Oral-B paves the way forward with ‘Up-To-Date’ scientific exchange seminars

By Dental Tribune MEA/CAPPmea

The Oral-B brand is a global leader in the brushing market. Part of Procter & Gamble Company since 2005, Oral-B brand includes manual and power toothbrushes for children and adults, oral irrigators, oral care centers and interdental products such as dental floss.

Since joining as the Professional & Academic Relations Manager at Oral-B, Dr. Ashhad Kazi and the AP team have played a significant role in the development of Dental Education in the Middle East and Africa region over the past 5 years.

In 2014, the Oral-B team successfully launched the very first scientific exchange seminars for dentists, hygienists and dental therapists at several different locations within the GCC. The proven concept which has been running in Europe for several years has now become a pivotal backbone of the Oral-B philosophy within the MEA region. Dr. Kazi commented “We over exceeded our plans and expectations for the region in 2015. Over the last two years we have strived to deliver top notch education whilst improving overall health conditions in the region through our new initiative. With science and groundbreaking technology, the Oral-B innovations of stabilized stannous fluoride (in the Oral-B..."

Successful Ormco 2nd MENA Symposium in Dubai

By Dental Tribune MEA/CAPPmea

DUBAI, UAE: On 4 and 5 December 2015, American orthodontic Ormco, held its 2nd MENA Symposium in Dubai Jumeirah Emirates Towers. 300 international delegates attended the various presentations of the international speakers. The presentations were mainly focused on Damon System and its umbrella products usage. Ormco has offered a variety of topics after which the delegates could pursue the excellence of orthodontics by attending the event.

The first day has started with Dr. Stuart Frost from the US lecture with the title “It is all about the finish. Becoming a Damon Master finisher!” During which he has discussed the importance of facial based treatment planning for more beautiful faces and smiles with excellent finishes. The lecture was followed by Dr. Hans Seeholzer from Germany who spoke mainly about marketing in orthodontics with the lecture titled “Tips and tricks to be a successful and modern orthodontist today” and..."
the day was finished by Dr. Za-
karia Bentahar who answered the question “How to improve efficiency with passive self-
ligating brackets?” In the end of the day, after the full day of lectures the delegates were invited to attend the cocktail reception that was held in Jumeirah Emirates Towers.

Dr. Andrey Tikhonov from Russia has opened the second day program of the 2nd MENA Symposium with his lecture “Damon System Truths versus Myths” during which he said that “Orthodontics is about changing people destiny, so it is not only about straighten-
ing teeth.” The lecture of Dr. Tikhonov was followed by Dr. Philippe Van Steenberghe on changing teeth. “the lecture of dr. Stu-
khor was followed by dr. Jeff 
Tikhonov during the day was finished by Dr. Za-
Dr. Zakaira Bentahar, Morocco

By Dr. AbdelAziz Yehia, UAE

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finally happened... Since the first CEREC Ortho Software that can be supplied in combinations.

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Sirona users enjoying the simplicity of the CEREC Omnicam.

Sirona Dental System L.L.C (Dubai – U.A.E.) has officially announced the launch of the CEREC Ortho Software that can be supplied in combinations. First CEREC Ortho Training on 11th of December 2015.