GUM PAROEX – professional plaque control for optimal gum health

By Sunstar Europe

The combination of Chlorhexidine Digluconate (CHX), professional reference for plaque control and Cetylpyridinium Chloride (CPC), included in GUM Paroex products, has the long-lasting ability to attack the structure of existing plaque and prevent the growth of bacteria and toxins responsible for its formation. The superior efficacy of GUM Paroex in the plaque control was proven by an independent study* with the following results:

- **GUM PAROEX** 0.12% CHX + 0.05% CPC is clinically proven to have a more pronounced effect in reducing plaque (vs. CHX/ADS) and gum problems than other usual mouthrinses containing CHX (Fig. 1, Fig. 2).
- The clinical efficacy of GUM PAROEX 0.12% CHX + 0.05% CPC is significantly superior to 0.12% CHX/ALC in controlling gum problems (Fig. 1).
- 0.20% CHX/ADS efficacy is comparable to a 0.05% Sodium Fluoride mouthrinse, without any active anti-bacterial agent (Placebo) (Fig. 1).
- **GUM PAROEX** 0.12% CHX + 0.05% CPC clinical efficacy in helping control gum problems is significantly superior to 0.20% CHX/ADS (Fig. 1).
- The taste of GUM PAROEX 0.12% CHX + 0.05% CPC is well accepted and significantly better than 0.12% CHX/ALC and 0.20% CHX/ADS formulation. This promotes better patient compliance to treatment (Fig. 3).
- The staining of GUM PAROEX 0.12% CHX + 0.05% CPC is equivalent to the staining produced by 0.20% CHX/ALC or 0.20% CHX/ADS based on subjective patient evaluation (Fig. 4).

**Gingival Index (GI)** - measure of periodontal disease based on the severity and location of the lesion.

**Plaque Index (PI)** - an index for estimating the status of oral hygiene by measuring dental plaque that occurs in the areas adjacent to the gingival margin.

**Subjective taste**

**Subjective tooth staining**

**Staining evaluation**

Dentsply Sirona’s new VPS impression material – coming soon

By Dentsply Sirona

In keeping with a long tradition of offering meaningful innovation to the market, Dentsply Sirona will proudly introduce Aquasil Ultra® Smart Wetting Impression Material to customers in October 2018. A completely redesigned VPS offering, Aquasil Ultra® impression material merges state-of-the-art intraoral hydrophilicity and intraoral tear strength to deliver better-than-ever results, optimising performance in all areas, not just one. The ‘s’ means clinicians now do not have to choose between wettability, tear strength, speed, and delivery options.

Aquasil Ultra® Smart Wetting Impression Material is a final VPS impression material indicated for use in all dental impression techniques and will be available for purchase through approved Dentsply Sirona distributors.

A No-Compromise VPS Solution

Aquasil Ultra® provides clinicians with a no-compromise solution to their final impression needs with market leading intraoral hydrophilicity and intraoral tear strength. Historically, the market has measured impression material performance outside of the clinical context in which a dentist works. Leveraging the latest technology, Dentsply Sirona tests and publishes clinically relevant intraoral performance to better empower clinicians to make better clinical decisions.

Aquasil Ultra® impression material’s market leading intraoral hydrophilicity is designed to help clinicians avoid trapping fluid from the oral cavity—superiorly fitting bases for when minimal retraction occurs. Aquasil Ultra® sets a standard of excellence with its ability to capture and maintain detail thanks to its intraoral performance, and combines this with a selection of clinically relevant work/setting times and viscosity choices to provide a no-compromise product solution for single-unit crown cases and more.

Learn more about how Aquasil Ultra® impression material can benefit the dental office from your local Dentsply Sirona sales representative or at www.Aquasil-UltraPlus.com

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![Aquasil Ultra® Smart Wetting® Impression Material](image)

![Gingival Index (GI)](image)

![Plaque Index (PI)](image)

![Subjective taste](image)

![Subjective tooth staining](image)

![Staining evaluation](image)
MIND BLOWING

MyCrown

- Fully Integrated System
- Fast and Easy to Use
- Grow Your Clinic

Find out more on
www.fonadental.com
An exciting year for award winning brand Beverly Hills Formula

By Beverly Hills Formula

Despite over two decades as one of the world’s top oral care brands, Beverly Hills Formula continues to expand rapidly. 2018 has been a truly tremendous year for BHF, with CEO Chris Dodd catapulting the company to ground-breaking new heights. Revolutionary new product development and a dedication to producing safe and effective teeth whitening in the home has allowed the brand to enjoy continued success across the globe, notably in the Middle East, where popularity and demand has soared.

Throughout 2017, the company focused their attention on increasing their brand presence here and merely one year later, Beverly Hills Formula have firmly cemented their position as market leaders in Oral Care. They are currently stocked in countries such as UAE, Saudi Arabia, Oman, Qatar, Lebanon, Kuwait, Jordan and Iran, and dental professionals raise no qualms when recommending the products to their patients.

The brand’s mantra is to always be innovators, not imitators, and 2018 saw the introduction of one of their most cutting-edge range yet. The Professional White Range was showcased at 2018’s International Dental Conference and Arab Dental Exhibition (AEDDE) and was met with an exceptionally positive response.

Having debuted at 2017’s show, there was definitely a buzz about the range this year, and dental professionals from across the globe eagerly visited the stand to find out more about the range. The Professional White Range Black Pearl Whitening Toothpaste, Pink Pearl Sensitive Toothpaste, the award winning Precious Pearl Formula have firmly cemented their position as market leaders in Oral Care. They are currently stocked in countries such as UAE, Saudi Arabia, Oman, Qatar, Lebanon, Kuwait, Jordan and Iran, and dental professionals raise no qualms when recommending the products to their patients.

The kit was over two years in development. The main ingredient is PAP – Phthalimido-Peroxy-Caproic Acid, a non-peroxide teeth whitening ingredient which effectively breaks down discolorations on the teeth, without harming the enamel of gums.

Also in their portfolio is the Perfect White Range, which has been a major success for the brand. The range includes Perfect White Black, one of the most innovative products to hit shelves. The brand were first to market with their activated charcoal toothpaste, which has been clinically proven to remove stains from teeth. Also in this range is Perfect White Gold, Perfect White Sensitive and their new-for-2018 formulation Perfect White Optic Blue. The range also includes two mouthwashes and has been proven to remove up to 90% of surface stains.

In a highly competitive industry, Beverly Hills Formula has remained a highly respected brand within the oral care industry. They have proved themselves as forerunners in this industry, and show no signs of giving up their place as leaders in this industry. They have proven that you don’t need to be the biggest company to make the most noise.

The brand looks forward to reaching new heights in 2019, acknowledging that this may well be their biggest one yet.

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Translux Wave - For save, sustainable polymerisation

By Kulzer

Translux Wave is a LED curing light for the polymerisation of dental materials such as adhesives and composites. It is developed to consistently polymerise materials such as adhesives and composites through a range of 6 hole sizes, providing the perfect fit for any clamp size.

Benefits at a glance
- Pen-style body
- The light weight and ergonomic pen-style design enables an effortless handling even for small hands.
- The advanced angle of the 360° rotatable light guide allows a better access to the molar regions.
- One-button operation.

The unique floating plunger strikes all edges of the cutting disc evenly, guaranteeing a perfect, tear-resistant hole every time. The cutting disc rotates through a range of 6 hole sizes, providing the correct opening for the smallest anterior tooth to the largest molar.

Ivory – The complete system for tooth isolation

By Kulzer

We recommend Ivory Rubber Dams for absolute isolation of the treatment area. We provide Ivory Rubber Dam Clamps in a variety of sizes and shapes. With the Ivory all-in-one system, you will master practically every application, ranging from routine to challenging treatments.

Ivory Rubber Dam Clamps

We produce the ivory rubber dam clamps in various sizes and shapes. Each Ivory clamp is die-cut, heat treated, tempered and individually hand-set to ensure high performance. This is how we guarantee the high performance of the stainless steel clamps and confident fixation of the rubber dam.

Ivory Punch

This precision instrument is made from high quality stainless steel application. The Rubber Dam is thin and pliable, allowing easy placement in especially difficult areas.

Ivory Forceps

The ivory forceps are made from high grade stainless steel to ensure many years of use. The forceps will reach around the bow of any clamp without tilting, which is especially important when reversing a clamp. The straight head design allows easy gripping and placement of any clamp size.

The most popular stainless steel clamps.

Available in a multitude of sizes and shapes
- Die-cut, heat-treated, tempered and individually hand-set to ensure high performance
- Also available in wireless

Marc Berendes, CEO Kulzer

“In our system solutions, materials, technologies and services are interconnected from the very start.”

Marc Berendes, born on June 19, 1970, was appointed CEO as of July 1, 2018. He has been the Kulzer CEO and member of the Management since 2006. In this function, he was responsible for Sales, Service and Marketing. Marc Berendes has over 20 years of experience in the medical device industry. The Canadian looks back on a successful career in various management functions in Sales, Marketing and Finance for a number of renown healthcare companies.

Kulzer
08.2018

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Beverly Hills Formula

PROFESSIONAL WHITE

Toothpaste Stain Removal
Leading Dental School (UK)

<table>
<thead>
<tr>
<th>Product</th>
<th>Percentage Stain Removal</th>
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<tbody>
<tr>
<td>Beverly Hills Formula Professional White Black Pearl</td>
<td>99.7%</td>
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<tr>
<td>Beverly Hills Formula Perfect White Black</td>
<td>63.4%</td>
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<tr>
<td>Beverly Hills Formula Perfect White Black</td>
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<tr>
<td>Beverly Hills Formula Professional White Pro-皓牙</td>
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<tr>
<td>Cariotide Sensitive Pro-Halit &amp; Whitening</td>
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<td>Cariotide Max White One</td>
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<tr>
<td>Cariotide Max White with miniDentals (cavity mini)</td>
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<tr>
<td>Sensodyne Rapid Relief</td>
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<tr>
<td>Oral-B Pro-皓牙</td>
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<tr>
<td>Sensodyne Repair and Protect</td>
<td>24.2%</td>
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<tr>
<td>Oral-B Pro-Sensitive</td>
<td>14.3%</td>
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<tr>
<td>Cariotide Black &amp; White</td>
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<td>Genusodyne Pro-皓牙 Gentle Whitening</td>
<td>0.4%</td>
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<tr>
<td>Deionized water</td>
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Toothpaste Abrasivity Certificate of Analysis

<table>
<thead>
<tr>
<th>Abrasivity Level</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>MOST ABRASIVE</td>
<td>White Ox! Extra Strength Whitening Toothpaste</td>
</tr>
<tr>
<td></td>
<td>Oral-B Pro-皓牙 All-Around Protection</td>
</tr>
<tr>
<td></td>
<td>Excel Drops Everyday Whitening</td>
</tr>
<tr>
<td></td>
<td>Cariotide Max One Active</td>
</tr>
<tr>
<td></td>
<td>Cariotide Mover Gum Protection</td>
</tr>
<tr>
<td>LEAST ABRASIVE</td>
<td>Beverly Hills Formula Perfect White Gold</td>
</tr>
<tr>
<td></td>
<td>Beverly Hills Formula Perfect White Black</td>
</tr>
<tr>
<td></td>
<td>Bayer Hills Formula Perfect White Black</td>
</tr>
<tr>
<td></td>
<td>Oral-B Pro-皓牙 Enamel Protection</td>
</tr>
<tr>
<td></td>
<td>Sensodyne Rapid Relief</td>
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<td></td>
<td>Sensodyne Repair and Protect</td>
</tr>
<tr>
<td></td>
<td>Genusodyne Pro-皓牙 Gentle Whitening</td>
</tr>
</tbody>
</table>
EVO.15 – The world's safest contra-angle, developed by Bien-Air

By Bien-Air

In response to public health authorities’ growing concern over patient burns caused by rotary dental instruments, Swiss medical technologies company Bien-Air Dental has developed the EVO.15, the safest contra-angle on the market today.

In procedures involving contra-angles, the slightest contact between the instrument’s push-button and the inside of the patient’s cheek may cause the instrument to overheat, resulting in possible burn injuries. “While overheating can be an indication of a damaged or clogged instrument, laboratory evaluations reveal that this hazard is just as prevalent,” says Clementine Favre, Chief Technical Officer. She goes on to specify that the most severe cases have caused third-degree burns requiring reconstructive surgery, and potentially exposing the practitioner to lengthy legal action.

Equipped with patented Cool-Touch™ heat-arresting technology, the EVO.15 is the only contra-angle proven never to exceed human body temperature. After years of research and development, this technology works to protect both the patient and the clinician during some of the profession’s most frequently performed procedures. Additionally, the EVO.15 features a considerably smaller and lighter shockproof head and premiers technological innovations ranging from a new spray-lighting system to an improved bur-locking system. Committed to safety, the EVO.15 gives progressive dental practitioners peace of mind in all situations.

Planmeca Emerald – the crown jewel of intraoral scanning

The Planmeca Emerald intraoral scanner has set the bar high for capturing digital impressions. With unprecedented speed and accuracy, it represents the highest level of scanning available in the world today.

By Planmeca Oy

Planmeca Emerald has been designed with premium usability in mind and provides superior accuracy and outstanding speed in all situations. Due to its small size and light weight, the scanner is very smooth to use and also comfortable for patients.

Planmeca Emerald’s seamless, autoclavable and exchangeable tips make infection control measures simple and efficient. The scanner’s two buttons also allow it to be operated without touching a mouse or keyboard, and can even be controlled from a foot pedal when connected to a dental unit. The scanner’s plug-and-play capability allows it to be effortlessly shared between different rooms and laptops.

Planmeca Emerald has the flexibility to support various different workflows. The scanner supports a wide range of treatment options and offers benefits across several specialties – such as implantology, orthodontics, prosthodontics and maxillofacial surgery. With open export and import options, regular updates and constant new features becoming available, the scanner continues to evolve and improve even further.

Planmeca Emerald is part of the Planmeca FIT chairside CAD/CAM system that integrates the entire workflow – from scanning to designing and milling.

For more information, please contact:
Fanny von Gunten
Communication Project Manager
Länggasse 60, 2500 Bienne, Switzerland
E-mail: fanny.vongunten@bienair.com
Web: www.bienair.com

Due to its small size and light weight, the Planmeca Emerald scanner is very convenient to use.