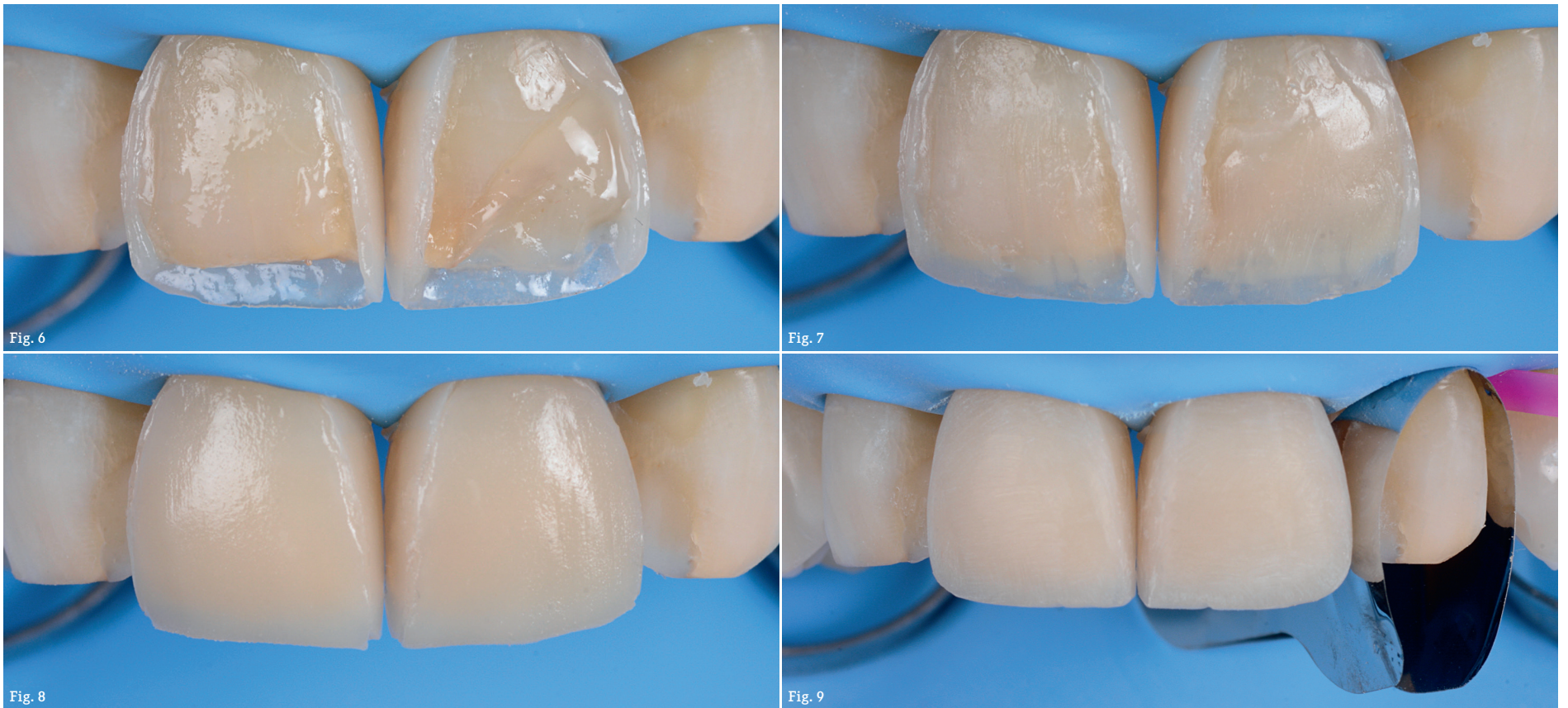
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^ **Fig. 6:** After build-up of the proximal walls, the palatal walls were modelled in order to imitate the angulation of the tooth, using a small amount of enamel composite placed on the finger. The enamel composite was then pressed on to the palatal surface and the previously modelled proximal guides and light-cured. **Fig. 7:** Composite veneer stratification: first, a layer of dentine was placed. **Fig. 8:** A second layer of enamel was placed to mimic the shades of the tooth and modelled to the final shape using a spatula and brushes. The image shows the composite veneers on the central incisors before contouring and prefinishing and then reconstructing the next tooth. **Fig. 9:** After contouring the central incisors using the same methodology described before, we proceeded with the direct stratification of the composite veneers on the lateral incisors.

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Fig. 10

^ **Fig. 10:** Emergence profile build-up on tooth #22. Once the material had been photopolymerised, the matrix was separated and pulled off for a better view.



Fig. 11

^ **Fig. 11:** The image shows the composite veneers on teeth #12 and 22 before proceeding with the contouring, finishing and polishing. The contouring and finishing were performed with a low-speed diamond bur. The low speed allows the dentist to achieve better control of the movement and improve the surface smoothness, even in the case of a coarse grit size. Pre-polishing was then performed using a brown spiral wheel (3M) and polishing paste (Diamond Twist SCL, Premier Dental). Extra-gloss finishing can be achieved using a buff wheel.

Conclusion

Thanks to the evolution of composite materials, direct stratification composite veneers are nowadays a valid, quick and less expensive solution for aesthetic rehabilitation in the anterior region. Successful aesthetic and functional results are nevertheless strongly dependent on the operator's understanding of adhesive processes and his or her sculpting ability.

Different tools and procedures can help the clinician to properly restore the emergence profile. Among these, the new Unica anterior matrix stands out because of its simplicity and versatility, allowing the dentist to quickly and easily restore both cervical and interproximal profiles at the same time, greatly reducing the chair time and bringing aesthetic restorations within everyone's reach.

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Fig. 12



Fig. 13



Fig. 14



Fig. 15

^ Fig. 12: The immediate outcome after rubber dam removal. Fig. 13: The clinical situation after final polishing and texturisation of the restoration. This image was taken at the 30-day check-up after the restoration. Fig. 14: The clinical situation after final polishing and texturisation of the restoration. This image was taken at the 30-day check-up after the restoration. Fig. 15: Clinical situation three months after the restoration.

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About the author

Dr Jordi Manauta was born in Mexico City in Mexico, where he graduated cum laude in dentistry from the Universidad Tecnológica de México and was apprenticed to Dr Miguel Angel Tamés (Mexico) and Dr Walter Devoto (Italy). Manauta continued his studies with a master's degree in operative and aesthetic dentistry at the Universitat Internacional de Catalunya in Barcelona in Spain. He is a visiting lecturer at the Siena and Seville universities in Italy and Spain, respectively. He has developed various materials and instruments for aesthetic dentistry and photography in collaboration with international companies. Dr Manauta is the author of the book *Layers: An Atlas of Composite Resin Stratification* (Quintessence, 2012). He is a scientific consultant for two European journals, and author and co-author of many publications in international journals

and is frequently invited to lecture on these topics. Manauta runs a private practice.

Learn more at:
www.polydentia.com ◀

Editorial note: A complete list of references can be obtained from the publisher.



^ Dr Jordi Manauta, Mexico.



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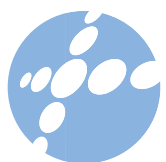
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Handy Surgery: Beyond the simple dental unit



■ In recent years, the importance of dental clinics specialising in surgical treatments, and maxillofacial surgery in particular, has increased.

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- Exclusivity—the entire line has two patents that certify its uniqueness and level of innovation for professional orthodontic treatments and more.

The main feature of the product line is the Morpheus dental chair. Due to its four motors, it can easily be transformed into a surgical bed, adapting itself to a dental professional's every need. Aspirol and Maycart, the water group and the quiver, respectively, both with a cart, represent maximum versatility and can be approached or moved away from the intervention area. Thanks to the QuadriLED lamp, the area of intervention is highly illuminated and free of shadows, plus, it is as handy as a dental lamp.

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■ The Fixo line consists of one-stage implants, ideal for the surgeon planning an immediate loading procedure. The one-piece body integrates a multi-unit abutment with an angulation of 0°, 17° or 30°, in order to resolve the lack of parallelism consequent to the insertion of implants with different inclinations. In consequence, Fixo is safe, as the absence of a connection between the implant and the abutment helps avoid problems resulting from bacterial infiltrations and micro-movements.

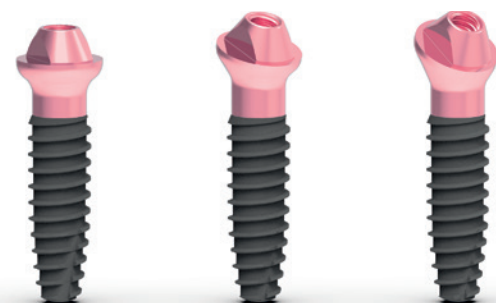
The chamfer is of a considerably reduced size. In the morphologically worst case (17° angulation of the multi-unit abutment platform and 2.0mm



with the consequent safeguard of the bone quantity.

The connection between the prosthesis and Fixo is realised with an M1.8 screw, which is 2.5mm in length and can be tightened to a torque of 30Ncm. In this way, the problem of the possible breakage of the small M1.4 screws conventionally used for screwed prostheses, owing to the considerable masticatory loads, is prevented.

Considering the perfect coaxiality of the multi-unit abutment and implant monobloc and the reduced diameter of the chamfer, Fixo is easy to use with the most popular guided surgery systems. With these characteristics, during its insertion,



fixo

collar), in rotating Fixo around the vertical axis its outermost point is on a 4.8mm diameter circle, compared with the 7.0mm diameter obtained in the same way with a conventional multi-unit abutment and implant system. This means that, even in the most unfavourable situation, Fixo can be inserted without the use of bone mills,

there is no interference with the guiding sleeves positioned in the surgical guide. The template is easily removed at the end of the intervention.

Fixo is available in diameters of 3.5, 4.0 and 4.5mm and lengths of 10.0, 11.5, 13.0, 15.0 and 17.0mm.

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W&H sets new standards in periodontology with NIWOP

An interview with Bernhard Eder, W&H product manager of prophylaxis and periodontology.

By W&H

■ In 2018, W&H unveiled the “No Implantology without Periodontology” (NIWOP) treatment workflow. With this workflow, W&H highlights the importance of a healthy periodontal condition prior to implantation.

In this interview, Bernhard Eder, W&H product manager of prophylaxis and periodontology, discusses why W&H is setting new standards in periodontology and which advantages users can expect.

Mr Eder, could you please give us a brief overview of NIWOP?

Millions of people worldwide are affected by periodontitis. It has been scientifically proven that this chronic illness leads to complications when implants are used. In extreme cases, it may even lead to the loss of implants. The importance of a stable tissue condition is sufficiently well-known, but more emphasis must be placed on the necessary periodontal pre-treatment and follow-up care processes. Under the term “NIWOP”, W&H has developed a holistic workflow, which represents the best possible treatment plan for patients, in a simplified process.

Could you please give us brief insight into the development of the NIWOP workflow?

For years, W&H has been strongly represented in the dental implantology sector by devices, such as Implantmed and Piezomed. The sharing of experiences with many expert implantologists and periodontologists was also an integral part of it. One issue that was raised during many discussions was the



▲ Bernhard Eder, W&H product manager of prophylaxis and periodontology, discusses why W&H is setting standards in periodontology and which advantages users can expect.

previously mentioned connection between periodontitis and peri-implantitis. For this reason, W&H has decided to use NIWOP to address the

issues of prophylaxis and periodontology application areas, along with those of oral surgery and implantology. I would like to point out that

“No Implantology without Periodontology” is not a W&H invention, but the bottom line of numerous scientific publications. During the development of the detailed NIWOP workflow, W&H has been supported by several experts, including Dr Karl-Ludwig Ackermann and Prof. Ralf Rößler.

Which target groups is NIWOP aiming at?

NIWOP is aimed at all dentists working in the field of implantology and dental hygienists who provide pre-treatment and follow-up care. In the field of follow-up care in particular, dental hygienists play an important role as they contribute significantly to implant preservation.

What advantages can users expect from the suggested workflow?

Of course, NIWOP cannot guarantee successful treatment. However, evaluations by scientific publications have shown that treatment carried out according to the NIWOP workflow can significantly increase implant success.

Which W&H products would you recommend for an operation according to the NIWOP workflow?

W&H is the only manufacturer that can provide products for every single step in the NIWOP workflow. During implantation, particular emphasis should be placed on Implantmed and Piezomed surgical devices. The functionalities of Implantmed are perfectly adapted to the requirements of implantologists when inserting implants. In addition, the W&H Osstell ISQ module provides in-

formation on when is the correct time for loading an implant. In addition, when bone blocks or lateral windows are being prepared for augmentations, Piezomed, along with Implantmed, bones can be treated gently and effectively. Special instrument tips for the piezo-surgical preparation of the implantation site are also available.

In terms of pre- and post-treatment, the Tigon+ Piezo scaler is a highlight. Tigon+ is easy and comfortable to use and treats the patient with a warm fluid. This minimises the irritation of sensitive teeth and increases patient compliance. The Piezo scaler tip range is adapted to the many requirements of periodontological treatment and the supportive periodontitis treatment and biofilm management. A special PEEK-coated tip is available for the gentle cleaning of the implant-borne crown during a check-up.

The professional mechanical removal of plaque and biofilm is also an integral part of the pre- and post-treatment process. This is where the new Proxeo TWIST LatchShort polishing system comes into play. The working height of the system is 4mm lower than that of standard latch systems. For users, this means more mobility in oral cavities.

How can interested users find out more about NIWOP?

W&H will be taking the NIWOP process to a number of trade fairs and congresses in 2019. The IDS 2019 in Cologne must be highlighted, of course.

In the meantime, there is also more information on our website, niwop.wh.com ◀

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What else Cologne has to offer

Are you a night owl? Do you enjoy fine art? Do you have a sweet tooth or crave fried foods? A detour into the heart of Cologne can fulfill these and many other desires.



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■ Heinrich Böll, Jacques Offenbach, Konrad Adenauer and Anne Will—their stories could not be more different and yet they all share one thing: their birthplace. Cologne, which is considered to be the stronghold of both the German carnival tradition as well as the art trade, has something for everyone. With all of the cultural and culinary offerings that characterise this always-laughing city, you will certainly get your money's worth once the IDS halls close each day. Read on for tips and suggestions for fulfilling your thirst for urban adventure!

is definitely worth spending an evening at one of these.

During IDS, you should also consider taking a break, every once in a while, to rest your feet. And what better way to do so than by enjoying a piece of homemade pie and a cup of hot coffee? Visit the cosy and slightly hidden Kaffeebud Ehrenfeld (www.kaffeebud.net) to find out what a “third wave” coffee is. If you're looking for something a little less fancy, you might prefer Cafecafe Ehrenfeld (www.cafecafe.de). With coffee close to its heart, this café offers refuge from the hustle and bustle of the Rhine metropolis in the form of

The trendy bar Zum scheuen Reh is located next to the Köln West train station and is perfect for starting the evening: get to know some Cologne locals while enjoying a couple of long drinks and the live music on offer in the bar's outdoor area (www.zumscheuen-reh.de). Every Thursday is Gin & Tonic day and glasses are served for only €2—different brands of gin can be tried for an extra €1.

Afterwards, you can hit Bumann & SOHN, which is close to the Ehrenfeld train station. It is here that beer garden atmosphere meets urban industrial vibes, and where the dynamic, alternative flair of the young district can be felt best (www.bumannundsohn.de). Coming early pays off!

The next destination is STAPEL BAR, which is located within walking distance from Bumann & SOHN at the heart of the Helios district. At STAPELBAR, you can buy freshly brewed Gaffel Kölsch from the barrel and experience a colourful music programme, including DJs, live acts and local artists (www.stapel.bar). Are you intrigued by the original steel dartboard? Then this is also the place for a casual round of darts. If you are in the mood for dancing, you can spend the rest of the night in the northern part of Cologne between Ehrenfeld and Nippes, at the Odonien nightclub to be exact. Apart from concerts, plays, flea markets and open-air film showings, you can dance to predominantly electronic club music in the midst of obscure metal sculptures and impressive fireworks.

Arts and culture

As far as arts and culture are concerned, Cologne has a great deal to offer. In the special exhibition “Andy Warhol—Pop goes art”, the Museum für Angewandte Kunst Köln is presenting a private collection not previously shown to the public. The exhibition features sketches and drafts and almost every record cover de-

signed, conceptualised and produced by the artist. Moreover, the Wallraf-Richartz-Museum is showing 130 loaned works from well-known collections and museums in the US and Europe. The survey exhibition “Once upon a time in America” features pieces from over 300 years of American art, including works by Edward Hopper, Mark Rothko and Jackson Pollock. In addition, the “Under the magnifying glass” exhibition at the Museum Schnütgen is highly recommended, as is the anniversary exhibition “All under heaven”, which celebrates 40 years of the Museum für Ostasiatische Kunst Köln.

However, an insider tip is to visit the Museum Ludwig at the Cologne Heinrich-Böll-Platz. The gallery, which resembles the Tate Modern in London in terms of its artistic content, is exhibiting works from British artists David Hockney and Richard Hamilton until April 2019. Further information on the exhibition schedule can be found online (www.museum-ludwig.de).

In addition, if you enjoy watching historical retrospectives, previews or premieres of independent film productions, then the Filmforum NRW is for you. The entrance is situated on the south side of the museum (www.filmforumnrw.de). Another highlight for cineastes is the ODEON: the cosy, retro-style movie theatre often shows interesting European art-house productions (www.odeon-koeln.de).

Theatre-goers can attend the premiere of Werther by Johann Wolfgang von Goethe at the Freies Werkstatt Theater Köln on 15 March (www.fwt-koeln.de). And music lovers can enjoy concerts by the talented Electronica musician RY X in the Carlswerk Victoria on 13 March and Manfred Mann's Earth Band in the Kantine on 16 March.

Food and drinks

Whether you are interested in music, literature or history, Cologne

and its peculiarities are best explored with a full tummy. For quite some time now, an unofficial institution of the city has been the falafel. Usually, it is freshly made with coriander or parsley (either Lebanese or Syrian style) and fried to perfection. In Cologne, these spicy chickpea balls taste like nowhere else in Germany—preferably with a giant spoon full of tahini. Try it yourself: take a stroll down Venloer Street in the young, vibrant district of Ehrenfeld and see how long you can resist the smell of the various oriental bistros and cafés. The best falafel can be found at the traditional Habibi (www.habibi-koeln.de), in doughnut shape at Vegan Food Revolution (www.vegan-food-revolution.de), at Beirut while enjoying a beautiful view over the Rhine (www.beirut-restaurant.de) or at the authentic Libanon Restaurant (libanon-restaurant.metro.bar).

In case, however, your tastes are more carnivorous, then you should pay Karl Hermann's a visit. Also located on Venloer Street, here you will find high-quality burgers with freshly minced and succulently grilled meat patties—free from antibiotics—in a fluffy brioche bun (www.karlhermanns.de). If you still have some room left afterwards, you can hit Frittenwerk Köln for some delicious homemade fries (www.frittenwerk.com/koeln). Enjoy ones made from regular or sweet potatoes with chive-and-cheese topping. Whatever you choose, make sure to also try the lemon aioli and the homemade guacamole. Naturally, humans are no goats and these large amounts of salt need to be counteracted somehow, which is why a visit to one of the Kölsch-serving traditional restaurants is a necessity. Enjoy a chilled Kölsch beer like a true local at Bierhaus en d'r Salzgass or Weinhaus Vogel, where not only simple, authentic Cologne food is served, but the spirit of the city can be experienced. ◀



Cologne in the day

Yes, the landmark of the Rhine city might be the Cologne Cathedral, but Cologne has so much more to offer. For instance, a trip to the Heinzelmännchen fountain, the city hall, or the Melaten cemetery is highly recommended. The last covers an area of over 435,000 m² and features many impressive memorials and tombs. If you want to get to know Cologne from a completely different perspective, however, then the “So wor et fröher” district tour could be something for you. The tour explores Cologne's red-light district as it was during the sixties and seventies in the area between Eigelstein and Friesenviertel. The Kölner Lachexpedition, in contrast, could be considered quite the opposite to this lascivious trip into the city's past (www.lachexpedition.de/touren/koelner-lachexpedition). The sightseeing tour, initially developed by Klaus-Jürgen “Knacki” Deuser, among others, offers a unique mix of informative anecdotes and entertaining comedy. Lastly, you can experience the traditional brewhouse culture of Cologne firsthand in a 2-hour tour that includes all kinds of local breweries—both well-known ones and local secrets (www.koeln-brauhaustouren.de). In terms of both history and taste, it

creamy lattes and authentic New York-style cheesecake—also not to be overlooked is the breakfast, which includes homemade spreads that come highly recommended.

Just a couple of blocks down the street is a locale that will appeal to you if you have a predisposition to nostalgia: Café Schwesterherz offers a quaint coffee-house vibe and a familiar living room atmosphere (www.schwesterherz-koeln.de). If you are longing for a holiday feel, however, a visit to Sabor 'ermoso is just the ticket: between surfboards hanging on the walls and little Spanish delicacies, the cappuccino in this café tastes almost twice as good. Located in the south of Cologne, Sabor 'ermoso is the perfect place to unwind and recharge your batteries after a busy day of dental business in the halls (saborermoso.com).

Cologne at night

Enjoy your stay at Cologne even after the doors of the IDS trade fair have closed. After all, you will be in one of Germany's most vibrant and charming cities. As the sun goes down, Cologne reawakens in a different light: after hitting a “Büdchen” kiosk for a beer—or two—to go, locals will make their way to their favourite Kölsch-serving bar, so why not join them?





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Useful information and travel tips



▶▶ Day ticket for students (valid upon presentation of ID): €7.50

Visitors who purchase tickets online are eligible for limited free travel to and from the exhibition venue. See the event website for more information: www.ids-cologne.de

Admission on site

- ▶▶ Day ticket: €17.00
- ▶▶ Two-day ticket: €21.50
- ▶▶ Season ticket: €27.00
- ▶▶ Day ticket for students (valid upon presentation of ID): €8.50

IDS app

With an exhibitor search function and a detailed hall and product directory, the IDS app can help visitors to make the most of their trip to the trade fair. The app also provides information about travelling to and from the event, and access to Matchmaking365, a service for sending enquiries to and making appointments with exhibitors before and during the show. The app can be downloaded free from the App Store and Google Play.

Press and media

Free copies of *today*, the independent, bilingual trade show newspaper, will be distributed on-site to provide visitors with the latest information from IDS 2019, including new product launches and tips on what to do in Cologne. Daily news updates, photographs and videos will also be available online during the show at www.dental-tribune.com.

Internet

Wi-Fi is available free of charge via the WLAN network #hotspot.koelnmesse after registering on the portal site.

Passport and Visa

Schengen regulations mean EU nationals do not require a visa to enter the Federal Republic of Germany. Additionally, passport holders of 62 other nations may enter the country without a visa for business and travel purposes and remain for up to 90 days. All other foreign nationals must hold a valid visa to visit the country. Visit the website of the Federal Foreign Office for the most current information: www.auswaertiges-amt.de/en

Getting to Cologne

Travellers from around Europe and further afield can get to Cologne by air, rail or car. Cologne Bonn Airport is served by most European and international airlines and is located just outside of the city. Düsseldorf Airport is 65 km from Koelnmesse and the European aviation hub of Frankfurt Airport is located around 180 km from the fairground.

Travellers arriving by air can take advantage of special prices being offered by the IDS official airline, the Lufthansa Group, and those travelling by rail can make use of discounted fares offered by the German train service, Deutsche Bahn. See the IDS site for comprehensive travel information: www.ids-cologne.de

Airport transfer

The IDS organisers recommend that visitors use rail services to reach

Cologne and Koelnmesse from the Cologne Bonn, Düsseldorf and Frankfurt airports. Cologne Bonn Airport has its own train station, and Line 13 on the suburban railway or the Regional Express will bring visitors to the Köln Messe/Deutz train station in around 12 minutes. Taxis depart from the airport at Terminal 2, and a fare to the city costs between €25 and €30. A rail journey from Düsseldorf Airport to Cologne will take about an hour, and the Cologne main station (Köln Hauptbahnhof) can be reached from Frankfurt Airport in just over 50 minutes using Germany's high-speed ICE trains. See the IDS travel link already given for detailed information.

Banking and currency

Germany uses the euro as legal tender and the exchange rates as at 17 January were €0.87 to US\$1, €1.12 to £1 and €0.00807 to ¥1. Buy local currency at reputable exchange offices, located at airports and most train stations, or banks. Credit card usage in Germany is not as prevalent as in other countries and is limited to larger department stores, hotels, petrol stations and some restaurants. Debit cards are more widely accepted, but some businesses and restaurants only accept cash. Ask at the counter before being seated. Banks are generally open during business hours on weekdays.

Medical insurance

Germany has a high standard of medical care, but emergency treatment for non-EU citizens can be costly. A health insurance policy for IDS visitors and exhibitors from abroad is highly recommended.

Tourism links

- ▶▶ www.germany.travel/en
- ▶▶ www.lonelyplanet.com/germany
- ▶▶ www.cologne-tourism.com

Organisers

Koelnmesse and the Gesellschaft zur Förderung der Dental-Industrie (GFDI), the commercial enterprise of the Association of the German Dental Industry (VDDI)

Venue

Koelnmesse, Messeplatz 1, 50679 Cologne, Germany

Exhibition opening hours

- ▶▶ Daily from 9:00 to 18:00 for visitors
- ▶▶ Daily from 8:00 to 19:00 for exhibitors

Admission online

- ▶▶ Day ticket: €13.00
- ▶▶ Two-day ticket: €17.00
- ▶▶ Season ticket: €21.00

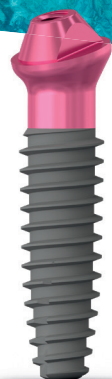
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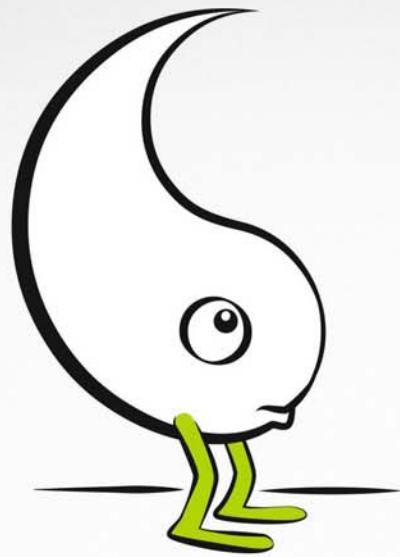
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Implantology
without **Periodontology** is
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HALL 10.1
BOOTH C/D
10 - 11

No
Implantology without
Periodontology

No Implantology without Periodontology.

Some things do belong together: Just as the Yin needs the Yang, Implantology needs Periodontology. Because, otherwise it would be incomplete.