

NMT

Syneron Dental at the IDEM 2010

Syneron Dental, the manufacturer of the LITETOUGH laser with its revolutionary laser-in-the-hand-piece technology made an impressive new appearance during the IDEM in Singapore. „Express your mastery“ is the slogan with which the upcoming company addressed itself to distribution partners and dentists. At the distributor meeting on 15th April in the top-class Conrad Hotel the president of Syneron Dental Division, who has been in office since the end of last year, presented his ambitious goals:

Syneron Dental is to be the leading dental manufacturer worldwide due to: Technological leadership, which the company already holds with LITETOUGH, complete customer focus, which means fast response and innovation to customer wishes and suggestions International recognition in both scientific and practically-based progress reports Insertion of the financial power of the parent company, which has become market leader in the cosmetic-aesthetic field, since its merger with the renowned company Candela additional market developments in Europe, Asia and America by the year 2011. As a feature of the new marketing campaign, visitors were given the chance to try out their artistic skills, using pens placed in the hand-piece.

More than 50 dentists from the most diverse countries attended the first ever clinical course, where they had the opportunity to listen to lecturers from Switzerland, Germany, Bulgaria, Taiwan and Japan. These experts elaborated on the advantages of laser treatment in a modern dental surgery and, in particular, of working with the LITETOUGH.

Dr Bader from Switzerland, a recognized laser expert, drew up a list of the main requirement criteria for the choice of an erbium laser with which to work most effectively:

Power, which is also to be considered depending on its application and pulse duration Good water spray, which speeds up the process of hard tissue removal and diminishes possible thermic side-effects pulse duration and pulse form, very short pulse for the effective treatment of hard tissue, long pulse to enable work on soft tissue with as little haemorrhaging as possible transmittance of the laser light, direct and hollow-shaft transmittance bring about an optimal radiation profile, due to the even distribution of the beams tips and hand-piece should be designed for fast contact and for the spectrum of possible indications Other speakers emphasized the superiority of laser-supported treatments, in particular of those carried out using the LITETOUGH, for example in the areas of implantology and in “normal” cavity preparation, and also in periodontal treatment. The partic-



Participants of the distributors meeting.



Dr Bader, University Geneva lecturing.

ipants were presented with their certificates during a festive gala dinner.

At the distributor meeting, as Syneron’s sales partner, NMT München presented the very latest research findings from the University of Vienna on the surface character of a tooth after treatment with the LITETOUGH on various settings. The finding which caused the most amazement of all was the absolutely spotless surface structure with its open dentinal tubules, which guarantee the ideal adhesion of fillings.

The opportunity presented by this event to share experiences with colleagues provided a significant enrichment for each of the participant’s daily work. Syneron will proactively encourage this kind of exchange in the future. There is much to be excited about and to look forward to: upcoming events include, for example, a training course in Israel for German users and interested parties from 31st August.

NMT Neue Medizintechnik München GmbH

Flurstr. 5
82166 Gräfelfing, Germany
E-mail: info@nmt-muc.de
Web: www.nmt-muc.de



T. Koop, NMT lecturing in distributors’ meeting.



Awarding of the certificate to Prof Dr Volker Black, by Ira Prigat, President of Syneron Denal (left) and Thomas Koop, general manager NMT Munich (right).