Precise readability of impression details and a highly aesthetic composite from COLTENE

By COLTENE

A-Silicone line PRESIDENT
The Original with optimised consistencies and new colours PRESIDENT
The Original is an upgrade of the famous PRESIDENT A-silicone line. It offers further optimised consistencies as well as fresh, highly contrasting colours that give even greater contrast between the wash and tray materials what results in better readability of the details. In addition to the familiar heavy body, spotty and putty soft tray materials, the high precision A-silicone line offers two additional viscosities: putty super soft and MoreSoftBody. The wash materials include light and regular body and are now supplemented by the new Xtra light body.

The dentist has the option of choosing between different presentation forms, such as the patented 35ml microsystem, 50 and 70ml cartridges as well as System 360 for Sympress. Corresponding tube materials round off the portfolio.

Universal composite
BRILLIANT EverGlow offers a spectrum of colour shades for all cases and is now available as flowable.

The submicron universal composite BRILLIANT EverGlow is distinguished by easy polishability, excellent gloss retention and exceptional blending properties. Highly aesthetic outcomes can be achieved instantly.

In addition to the seven universal composite shades in the "Duo Shade" system, there are also two enamel shades: Translucent and Bleach Translucent. Now the range has been extended with another three additional masking opaque shades. BRILLIANT EverGlow Flow is available in 8 colours within the same shade system.

Current product tests also confirm the easy handling of BRILLIANT EverGlow. Owing to its sophisticated composition of special fillers, the pliable submicron universal composite can be applied easily into all classes of cavities. It is suitable for anterior and posterior tooth restorations and can be modelled without haste until polymerisation. Among other things, users praise the good wettability and modelling properties: this allows the dimensionally stable material to adhere perfectly to bonded tooth surfaces without sticking to the modelling instrument. Over 90% of test participants were convinced by the shade integration of the placed fillings and the excellent polishing properties.

*Source: COLTENE internal data/DentalBarometer test phase December 2015.

By E.M.S.

Air polishing powders based on erythritol are smoother, more comfortable and safer. Thanks to its antibacterial effects, erythritol is ideal for air polishing. In addition, it is biocompatible, safe and comfortable – and still highly efficient!

Dental maintenance has to be comfortable and thus well accepted by patients – only happy patients will be satisfied and thus well accepted by the dentist.

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Erythritol – the PLUS in prophylaxis

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Dental maintenance has to be comfortable and thus well accepted by patients – only happy patients will come back! But in order to remove biofilm from all soft and hard tissue in the mouth, an air polishing powder needs to be much more: effective, but also gentle; totally harmless and pleasant-tasting.

AIR-FLOW® powder PLUS based on erythritol is as safe as glycine on enamel, but it produces less roughness on dentine. The particle size of the smallest glycine-based powder available in the market today is 14µm – which is almost half the particle size of the smallest erythritol-based powder available in the market today.

The use of erythritol is becoming increasing popular due to its proven preventive effects against dental decay and periodontal disease. But AIR-FLOW® powder PLUS offers even more advantages. It can be applied sub- and supragingivally and therefore reduces user effort. In fact, it has turned out to be the most suitable option for air polishing to remove biofilm and is set to replace traditional scaling and root planing.

Considering all the advantages of erythritol, AIR-FLOW® powder PLUS is not just a powder for air polishing, but a complete, optimal and predictable solution for biofilm removal: on teeth, implants, prosthetic restorations, orthodontics and soft tissues.

Erythritol is truly a PLUS in professional prophylaxis! Especially if used within Guided Biofilm Therapy (GBT). GBT is an individual clinical treatment protocol. It was developed in close cooperation with universities, dentists, dental hygienists and EMS specialists. GBT ensures that all patients get exactly the type of prophylaxis they require.

For further information about Guided Biofilm Therapy (GBT), our products and technologies visit us on www.ems-dental.com/. To learn more about GBT, we also highly recommend the courses of the Swiss Dental Academy (SDA). https://int.sda-swissdentalacademy.com/.

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Dubai Produces First 3D Printed Teeth

By Bernd Debusmann Jr.

DUBAI, UAE: Following the announcement that His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, would like to transform Dubai into a 3D printing hubbed over the next two decades, we have seen many innovative developments in this exciting new market.

This week saw another first, as Sinterex and the Middle East Dental Laboratory collaborated together to produce the first dental implant bridge to be 3D printed in the UAE.

Sinterex, which is also the first company to be licensed for industrial 3D printing in Dubai, 3D printed a 14-unit framework in Cobalt Chrome alloy at their facility in Jebel Ali Industrial Zone. The framework was printed using a powder bed fusion process, where a fine layer of metal powder is distributed evenly across a platform before being selectively melted using a laser. Middle East Dental Laboratory then did the ceramic on the metal framework. Resulting in a natural look with a perfect fit.

Preserve and Protect Patients’ Gums and Teeth with GUM® ActiVital®

By Sunstar

ZILMASTER
The Perfect Answer to Polishing All-Ceramics

By SHOFU

Frustrated while polishing Zirconia restorations?
ZILMaster, a unique colour co-ordinated, three-step diamond impregnated polishing system from Shofu, is the solution to the smoothest surface with a high gloss polish on all modern metal-free ceramics. Zirconia as well as Lithium Disilicate.

ZilMaster is available in a variety of shapes and shanks for both extra (HP) and intra-oral (CA) application.

The Perfect Answer to Polishing All-Ceramics

Designed with an excellent balance of diamond particle size, distribution and a resilient silicone binder, ZilMaster polishes eliminate even the finest scratches while smoothing hard Zirconia surfaces to obtain a lustreous polish that lasts.

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Julian Callanan, Managing Director of Sinterex, explained that the new metal 3D printing approach has three primary advantages relative to traditional processes: “The first is speed; we can produce up to 70 units in under 4 hours, this could take up to 3 days using traditional casting processes. The second is accuracy; because we use an entirely digital process, we eliminate human manual error which can lead to rework. The third is cost; the printing process is very efficient and we recycle up to 75% of our raw materials. This efficiency saving is passed on to our customers.”

Thomas Claesen, Managing Director of Middle East Dental Laboratory, added that 3D printing has been an important part of the dental business for some years now, and in the future, he anticipates further moves towards digital solutions. “By using 3D Printing we can provide a faster and more accurate solution for our Doctors.”

3D Printing technology is developing rapidly and Dubai is positioning itself at the epicentre of innovation. The Dubai Health Authority recently noted that they will soon be using 3D technology to print dental moulds, meaning that dentists can print 18 moulds in 6 hours, as opposed to an hour-and-a-half to make one case using currently available methods.

The article was originally published in Khaleej Times and was written by Bernd Debusmann Jr.

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Beverly Hills Formula Increases Market Share In The Middle East

By Beverly Hills Formula

After successfully showcasing their new Professional White range at this year’s International Dental Conference and Arab Dental Exhibition (AEEDC) in Dubai, the new range proved to be a success with distributors and clinics wanting to introduce the latest Beverly Hills products, which are due to hit shelves in May 2017.

Again, Beverly Hills Formula have proved that they are not only thriving but driving a growing market in the Middle East with their Perfect White range of teeth whitening toothpastes and their award-winning Perfect White Black mouthwash. Indeed, the largest market of the Perfect White range is currently in Lebanon, which introduced the products in the past six months, also in Iran, Kuwait, Qatar, Bahrain, Saudi and Jordan, which organised a special product launch on February 22.

The hugely popular Irish company has a longstanding reputation for being one of the main attractions in the oral hygiene hall at AEEDC, not only because of their dramatically effective whitening toothpaste formulated with activated charcoal. Following the launch of Perfect White Black in 2013, the trend for black toothpastes has caught on and what started out as something perceived as some kind of marketing gimmick, has in fact become the must-have whitening toothpaste because of its effectiveness to remove stains. Many dentists and professionals who visited the Beverly Hills stand admitted using Beverly Hills Formula’s toothpaste and also recommend it to their patients, but there were many other people who were intrigued and bewildered by the black toothpaste and were very curious as to how a black toothpaste could possibly work better to help whiten teeth than the traditional white one. But the proof is visible for users and also clearly demonstrated in the independent scientific studies conducted on BHF products comparing other leading brands.

Currently manufactured in Ireland, the Beverly Hills Formula ranges have a longstanding reputation for doing what it says on the tin, providing a product, which is a safe everyday whitening toothpaste, which gets results. For over two decades, the company has evolved and expanded its range, providing a safe and effective whitening toothpaste to suit all oral hygiene needs. With CEO Chris Dodd at the helm, who has over 20 years experience and well-earned reputation as an expert in his field, the company owns much of its considerable rise, especially in the past few years to his innovative new product development.

Launched in 2012, the Perfect White Range has been viewed as a revolutionary way of allowing patients to whiten their teeth without opting for products containing a high percentage of peroxide. The company spends time and resources on new formulas in response to consumer need for high-quality and effective tooth whitening products. New product development has been vital, not only to stay in the market for so long, but to help lead it. Beverly Hills Formula owes much of its success to the fact that they have brought some of the most innovative and effective products to the market. Launching Perfect White Black containing activated charcoal, took the market by storm but charcoal is a centuries old method of cleaning teeth as red Indians used to use the ash from fires and rub it on their teeth, thus being the first ever kind of toothpaste. The fact that other beauty products introduced charcoal into their products helped strengthen the belief in the historical and natural powers of charcoal. Although a number of copy-cat products have emerged on the market, none have seen the same success as Beverly Hills Formula’s very own Perfect White Black, with qualified dentist and cosmetic doctor Dr Martin Kinsella saying, “I’ve tried the Beverly Hills Perfect White Black toothpaste and found it to be effective in removing stains and helping to achieve a whiter, brighter smile.” Following on from this, the company introduced Perfect White Black Mouthwash in 2015, also the first of its kind. The ‘shake to activate’ charcoal mouthwash keeps breath fresh for up to 12 hours, whilst removing stains. Perfect White Gold toothpaste, containing real gold particles was launched later that same year. Both of these products have seen considerable success in the market.

Beverly Hills Formula are widely recognised for their winning formulations and the Perfect White Black mouthwash won Best New Personal Care product at the prestigious Grocer Awards in 2016. This is a great achievement when one takes into consideration the vast number of oral hygiene products available on the market today.

The success and endurance of Beverly Hills Formula comes down to a number of factors, these being they are the front runners in terms of new product development after being the first UK company to introduce a black whitening toothpaste. BHF range of whitening products are safe to use at home with proven stain removal and low abrasivity levels. The brand has managed to maintain a market presence for over 20 years, despite the hugely competitive increase in new oral hygiene brands. The simple fact that Beverly Hills Formula has managed to remain leaders in the market for so long has earned the brand the respect and success they have today.

Beverly Hills Formula Perfect White Ranked Best Stain Removal Toothpaste against Leading Competitors
Global Survey: Patients want to be treated in a single visit

By Dentsply Sirona

Everything from a single source for safer, better and faster dentistry – CEREC makes this possible. This method offers the possibility of treating patients in a single visit with a ceramic or even full zirconia restoration. There is no need for uncomfortable impression material thanks to a digital scan, only one anesthetic injection is necessary and there are also no bothersome temporary prostheses – this type of treatment is exactly what the majority of patients want, according to a survey of more than 3,700 patients from 6 countries.

A recent and massive international survey of patients conducted on behalf of Dentsply Sirona showed that a large majority would prefer to be treated in a single visit as far as restorations are concerned. The patients surveyed in Germany, Brazil, France, Italy, Japan and China were very unanimous in this respect. To receive this service, many are willing to travel further to the dentist. A majority would not rule out the possibility of even changing their dentist for this – on the contrary, about two-thirds said that they would actually be willing to do this to benefit from single-visit dentistry.

Global wish: Single-visit dentistry

A closer look at the details reveals that treatment in one visit actually meets patients' modern expectations. In Germany, this applied to 80 percent of patients, while in Italy, France and China, this figure was almost 90 percent. Having to travel further presented no obstacle: 65 percent in Germany would be willing to accept a longer journey, in Italy a staggering 81 percent would do this, and in France three out of four patients could imagine doing this. The importance that patients attach to single-visit dentistry is reflected in the fact that 83 percent of Italians would be willing to change their dentist for it, two in three patients in Germany would also be willing to do this. In terms of costs, too, patients are also essentially in agreement: those surveyed, particularly in Brazil (85 percent) and China (88 percent), are prepared to spend more money. Around 70 percent of those surveyed in France would do this, while this applied to 50 percent in Germany and Japan.

CEREC meets patients’ demands

The results of the survey show that CEREC offers a convenience that patients want. There are several reasons for this: One of the most important is that the patient only needs one injection of anesthetic. There are also the comfortable digital impressions instead of the conventional method with an impression tray and material, which means that patients are spared the common gag reflex. Placing the immediate final restoration in one appointment removes the need for a temporary prosthesis. Restorative treatment in a single visit fulfills patients’ needs, thus becoming an important element in patient satisfaction.

Innovative processing of high-performance ceramics

“The research shows single visit dentistry is an emerging expectation amongst patients today, says Roddy MacLeod, Group Vice President CAD/CAM at Dentsply Sirona. ‘Patients expect to be treated with the latest technology and CEREC is leading that trend. And, now that we can also produce full contour zirconia restorations in a single visit, we are giving our customers the maximum flexibility to address nearly every clinical situation.’

Dentsply Sirona at IDS 2017: Hall 10.2 & 11.2

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A restoration in just one visit: An important aspect for 80 percent of the patients