

## FDI Annual World Dental Congress opens today

Global oral health initiatives and other projects to be discussed in Istanbul

**T**he FDI World Dental Federation is introducing the next phase of its Vision 2020 initiative at its congress in Istanbul, FDI President Dr Orlando Monteiro da Silva told reporters yesterday morning at a press conference here at the Istanbul Congress Center. Launched after the FDI AWDC in 2011, the initiative is intended to be a roadmap for the improvement of oral health worldwide in the years to come. It is based on the principle that oral health is a fundamental right, along with the right to health, first articulated in the founding documents of the World Health Organization (WHO). The initiative advocates for the inclusion of oral health in all policies, a matter first raised in a WHO report published in 2010.

“One of the motivating forces behind Vision 2020 and the subjects it highlights is the FDI’s engagement in the field of noncommunicable diseases—or chronic diseases as they are more frequently known,” Monteiro da Silva said. “The FDI succeeded within the United Nations and WHO in imposing the view that oral diseases share risk factors with chronic diseases, such as diabetes, cancer, and cardiovascular and respiratory diseases; they would therefore benefit from similar prevention and control activities.”

The future of dental materials for direct restoration in a post-Minamata Convention world will be in focus today at the symposium organised by FDI partner the International Association for Dental Research. It follows a treaty on the phase-down of dental amalgam agreed upon by more than 140 governments in Geneva earlier this year, which is expected to be signed in Minamata, the city in Japan where the first major mercury poisoning incident occurred, this autumn and to come into full effect by 2020. Measures will include the support of developing nations in developing alternatives to processes that utilise mercury and reducing emissions through new technologies, among other things.

“Dental mercury came within the remit of the United Nations Environment Programme debates, and the issue in the final analysis became whether dental amalgam should be phased out completely, in the interests of the environment; or whether, in the interests of human health, its use should be phased down over a period of time,” Monteiro da Silva commented. “The phase-down approach will give researchers the time to devise and test new materials. It will also give dental medicine the time to adapt and evolve towards a preven-



FDI President Dr Orlando Monteiro da Silva addressing members of the press on Tuesday. (DTI/Photos Daniel Zimmermann)

This year’s congress in Istanbul has been organised in partnership with the Turkish Dental Association. In the next four days, more than 160 experts from Turkey and around the world will be presenting on public oral health issues, as well as new developments in clinical methods and applications. In addition, an industry exhibition will be showcasing what the international and local industry currently has to offer. Along with the latest dental instruments and materials, advanced technologies, like dental imaging and CAD/CAM systems, will be on display. Over 250 companies have registered for the industry showcase.

Also on the exhibition floor, the Dental Tribune Study Club will be holding its fourth clinical symposium, which is supported by dental manufacturers SHOFU, Kerr and COLTENE, among others, and features clinical experts, who will be discussing new concepts and technologies in dentistry. All presentations will be recorded live for viewing online after the show on the DT Study Club e-learning platform.

Today will see the launch of the medical clothing line of German fashion label CROIXTURE, which starts at 11:00 at Booths B032/B066. Access to the fashion show and symposium is free of charge for visitors of the congress.

According to the latest figures from the FDI, more than 12,000 dental professionals from Turkey and around the globe are expected to attend the congress over the course of

the next three days. It will officially be opened during an opening ceremony today at the Istanbul Congress Center starting at 18:30.

It is the first time that the event is taking place in Istanbul. The Turkish

Dental Association won the bid after the congress that was to take place in South Korea in 2013 was cancelled. The organisation has been a member of the FDI World Dental Federation since 1989 and currently represents about 22,000 Turkish dentists.



Da Silva with Prof. Taner Yücel, President of the Turkish Dental Association. The two organisations are jointly hosting this year’s congress in Istanbul.

In the next step, his organisation intends to demonstrate that the profession can quickly adapt itself to this requirement, according to Monteiro da Silva. Discussions on the way forward will take place in the morning on Friday, 30 August, during the World Oral Health Forum.

tive rather than a restorative model.”

In Istanbul, the FDI will be launching the 2014 World Oral Health Day campaign, with visuals and messages intended to promote the public oral health event, which will take place on 20 March 2014 worldwide. Also on the agenda will be progress in the Live.Learn.Laugh. partnership with dental consumables manufacturer Unilever, which currently runs oral health education projects in 27 countries, including primary schools in Turkey. New this year is the FDI’s Strategy for Africa, a collaboration between the organisation and a number of national dental associations in Africa in order to improve effectiveness in the implementation of oral health measures on the continent, which is plagued by dental disease.



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# Live.Learn.Laugh. advances in Turkey

FDI–Unilever partnership puts spotlight on oral health in primary schools

Unilever Oral Care brand Signal's ambitious partnership with the Turkish Dental Association and the Turkish Ministry of National Education is bringing together primary school teachers and volunteer dentists to help improve the oral health standards of children in primary schools across Istanbul as part of the FDI–Unilever Oral Care Live.Learn.Laugh. (LLL) partnership.



(DTI/Photo courtesy of Unilever, UK)

Presentations and educational materials delivered to pupils and parents emphasise the importance of a good oral hygiene routine in maintaining oral health, reinforced by posters around schools. In addition, workshops for teachers about health promotion in schools are conducted to prepare the teachers for oral health education before the implementation of the project.

Educational materials, such as posters on brushing every morning and night with fluoridated toothpaste, brochures and monthly brushing calendars with stickers, are distributed to pupils to encourage good toothbrushing habits. In addition, they undergo oral examination to assess dental and periodontal disease, and brushing frequency.

Dr Duygu Ilhan, LLL project coordinator in Turkey, said, "Our LLL project is having a big impact on the students in the schools in our project, giving them the opportunity to learn about good oral health care and encouraging them to brush their teeth every day and night. We are expanding the scope of the project by involving teachers and parents as much as possible to turn them into toothbrushing advocates too. One day a mother came to thank us for running the project and for motivating her son to brush his teeth. Brushing each day and night had made him a happier child with fewer painful dental problems."

Visit the LLL partnership stand to find out more about our oral health improvement projects taking place around the world.

# Education, fashion and more

Latest concepts and technologies in dentistry presented by DT Study Club FDI symposium

For the fourth time, Dental Tribune International (DTI) will be bringing its Dental Tribune Study Club Symposium to the Annual World Dental Congress of the FDI World Dental Federation. The expert lecture series, to be held alongside the FDI's scientific programme on the exhibition floor in the Istanbul Congress Center, will be supported by

cuss the reasons that CBCT should be part of everyday practice.

Starting on Thursday, the 30-minute lectures will be held daily at booths B029–B032 and B066–B071 between 11:00 and 18:00. Access to the symposium will be free of charge for visitors of the congress. All presentations will be also

recognised education platform has been providing dental education to millions of dentists at international conferences and exhibitions, as well as through online lectures. More than 150,000 dentists around the world are currently members of the DT Study Club, according to DTI figures. Local platforms are available in Germany, France, Italy and Brazil,



A full symposium at last year's AWDC in Hong Kong. (DTI/Photo Claudia Duschek)

dental manufacturers SHOFU, Kerr and COLTENE, and feature clinical experts, who will be discussing the latest concepts and technologies in dentistry.

According to the international dental publishing group, attendees will be able to update their knowledge on bulk-fill technology, MIMI flapless surgery and minimally invasive cosmetic dentistry, among other topics. In addition, the symposium will dis-

recorded live for viewing online after the show on the DT Study Club e-learning platform. Today will be solely dedicated to a fashion event sponsored by CROIXTURE, showcasing the latest in clinical apparel, which dentists will be able to purchase on-site.

DTI held its first FDI Study Club Symposium at the 97th Annual World Dental Congress in Singapore four years ago. Since 2008, the ADA CERP-

among other countries. Corporate partners include DENTSPLY, Straumann, GlaxoSmithKline and Colgate-Palmolive, which has its own spin-off platform, the Colgate Oral Health Network established in partnership with DTI in 2010.

More information about the DT Study Club, the FDI symposium and how to become a platform member are available at the following website: [www.dtstudyclub.com](http://www.dtstudyclub.com)

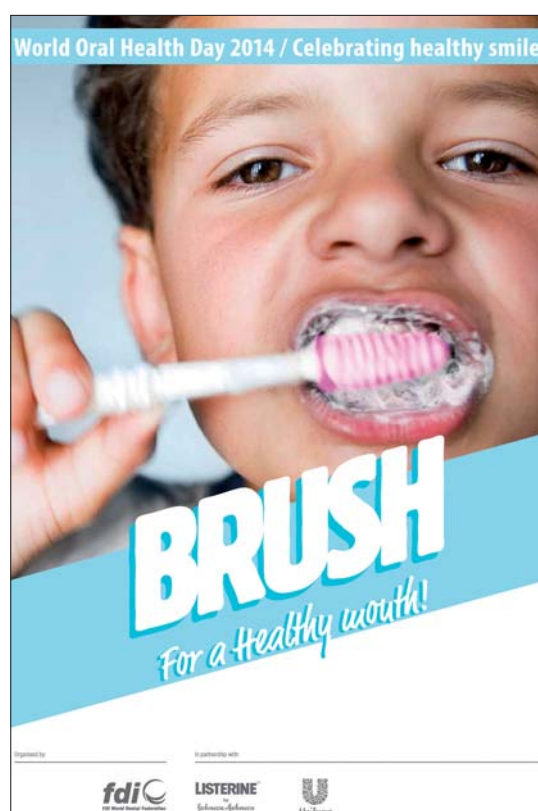
# World Oral Health Day makes prevention fun

New toolkit presented to National Liaison Officers in Istanbul

Message-carrying elephants in Nepal, giant dancing toothbrushes in the Seychelles, world record-breaking group toothbrushing events in Lagos, the NASDAQ opening in New York—there are multiple ways of celebrating World Oral Health Day (WOHD), and most of them were tried in one way or another in the 36 countries that joined the event on 20 March this year.

WOHD is about making oral disease prevention fun, creating public events that highlight every individual's capacity to care for his or her teeth, gums and mouth. The 36 countries that participated in 2013 constitute about one-fifth of the world's nations. In 2014, the FDI aims to raise the bar, with a target of 50 or more, which is certainly achievable.

The campaign is well on its way, with key messages, materi-



(DTI/Illustration courtesy of FDI, Switzerland)

als and, most importantly, the WOHD toolkit, presented for the first time to a gathering of FDI National Liaison Officers—the people in national dental associations who keep communications going between the FDI, its members and individual dentists—in Istanbul yesterday.

The 2014 theme is "Celebrating healthy smiles". It will be celebrated worldwide on 20 March again. A variety of superbly imaginative visuals and texts are already inviting the public to brush, whistle, eat and kiss for a healthy mouth.

The FDI is grateful to Listerine (Johnson & Johnson) and Unilever Oral Care for supporting the spirit of WOHD and, with their educational grants, once again helping further the cause of oral health through one of the FDI's most valued awareness-raising campaigns.

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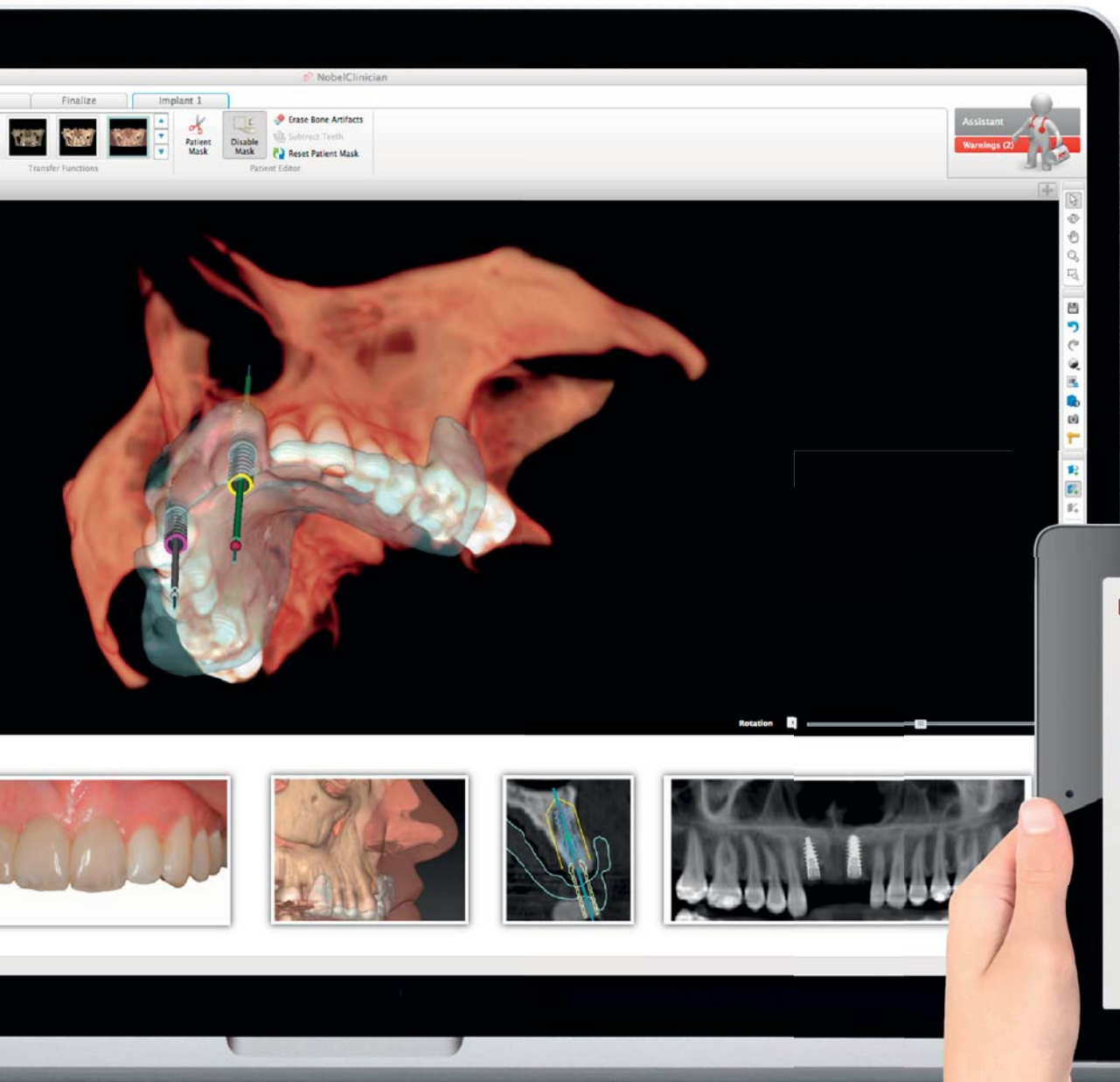
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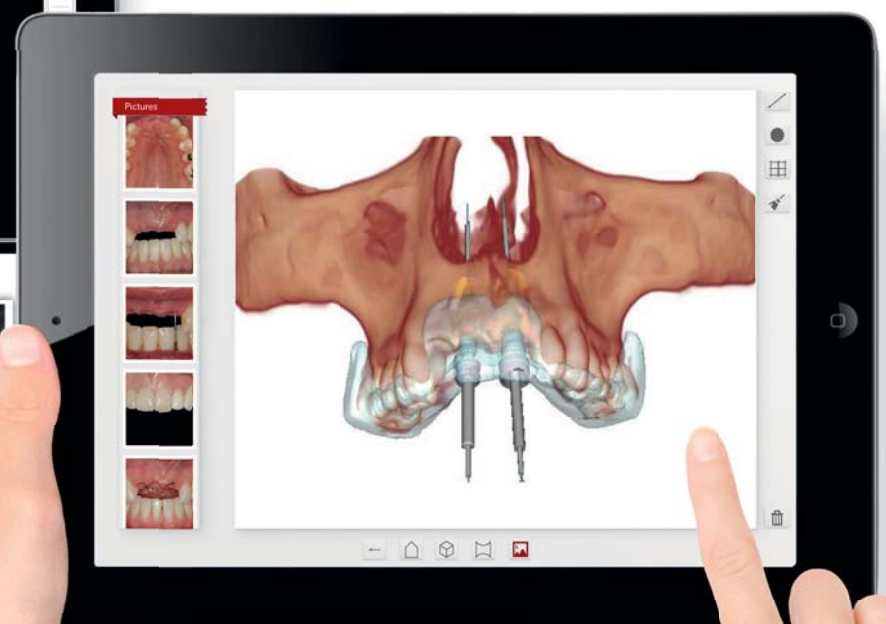


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# Singapore Dental Association and Koelnmesse invite dentists to IDEM Singapore

2014 edition of International Dental Exhibition and Meeting to feature improved facilities and new programmes

The International Dental Exhibition and Meeting in Singapore will return for the eighth time in 2014, showcasing the latest ad-

vances in the major disciplines of dentistry. To be held at the newly refurbished Suntec Singapore Convention and Exhibition Centre, it will

start with a pre-congress session on Thursday, 3 April, the organiser said.

Hosted by trade fair company

Koelnmesse in partnership with the Singapore Dental Association, the 2014 edition of IDEM Singapore will welcome approximately 450 leading

companies from more than 36 countries. Twelve national pavilions will be presented by dental trade organisations at the show.

Reflecting the rapid progress made in dental technologies, treatment, and practice, the IDEM scientific conference in 2014, with the theme "Dentistry—The future is now", will address future challenges in the various fields of dentistry. Some of the 15 experts invited to give presentations as part of the main scientific programme include Gordon J. Christensen, founder and director of the US continuing dental education organisation Practical Clinical Courses; Ken Hargreaves, Professor



More visitors than ever were swarming the aisles of the Suntec exhibition hall in 2012 (DTI/Photo courtesy of Koelnmesse, Singapore)

and Chair of Endodontics at the University of Texas Health Science Center; and Ray Williams, Professor of Dental Medicine and Dean of the Stony Brook University School of Dental Medicine. Prof. John O. Burgess, Assistant Dean for Clinical Research at the University of Alabama in the USA, and Derrick Setchell, honorary professor at University College London and honorary consultant at the Eastman Dental Hospital in London in the UK, are also going to give presentations. Furthermore, the event will see the launch of a number of new programmes held alongside the main scientific conference, including the New Dentist Forum, Dental Technician Forum, and Dental Hygienist and Dental Therapist Forum, which will focus on topics of particular interest for these specialist groups.

The next IDEM Singapore will take place from 4 to 6 April 2014. Online registration will open on the event website, [www.idem-singapore.com](http://www.idem-singapore.com), at the beginning of September, the organiser said.

IDEM's last edition in 2012 was the most successful since the first event held in Singapore in 2000. According to figures from Koelnmesse, participation by dental professionals increased by 20 per cent compared with 2010, which was affected by the air-travel restrictions caused by a volcanic ash cloud over Europe. Attendance by regional and overseas manufacturers and dealers also went up by 20 per cent.

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[www.idem-singapore.com](http://www.idem-singapore.com)

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IDEM Singapore is a "must-attend" for dental practitioners and professionals in the Asia-Pacific looking for the latest cutting edge technology and innovations in dental solutions and services, showcased by close to 450 international exhibitors from over 35 countries. Attracting top names from across the globe in the largest single networking and knowledge gathering platform, the IDEM Singapore 2014 Scientific Conference will focus on the theme of "Dentistry - The Future Is Now" where future challenges in various fields of dentistry will be addressed.

### Planned topics include:

Regenerative Endodontics • Making "Real World" Dentistry Productive and Enjoyable • Future of Dental Implants • Developing your Ideal Practice • Multidisciplinary Approach to Periodontal Therapy • Adult Orthodontics Today

### Featured Speakers:



#### Gordon J. Christensen

Founder and Director of Practical Clinical Courses (PCC) and Chief Executive Officer of Clinicians Report Foundation (CR)



#### Ray Williams

Professor of Dental Medicine and Dean of the Stony Brook University School of Dental Medicine, USA



#### Ken Hargreaves

Professor and Chair of Endodontics, University of Texas Health Science Center, USA



#### Derrick Setchell

Hon. Professor of UCL and Hon. Consultant, Eastman Dental Hospital, UK



#### Dean Morton

Professor, University of Louisville School of Dentistry, USA



#### John O Burgess

Professor, Asst. Dean of Clinical Research, University of Alabama at Birmingham, USA

For list of speakers and their topics, visit [www.idem-singapore.com](http://www.idem-singapore.com)



Sessions for Dental Technicians, Oral Health Therapists and Dental Hygienists. Details will be available in September 2013!

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# Results from ESCARCEL study to be revealed today

Prevalence of tooth wear and hypersensitivity investigated

Results from a ground-breaking pan-European epidemiology investigation will be presented during a scientific AWDC

symposium supported by dental consumables manufacturer Glaxo-SmithKline (GSK) today. The ESCARCEL study is an investigation into the

prevalence of tooth wear and dentine hypersensitivity with associated risk factors. While numerous studies have previously investigated preva-



lence of tooth wear or dentine hypersensitivity, together with associated risk factors, none have ever measured both conditions simultaneously with the scale of ESCARCEL, GSK said.

Started in 2010, the study was devised by a scientific committee composed of leading European experts and conducted with over 3,000 subjects, aged 18 to 35 years, who were assessed for tooth wear, dentine hypersensitivity and gingival health in several European countries including the UK, Italy, France, Spain, Finland, Latvia, and Estonia. Data relating to risk factors (for example, medical conditions and dietary factors) were collected by a questionnaire.

The pioneering results will be finally presented this morning between 9:00 – 11:00 as part of the 2013 AWDC scientific programme. GSK said that it will also be holding other 'must attend' scientific events in key development areas for clinicians in the upcoming days, including a satellite symposium on "Filling the gap – Hints and tips for the successful replacement of teeth" tomorrow from 12:00 – 14:00. According to the company, the aim of the session is to raise awareness of the current change in demographics trends. As the proportion of older people is growing faster than any other age group equating to a higher percentage of patients with dentition at risk, replacing missing teeth



(DTI/Photo courtesy of GSK, UK)

increasingly become challenging. At the same time, patient expectation is evolving with time to cause additional complexity. The symposium will focus on exploring several options for replacing missing teeth including implants, bridges and dentures, GSK said.

There will also be an exhibition stand (C26) for clinicians to get information on the company's specialist products. It will offer the opportunity to interact with representatives in three different brand stations (Pronamel, Parodontax and Corega). It will also house the Sensodyne Innovation Centre, where visitors can learn and receive free samples of the recently launched Sensodyne Complete Protection toothpaste, that is said to protect from the pain of sensitive teeth, as well as to provide stronger enamel and healthy gums.

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[www.adx.org.au](http://www.adx.org.au)



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# A novel method for the treatment of cleft palate

By Dr Nejat Erverdi, Turkey



Dr Nejat Erverdi, Turkey

**a balanced profile, harmonious facial appearance and good occlusion. Usually, these goals can be achieved at an early age. In 20 to 25 per cent of patients, however, dentofacial skeletal deformities, and in 4 to 45 per cent oronasal fistulae occur, which require secondary surgical correction.**

In severe cases with wide oronasal fistulae, the common ap-

proach is to cover the gap with buccal mucosal or tongue flaps. Unfortunately, this approach might not always yield the desired results. Another difficulty with using conventional methods to treat cleft lip and

palate patients is achieving advancement in cases of severe maxillary deficiency owing to tight scar tissue resulting from prior surgical intervention and the possible presence of a pharyngeal flap. Even though advancement is achieved most of the time, there is a tendency to relapse for reasons similar to those that make surgery difficult. Maxillary distraction, however, allows greater advancement of bone

resection and cleft space closure at the same time. In addition, it is applicable to even the most difficult cases. Another advantage is that it is tooth borne. Unlike other distraction systems, another surgical intervention for removing the device is not required. Aesthetically, it is much more acceptable compared with other devices, which generally require extra-oral parts for anchorage. Therefore, this appliance is a successful tool for reconstructing large gaps in the cleft area and correcting the anteroposterior deficiencies in cleft lip and palate cases. It is my hope that the application will become an alternative to aggressive surgical intervention.

*Dr Nejat Erverdi is a visiting professor at the University of Connecticut Health Center in the USA and past president of the European Orthodontic Society. Today, he will be presenting a paper titled "A novel method for the treatment of cleft palate case: Distraction osteogenesis" during one of the afternoon sessions as part of the 2013 FDI AWDC scientific programme.*

**"In severe cases with wide oronasal fistulae, the common approach is to cover the gap with buccal mucosal or tongue flaps."**

**T**he main goals in the treatment of cleft lip and palate cases are to achieve labial, palatal and velopharyngeal closure, as well as

and soft tissue, promising higher stability. The latest studies have focused on the distraction of the maxillary segments for preventing velophary-

neal insufficiency. A new design has been proposed with the arch wise distraction appliance, which allows control of the direction of the segments with higher precision. The appliance works on two parallel arches passing through double semicircular hooks and double tubes. The distractor is attached to the gingivally positioned wire and allows repeated reactivation. This ability allows for both sagittal cor-

rection and cleft space closure at the same time. In addition, it is applicable to even the most difficult cases.

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[www.fdi2014.org.in](http://www.fdi2014.org.in)  
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## Minimally invasive dentistry—What is it?

By Prof. Roland Frankenberger, Germany

**N**owadays, everyone seems to be talking about minimally invasive dentistry and many patients now appreciate that only as much hard tissue is removed during dental restoration as needed. However, does minimally invasive dentistry entail careful preparation only? Certainly not.

Current minimally invasive dentistry is based on four principles: excavation, defect-oriented preparation, longevity and reparability. It is a fact that the overall survival of teeth is higher when pulp vitality is preserved through gentle caries excavation instead of risking exposure of the tooth with aggressive excavation measures. When the tooth is subsequently prepared with rotary instruments, preparation can be extremely limited because adhesive dentistry requires no macro-retention.

However, the success of minimal invasive dentistry is only successful when restorations survive for a long time. What use is a small filling if it becomes insufficient after a short amount of time? Finally, why should one attempt to completely remove (partially) defective restorations? Especially with perfectly matching tooth-coloured materials this makes no sense at all. When 80 per cent of the restoration is intact, e.g. facing a chipping of the proximal ridge, there is no reason to completely remove any restoration. Moreover, the risk of iatrogenic injury to sound tooth hard tissues during removal of resin-based

composites or ceramics is irresponsibly high. Modern repair strategies help to avoid these mistakes. Only through the combination of these four principles, are we able to work re-



Prof. Roland Frankenberger, Germany

sponsibly with almost perfect aesthetic materials. Please think about this for a second.

*Prof. Roland Frankenberger is Director of the Department of Restorative Dentistry at the Philipp University of Marburg's School of Dental Medicine in Germany. Today, he will be presenting a paper titled "Resin composites—How far we can go? Longevity, indication and repair" during one of the late morning sessions as part of the 2013 FDI AWDC scientific programme.*



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