

# today

SHOW  
REVIEW

38<sup>th</sup> International Dental Show • Cologne • 12–16 March 2019



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MORE INVENTIVE  
LESS INVASIVE

## "Innovation backed by science"

An interview with Hans Geiselhöringer, President of Nobel Biocare

Dental Tribune International met with Hans Geiselhöringer, President of Nobel Biocare, at the 2019 IDS to discuss the company's latest innovations, its upcoming Global Symposium in Madrid, and what he sees as its future focus.

**Mr Geiselhöringer, a point of emphasis for Nobel Biocare at IDS 2019 was implant surfaces, with the company taking the opportunity to launch the Xeal abutment surface and the TiUltra implant surface. How does TiUltra build upon the success of the TiUnite implant surface?**

Well, there are several aspects to take into account when discussing implant surfaces. Over the decades-long history of implantology, there have been many different types of implant surfaces presented, including machined and anodised. As leading innovators in the industry, we had both machined implants and im-



plants with the moderately rough TiUnite surface, which now has a wealth of science behind it and is one of the most clinically researched surfaces on the market.

This overall success showed the superiority of our implant surface,

but also demonstrated the important role that research plays at Nobel Biocare. We invested further into basic research to understand even better the early integration processes, which eventually led us to create two new implant surfaces,

Xeal and TiUltra, that cater for the specific needs of each area and surface of the restoration. TiUltra, specifically, has a surface topography that changes gradually to become moderately rough towards the implant apex and surface chemistry designed to positively interact with cells and improve osseointegration.

**Along those lines, a key indicator of implant success has been osseointegration. However, Nobel Biocare is promising to go beyond this with the Mucointegration era. How do Xeal and TiUltra allow for this era to commence?**

Given that we have more than 100,000 TiUnite implants documented in clinical studies, we know that implant success is influenced by various factors, such as implant placement, maintenance protocol and prosthetic design.

## IDS reaffirms its leading position as global dental trade fair

This year exceeds previous results, increases internationality and quality.



\*The 2019 International Dental Show exceeded the results of the previous event and the organisers attained their goals of greater internationality and higher quality in supply and demand, boosting the satisfaction of both exhibitors and attendees.

The International Dental Show (IDS), which took place in Cologne in Germany from 12 to 16 March, fulfilled the high expectations of the global industry and once again underlined its position as the leading trade fair. With 2,327 companies from 64 countries participating, this year's event welcomed 20 more exhibitors com-

pared with two years ago, as well as 160,000 trade visitors from 166 countries. The overall number of visitors rose by 3.2 per cent (about 5,000 more people) and the number of foreign trade visitors by 6.0 per cent.

Gerald Böse, CEO of Koelnmesse, which stages the show, said: "IDS is

a trade fair in a class of its own and always sets new benchmarks. It manages to surpass the already excellent results of the previous event every time." Both visitors and exhibitors are impressed by IDS: it is only here that one encounters supply and demand of such an extent, quality and level of internationality. "IDS is the undisputed leading global trade fair for the dental industry," he continued.

The official figures confirm the high level of internationality at IDS: 73.0 per cent of the exhibitors and 62.0 per cent of the visitors came from 166 foreign countries, including Argentina, Australia, Brazil, Canada, Chile, Egypt, Japan, Korea, New Zealand, South Africa and the US. Regarding the 6.0 per cent increase in foreign visitors, IDS 2019 recorded significant growth in the number of visitors from Asia (+23.1 per cent), Eastern Europe (+19.6 per cent), Africa (+17.0 per cent), Central and South America (+14.6 per cent) and North America (+5.3 per cent) specifically.

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## « 1 – Nobel Biocare

We have seen that failures occur more frequently as soon as copy-cats and unvalidated prosthetic solutions are integrated into the implant treatment.

With Xeal and TiUltra, we are now able to offer a pair of surfaces with the surface chemistry and scientific backing necessary to promote not just early osseointegration and long-term implant stability, but also soft-tissue attachment to the abutment. Together, these new surfaces can optimise tissue integration at all levels to help improve implant treatment outcomes for all patients.

The patient is at the centre of everything we do at Nobel Biocare, and these surfaces are another big leap forward in addressing their needs for immediate function and long-term maintenance and aesthetics.

**The Nobel Biocare Global Symposium, where the new Nobel Biocare N1 implant concept will be presented, seems to be just around the corner. What can dental professionals look forward to when joining you in Madrid?**

Based on the extensive clinical experience our key experts have gained with the Nobel Biocare N1



© Robert Haussmann  
 ^ After IDS, Hans Geiselhöringer said the next big event for Nobel Biocare will be its Global Symposium, taking place in Madrid in Spain from 27 to 29 June.

implant concept, I am convinced that what we will be showing in Madrid is the next chapter in dental implant care. We have designed this system working with an international network of researchers and clinicians, and during the

course of its development, we have consistently surpassed our own very high expectations. I believe that the Nobel Biocare N1 system's biologically driven design presents a breakthrough in our understanding of how implant placement and pros-

thetic procedures can be achieved with a streamlined digital workflow.

Though there are many things to be excited about ahead of the Global Symposium, I am particularly looking forward to the many hands-on sessions that our clinical experts will

be running to provide dental professionals with the education and skills necessary for working with the Nobel Biocare N1 system. I invite those interested in a pre-launch experience to register and join us in Madrid at the end of June.

**You have been President of Nobel Biocare for a little over three years at this point and have been with the company for more than a decade. How has the company changed in this time, and what do you see as its future point of focus?**

Going forward, our focus remains on the development of innovations which address customer needs and are backed by science. A clear aim for us is to improve procedures and the dental workflow as much as possible, in order to provide clinicians with forward-thinking solutions that allow for immediate function and shorter time-to-teeth, while at the same time supporting long-term maintenance and aesthetics. Going beyond just the improvement of existing solutions, N1 is really a ground-breaking innovation that will set new standards in the industry. We have many more innovations to come in the future, and I look forward to presenting these in due time with the assistance of our excellent team here at Nobel Biocare. ◀

## « 1 – IDS

An independent visitors' survey reported that the largest groups of visitors came from the dental industry. Schools and universities were strongly represented too.

Almost 80.0 per cent of those who completed the survey stated they were satisfied or highly satisfied with the range of exhibition offerings. More than 93.0 per cent said that they would recommend visiting IDS, and 70.0 per cent of the respondents were already planning to visit the next IDS in 2021.

Dr Markus Heibach, Executive Director of the Association of the German Dental Industry, which is involved in organising the event, was also pleased with the outcome of the trade fair: "The high level of satisfaction of our trade visitors and exhibitors is for us impressive confirmation of our efforts to make our guests' stay as pleasant and successful as possible by offering them a cosmopolitan, hospitable and perfect service."

IDS offered the ideal business platform, especially for new companies on the dental market seeking to establish themselves with high-quality innovations, such as those for improved digital workflows and additive production, new prophylactic formulas and filling materials, pioneering intraoral scanners and implant designs, as well as flexible workflows for management of the laboratory.

According to the show organisers, the success of IDS 2019 was achieved by striking a positive balance between current growth areas in the industry. "The International Dental Show is a phenomenon: the atmosphere is so international, thirsty for knowledge and open that it has been simply very inspiring once again this year. Digitalisation can improve the workflows of practices, but shouldn't be implemented non-critically or too hastily," commented Dr Peter Engel, President of the German federal dental association (Bundeszahnärztekammer), which is an IDS partner.

In addition, Engel said that the success of IDS 2019 had once again underlined the significance of the dental industry as a major economic driver and creator of jobs within the wider health sector. "A local dentist employs between four and five employees on average. Trained dental employees are the heart of every dental practice—without them a practice wouldn't work. Skilled dental employees there-

that master dental technicians and their teams are irreplaceable experts in the provision of dental restorations. "Well-trained young professionals are important for a strong dental technology trade. Highly trained young dental technician apprentices once again impressively demonstrated their skills at this year's IDS in the scope of the Gysi prize competition," he pointed out.

the German dental association, and the projects currently being undertaken provide aid and support in a number of ways within Germany and Europe but also worldwide. At home in Germany, for example, many dentists are committed to helping people of lower socioeconomic standing and those in need of emergency assistance. These dentists treat people who have no health insurance and of-



fore require recognition as well as inspiration and know-how," he pointed out. Dominik Kruchen, President of the association of German dental technician guilds (Verband Deutscher Zahntechniker-Innungen), also an IDS partner, added: "IDS has demonstrated at what speed the digital dental world is developing. One has to weigh up the risks, recognise one's own opportunities and make investment decisions based on good judgement."

Touching on the role of dental laboratories, Kruchen commented

Carrying on the tradition of recognising and facilitating the social commitments made by the dental industry, the German dental association's conference of aid organisations was also held at the event in Cologne. The organisers commented that the conference is a source of ideas for developing and strengthening dental aid projects, and functions as a forum for discussion and personal exchange. Around 60 dental aid projects and organisations are currently represented within the network of

fer aid organisations both monetary and in-kind support. Overseas, many dental aid organisations are engaged in international projects that provide assistance in acute humanitarian situations such as natural disasters and in regions suffering crises. As IDS 2019 has shown, the dental industry is experiencing growth and is in a strong position to continue its important social engagements.

The 39<sup>th</sup> IDS is scheduled to take place from 9 to 13 March 2021. ◀

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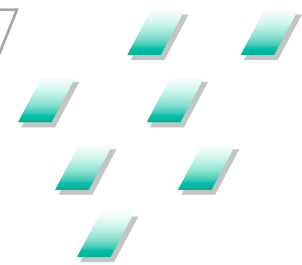
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IDS 2019 is over and we would like to thank all the people that visited us. It has been wonderful to share this experience with all of you. Thank you for being with us!



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# A European perspective on opportunities and challenges for the dental profession

An editorial by Dr Marco Landi, President of the Council of European Dentists

■ The Council of European Dentists (CED) has expressed great concern about the pressures that both the liberal profession and its patients are facing. Purely market-driven dental chains put patient safety at risk through mismanagement and mistreatment of patients and employees. While advertising by dentists is tightly regulated, dental chains are able to take a more aggressive approach. Therefore, national legislators have a responsibility to put patients first and ensure that they receive the oral care they deserve.

The CED is a European not-for-profit association, previously known as the EU Dental Liaison Committee, that represents over 340,000 dentists across Europe. Its objectives include promoting high standards of oral health, dentistry and dental care, contributing to safeguarding public health and promoting the interests of the dental profession in the EU. To this end, the CED has worked tirelessly over the years on improving EU legislation and putting issues that concern dentists on the political agenda. These include matters as diverse as professional qualifications, patient safety, health workforce planning, antimicrobial resistance, dental materials, medical devices and e-health.

The dental profession and dental services are constantly evolving. New technology, new materials and new devices create both immense opportunities and great challenges. On the

one hand, dentists nowadays must be more digitally savvy, follow strict data protection regulations and work within the constraints of tight health-care budgets. On the other hand, they have access to more research, better instruments and improved materials.

Despite all these developments, the CED's guiding principles remain the same: Europeans should have access to high-quality oral healthcare, which must be provided by well-trained, skilled and fully competent dentists using the latest and most appropriate technology with an evidence-based approach. The CED, therefore, strives to ensure that the dental profession continues to be adequately regulated and that today's dental teams can face new challenges and provide patients with the best possible treatment.

It must be stressed that dentists and other healthcare professionals provide a unique service. Provision of healthcare is not a commodity and falls outside of the market-driven supply and demand logic of other regulated professions, such as those of plumbers, ski instructors or translators. Unfortunately, some regulators do not differentiate and try to apply competitive free-market ideology to dentistry, either because of budget pressures or for political motives.

With this in mind, the CED has noted with concern the latest developments regarding corporate dentistry in Europe. Organisations, usually run by investment companies, are setting



up dental offices in a number of locations, either in a single country or across a number of different countries, often motivated more by creating a return on investment than by delivering good dental care to patients. Frequently, these organisations are headed by a manager who is not a dentist, and the dentists are relegated to the role of employees. The CED is concerned that the commercial inter-

ests which are driving the business model of such organisations may impact patient safety overall through a variety of factors, including poor treatment, unsatisfactory employment conditions and inadequate provision of care. Incidents in Spain and France have shown upsetting examples of some dental chains' disregard for patient safety. Patients were left without proper care and, in some in-

stances, even harmed. To draw attention to these worrying developments, the CED General Meeting adopted a resolution on corporate dentistry in Europe in November 2018.

Advertising of dental services is another widely discussed issue in Europe. The European Court of Justice issued a preliminary ruling in May 2017 in which it concluded that an overall prohibition of advertising is excessive, but that the protection of health may be an objective that justifies advertising restrictions. The Court considered that promoting inappropriate or unnecessary care, misleading patients, damaging the image of the profession and distorting the relationship between dentist and patient undermine the protection of health and compromise the dignity of the profession. While dentists are bound by national legislation, regulations or codes of conduct setting out rules for advertising by healthcare professionals, dental chains are not. Anecdotal evidence shows that some chains try to recruit patients through more aggressive marketing focused on prices and payment plans. It is up to national legislators to put an end to this to ensure that patients are not misled and that they receive the oral care that they deserve.

The CED is proud to represent 340,000 practising dentists across Europe and we stand ready to seize the opportunities and face the challenges that the present and future hold for oral health and dentistry. ◀

## The social gathering place at IDS 2019

OEMUS MEDIA and DTI media lounge hosted successful social events. By Dental Tribune International

■ The International Dental Show (IDS) is not only a place for trade but is also a crucial event for collaboration and development across many fields of dentistry. Over the course of IDS 2019, Dental Tribune International (DTI), in conjunction with OEMUS MEDIA, held a number of social occasions. Designed to bring

professionals from many different corners of the dental industry together, honour those who have dedicated their lives to the industry and celebrate new partnerships, the three separate functions were all well received.

On 13 March, DTI and the International College of Dentists (ICD) formalised their media agreement with the signing of a contract at the OEMUS MEDIA and DTI media lounge. The signing was witnessed by DTI CEO Torsten Oemus, ICD representatives Dr Dov Sydney and Dr Mauro Labanca and Henry Schein representatives, including Chief Global Communications Officer Gerard Meuchner.

Speaking about the ICD, Sydney, International Editor and Director of Communications, as well as General Chair of the College Centennial Committee, said: "Over the past 100 years, there have been changes in social structure and the economy and yet we have continued to grow because our purpose and our goals continue to

be relevant in every age and stage of world development. And now we are going to build on that with DTI and make it a long-term relationship. They help us, we help them, everybody is happy."

The following night, DTI and OEMUS MEDIA hosted the Channel3 evening. Attended by more than 80 industry professionals, the event celebrated for the fifth year running the PI Bränemark Award for Lifetime Achievement in Dentistry. Awarded this year to Prof. Jörg Strub of the University of Freiburg in Germany, it was accepted on his behalf by Dr Kenneth Malament.

At the award ceremony, Malament reminded an assembly of Strub's colleagues and friends that he "is an individual who has put his whole life into dentistry—there is simply no one like him. He is the best of his generation." Mark Ferber, Founder of Channel3, which presents the award, told DTI that "Jörg Strub has perfectly represented, throughout his career, the five characteristics of Prof. Bränemark, on which the award is based. Dr Strub is a scientist, a clinician, an educator, a humanitarian, and a sage."



\* The media lounge also hosted the ROOTS SUMMIT brunch—pictured is Stephen Jones, one of the Founders of the summit and Co-Chairman of the 2018 event. \* Food, drinks and first-class networking opportunities.







«4 – Media lounge

On 15 March, DTI and OEMUS MEDIA hosted the final event of IDS, Latin America night. The event gathered a number of dental professionals and partners from the Latin

tas, APCD) in Brazil. APCD is the organiser of the São Paulo International Dental Meeting (CIOSP), the largest such event in Latin America. Oemus announced the marketing and educational agreement together



Chair of the College Centennial Committee, Dr Dov Sydney, shakes hands with DTI CEO Torsten Oemus—DTI and the International College of Dentists (ICD) formalised their media agreement at IDS 2019.

American region and beyond to discuss further collaboration and recap the activities of the previous days. The main event of the evening was, however, the announcement of a new agreement between DTI and the São Paulo dental association (Associação Paulista de Cirurgiões-Dentis-

with APCD President Dr Wilson Chediek and International Director Dr Marcos Capez. DTI and APCD have been collaborating for several years now, mostly in the international marketing of CIOSP, for which DTI produces the daily paper *CIOSP today* together with APCD. ◀

## A real product experience

W&H held several “Walk & Hands-on Tours” at IDS

At IDS 2019, Austria-based company W&H decided not to host one large press conference, but rather to invite the press to attend specially stylised “Walk & Hands-on Tours”. Held at different times throughout the trade fair at the W&H booth, the tours allowed participants to get up close and personal with the latest products released at the fair. On Wednesday, Dental Tribune International attended an afternoon tour.

Simon Niedermüller, Director of Business Management, led the tour. Besides a number of products that the company had on display, W&H launched its latest cloud-based technology, the ioDent system. “The ioDent



Simon Niedermüller, Director of Business Management at W&H, led the tour.

platform is an Internet of Things platform connecting different W&H

products, from our implantology products through to our sterilisers, but also provides service support to the clinics,” explained Niedermüller. With many features, the new platform’s intuitive interface enables the user to predefine all the treatment details, implant positions and necessary programme steps, which are customised for each patient and can be planned and configured prior to the treatment.

Other products showcased during the tour and launched at IDS for the first time were the new Lisa and Lara sterilisers, and a new prophylactic portfolio.

For more information on W&H, visit [www.wh.com](http://www.wh.com) ◀



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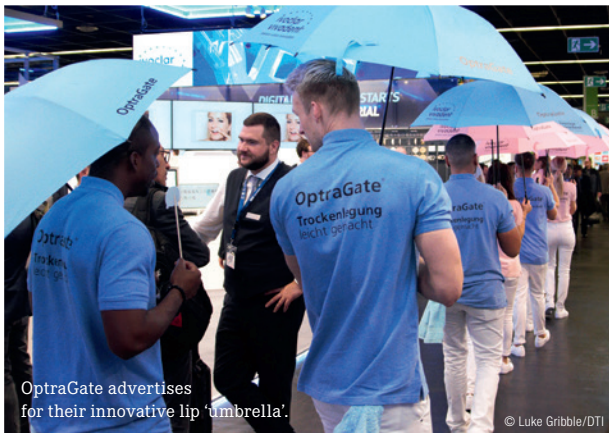
Cord-free glasses offered at orangedental.

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Zirconium dioxide shades shine from pridenta.

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OptraGate advertises for their innovative lip 'umbrella'.

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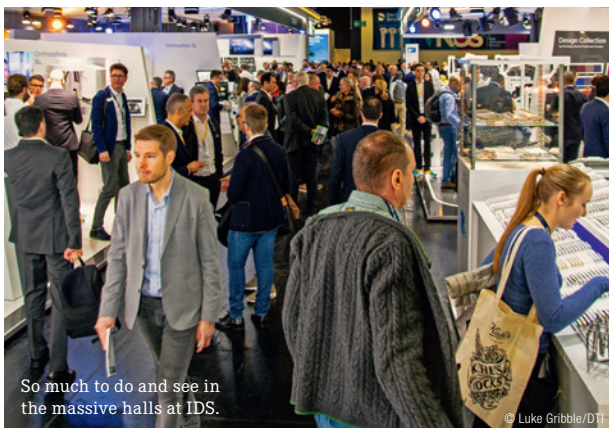
Ivoclar Vivadent emphasises the digital edge.

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All smiles for Jerome Haas of Septodont.

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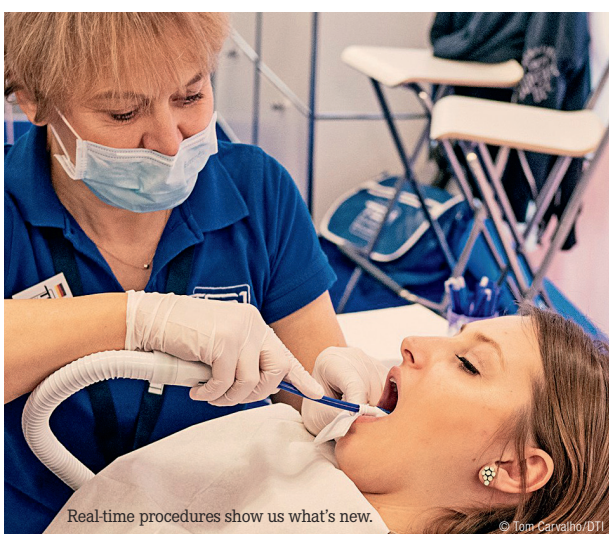
So much to do and see in the massive halls at IDS.

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Channel 3 night at the DTI media lounge.

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The today at IDS newspaper handed to attendees as they enter the fair.

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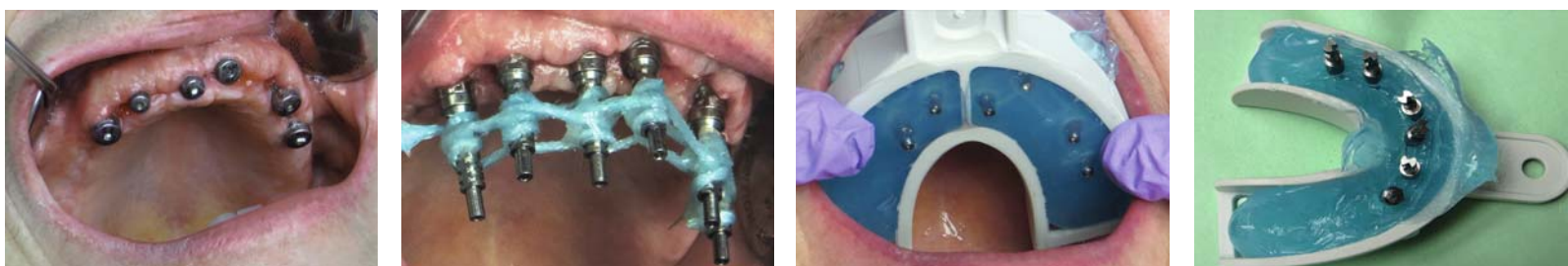


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# Dürr Dental presents itself again as a modern provider of systematic diagnostic solutions

The future of dental diagnostics is digital. That is why Dürr Dental is developing both the hardware and the software for a complete digital workflow. Among the new products presented by the specialist for dental technologies during IDS 2019 were VistaVox S Ceph and VistaSoft.

## VistaVox S Ceph: An all-in-one unit for the full range of radiographic diagnostics

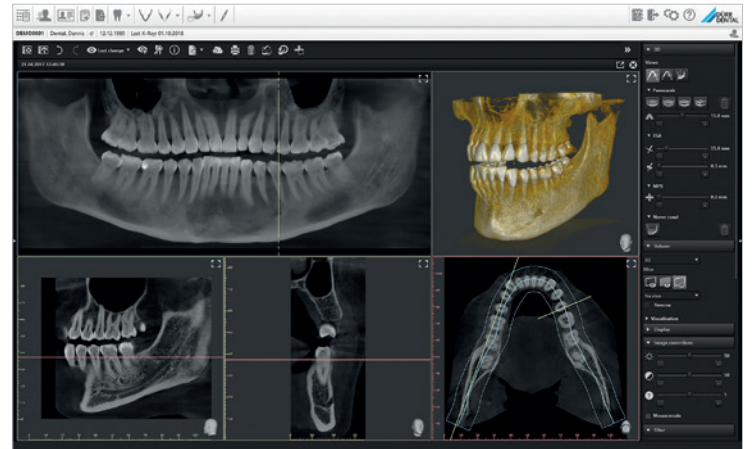
Dentists are already using VistaVox S for excellent panoramic and CBCT radiographic images. With VistaVox S Ceph, Dürr Dental is now offering orthodontists an all-in-one digital radiographic device adapted to their needs. One of the special features of VistaVox S and VistaVox S Ceph is S-Pan technology for excellent panoramic images. Here, VistaVox S selects from a large number of parallel layers the image sections that correspond best to the anatomy of the patient. This results in images showing the actual positioning of the teeth, automatically cancelling out certain mispositioning errors. This means fewer repeat images and huge time-savings. Just like VistaVox S, VistaVox S Ceph really stands out with a perfect 3-D imaging volume (Ø130×85mm). It follows the natural shape of the jaw arch and, thus, perfectly maps the relevant region for diagnosis—including the molars. VistaVox S Ceph offers all the qualities of VistaVox S—with the addition of six programmes for time-saving cephalometric exposures. These



include the options “Lateral Head”, “Full Lateral Head”, “PA Head”, “Submentovertex”, “Waters View” and “Hand”. As with all other products from Dürr Dental, VistaVox S Ceph is all about smooth processes and user friendliness. That is why the new product features two sophisticated sensors. There is no need for unplugging and reconnecting between the 3-D radiographic unit and the Ceph boom, a process that is both cumbersome and risky. The therapist selects the required programme, positions the patient, and can then immediately start taking the radiograph.

## VistaSoft: The heart of your digital practice

The latest generation of Dürr Dental imaging software covers the complete digital imaging workflow for dental practices. VistaSoft from Dürr Dental offers nine different modules that cover all the functions, including taking and processing digital radiographic and camera images, transferring radiographic images via



the cloud, and planning implants and drilling templates. This is thanks to the ergonomic design and one-click design philosophy, which ensure that practice team members can get used to the software very quickly and use it intuitively. VistaSoft Implant is a state-of-the-art tool for complete backward planning, from crowns to implants. The resulting planning data is saved as an open STL file and can be forwarded without complications to, for example, a laboratory. The same applies to drilling templates,

which can be created with the module VistaSoft Guide. The VistaSoft Cloud offers the perfect platform for sharing, for example, CBCT images really easily with colleagues, laboratories, clinics or patients. Data and comments can be exchanged efficiently and securely, as the image data is transmitted via the VistaSoft Cloud in accordance with the General Data Protection Regulation. VistaSoft is compatible with all current radiographic, scanner and camera systems from Dürr Dental. ◀

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Feel free to contact our members to receive more information about their new products launched at the IDS.

Visit our website for their contact details  
[www.swissdentalindustry.ch](http://www.swissdentalindustry.ch)





## DryShield's new isolation system lands in Europe

An interview with Matt Muramoto, Regional Sales Manager at DryShield

■ Modern isolation systems are designed to accomplish the tasks of a high-suction evacuator, dry angles, cotton rolls and gauze in one easy-to-use device. DryShield is an exciting and innovative company in this field and just made its second appearance at the International Dental Show (IDS) in Cologne in Germany after recently receiving the CE marking for its eponymous product, allowing its sale in Europe. Dental Tribune International spoke with Matt Muramoto, a Regional Sales Manager at DryShield, at IDS 2019 about the device and the company's plans for introducing the system to European dentists.



### DryShield promises to be an all-in-one system. What features does it offer?

DryShield was designed with the dentist in mind by our Founder, Dr Lan Nguyen, a long-time practising paediatric dentist. He was seeking to address a need that he and his colleagues faced, with an all-in-one isolation device that was autoclavable, comfortable and easy to use. DryShield combines isolation, retraction of the soft tissue, protection of the throat from liquids and debris, and aspiration of the oral cavity. It frees up the dental assistant—who, by the way, loves DryShield—to multi-task and prep for the next procedure. We've had great success with DryShield since launching in May 2014.

### Why has DryShield decided to enter the European market?

We have experienced enormous success in the US and Canada, and Europe was the next area of expansion for us. We have had so many dentists contact us from all over Europe requesting an isolation system that was autoclavable. They were looking for something that could fit into the economics of a typical dental office, rather than expensive disposable mouthpieces. Europe represented an attractive market with a high level of demonstrated interest in our product. Now that we have our CE marking, we are selling in Europe and actively building relationships with dealers.

### What has the response in Europe been so far?

The response has been fantastic since our participation in IDS 2017. Attendees at the

last IDS responded very positively to the DryShield system—it was the first time they had seen an entirely autoclavable system on the market. They were talking about its cost-effectiveness and ease of use with installation in seconds, and, of course, they appreciated that DryShield, like other modern isolation systems, can dramatically increase efficiencies: a study of 100 dentists showed a typical reduction in chair time of 20–30 per cent.

### How comfortable is this system for patients?

Because Dr Nguyen works with kids, patient comfort was a top priority. The material is a soft, flexible silicone that doesn't impinge on the soft tissue, and is great in addressing mandibular tori and other oral issue. DryShield increases comfort for patients: all the liquids are aspirated, the patient's throat is protected, his or her mouth can rest on the bite block, and the procedure is over more quickly. The bite block is interchangeable, which means it can be selected to fit to an array of different-sized mouths, for both children and adults. We're starting to see patients ask their dentists if they use DryShield, and also dentists using DryShield to attract new patients.

### Given the continually evolving nature of dentistry, companies need to consider education when entering a new market. What is DryShield's approach to education?

DryShield's vision is to bring new technology to the dentistry profession—to help the profession grow and to help dental practices evolve. We believe that modern isolation is essential for dentists in serving their patients while gaining flexibility and efficiency. Dentists that already use modern isolation understand the value proposition of DryShield in terms of providing greater safety and patient comfort, reducing chair time and ensuring that schedules run in an efficient manner. It's the more traditional isolation users that need a little more education on the technology and its value. For instance, we talk to customers about our very simple sterilisation protocol, in which DryShield goes into the normal autoclave workflow with other dental tools. We go above and beyond by offering every customer a Q&A session with an expert, talking through the installation process, patient introduction and so on. We also provide quick-start guides, monthly tips and how-to videos in order to provide help at each stage of the experience.

For more information, visit [www.dryshield.com](http://www.dryshield.com) ◀



## Interview: Adopting intraoral scanners is vital for success

An interview with Thomas Welding, Deputy Group CEO of 3DISC



◀ The Heron IOS intraoral scanner from 3DISC.



◀ Thomas Welding is Deputy Group CEO of 3DISC.

■ The US-based company 3DISC, which recently launched the Heron IOS (intraoral scanner), specialises in quality imaging solutions for dentists. Dental Tribune International spoke with Thomas Welding, Deputy Group CEO of 3DISC, about this scanner and the company's focus at IDS.

### Mr Welding, which products is 3DISC highlighting at IDS 2019?

We are proud to be showcasing the Heron IOS solution. Recent upgrades mean that the scanner now delivers more detailed and accurate images, has a larger range of indications and operates at a faster speed. Heron IOS is the smallest and most lightweight colour scanner on the market and provides unsurpassed ergonom-

ics for dental professionals. It is designed and manufactured in the US.

### 3DISC primarily targets small- to mid-sized dental practices. What factors have led to this segment of the market being your focus?

The adoption of intraoral scanners in solo practices is vital for companies' success. Approximately 70 per cent of all dental practices in the US and 75 per cent in Europe are solo practices. However, only an estimated 5 to 15 per cent have intraoral scanners. Simplicity is key for most practices in this segment. The Heron IOS is recognised as being a simple, reliable and cost-effective solution with an open system structure that allows for ongoing flexibility and freedom of choice.

### Can you describe the price model of the Heron IOS?

The Heron IOS is available at a one-time, affordable fee, with no additional costs. The scanner comes with a free programme that automatically updates the scanner with software upgrades as they are released, improving characteristics such as scanning speed, scanning accuracy, colour rendering and usability. It is safe to invest in this scanner today, knowing you will always have the latest generation even years from now.

Thank you very much for the interview. ◀

AD

## HANDY SURGERY

The first surgery and sterilization line that shows your professionalism!

MADE IN ITALY



### OPERATING ROOM

- **Versatility:** the equipment and the accessories adapt and integrate perfectly into your practice, according to your specific requirements.
- **Linearity:** the minimal design and the materials used, i.e. stainless steel, make the entire line look very professional and neat, giving patients a sense of cleanliness and safety.
- **Exclusivity:** the entire line has two patents that certify the uniqueness and innovation for professional dental therapy, aesthetic medicine and general medicine.

### STERILIZATION ROOM

- **Professional:** designed to guarantee maximum professionalism and cleanliness.
- **Technological:** including a set of high performance and technological instruments and equipment, indispensable for carrying out all steps in the sterilization process.
- **Safe:** the highest hygiene standards minimize the risk of any form of contamination.



EXPO DENTAL MEETING RIMINI-ITALY 16-17-18 MAY 2019

we will exhibit at PAVILION A.3 BOOTH 68-108 [www.expodentalmeeting.com](http://www.expodentalmeeting.com)



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# Shaping the future of dentistry with function and aesthetics



■ 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. Applying the laser-sintered concept, this technology has dramatically reduced the natural shortfalls of conventional composites 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 includes a novelty in paediatric dentistry: integrating inorganic composite crowns instead of conventional metal crowns or zirconia 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 the 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 bioaesthetics. 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 nanohybrid composite very similar to the tooth substance—a concept that clearly speaks in favour of non-restorative or additive techniques. This makes the edelweiss DIRECT SYSTEM the state-of-the-art for modern and minimally invasive aesthetic dentistry.

The translucent VENEER and OCCLUSIONVD shells, as well as the PEDIATRIC CROWNS, represent the anatomical basis for individual or complete dental reconstructions. After a successful splint therapy, the OCCLUSIONVD shells, 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 integrated lens design, allows uninterrupted light transmission for complete polymerisation. Moreover, the opaque build-up in dentine shade A1 comes in different anatomical forms.

Like VENEER and OCCLUSIONVD shells, edelweiss PEDIATRIC CROWNS are made of a laser-sintered barium glass, rendering them both antibacterial and plaque-resistant. Unlike conventional paediatric crowns, edelweiss PEDIATRIC CROWNS have the same flexural modulus as that of natural teeth and that is why the antagonist teeth will not be dam-

aged. 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, bioaesthetic 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 our products at one of our hands-on workshops at the edelweiss headquarters in the west of Austria and convince yourself. Alternatively contact us directly at [www.edelweiss-dentistry.com](http://www.edelweiss-dentistry.com) for more information.

edelweiss dentistry—beautiful innovation you can trust. ◀

## Handy Surgery: Empower your workspace

■ Tecnomed Italia wishes to take the opportunity to say “thank you to all of our clients and business partners for visiting our booth at IDS 2019.” The exhibition provided the opportunity to highlight the Handy Surgery product range and to present Sterinox, the new sterilisation line.

Each element of the Handy Surgery line has been studied in order to replicate the most important characteristics of a real operating room, resulting in products inspired by a dental unit but with more advanced functions, and to improve the dentist-patient interaction in utmost safety. Handy



Surgery is ideal for specialised medical clinics that offer a wide range of services, including dental, cosmetic, dermatological, gynaecological and otorhinolaryngological treatments.

The sterilisation line, complete with exclusive equipment, is designed to bring together all the equipment and instruments necessary for the sterilisation process without creating any hin-

drance or obstruction. Sterinox is a series of top-of-the-range products aimed at dental surgery clinics, but is also suitable for ordinary dental practices requiring utmost sterilisation safety.

### Handy Surgery is synonymous with

- versatility—the equipment and accessories can be adapted to the individual needs of each clinic
- linearity—the minimal design and materials that are used give the entire range a professional and streamlined look, sending a message of cleanliness and safety to patients
- exclusivity—the entire line has two patents, attesting to its uniqueness and level of innovation for professional orthodontic treatments and more.

### Now Handy Surgery includes a comprehensive design for a sterilisation room that is

- professional—designed to guarantee maximum professionalism and cleanliness
- technological—including a set of high-performance and high-tech instruments and equipment that are indispensable for carrying out all the steps in the sterilisation process
- safe—the highest hygiene standards minimise the risk of any form of contamination.

More information can be found at [www.dentalsurgeryunit.com](http://www.dentalsurgeryunit.com) ◀



## Success at IDS!



\* Dealers with A-dec received honours at an exclusive awards event at the A-dec booth at IDS.

■ Thank you to those of you who stopped by the A-dec booth in Cologne to say hello. IDS is always a great opportunity to meet dentists from around the world, seeing faces familiar and new, and learn about what has changed in the dental industry in the past two years.

A-dec threw a dealer awards event one evening after the show, inviting all of our dealers from across the globe to celebrate with us. It was the perfect opportunity to show them how much we appreciate their hard work and dedication to our customers.

Dealer anniversaries were also celebrated at the event, with Sadent (our dealer in Greece) and Dental Medical Ireland both achieving 40 years of partnership with A-dec international. DB Dental achieved its 20-year collaboration anniversary, and Hague Dental and DecaDent were both congratulated on their first decade of working with A-dec in the UK market.

For more information about A-dec, or to find your nearest dealer, visit [www.a-dec.com](http://www.a-dec.com) or e-mail [international@a-dec.com](mailto:international@a-dec.com) ◀



# Small Scanner Great Impressions



## **Heron™ IOS**

A compact intraoral color scanner weighing only 150 grams, providing unsurpassed ergonomics. Enjoy the simplicity in daily use, in collaboration with the dental lab, and in pricing and procurement. A onetime affordable payment - with no additional license fees or costs per scan.

### **Heron™ IOS**

Designed, developed and  
manufactured in the United States.

# 3DISC



# Hygowater® – keeps water clean and complies with guidelines



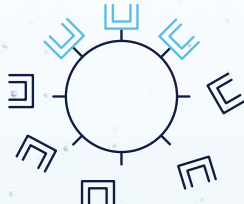
**1**  
**PRE-FILTER**

Holds back suspended matter and particles



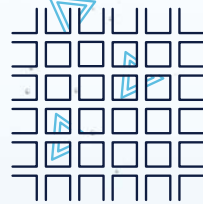
**2**  
**ACTIVATED CARBON**

Adsorbs chlorine, pigments and odorous substances



**3**  
**ION EXCHANGER**

Softens the water – protects lines and devices against calcification



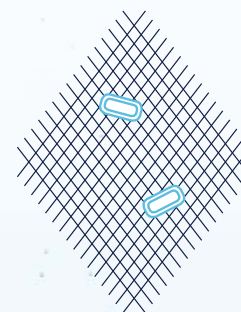
**4**  
**FINE FILTER**

Removes microparticles up to > 1 µm



**5**  
**ELECTROLYSIS**

Effective water disinfection by means of electrolysis



**6**  
**ULTRAFILTER**

Removes ultrafine particles, impurities and microbiological contamination



Use Hygowater® water with caution. Always read the label and product information before use.

**Stopping microorganisms in their tracks:** In just six steps, Hygowater® from Dürr Dental eliminates microorganisms from the process water used in dental units and provides long-lasting protection against biofilms forming inside lines. The water is filtered and disinfected by means of electrolysis. Long-term drinking water quality is ensured without the handling of chemicals. [For more information please visit www.duerrdental.com](http://www.duerrdental.com)



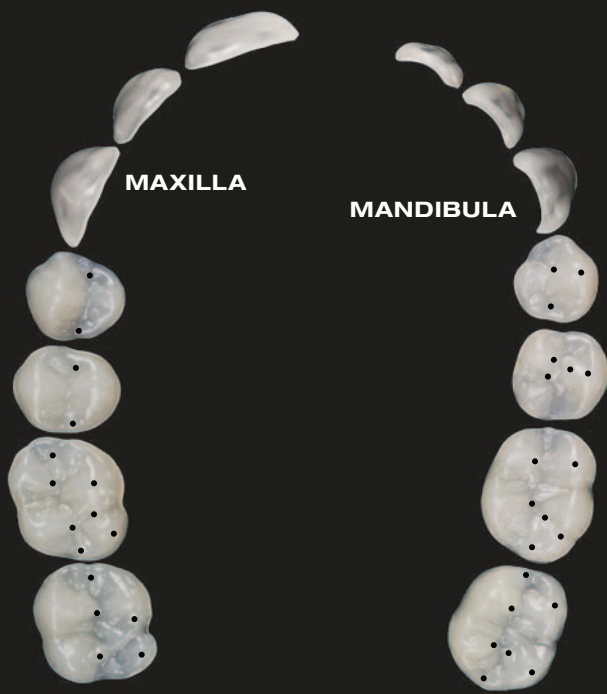
# DIRECT SYSTEM



beautiful innovation you can trust

- VENEER
- OCCLUSIONVD
- POST & CORE
- PEDIATRIC CROWN
- COMPOSITE

SHAPING THE FUTURE OF DENTISTRY  
WITH FUNCTION & ESTHETICS



MAXILLA

MANDIBULA

## VENEERS & OCCLUSIONVDs



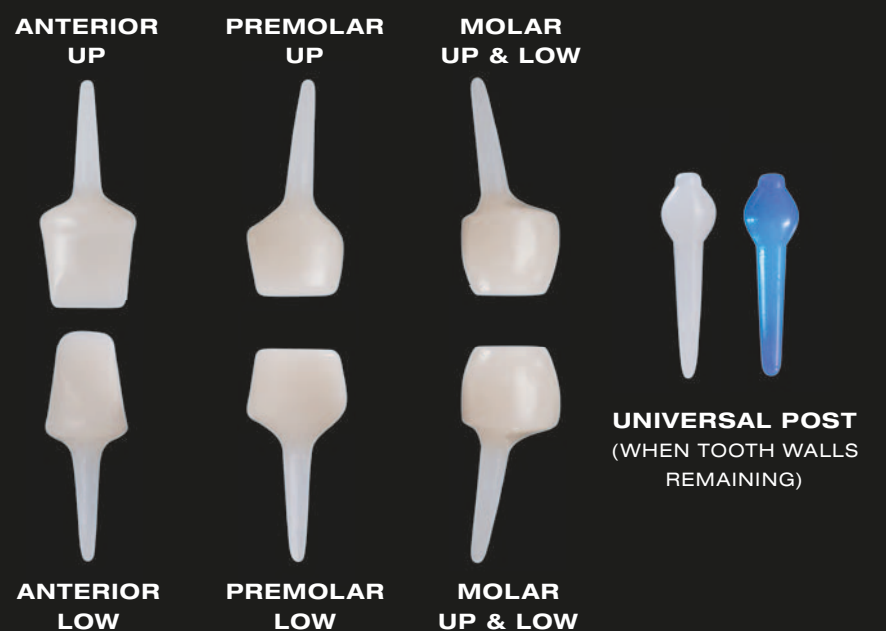
## NEW - PEDIATRIC CROWNS



MAXILLA

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## NEW - POST & CORE



Convince yourself and try our products at one of our edelweiss workshops.  
Please find more information at [www.edelweiss-dentistry.com](http://www.edelweiss-dentistry.com)



# Chlorhexidine, but not as you know it... CURAPROX Perio Plus+



▲ CURAPROX Perio Plus+ is chlorhexidine combined with CITROX. This unique combination has been proven to be more effective than chlorhexidine alone.

■ Swiss oral health company Curaden launched CURAPROX Perio Plus+ at IDS 2019. This pioneering antiseptic range is chlorhexidine, but not as you know it—the mouthwashes, gel and toothpaste are all naturally enhanced chlorhexidine products, and pave the way towards organic

oral antiseptics with minimal side effects. The secret? A potent and natural antibacterial: CITROX.

### Maximal effect...

Research led by Prof. David Williams at Cardiff University in the UK has proven the unique syn-

ergy between chlorhexidine and CITROX—a natural antibacterial agent extracted from bitter oranges. “The active agents in CITROX can attack multiple sites of a microbial cell, leading to improved deactivation, and making the agent effective at inhibiting microorganisms known

to cause infections in the oral cavity,” says Prof. Williams. “Our research has shown that a combination of chlorhexidine and CITROX was demonstrably more effective at inhibiting bacteria, compared with using either of these ingredients alone.”

paste contains a balanced 0.09 per cent. The 0.5 per cent chlorhexidine gel is perfect for localised treatment of wounds, infections or implant complications. Moreover, the toothpaste, gel and regenerate mouthwash contain hyaluronic acid, which promotes tissue regeneration.

### ...minimal side effects

Perio Plus+'s unique mix of CITROX and polylysine—another natural antiseptic—prolongs CITROX's substantivity in the mouth. Because CITROX partially substitutes the chlorhexidine, it is possible to reduce the concentration of chlorhexidine after the initial thera-

### A compliance booster

Whereas the addition of Perio Plus+'s active ingredients makes all the difference for dental professionals, taste makes all the difference from the patient's perspective. Perio Plus+'s pleasant fresh mint flavour minimises taste disturbance and has

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peutic dose, minimising possible chlorhexidine side effects such as discoloration, taste disturbance and irritation of the oral mucosa.

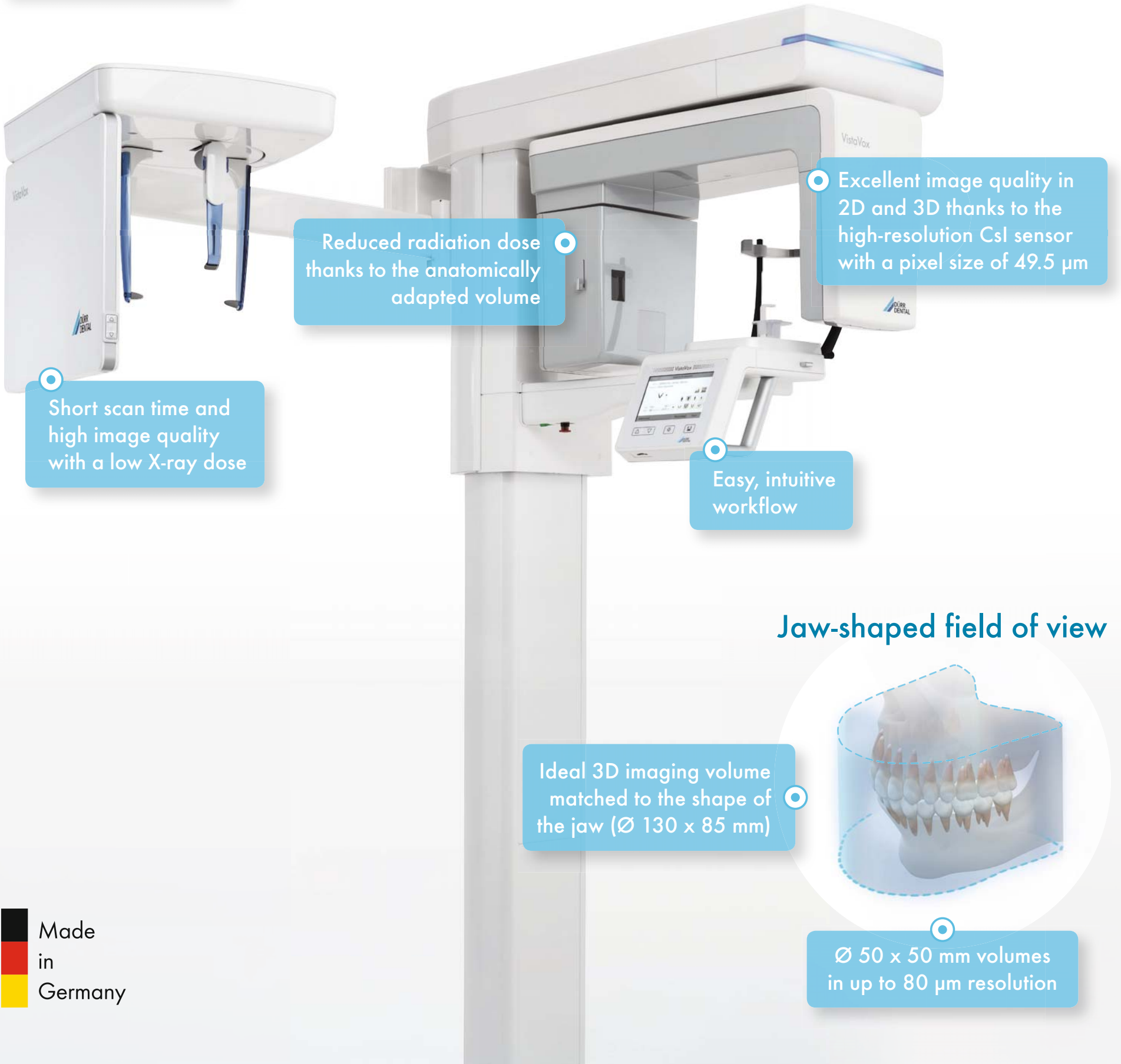
For this reason, the Perio Plus+ mouthwash is available in different chlorhexidine concentrations, ranging from a bactericidal 0.2 per cent to a bacteriostatic 0.05 per cent for adequate, individualised treatment, while the Perio Plus+ Support tooth-

been positively received by patients, enhancing patient compliance. Lastly, Perio Plus+ contains no alcohol or sodium lauryl sulphate, ensuring that the chlorhexidine remains effective and the oral mucosa is not irritated.

Keep up to date on everything Perio Plus+ at [www.perioplus.com](http://www.perioplus.com) ◀



# VistaVox S Ceph: 3-in-1 X-ray system from Dürr Dental.



Excellent image quality in 2D and 3D thanks to the high-resolution CsI sensor with a pixel size of 49.5  $\mu\text{m}$

Reduced radiation dose thanks to the anatomically adapted volume

Short scan time and high image quality with a low X-ray dose

Easy, intuitive workflow

### Jaw-shaped field of view



Ideal 3D imaging volume matched to the shape of the jaw ( $\varnothing$  130 x 85 mm)

$\varnothing$  50 x 50 mm volumes in up to 80  $\mu\text{m}$  resolution





## Polydentia showcases its innovative restorative solutions at IDS

■ Polydentia thanks everyone for visiting us at IDS in Cologne. We highly value the interest in our new products and our line of sectional matrix systems. For five days, dental professionals, opinion leaders and dealers from all over the world could appreciate our restorative innovations displayed during the dental expo. This year, we also offered six live product demonstrations featuring dentists and Style-Italiano silver members who explained how they achieve excellent anterior and posterior restorations and save chair time with our sectional matrix systems and conservative dentistry solutions. We would like to thank Drs Katherine Losada, Anna Salat, Jordi Manauta, Giuseppe Chiodera and Antonio Nicolò for presenting our products during the dental show.

### Polydentia products launched at IDS

**MyTines Small, Medium and Large** are autoclavable, replaceable and interchangeable ring extremities especially developed to fit on to myClip 2.0 and myRing Forte. These extremities enhance the adaptation of Polydentia's sectional matrices to a wide range of clinical situations and teeth with different crown heights. In the case of different tooth morphologies, the ability to combine myTines Small with myTines Medium on the same Polydentia sectional ring pro-



vides an improved matrix adaptation to the teeth and a firm grip, thus, reducing composite flashes and optimising stability. MyTines Large, instead, offers the ideal system when dealing with restorations of a wide cavity, even in the case of a missing cusp.

**MyJunior kit** is the first sectional matrix system for paediatric dentistry, and has been especially developed for smaller primary and young permanent teeth. The kit offers child-friendly solutions that help save valuable chair time and reduce the child patient's distress. Two junior sectional matrix rings are included in the kit, myClip Junior and myRing Junior. These minimally invasive, safe-to-use, brightly coloured paediatric rings combine stabil-

ity with the appropriate separation force, enabling dentists to achieve ideal contact surfaces. In addition, the extra grip provided by the flexible extremities, myTines Junior and the rounded silicone tubes ensure better adaptation of the sectional matrices, hence, preventing annoying composite flashes and overhangs.

**Unica anterior** is a simple and ideal matrix for anterior restorations such as Class III, Class IV and Class V, direct stratification composite veneers and shape modifications. Thanks to its contoured shape, Unica anterior adapts correctly to the different morphologies of anterior teeth and makes it possible to restore proximal and cervical margins at once,

even in the presence of a rubber dam or gingival retraction cords, thus, reducing chair time significantly. The placement wings allow fast and efficient matrix positioning. Furthermore, Unica anterior, once positioned, allows the dentist to easily visualise the final shape of the restoration, even before starting the procedure.

**Diamond24** are anatomically shaped silicone tubes designed to be used with Polydentia's sectional matrix ring myRing Classico. Diamond24 can be oriented in 24 different combinations of shape and length, ensuring optimal matrix retention and adaption to the tooth, even in the case of difficult clinical situations.

We invite you to discover more about these innovative products and all of our restorative solutions at [www.polydentia.ch](http://www.polydentia.ch). You can consult the complete list of our international distributors at [www.polydentia.ch/en/distributors](http://www.polydentia.ch/en/distributors)

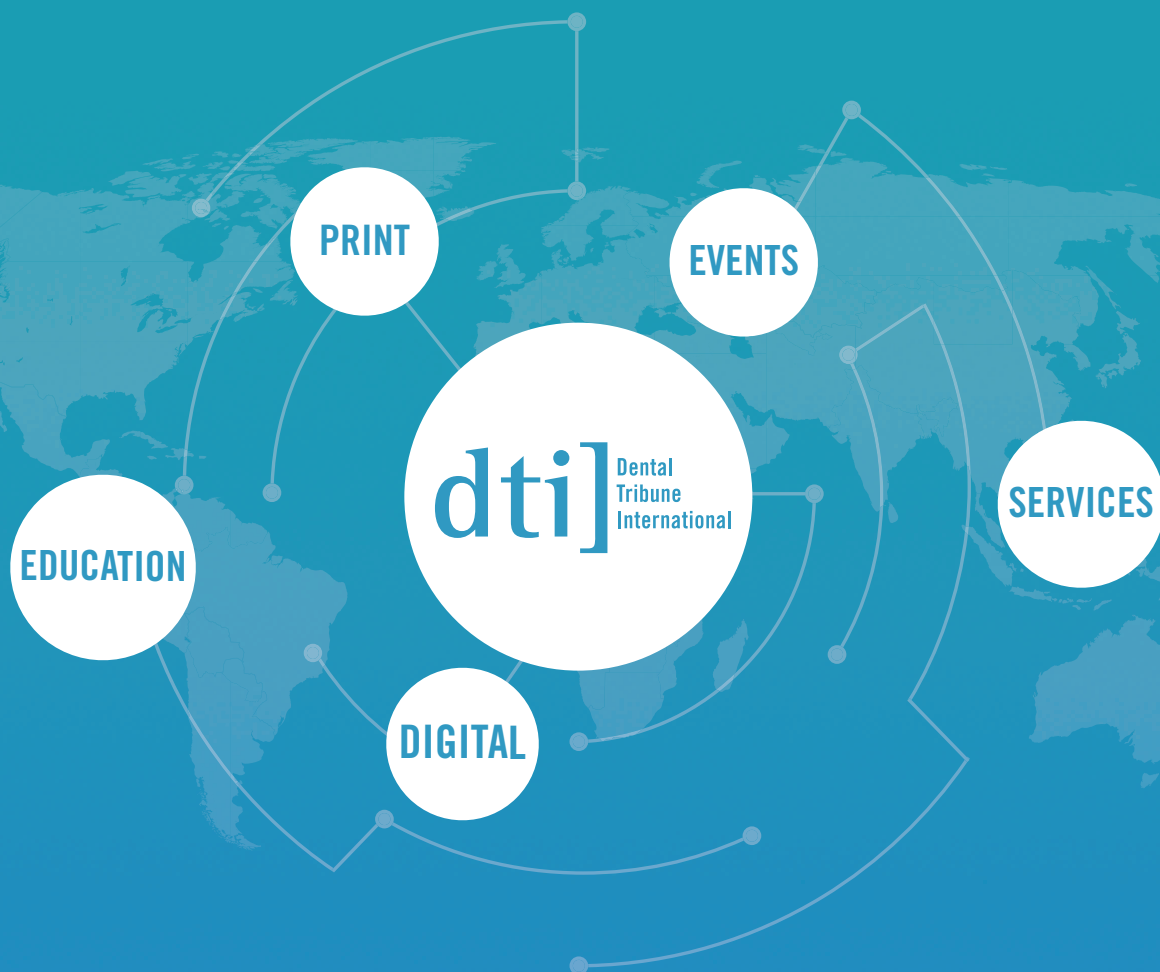
Furthermore, we are pleased to offer you access to exclusive clinical content, next event announcements, and product updates on our social media pages. ☞

#### Follow us

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## An outstanding IDS 2019: A retrospective

■ For the 38<sup>th</sup> edition of IDS, the famous Japanese architect Kengo Kuma created an entirely new booth design for GC. It was praised by many visitors, customers and members of the press, who took photographs of the booth and shared them on social media.

There was a high turnout, and many people were interested in the latest innovations by GC. "There is an increased interest in complete solutions brought about by the high work pressure in contemporary labs and practices," said Josef Richter, Chief Operating Officer and President of GC Europe AG. "GC accommodates these practitioners with its newest digital developments, integrated services and a complete portfolio of products that are complement each other, sparing practitioners effort in finding compatible products; everything that is needed can be found at the same place, with clear information and instructions for even the most complex situations."

The Aadva Lab Scan 2 and the IOS 100P and IOS 200 intraoral scanners, for laboratory and intraoral use, respectively, attracted extra at-



tention. The digital solutions will be further expanded in 2019 with new 3-D printers to be added to GC's digital portfolio.

At IDS again, internationally renowned dentists and dental technicians shared their experiences with visitors at hands-on workshops and Speakers Corner. Contemporary topics, such as molar incisor hypomineralisa-

tion, injection moulding techniques, high-strength lithium disilicate aesthetic restorations and different luting alternatives, as well as tips and tricks in the collaboration between laboratories and dentists, were addressed.

IDS is also a great place for networking with peers. The busy chats during the breakfasts and happy hour at the booth created a festive at-

mosphere. Shortly before IDS, the US International Trade Commission dismissed the allegations of patent infringement filed against us by one of our market companions and that became a hot conversational topic, with a lot of praise for Initial™ LiSi Press the pressable ceramic system.

Next to the professional content, visitors put their best smiles forward,

hopping in the photo booth for the most original "Smile for the world" photographs. Many also tried their luck in the bike contest to win a completely personalised bicycle.

And for those who missed IDS this year, the show will be back in 2021. GC will be celebrating its 100<sup>th</sup> anniversary then and we hope to see you there! ◀◀

## Produits Dentaires presents IrriFlex

Innovative needle design for advanced root canal irrigation.

■ A new generation of an irrigation needle designed and manufactured by Swiss endodontic company PD (Produits Dentaires) enables more effective cleaning and disinfection in root canal therapy owing to its unique flexibility and exceptional irrigation capabilities.



The IrriFlex needle solves a common problem for dentists: how to completely and efficiently irrigate complex root canal systems. Combining a soft polypropylene body with a unique lateral solution delivery, PD has designed a 30-gauge needle that can easily adapt to the canal anatomy, irrigate effortlessly and clean areas once impossible to reach. The result is enhanced cleaning and irrigation for a more efficient, comfortable treatment compared with conventional metal needles.

PD's patented needle design encompasses two side vents positioned back to back at the tip for powerful lateral irrigation and a tapered shape to match the root canal preparation, unlike metal needles. The 4 per cent tapered design maximises the shear stress along the root canal walls to improve mechanical cleaning efficacy.

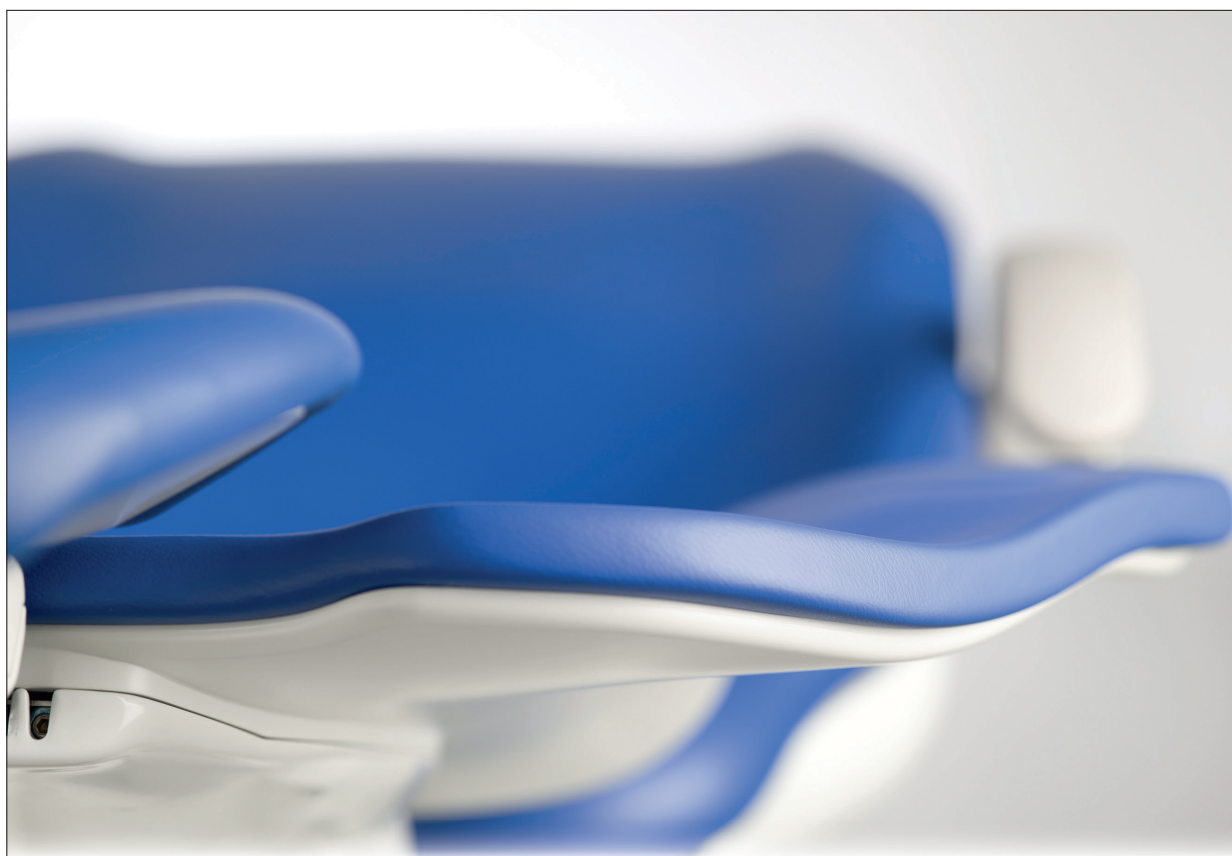
The IrriFlex needle safely performs powerful and complete irrigation of the root canal to improve removal of residue, such as debris, smear layer and biofilm, in areas impossible to reach with conventional metal needles.

The needles are produced in a clean room certified ISO 7 and delivered individually in sealed pouches designed for single-patient use, thus, maximising safety.

With this new needle, PD supports general dentists and specialists in performing root canal irrigation more efficiently, comfortably and safely.



Learn more at [pd-irriflex.com](http://pd-irriflex.com) ◀◀



## Comfort for you, too. The difference is in the details.

The A-dec 500 chair is engineered for better dentistry. The pressure-mapped upholstery comforts the patient, while the thin graceful backrest optimizes ergonomics and brings you in close. Lasting innovation. True comfort. For you and your patient.

Visit [a-dec.com/thedifference](http://a-dec.com/thedifference) to find out how every detail behind an A-dec solution furthers the health of your practice.



## The new generation of Lisa: Incredible inside. Incredible outside.



■ With the new Lisa steriliser, W&H continues on its journey towards providing even greater user comfort and safety. From the inside, the W&H steriliser offers a wealth of innovative technologies that go beyond the everyday user experience. Equipped with artificial intelligence, Lisa turns high-end type B sterilising into an efficient and safe work process. From the outside, Lisa convinces with its perfect ergonomic design.

### Incredible experience

With EliSense, the new Lisa provides an unexpected user experience and the best performance. Its LED indicators and display offer information on cycle status, temperature and

much more to optimise both workflow and output. Additionally, now with new artificial intelligence, Lisa brings increased efficiency and control.

EliSense's Smart Sense helps to shape and optimise the daily work routine. Thanks to this, Lisa continues to learn use-by-use and makes suggestions for greater efficiency in the sterilisation process. It informs users about optimum steriliser usage and even reminds them when the next routine test should be performed, depending on local regulatory requirements. In short, EliSense Smart Sense is a revolutionary technology which goes beyond everyday user experience.

The new W&H steriliser provides clear information on cycle status delivered by EliSense Status Sense. For the first time, a glance at the unit provides all information needed. Small LEDs on the display indicate whether a cycle is in progress or finished, giving users a complete overview of the cycle status at all times.

EliSense's Temperature Sense serves to protect the practice team and is an important aspect of the new Lisa. Equipped with this feature, the W&H steriliser will warn if the door is open while the load is still too hot to be touched. Lisa, thus, takes care of user well-being and offers greater safety during work processes.

### Incredible traceability

A high standard of hygiene is the hallmark of every dental practice. With the new generation of Lisa, this standard is now becoming even more stringent. EliTrace is the new enhanced Lisa documentation system and for the first time offers full traceability down to the single instrument or set without any extra software or computers. The result is a high level of safety for practices and their patients.

### Incredible performance

The new Lisa features the improved patented EcoDry+ technology that allows for an even more economical solution. Lisa Eco Dry + adapts

the drying time to the mass of the load. This reduces the cycle time, increases the lifespan of the instruments and optimises the energy consumption. That not only results in significant time-saving in reprocessing, but also makes Lisa a "green solution" in everyday practice.

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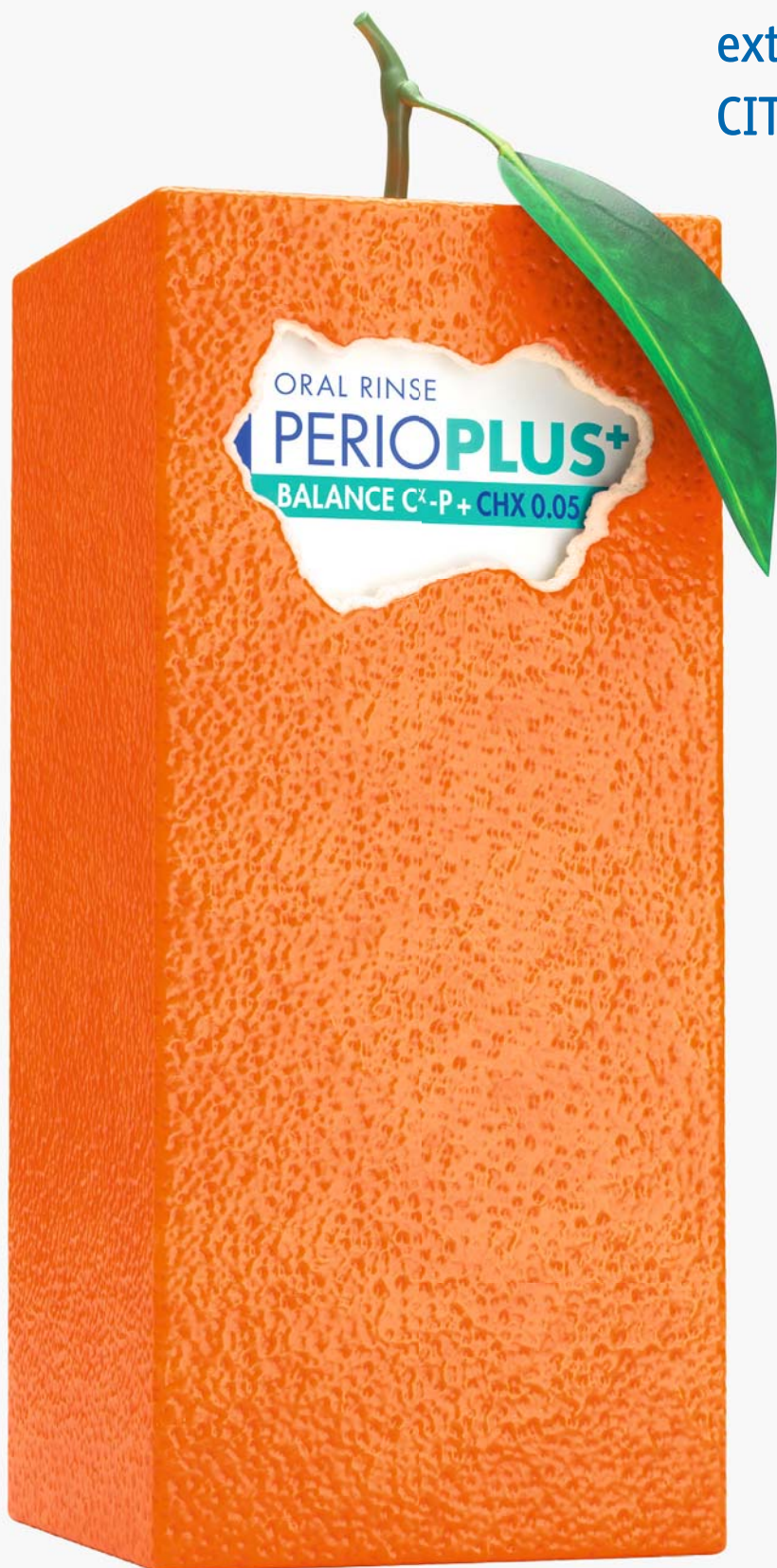
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# The battle between digital and analogue

Interview with Dr Galip Gurel, Dr Stefan Koubi & Hilal Kuday

■ The use of digital technologies in dentistry is on the rise, a fact that clinicians Dr Galip Gurel, Dr Stefan Koubi and dental technician Hilal Kuday are well aware of. They are convinced that the use of modern technologies is a growing trend in all areas and to believe that this will not come to the dental clinic would be a big mistake. Ulyana Vincheva, Managing Director of Dental Tribune Bulgaria and publisher of Dental Tribune Bulgarian Edition, had the opportunity to talk with them about their lecture during the 2018 Competence in Esthetics meeting held in Belgrade in Serbia on 10 November and organised by Ivoclar Vivadent. They told her of their fascination for digital dentistry and their vision of the near future, in which they believe virtual reality and artificial intelligence will feature.

**You are three of the world's top experts in dentistry and you work together as a team, but you are also good friends, right?**

**Koubi:** Of course! Nicely done teamwork is only possible among people who like each other.

**During your lecture you spoke about "the most personalised smile design". What is the point? Do you believe in the individualised approach for every case, and how does it fit in with a fully digitalised workflow?**

**Gurel:** As I explained in our lecture, we have been working like this for years. It provides a personal touch. It depends on your intuition how you approach and evaluate the patient and his or her smile. Even with this protocol, you should have some trials. Maybe sometimes the result will be superb; sometimes the patient won't like it. Our workflow was already a personalised smile design, but we didn't know it until we started our research. When we started sharing cases with each other, at first, we selected only the best cases, trying to evaluate which part of the smile design goes with which part of the patient. Does it depend on physical appearance, which we can't change, or on personality, how the patient wants to be perceived? We fragmented all these smiles and tried to analyse, for example, on what the tooth axis depends, on what the tooth shape depends. After that, we cross-matched these cases and came out with some results, which we put into a software programme. This software is based on hundreds of algorithms, and most recently, we developed software that is driven by artificial intelligence and suggests smile designs that are appropriate for the patient because they go well with his or her facial appearance and his or her personality. That is how we started using this programme. The first step was the VisagiSmile, which gives us the 2-D design. This programme was amazing for someone who is into aesthetics. If I show the programme to Hilal or to Stefan, they will understand it and transfer it to the patient either as a mock-up or a wax-up, but for majority of the dentists it wasn't

an easy task. The main problem was that many dentists couldn't translate it to the patient's mouth. We realised that many of our colleagues don't use mock-ups. They take an impression, send it to the lab and the lab technician prepares a wax-up. Back then, the lab technicians didn't have much supporting material. They had only a few photographs and a stone model, and they tried to build up the entire case based on that. Nothing was personalised. Everything changed the moment we realised that our IT team could transform 2-D into 3-D. That is how Rebel was born. Thanks to Rebel, we can transform all of this knowledge into a 3-D digital wax-up, which can be sent to the dentist for 3-D printing, then for impressions and back to the patient's mouth. This is the chronology of how personalised smile design became a reality.

**A few years ago, you emphasised the importance of proper communication with lab technicians. Does Rebel help in this matter?**

**Gurel:** I think Rebel is an amazing tool for ceramists—and I am not talking only for ceramists like Hilal, who is a superstar and a great professional. For the majority of lab technicians, Rebel represents an amazing tool and opportunity to immediately create a 3-D wax-up that not only is aesthetic in their opinion, but also perfectly suits the patient's facial appearance and personality. At the beginning when starting beta testing of this project and giving lectures to dentists and lab technicians, the lab technicians were the first to embrace the idea because it makes their lives much easier. Instead of spending hours carving and sculpting the wax-up without having all the infor-

library and you can include as many tooth shapes and forms as you like. And after that, you can play with the software and make some modifications. The problem is that most dentists are not able to experiment with the software because we don't have the knowledge and ability to do it. That's the main problem with smile design: the dentists are not able to experiment with the software and the lab technicians have one and the same signature. Rebel provides a solution, giving you the advantage of outsourcing the headache of smile design. We have to be realistic: most dentists are not able to use the software or Keynote properly; we are dentists, not fancy speakers, or we just don't have enough time to spend hours in front of the computer. The ceramists don't have the knowledge or ability to create all the different

like Drs Gurel and Koubi, who appreciate my work in the lab. All of the precious information that they register from the patient's mouth, the questionnaire in Rebel, give us an idea of how to follow nature. At the end of the day, we are a team; we sit down and work together in order to create a beautiful job as partners.

**Koubi:** With Rebel, we are not talking about replacing the lab technician; we are talking about supporting and assisting him or her. It is very important to keep that in mind. Rebel is a very useful tool to improve the quality of the technician's work in order to create even more beautiful restorations.

**Gurel:** One other thing: thanks to Rebel, even more dentists who were previously afraid to work in the aesthetic zone will go into aesthetic dentistry. Imagine that every patient who needs an aesthetic treatment is like an empty canvas. You need to create an artwork there and not every dentist is capable of doing that. Rebel gives you the opportunity to create a masterpiece without worrying about how to use Rebel. All other programmes, as Stefan and Hilal have already said, require detailed computer knowledge in order to create proper smile designs or a great deal of time to work with digital libraries, to position the teeth and to establish a really aesthetic smile. For the dentist to be able to achieve a perfect smile with a single mock-up is a completely different story. That's the beauty and ease of using Rebel. The effect of integrating Rebel into the dental world will not be erasing and replacing all dental technicians. Instead, it will create a huge community of dentists doing aesthetic cases, which will increase the number of veneers, crowns and bridges to be made. As an end result, more dental technicians will be needed to cope with the rising needs.



▲ Left to right: Hilal Kuday, Dr Stefan Koubi and Dr Galip Gürel at the Competence in Esthetics event in Belgrade in 2018.

As I mentioned in our lecture, when you go into Rebel, there are some mandatory fields you need to fill in, like the facial photographs, the intraoral scanning, the questionnaire, and your or your patient's preferences. For example, if you would like to have a mild surface texture or a strong or smooth one, you need to enter this information into the software. 90 per cent of the information needed can be entered only by clicking, nothing further. Some of the data needs to be entered as a text, but this is very limited, so definitely I can state that Rebel is extremely user-friendly. From a technical perspective, if you send a case without writing anything, only with the information that has been registered by clicking and selecting one of the given options, you will still have a 100 per cent digital wax-up. Maybe only 5 per cent needs to be entered manually by the clinician in order to complete the smile design. As far as I know, to date, this is the only software that instantly gives you a 100 per cent digital 3-D wax-up.

mation and parameters needed, with Rebel they can have an accurate wax-up ready in a split second. Of course, they can make some small changes if they like. In my lecture, you saw how amazingly one can translate all details, like surface texture and tooth shape, into 3-D printing or CAD/CAM milling in order to be tested in the patient's mouth even before one starts prepping the teeth.

**Dr Koubi, what are the benefits of digital technology for dentists?**

**Koubi:** I would like to briefly address the previous two questions. Generally speaking, you have two realities. One is the patient's expectations. Patients would always prefer a customised smile, not a standardised one. And the second one is the technician's abilities. Most lab technicians have a specific signature, their own style, and they pretty much repeat it with every case. I am talking about the majority of technicians, not the top professionals. The beauty of the software is that you have a digital

tooth morphologies because there are more than 12,000 different tooth shapes. That is where Rebel comes in; its algorithm supports you in this task. Returning to the question, the benefit for dentists is that it is so user-friendly—you just plug and play! Rebel saves a great deal of time and gives you a quality product, so it meets every dentist's needs!

**Mr Kuday, would you like to add something to this topic?**

**Kuday:** As a dental technician, I would like to say that digital workflow is a tool you can always rely on. If you integrate digital technology into your everyday practice, it definitely raises the quality of your work. We dental technicians study anatomy, biology and morphology and are a part of the team, so if dentists don't respect our work as lab technicians and don't send us all information needed to create beautiful, nicely fitting prosthetic restorations, then our hands are tied. Fortunately, I am lucky to work with dental experts

**You have touched on some advantages of digital technology, but what are its limitations?**

**Gurel:** Well, there are always limitations. First of all, it won't work in extremely crowded dentition. We shouldn't expect miracles. Rebel can cope with cases with a reasonable initial situation, for example minor crowding or minor spacing. It is not mandatory for the restorative technique to be additive for every case. That's another great advantage of Rebel, meaning that if a part of a tooth is protruding out of the aesthetic arch, the software doesn't take that into account. It will place the original shape over the ideal arch position, leaving that part outside. The advantage of this is that in a traditional system in order to put the wax-up into the patient's mouth we have to first cut the protruding edge of the tooth and then make the mock-up, which means we have already started prepping the teeth and if the patient is not satisfied, it will be a problem. With Rebel, you can transfer the mock-up into the mouth



even with this crowding and then explain to the patient that if he or she doesn't want the dentist to prep this tooth then he or she needs to undergo an orthodontic treatment. The possibility of having this visual information and communicating with the patient enables you to achieve superb outcomes.

**Koubi:** We need to have a very clear vision regarding the digital technologies because it is a reality already. In order to be good with digital technologies, you need to be a skilful driver and manager of the whole process because, as we have already mentioned, digital technology serves you as a tool. But you and your lab technician need to be well educated. That's the basis of your teamwork. Sometimes, people are confused because they believe digital technologies will provide them with all of the clinical solutions, but that's not true. It only supports us in our work; it speeds it up and improves its quality. We use artificial intelligence to simplify our life, but not to replace the human with his or her mind and knowledge.

**Kuday:** I would like to talk through it from a human perspective. If we retain the human factor in the technology, then everything will be alright. Nowadays, we are talking about self-driving cars replacing drivers. Sooner or later, it is going to happen. But if we would like to do something as a team, we need to integrate the human factor to control the whole process. From an ethical point of view, human touch is mandatory during the digital workflow. The operator needs to be either the dental technician or the dentist, not the engineer. The human, not the technology, has to be the creator and leader. The new digital technologies are developing very, very rapidly. For example, if you buy an iPad today, tomorrow it will be out of date. This is dictated by today's economic situation.

#### Do we need major reforms in dentistry? If so, what might those be with regard to digital technology?

**Koubi:** We need many reforms in dentistry. I will speak also on behalf of my friends and colleagues. In France, two types of dentistry have been established for years: mass dentistry and elite, boutique dentistry. Digital dentistry is very useful for mass dentistry because it makes aesthetic treatment faster and more affordable, but we have to keep in mind that we work in the medical field, not in economics, for example, and we are treating patients. We have to take responsibility for all our actions. Digital technologies will improve the average quality of our work, but will never be better than an exceptionally good dentist. It is the same in other medical fields: surgical robots perform better than an average surgeon, but robots will never be more skilled than an experienced and well-trained surgeon. Most dentists cut too much tooth structure. If you examined 1,000 impressions, you would see that most teeth are over-prepped. Thus, the risk of complications rises. Thanks to robots, we can standardise quality. Is it the best quality? No, it is not, but that's not the purpose. So it

needs to be clear that digital dentistry is certainly our future, but I don't believe everything will become digital. We need to implement also the human touch in order to exploit all advantages that digital technologies provide, but at the same time to avoid their weaknesses.

#### What does the future hold for dentistry in your opinion? How do you see the dental world in 20 years?

**Koubi:** Our future is digital for sure! We will have less useless stuff; the impression trays and impression materials will be forgotten. Everything in the dental office will be clean, white and clear as it is now in our clinic. My wish and hope for the future is that dental students will receive better training and be better prepared for the digital workflow. The digital process needs to be better integrated into university curricula. Universities all over the world have to make a significant shift and to implement digital education in every dental specialty so that students graduate already prepared to work with digital technologies because nowadays they have to learn how to do it after graduation by attending additional courses and lectures. Education, not only university education but also continuing education, will become more and more relevant and it will be key to success.

**Gurel:** My short-term project is to see our robot DIGICUTO working. Five years ago, nobody believed that the iPhone would be so small and able to multitask so quickly. Now, it is a reality: your phone, your computer, your camera, everything is becoming even smarter. Our idea has already been born. When we will realise it depends on two things: technical issues, which in my opinion will be solved soon, and patient acceptance—people usually ask me not how it will be done technically, but how patients will allow a robot to prep their teeth instead of a dentist. In the near future, cars will be driven without drivers by artificial intelligence. Our concept is the same; it is even safer. I think the near future will look like that. I hope, as Stefan said, that digital technology will enable us to offer even more affordable treatment plans. I hope that new 3-D printable materials like ceramics will speed up treatment and once again make it cheaper so that more people worldwide will have access to high-quality dental care instead of what they are getting now. Everybody deserves to be treated in a precise and predictable manner.

**Kuday:** Regarding future development, I think "affordable" is definitely the key word. Everybody deserves to have unique restorations, not only wealthy people. I would like to emphasise that, if the quality of 3-D printed restorations is high enough, then I will accept it.

#### What do you think the role of leading brands will be in the future?

**Gurel:** We are all professionals with many years of experience, working with big companies. In my opinion, the companies should not sell materials only, but should sell complete storylines, and by that, I mean

things connected with each other, so that if somebody starts working with some system he or she should not even think about leaving it. Just like Apple. Once you buy an iPhone, then you buy an iPad, then a MacBook Pro, so you always stay in the family. Why? Because they are very nicely connected with one another. Many people nowadays are afraid of the word "digital". They are concerned that they don't have advanced computer skills, and don't know how to use the software or how to shape the teeth digitally. Working in a digital workflow doesn't require all of this. A digital protocol should be very user-friendly and intuitive so that once you start using it, you will feel the urge to dive even deeper into it and to also try a scanner, for example. And if it is easy to work with, then you won't even think about buying a device from another company. If you follow the Ivoclar storyline and you are satisfied with all of its products, then you won't buy another brand's porcelain blocks, for example, because you are sure that quality of the end result is guaranteed only if you stay in the family. And if the brand you are satisfied with also offers you a robot to prep the teeth, it will complete the whole storyline and you

won't look for different solutions. Getting a milling machine from one company, porcelain from another and a scanner from a third will create a higher risk of mistakes and complications, so adopting one brand is more convenient for everybody.

**Koubi:** Dentists want to buy solutions, not ingredients. If you go to an Italian restaurant, you order a whole plate, not the pasta itself, and you are sure that it will be cooked al dente. It is similar to some of the brands on the market: they stress the qualities of some ingredients, some materials, but customers are looking for integrated solutions. This is important for producers to keep in mind and for them to develop and improve their sale strategy according to it.

**Kuday:** At the beginning of the congress, Ivoclar Vivadent launched IvoSmile, an application for smile design that gives you the final outcome after aesthetic rehabilitation of the smile. Anybody can download it from Ivoclar Vivadent's website; even patients can download it and give it a try. This means companies are thinking ahead and they are already trying to establish and improve the connection with each other.

**Gurel:** When a company delivers a product to patients or to dentists, it should be connected in a clear workflow. If the patient sees the smile design and approves it, the dentist shouldn't have any fear or uncertainty regarding how to achieve it. In my opinion, dentists won't even try it because they might be afraid of how to proceed, how to create such a smile design. That is the reason why I am saying we should have a well-established workflow and every new product launched on the market needs to be connected with the rest. When a patient wants a particular smile design, the dentist needs to be certain which 3-D design programme to use. I believe defining a very clear treatment process lies in the near future of companies.

**Thank you very much for this interesting conversation! It has been a pleasure having all three of you! ◀◀**

#### Acknowledgement

This conversation was held with the kind support of Ivoclar Vivadent, who provided its lecture room for the speakers to comfortably sit and chat after their lecture at the Competence in Esthetics congress in Belgrade. The conversation was transcribed by Dr Pavlina Koleva.

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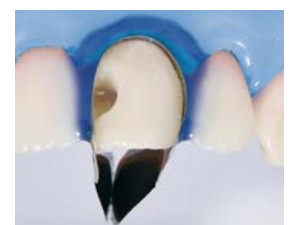
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# Hydroxyapatite toothpaste from SANGI arrives in Germany

From outer space to your mouth.

Traditional Japanese company SANGI, based in Tokyo, has now launched its hydroxyapatite toothpastes in Germany. At IDS, SANGI provided evidence-based information about the use and scientific background of its products at a press conference titled "The original from Japan: Space-inspired toothpaste with hydroxyapatite for remineralisation".

SANGI Chairman and founder Shuji Sakuma began with insight into the company's history. Starting out as a small commercial enterprise, SANGI acquired a NASA patent for remineralising bones and teeth. This eventually led to the idea of using the mineral hydroxyapatite. In 1980, SANGI launched the world's first toothpaste containing hydroxyapatite as an agent for remineralising teeth: APADENT. A second product line, APAGARD, followed five years later.

SANGI's special form of hydroxyapatite (medical hydroxyapatite—mHAP) was officially recognised as an anti-caries drug 15 years later by the Japanese government. The effect was proven in several studies. SANGI products, including those manufactured for other companies, are very popular in Japan and they have a market share of 7 per cent in oral care. In the top-end segment, APAGARD

actually holds a share of 50 per cent. APAGARD PREMIO was the first toothpaste to be awarded Hall of Fame status by @cosme—Japan's number one consumer beauty product reviewer—as it was the most recommended toothpaste for three consecutive years, from 2015 to 2017. Owing to this popularity, SANGI executives decided in 2011 to export the products to Russia, Canada, Eastern Europe and some Asian countries. Since the end of 2017, the company has been preparing to export its products to Western European countries too through SANGI Europe, which established it in Germany.

After this brief introduction, dental hygienist Izumi Hashizume presented several studies and microscopy images to demonstrate how SANGI's mHAP works. The mHAP remineralises the enamel on and below the surface and adsorbs harmful bacteria such as *Streptococcus mutans* more effectively than other calcium phosphates do. By coating exposed dentinal tubules, this active ingredient also protects against hypersensitivity and helps restore the shine and colour of the natural tooth structure.

The product lines for the German market launch are APADENT and APAGARD. SANGI produces EU-compliant versions of these products

with a microcrystalline form of the active ingredient especially for the European market, while in Japan, the mHAP particle size has been reduced to the nano range since 2003. The original tooth enamel remineralising toothpaste APADENT with protection against dental caries and periodontitis will be available in three variants in Germany: APADENT Total Care, APADENT Sensitive and APADENT Kids. The APAGARD product line, which is particularly popular in Japan, is based on SANGI's mHAP and helps to restore the shine and density of enamel in three variants. APAGARD M-plus, in a convenient family size, offers a balanced mix of all of the product benefits. APAGARD SMOKIN' is particularly effective for the prevention of stains caused by cigarettes, coffee and wine. Finally, the company's most popular product in Japan, APAGARD PREMIO, completes the range with a higher mHAP concentration.



\* Oversees Relations Manager Dominik Demel moderates the SANGI press conference at IDS as Shuji Sakuma, the Founder of SANGI, looks on.

Jochen Freibert, who is responsible for market development and regulatory affairs at SANGI Europe, explained that the company was pursuing a fairly conservative marketing approach in Germany. The products are being distributed exclusively through pharmacies and dental clinics through the two wholesalers Sanacorp and Hageda-Stumpf. The

company has chosen not to advertise and is putting more emphasis on product samples, broad public relations work, a wide range of information in the form of studies, explanations of hydroxyapatite and recommendations.

To learn more about SANGI, please visit: [www.sangi-eu.com](http://www.sangi-eu.com)

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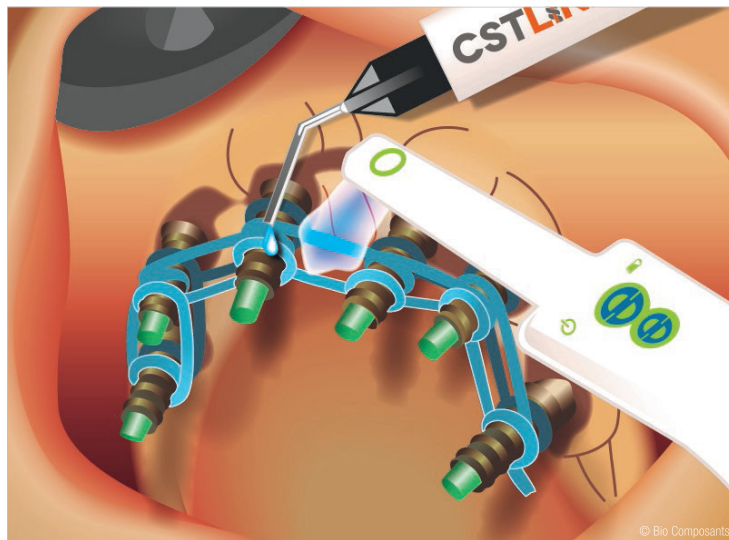




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# Planmeca introduces extensive line-up of new products at IDS 2019



\* Pictured: At Planmeca's busy IDS booth, visitors were excited to see, among other things, the new Planmeca Emerald S intraoral scanner in action alongside the new and improved Planmeca Romexis 6.0 software.

Planmeca put on a spectacular show at IDS 2019. At the leading international trade fair in the dental industry, the company was thrilled to present a sensational line-up of trail-blazing new products which both expand and complement its range of advanced digital dental equipment.

At this year's event, Planmeca brought 3-D printing directly to dental clinics. Designed specifically for dental professionals, Planmeca Creo C5 is a high-speed chairside 3-D printer which enables the fabrication of patient-specific surgical guides, dental models and aligner bases reliably and in the course of a single patient visit. Its compact and robust aluminium body makes it ideal for clinics and laboratories of any size.

The growing Planmeca Viso family of next-generation imaging units is also expanding with the phenomenal Planmeca Viso G5. The newest addition to the company's range of CBCT imaging units provides exceptional ease of use through, for example, unique patient positioning and intelligent field of view adjustments. With its many accessible features, low-dose imaging protocol and noise and artefact removal, Planmeca Viso G5 is set to become a staple of the dental practice. "The most capable X-ray imaging platform just became more accessible," commented Timo Müller, Vice President of Planmeca's X-ray division. "We are very excited about making the Planmeca Viso experience available to a wider community of imag-

ing enthusiasts—offering the same great features and benefits to all."

The intelligent Planmeca Solanna Vision is ready to make operating lights even brighter—in every sense of the word. In addition to providing superior lighting over the entire treatment area, the cutting-edge operating light comes with, among other things, computerised image-processing capabilities and two fully integrated 4K cameras which allow the recording of treatment sessions for purposes such as patient education or consultation. "Planmeca Solanna Vision is a great addition to our product family. Taking premium-quality still images and videos chairside has never been as fast and easy. The benefits include patient education, consultation with a colleague,

and documenting treatment information for quality assurance. The seamless connectivity to Planmeca Romexis enables getting reliable usage information. Planmeca Solanna Vision is built on a powerful platform which allows dental professionals to access great features, such as surgical implant navigation, through software upgrades in the future as well," states Jukka Kanerva, Vice President of Dental Care Units & CAD/CAM Solutions at Planmeca.

At IDS 2019, Planmeca also introduced Planmeca ActiveAqua, a state-of-the-art water treatment system which complements its new Planmeca Compact i5 dental unit. Planmeca ActiveAqua purifies the water entering the dental unit without added chemicals, resulting in

clean and soft water that is safe for the dental team, patient and dental unit. The revolutionary system is based on electrochemical activation and is fully integrated into the dental unit, which distinguishes it as the first of its kind in the industry.

Finally, everything comes together seamlessly in Planmeca Romexis 6.0, the latest and greatest version of our powerful all-in-one software. The new software version includes a wide selection of new tools and features alongside a modern user interface. With a particular focus on usability, Romexis 6.0 offers an easier navigation with fewer clicks and an optimised workflow for all stages of treatment—from image acquisition to diagnosis and treatment planning. ◀◀

## It's time for atraumatic extractions



The innovative Piezotome Cube STAR ultrasonic surgical device significantly improves practitioners' experiences and represents the new gold standard in surgery as proven by systematic reviews.<sup>4</sup> Offering high-quality bone management, Piezotome Cube STAR is the minimally invasive solution for extractions and other surgeries related to the preparation of the implant site. Immediate implant placement after an extraction can be challenging when using rotary instruments, but with Piezotome Cube STAR, there is:

- no risk of damaging the alveolar bone—safely remove the tooth while fully preserving the surrounding bone walls to place your implant;
- no risk of piercing the Schneiderian membrane—safely perform a lateral or trans-crestal sinus lift and place your implant
- no risk of bone loss after split-crest procedures—gently cut the bone with micrometric precision and place your implant.

Thanks to the new STAR tips, Piezotome Cube STAR offers a complete solution for preparing your implant site without the need for rotary instruments, making your surgery more predictable and safer. The increased power allows you to drill through cortical bone without pressure, while maintaining tactility to guide you safely within the surgical site.

Tooth extractions are not always easy, and traumatic extractions can lead to negative experiences for both clinician and patient<sup>1,2</sup>, which may

affect their relationship. With the demand for immediate implants on the rise, the ridge preservation offered by the Piezotome is key for surgical success. Minimising any trauma caused during the extraction procedure is crucial.

From a dental professional's point of view and supported by more than ten years of scientific evidence, Piezotome surgery provides safer surgical procedures,<sup>3-5</sup> with maximum soft-tissue protection and bone preservation, precise micrometric bone cutting and optimal visibility owing to a blood-free surgical site. It is indicated for extractions of retreated teeth, difficult-to-access teeth, merged roots, root fractures, and ankylosed or impacted teeth.

For patients, Piezotome surgery has been shown to reduce postoperative pain and swelling by up to 50 per cent compared with rotary instruments,<sup>3,4</sup> making the intervention more comfortable and enhancing the postoperative outcome. No nerve lesions have been observed, com-

pared with 16 per cent of cases with rotary instruments, and up to 50 per cent less analgesic is required when using Piezotome for extractions.<sup>3,4</sup>

Finally, acquiring Piezotome Cube STAR is more than just buying a surgical device; ACTEON believes the

quality of its customer service is every bit as important as the quality of its products. The group provides truly personalised support based on the individual practitioner's needs and specific situation. ◀◀

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





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