Prosthodontist achieves same-day dentures with NextDent 5100

Dr. Michael Scherer transforms patient experience and expedites dental production with the NextDent 5100 3D printer

By 3D Systems

Dr. Michael Scherer is a prosthodontist in Sonora, California, located ten miles from the heart of the Stanislaus National Forest and 100 miles southeast of Sacramento, the nearest city. A long-time advocate of technologies that help him enhance patient care, Dr. Scherer transitioned to intraoral 3D scanning several years ago to spare his patients the uncomfortable and messy experience of taking composite impressions. Eager to extend the value of these digital scans, he began experimenting with 3D printing. He ordered two 3D Systems’ NextDent™ 5200 3D printers for his office shortly after its launch and says they provide him with the ability to enhance patient care, Dr. Scherer transforms patient experience and expedites dental production with the NextDent 5100 3D printer.

flow and changed his patients’ experience, and says he can no longer imagine his practice without them.

Fast print speeds enable same-day dentures

The new capabilities in dental care enabled by the speed, accuracy and esthetics of the NextDent 5000 3D printer have helped Dr. Scherer deliver a superior patient experience. In particular, the ability to cut total denture delivery time from five or six appointments to a process that can be completed in the same day. For elderly patients who rely on others for transportation to and from appointments, Dr. Scherer says this new capability makes treatment possible by removing logistical hurdles. “The NextDent 5000 enables me to do things in my office—like expe-

defined restorations—that I couldn’t do before, and it’s having a real impact on my patients’ lives.” 3D Systems’ NextDent materials are biocompatible and CE-certified, and are available in a wide selection to answer a broad range of clinical needs. This allows Dr. Scherer to use the NextDent 5000 not only for same-day, long-term restorations, but for expedited implants, crowns, bridges, bite guards and more. “Combining intraoral scanning technology with fast, accurate and esthetic 3D printed teeth is the great, bring-it-all-together moment we’ve been waiting for in dentistry for years,” Dr. Scherer says.

To illustrate his case, Dr. Scherer cited an anonymous example of a patient who was moved to tears after receiving their denture in a same-day appointment. “I got the NextDent 5000 ready in 20 minutes,” Dr. Scherer says. “I fit the teeth in the morning and came in the afternoon to adjust.” When the new denture was delivered, the patient told Dr. Scherer they could no longer make multiple long drives for sequenced appointments. Understanding that Dr. Scherer assured them the denture could be done in a single visit using innovative methods.

Eager for treatment, the patient made an appointment and came in in the morning for an intraoral scan. Dr. Scherer used the digital model to plan the denture, and his assistant ran the 3D printers, producing the denture teeth in the first and the denture base in the second for delivery by early afternoon of the same day. When the new denture was delivered, the patient saw their new smile and started crying, saying they never imagined how beautiful 3D printed teeth could be. “With the two NextDent 5000 printers I can have the denture teeth printing in one printer and the denture base printing in another printer, and have a denture ready in 20 minutes,” Dr. Scherer says.

The NextDent 5000 printers have reduced wait times considerably for other restorations as well. Depending on the model to be printed, Dr. Scherer is experiencing print times of ten to forty minutes with the NextDent 5000 compared to two- to four-hour print times for comparable models on other 3D printers he has used. Dr. Scherer says this capability has led to effective word-of-mouth marketing because he is now able to accommodate patients with service that exceeds expectations. “I frequently have patients who break teeth right before a big trip or life event, and with 3D Systems’ NextDent printer I can now offer treatment in the same afternoon versus the temporary patches that are common practice using conventional techniques.”

Accurate & aesthetic 3D printed outcomes minimize adjustments, maximizing doctor time

According to Dr. Scherer, the accuracy of the 3D printer contributes to shorter delivery times and the enhanced patient care as well. “The fact that the NextDent 5000 can produce models and dental prostheses in minutes instead of hours and achieve accuracy under 100 microns is a game-changer for 3D printing in dentistry,” Dr. Scherer says. Enhancing patient experience through expedited delivery of accurate, esthetic restorations

High-acuracy dental models 3D printed in 20 to 40 minutes compared to 2- to 4-hour delivery on other tested systems

Clinical time savings of 20% to 50% 

www.3d-me.com | +9744439338 | info@3d-me.com | facebook.com/3dMiddleEast

www.3d-me.com | +9744439338 | info@3d-me.com | facebook.com/3dMiddleEast

Dr. Scherer says this new capability makes treatment possible by removing logistical hurdles. “The NextDent 5000 enables me to do things in my office—like expedited restorations—that I couldn’t do before, and it’s having a real impact on my patients’ lives.”

By 3D Systems

Dr. Scherer says this new capability makes treatment possible by removing logistical hurdles. “The NextDent 5000 enables me to do things in my office—like expedited restorations—that I couldn’t do before, and it’s having a real impact on my patients’ lives.”

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems

By 3D Systems
ZirCAD MT Multi
The most esthetic high-strength, multi-translucent\(^1\) zirconia

\(^1\) Composed of different material classes
mectron multipiezo – a benchmark in the field of ultrasound scalers

By mectron s.p.a.

Being exceptionally user-friendly, the multipiezo by mectron is not only a flexible ultrasonic device for dental prophylaxis interventions - but the optimal assistant for every dentist or dental hygienist. Besides the classical supragingival scaling it can be used for subgingival debridement as well as for implant cleaning.

Thanks to its innovative design and its self-explaining ergonomics the multipiezo sets new standards in daily use management and hygiene. Its ergonomic touch panel lets the user control all functions fast and intuitive - without having to study the instruction manual at all. Due to its smooth touch surface, it can be cleaned and disinfected much easier than other devices.

The intelligent mectron piezoelec-
tric ultrasound technology makes
treatments even more comfortable for the dentist as well as the patient. During the therapy, it balances external factors, adjusts power level au-
tomatically and provides the special soft mode. This innovative function avoids excessive ultrasound oscillation, allowing a gentle and efficient insert movement. Results: nearly painless treatment for patients and maximum comfort for clinicians. While the pulse mode function al-

ows the best performances in pros-

"..."
ONE-COAT 7 UNIVERSAL
One component, light cured universal adhesive

- Self-Etch, Selective Etch and Total Etch, one bond for all adhesive techniques
- With activator for chemical curing products
- Excellent shear bond strength to enamel and dentine

oc7universal.coltene.com

Fill-Up!
Filling in a single step – Hole in One

- Optimal depth polymerisation with minimal shrinkage due to dual curing system restoration
- Guaranteed single-layer technique – even in very deep cavities of 10mm
- Optimised sealing of margins – reduced post-operative sensitivity
- Universal shade in a convenient Automix syringe for efficient placement


dietmar.goldmann@coltene.com | P +41 71 757 54 40
The Red Dot Award Product Design for Primescan
Digital impressions and outstanding design

By Dentsply Sirona

Dentsply Sirona introduced Primescan in February – an innovation in digital impressions. The new intraoral scanner has now been awarded the highly renowned Red Dot Award – Product Design 2019. This award acknowledges Dentsply Sirona’s goal of developing innovative and highly functional solutions for its customers that provide valuable results in everyday use.

Strong design and sustainable products – there were the emerging trends at this year’s Red Dot Awards Product Design. Primescan, the new intraoral scanner from Dentsply Sirona, was one of the award winners. “We are very pleased to receive this award, which we consider to be an acknowledgement of our efforts to provide our customers with products that are of high quality in all aspects,” said Dr. Alexander Völcker, Group Vice President CAD/CAM and Orthodontics at Dentsply Sirona. “Thanks to its design, Primescan is easy to handle in the normal practice environment; it reliably delivers repeatable results, and it is just fun to use.”

Primescan features improved impressioning technology that scans with an impressive level of accuracy. This makes Primescan a remarkable response to an important requirement in modern practices. After scanning, the data from the digital impressions are available for many applications, both in restorative dentistry and in implantology and orthodontics.

The globally acknowledged Red Dot Award has been awarded to outstanding products, design concepts, and communication designs for more than 60 years. This year, the 99-member jury of independent designers, design professors, and journalists rated a total of 5,500 products from 55 countries in 48 categories. The most important criterion for awarding the coveted prize is high design quality.

For more information about the Dentsply Sirona portfolio please contact your local representative.

Dentsply Sirona
21st Floor, The Bay Gate Tower
Business Bay, Al Sa’ada Street
Dubai, United Arab Emirates
Tel.: +971 (0)4 523 0600
Web: www.dentsplysirona.com/MENA
E-mail: MENA-Marketing@dentsplysirona.com

The new Orthophos Society:
The perfect partner for your practice

By Dentsply Sirona

Developing solutions for the individual needs of a dental practice – at Dentsply Sirona, this also means providing both new users and specialists with tailored services for X-ray units. These ideas were very important for the new Orthophos Society, which provides solutions for different requirements with a clear functionality.

The three models in the Orthophos series, Orthophos E, Orthophos S and Orthophos SL each provide a different range of services that precisely cover every desire for imaging systems that dental practices have specified. All models function using the award-winning Sidexis 4 imaging software. They provide an outstanding image quality with a low dose and a high level of user comfort. Due to this diversification, both entry-level users and specialists will find the right service package for them.

Orthophos E – for a simple start to digital imaging

With Orthophos E, you can access the world of digital extraoral imaging for more efficiency in the daily practice routine. Thanks to its optional cephalometric arm, Orthophos E is also suitable for the orthodontic practice. With its panoramic, pediatric panoramic, fast-ceph, and other exposure programs, it is equipped with all the basic programs for the diagnosis process in 2D. Its MultiPad enables the patient-friendly selection of the program. The motorised forehead and temple support helps to stabilise the patient. The integrated temple width measurement also enables the appropriate orbital curve to be selected automatically for results with outstanding image quality.

Orthophos S – the 2D/3D all-rounder in the practice

Orthophos S can be used either as a purely 2D device, or alternatively as a combined 2D/3D all-rounder X-ray unit. It can be equipped with a cephalometric arm. Orthophos S achieves its enhanced contrast in panoramic imaging using the auto-focus function. In addition, the shape of the jaw arch or the existence of tooth anomalies no longer needs to be selected manually. This is also true when setting a canine light localiser. The patented occlusal bite block assists with the automatic positioning of the patient and thus enables reproducible and perfectly positioned panoramic images. Depending on the clinical problem, there are comprehensive 2D programs or a number of volume sizes (6cm x 3cm to 9cm x 9cm) in high-definition (HD), standard definition (SD) and low-dose mode available to the user. The MARS (Metal Artifact Reduction Software) automatically detects metals in every volume and reduces the artifacts for the best possible image interpretation. Users can select from 30 ambient light colors that provide background illumination appropriate for their practice for even more patient comfort. Its modern design was selected for the Red Dot Design Award and the iF Design Award.

“With the new Orthophos Society, we are addressing the specialised needs of our customers and have developed an offer that simplifies both entry into the world of digital imaging and intensive use in specialised practices in several disciplines,” said Jorg Haist, Vice President Global Platform Management Equipment & Instruments. “In this way, even more dentists will receive access to high-quality X-ray technology and therefore to more reliable diagnoses and treatments.”

For more information about the Dentsply Sirona portfolio please contact your local representative.

Dentsply Sirona
21st Floor, The Bay Gate Tower
Business Bay, Al Sa’ada Street
Dubai, United Arab Emirates
Tel.: +971 (0)4 523 0600
Web: www.dentsplysirona.com/MENA
E-mail: BEN-A-Marketing@dentsplysirona.com
11TH DENTAL FACIAL COSMETIC CONFERENCE
JOINT MEETING WITH
DENTAL HYGIENIST SEMINAR
HANDS-ON COURSES | EXHIBITION

Date: 08-09 November 2019
Venue: InterContinental Hotel, Dubai Festival City, Dubai, UAE

Speakers Highlights

Lecture 1: How to Improve the Prosthetic Rehabilitation from the Aesthetic and Tissue Health Point of View
Prof Domenico Bald, Italy

Lecture 2: Sinus Lift from Crestal Approach
Prof Brian Millar, UK

Managing Aesthetics and Tooth Wear the Mi Way
Prof Attila Horvath, Hungary

GBR and GTR. The Magic Bullets for Implant and Perio?
Asst Prof Attila Horvath, Hungary

Prof Peter JM Fairbairn, South Africa

Oral Rehabilitation Influencing Smile Design and Facial Aesthetics
Prof Jean-Marie Megarbane, Lebanon

Implant Site Optimisation Using Osteodensification
Dr Costa Nicolopoulos, Greece

Interdisciplinary v/s Multidisciplinary Treatment of Maxillofacial Trauma in the Aesthetic Zone
Dr Nadim Aboujaoude, Lebanon

What Should we Assess Before Approaching with any Device or Debridement Instrument to Maintain our Restored and Healthy Patient?
Consolata Pejrone, Italy

Innovative Periodontal Laser Treatment Concept with Additional Attention to Gingival Recontouring and Depigmentation
Prof Dr med dent Norbert Gutknecht, Germany

Non-Invasive Teeth Discoloration Treatment. Modern Aspects of Enamel Remineralisation Therapy
Prof Andrey Akulovich, Russia

How to Achieve Long-term Aesthetic Success in Implant Rehabilitation
Dr Maurizio Martini, Italy

Top Up Your Dental Plan with Facial Aesthetics
Dr Rami Haidar, UK

Digital Implant Workflows Maximising Clinical Outcomes
Dr Marcus Dagneld, Sweden

Zygomatic Implant Solutions to Treat Sever Atrophy of the Maxillary
Dr Nicolas Boutin & Dr Bernard Cannas, France

Full Ceramic Restoration: The Art Meet Layering Ceramic Restoration
Mike Prosperino, Italy

Injection Moulding Technique: Easy aesthetics, predictable outcome
Dr Simone Moretto, Brazil

Coming Soon

Innovative Periodontal Laser Treatment Concept with Additional Attention to Gingival Recontouring and Depigmentation
Prof Dr med dent Norbert Gutknecht, Germany

Non-Invasive Teeth Discoloration Treatment. Modern Aspects of Enamel Remineralisation Therapy
Prof Andrey Akulovich, Russia

How to Achieve Long-term Aesthetic Success in Implant Rehabilitation
Dr Maurizio Martini, Italy

Top Up Your Dental Plan with Facial Aesthetics
Dr Rami Haidar, UK

Digital Implant Workflows Maximising Clinical Outcomes
Dr Marcus Dagneld, Sweden

Zygomatic Implant Solutions to Treat Sever Atrophy of the Maxillary
Dr Nicolas Boutin & Dr Bernard Cannas, France

Full Ceramic Restoration: The Art Meet Layering Ceramic Restoration
Mike Prosperino, Italy

Injection Moulding Technique: Easy aesthetics, predictable outcome
Dr Simone Moretto, Brazil

Hands-On Courses

Date: 06-10 November 2019

07 November 2019 | InterContinental Hotel DFC | Dubai
Reconstruction of Large Ridge Defect by Particulated Grafts and Membranes as a Prerequisite for Successful Implantation
Ass. Prof Attila Horvath, Hungary

07 November 2019 | CAPP Training Institute
Superior Outcome Using PIEZOSURGERY in Daily Practice
Prof Domenico Baldi, Italy

06-07 November 2019 | CAPP Training Institute
Minimal Invasive and Non Prep Veneers Smart Smile Design with Veneers
Asst Prof Dr Cagdas Kisaoglu, Turkey

06-07 November 2019 | CAPP Training Institute
All You Need to Know About Composites
Dr Eduardo Mahn, Chile

09 November 2019 | CAPP Training Institute
A Comprehensive Approach for the Dental and Periodontal Patient
Consolata Pejrone, Italy

10 November 2019 | CAPP Training Institute
Zygomatic Implant Solutions to Treat Sever Atrophy of the Maxillary
Dr Nicolas Boutin & Dr Bernard Cannas, France

09-10 November 2019 | CAPP Training Institute
Ceramic Veneers: From the Diagnosis and Preparation to the Temporisation and Cementation
Dr Eduardo Mahn, Chile

09-10 November 2019 | CAPP Training Institute
Modern Dentistry without Erbium Laser Therapy is NOT Modern
Prof Dr med dent Norbert Gutknecht, Germany

10 November 2019 | CAPP Training Institute
Tooth Wear Treatment: Modern strategies to restore aesthetics and function
Prof Brian Millar, UK

07 November 2019 | CAPP Training Institute
Dental Technicians Supernatural – “How do you Make in a Simple Step Supernatural Artificial Teeth”
Mike Prosperino, Italy

09 November 2019 | CAPP Training Institute
“Injection Moulding Technique”: Easy Aesthetics, Predictable Outcome
Dr Simone Moretto, Brazil

ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. CAPP designates this activity for 35 CE Credits.
**Starting from the necessity of something essential and easy to use, 3SSENTIAL KIT is ideal for both clinicians and young students who want to save precious time in their dental office during restorative procedures and are willing to achieve remarkable aesthetic and functional results.**

"Until now the minimum number of instruments for a restorative kit was five," says Dr. Paolone, co-founder of WellEstore, "we wanted to create something even more compact, essential and easy to use, and this is why we chose three instruments instead of five.

3SSENTIAL KIT is the most straightforward kit of restorative ever made, with just three instruments at once: Anterior, Posterior and Spatula with three different colours (red, blue and grey) to easily identify them while operating. The choice of the instruments from the Hu-Friedy is the Black Line Collection lays in the useful contrast made between the instrument itself and the tissue.

"The concept behind the Posterior is very simple: we wanted to go from a Plug and Play to a Plug and Sculpt method," says Dr. Scolavino of WellEstore, "one tip is used to plug the composite into the cavity and the other one can sculpt and model composite in additive and subtractive modelling techniques."

About the Anterior, the doctors call it solid brush since it models and spreads the composite very easily, just like a brush.

"Hu-Friedy constantly works to further develop new partnerships with the very people involved in the industry, says Giana Spasic, Manager Key Opinion Leaders Strategy Europe at Hu-Friedy, "for example key opinion leaders, specialists, private practitioners, universities and educators, with the purpose of always finding new ways to help clinicians to perform at their best."

For more information about 3SEN-TIAL KIT and all the other Hu-Friedy products, visit www.hu-friedy.eu and download the full catalogue at catalog.hu-friedy.eu.

---

**The easiest way for restoratives**

By Hu-Friedy

In collaboration with Wellestore it by Drs. Gaetano Paolone and Salvatore Scolavino, doctors with expertise and the passion for restorative dentistry, Hu-Friedy announces the new simplified basic kit for direct and indirect restorative procedures: 3SEN-TIAL KIT.

Starting from the necessity of something essential and easy to use, 3SSENTIAL KIT is ideal for both clinicians and young students who want to save precious time in their dental office during restorative procedures and are willing to achieve remarkable aesthetic and functional results.

"Until now the minimum number of instruments for a restorative kit was five," says Dr. Paolone, co-founder of Wellestore, "we wanted to create something even more compact, essential and easy to use, and this is why we chose three instruments instead of five.

3SSENTIAL KIT is the most straightforward kit of restorative ever made, with just three instruments at once: Anterior, Posterior and Spatula with three different colours (red, blue and grey) to easily identify them while operating. The choice of the instruments from the Hu-Friedy is the Black Line Collection lays in the useful contrast made between the instrument itself and the tissue.

"The concept behind the Posterior is very simple: we wanted to go from a Plug and Play to a Plug and Sculpt method," says Dr. Scolavino of Wellestore, "one tip is used to plug the composite into the cavity and the other one can sculpt and model composite in additive and subtractive modelling techniques."

About the Anterior, the doctors call it solid brush since it models and spreads the composite very easily, just like a brush.

"Hu-Friedy constantly works to further develop new partnerships with the very people involved in the industry, says Giana Spasic, Manager Key Opinion Leaders Strategy Europe at Hu-Friedy, "for example key opinion leaders, specialists, private practitioners, universities and educators, with the purpose of always finding new ways to help clinicians to perform at their best."

For more information about 3SEN-TIAL KIT and all the other Hu-Friedy products, visit www.hu-friedy.eu and download the full catalogue at catalog.hu-friedy.eu.

---

**“The future of dentistry will be driven by data”**

By Aleksandra Nyholm, Planmeca

HELSINKI, Finland: Digital dentistry has been talked about as the future of the industry for nearly two decades, but as digital dental technology gradually shifts from new to normal in the dental clinic, where is dentistry heading next? The answer is likely to be found in one small four-letter word: data.

Digital dentistry has been the often-cited future of dentistry for well over a decade—and with good reason. New digital technologies have enabled same-day restorations of patient smiles, simplified workflows and patient communication and, indeed, transformed diagnostic and treatment practices in the dental office. However, as digital devices gradually become standard in the dental clinic, where is the industry heading next? What is the new future of dentistry?

Harnessing the Internet of Things in dentistry

In the last few years, the Internet of Things (IoT)—essentially, devices exchanging data via a network—has become something of a buzzword in dentistry as elsewhere. Being with patients side by side, hand in hand—generating large amounts of data as they are treated and collect this data, it is important to choose technology that is ready to go online.

Planmeca equipment has long been designed with this in mind. Our digital dental units, imaging devices and milling units have included network connectivity for more than a decade, relaying data seamlessly to our powerful Planmeca Romexis software—all this well before IoT became a common talking point in the tech industry.

Valuable insights through data analytics

IoT-ready devices capable of producing and transmitting big data provide visibility into the treatment session. This visibility is essential to the evaluation of all aspects of a clinic. The sooner the right technology is brought into the practice, the more readily available data will become. However, in order to get the most out of this enormous amount of data, it must be collected into information in a way that is intelligent, centralised and automated.

The explosion of data in recent years has already led to data analytics becoming commonplace in fields such as marketing, modern education and business intelligence. In medicine, for example, operating room analytics enables monitoring of case and procedure volumes, operating room utilisation and scheduling efficiency. Dentistry is now also following suit.

In 2017, Planmeca was the first manufacturer of dental equipment to launch a comprehensive IoT solution for dental clinics with Planmeca Romexis Insights. Planmeca Romexis Insights is a web-based analytics service which combines data from Planmeca dental units, imaging devices and milling units to generate clear visualisations of equipment usage, device status and patient flows. From smaller clinics to larger clinic chains, the informative reports and interactive views enable identification of trends, patterns and areas of optimisation in order to maximise clinic efficiency. As the name suggests, it’s about gaining insights into how a dental practice is doing—anywhere, any time.

From digital dentistry to data-driven dentistry

There have been a number of innovations that have changed the course of dentistry. One major shift in the industry was the move towards digital dental technology, which led to the development of concepts such as same-day restorations and the paperless dental office. The emergence of analytics solutions for dental clinics is a clear sign that we are now in the middle of another shift, towards an era of data-driven dentistry.

Today, analytics services such as Planmeca Romexis Insights can produce comprehensive and relevant information about patient times, equipment usage and productivity. From the first appointment to the final check-up, analytics help make comparisons and pinpoint best practices both over time and across clinical procedures. This, in turn, can guide the entire dental team towards higher productivity, better outcomes and happier patients through continuous learning and self-improvement.

Tomorrow, we may see data analytics taken even further, for example, through highly personalised treatments informed by enormous amounts of consolidated patient, performance and quality assurance data. Combining data from artificial intelligence is likely to offer still more possibilities that are only just beginning to be explored by the Planmeca R&D team.

What is the immediate future of dentistry? In such an ever-moving field, the possibilities are unlimited. If there is one thing that does seems clear, it is this: the future of dentistry will be driven by data.
THE COMPACT MAKES A BIG CHANGE

To help any user of air driven handpieces convert to electric and enjoy the full benefits of its high functionality. A big change in treatment environment is brought with only a minor addition to the current equipment in your office.

ELECTRIC MICROMOTOR UPGRADING SYSTEM

*NLZ E: with Endo Function

NSK Middle East  www.nsk-inc.com
Continuous Perfection from the Perfect White Range

By Beverly Hills Formula

Dental professionals across the Middle East will undoubtedly have heard of Beverly Hills Formula, a brand that has successfully carved its name as unrivalled experts in oral care and at-home teeth whitening. The brand are the proud creators of the Perfect White Range, which has been making waves with both dental professionals and consumers since its launch in 2012. Never before had the market seen such a range – with bold daring colours with bold statements to match.

Since the range hit the shelves, global sales have been increasing rapidly – notably in the Middle East where the brand has seen a huge demand for the colourful range of whitening toothpastes and mouthwashes as well as the popular whitening kit. Products in the range are non-abrasive, kind to enamel and remove up to 90% of surface stains so it is not difficult to see why the range has become a must have for consumers worldwide.

The range consists of Perfect White Black, the brand’s hero product. The toothpaste is scientifically formulated with Activated Charcoal – known for its love of tannins. The company were the first to bring such a formulation to the market and although copycat products have followed, they have never beaten Perfect White Black when it comes to effectiveness and popularity. The brand followed on from this, adding Perfect White Black mouthwash to the mix. The shake to activate formula helps eliminate the bacteria that cause bad breath and neutralises remaining colours for lasting freshness.

Also, in the range is Perfect White Gold. Gold is known for its anti-bacterial and anti-inflammatory properties. Combined with Beverly Hills Formula’s non-abrasive stain removal power, this has become another must for consumers. The brand recently added to the range with Perfect White Optic Blue, again with a first to market formulation. The Innovative Blue Filter Technology forms a special layer over teeth during brushing to reflect the light, creating an optical whitening effect providing immediate results. Along with Optic Blue is the introduction of Perfect White Gold Mouthwash, a shake to activate formula containing real gold particles. This luxurious mouthwash eliminates bad breath and provides a long-lasting freshness whilst helping to remove surface and deep stains. Plans are currently underway to add to this increasingly popular range.

The brand has always been highly selective with their advertising, having never felt the need to heavily promote or push their products to consumers. Rather than expensive marketing campaigns, they have allowed the phenomenal success of the range speak for itself. However, this year an opportunity presented itself that they simply couldn’t pass by and threw the Perfect White Black products onto the global stage.

In May this year, they announced their partnership with the iconic movie franchise Men in Black International, collaborating with Sony Pictures for the much anticipated movie. They had dipped their toes in movie partnerships before, teaming up with Paramount on the recent Bay Watch movie. Having seen huge success off the back of this campaign, they were waiting for the right movie to come up again. Men in Black saw an ideal opportunity for the Perfect White Black products to take centre stage.

The movie was released on June 14th and to celebrate its release, the brand is offering consumers a once in a lifetime trip to London and New York City to carry out their own Men in Black mission. They have also launched three limited edition packaged toothpastes and one mouthwash which can be found in stores across the UK and ROI.

It is the massive success of the Perfect White Range that has allowed the brand to embark on such exciting collaborations and they are looking forward to further success in the second half of 2019.

Review shows distraction techniques may reduce dental anxiety

By DTi

BELO HORIZONTE, Brazil: Dental anxiety is globally regarded as a public health concern owing to its effects on an individual’s oral health and quality of life. The prevalence of the condition in children ranges from 3% to 61%. A recent systematic review assessed whether distraction techniques reduce anxiety during dental treatments in children and adolescents.

Twenty randomized controlled trials (RCTs) of distraction techniques for the management of dental anxiety and dental fear in children and adolescents under the age of 18 were included. Among the distraction techniques used were audio and audiovisual techniques, instrument camouflage, biofeedback, a dental operating microscope and toys. Dental treatments provided were dental examination, oral prophylaxis, local anaesthesia, dental restoration, endodontic treatment and extraction.

Qualitative analysis showed with very low certainty of evidence that distraction techniques effectively reduced anxiety and fear depending on the distraction type, instrument used to measure anxiety and fear, and procedure.

The authors thus concluded: “The heterogeneity of methodologies and findings in the studies, however, suggests more robust, and well-executed RCTs are needed.”

The study, titled “Use of distraction techniques for the management of anxiety and fear in paediatric dental practice: A systematic review of randomized controlled trials,” was published online in the International Journal of Paediatric Dentistry on March 25, 2019, ahead of inclusion in an issue.