

# today

UAE International Dental Conference & Arab Dental Exhibition Dubai • 6-8 February 2018



### Interview

Dentist and AEEDC presenter Prof. Lakshman Samaranyake provides an insight into the oral microbiome and how it affects general health.

» page 10



### Dental products in focus

The AEEDC 2018 will be an excellent opportunity to see the most up-to-date technologies and achievements in the field of dental medicine.

» page 22



### What's on in Dubai

Apart from its rich cultural and culinary scenes, Dubai offers something for everyone. Here are some tips how to spend your time off in the Emirate.

» page 31

## “Education and innovation transfer” theme of this year’s AEEDC

With record expectations, 2018 edition of UAE International Dental Conference & Arab Dental Exhibition opens in Dubai

Expectations for this year’s UAE International Dental Conference & Arab Dental Exhibition (AEEDC Dubai) are higher than ever before. With over

4,700 exhibiting companies, according to official figures, and hundreds of clinical presentations on offer during the next three days, it promises to be one of

the largest and most significant dental conferences ever held in the Middle East.

Known for exhibiting the latest in technological advancements and products, AEEDC Dubai is the largest dental event in the Middle East, North Africa and South Asia region and one of the leading dental shows in the world. Planned along the theme “Education and innovation transfer”, the 2018 show is the 22<sup>nd</sup> consecutive edition of the event. In addition to the large exhibition, more than 150 regional and international speakers will deliver lectures and hands-on workshops across a range of subjects in dentistry. As a first, Dr Stephen Cohen, one of the foremost endodontists in the world, will be reviewing the latest scientific consensus on endodontic treatment. There will also be a full-day endodontic symposium this year with a key panel discussion hosted by endodontists from the University of Pennsylvania in the US.

today → 2

Visit us in SR07

**TePe Interdental Brush with soft neck**

TePe's high quality interdental brushes are made in Sweden and developed in collaboration with dental experts for a healthier everyday life.

We care for healthy smiles

AD

AD

AD



**HAPPY BIRTHDAY  
HOFFMANN'S  
125**



**HOFFMANN'S**  
أدوات سنية مستوحاة من الطبيعة

presents

**OZONE WATER**  
Degustation at

**Booth  
7F23**



www.hoffmann-dental.com

today ← 1

Also new this year are symposia in the fields of radiology and paediatric dentistry.

According to the organiser, deals worth more than US\$3 billion (€2.5 billion) were made during AEEDC 2017, an increase of 10 per cent from the previous year. In summary of last year's event, Dr Abdul Salam al-Madani, Executive Chairman of AEEDC and the Global Scientific Dental Alliance, stated: "We are very happy with



the great improvement AEEDC Dubai is witnessing yearly, which is expected for an exhibition like AEEDC Dubai, that attracts a huge number of specialists and leading companies yearly."

This year's show is being held from 6 to 8 February. As in previous years, up to 50,000 dental professionals are expected to visit AEEDC Dubai 2018.

"The industry and visitors eagerly await the developments that come to light as AEEDC Dubai unfolds a new chapter on dentistry and its innovations with every consecutive year. AEEDC Dubai 2018 will yet again supersede its previous records and achievements by delivering another outstanding event," al-Madani said.

With such a large and globally recognised event, marketing and advertising is an important factor. Dental Tribune International's (DTI's) *ortho-international magazine of orthodontics* continuing education publication, with a print run of 6,000 copies, is an interdisciplinary magazine covering orthodontics, oral surgery, periodontics and restorative dentistry. In 2018, DTI will

AD

## Educate your patients about the mouth and body connection.

Download the campaign resources to help raise awareness on the positive impact of protecting oral health on general health.

#SayAhh

#WOHD18



Celebrate World Oral Health Day on 20 March and be part of the global movement

**SAY Ahh**  
THINK MOUTH THINK HEALTH

[www.worldoralhealthday.org](http://www.worldoralhealthday.org)



Official World Oral Health Day Partners



Supporters



publish two editions of *ortho* and these will be distributed at major congresses around the world, including AEEDC Dubai 2018.

Additionally, DTI's *today* is being produced and distributed at the event. On-site editorial teams will provide a comprehensive recap of the previous day's events along with exclusive interviews, product launches and detailed insights into the show's programme. *today* is an effective way for advertisers to reach their audience by informing attendees about products, some of which may be unfamiliar to them, and presenting quality insights and details that can help readers make more informed decisions. In catering to both readers and advertisers, *today* increases booth traffic and sales, as important information will land in the hands and mailboxes of conference attendees before, during and after the show.

More information and news about AEEDC Dubai 2018 can be found at [www.dental-tribune.com](http://www.dental-tribune.com).

## ACTEON and PRODONT-HOLLIGER exhibit together at AEEDC Dubai



■ In summer 2017, ACTEON announced its acquisition of PRODONT-HOLLIGER with the aim of strengthening its dental equipment and consumables offering. At this year's AEEDC Dubai, PRODONT-HOLLIGER products are being presented at ACTEON's booth along with other ACTEON products for the first time.

"The acquisition of PRODONT-HOLLIGER fits perfectly into our development strategy, which involves strengthening our core business of den-

tal equipment. As such, the company's product offering is an excellent additional range for ACTEON. What's more, PRODONT-HOLLIGER's historical industrial expertise also fits our DNA as a French med-tech company with high added value. We are delighted to welcome the company and to be able to support it in a new phase of its development, particularly abroad, where our group makes nearly 85% of its sales,"

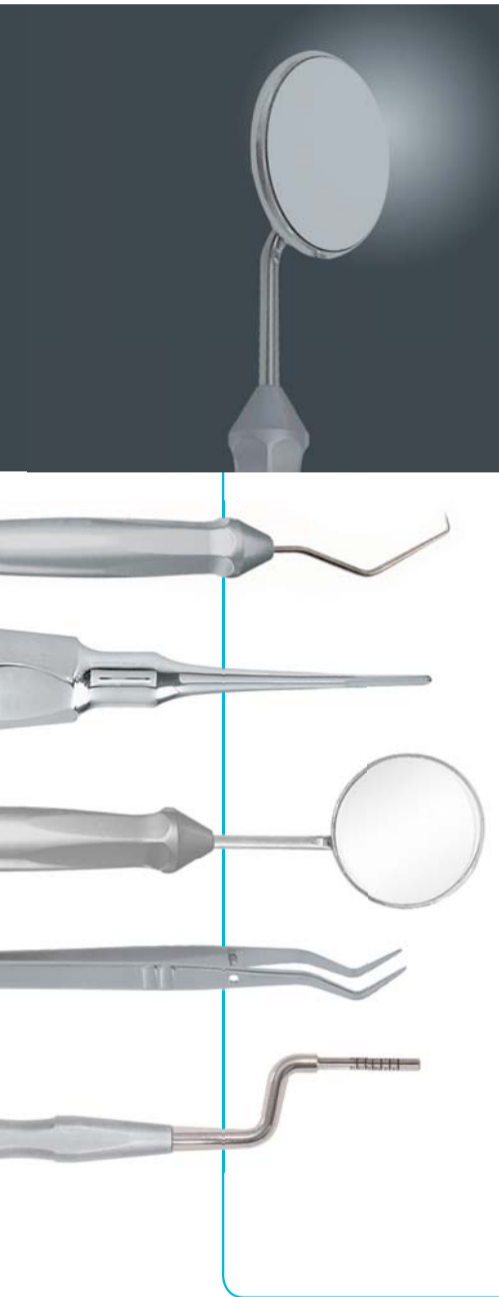
tal equipment. As such, the company's product offering is an excellent additional range for ACTEON. What's more, PRODONT-HOLLIGER's historical industrial expertise also fits our DNA as a French med-tech company with high added value. We are delighted to welcome the company and to be able to support it in a new phase of its development, particularly abroad, where our group makes nearly 85% of its sales,"

tal equipment. As such, the company's product offering is an excellent additional range for ACTEON. What's more, PRODONT-HOLLIGER's historical industrial expertise also fits our DNA as a French med-tech company with high added value. We are delighted to welcome the company and to be able to support it in a new phase of its development, particularly abroad, where our group makes nearly 85% of its sales,"

tal equipment. As such, the company's product offering is an excellent additional range for ACTEON. What's more, PRODONT-HOLLIGER's historical industrial expertise also fits our DNA as a French med-tech company with high added value. We are delighted to welcome the company and to be able to support it in a new phase of its development, particularly abroad, where our group makes nearly 85% of its sales,"

tal equipment. As such, the company's product offering is an excellent additional range for ACTEON. What's more, PRODONT-HOLLIGER's historical industrial expertise also fits our DNA as a French med-tech company with high added value. We are delighted to welcome the company and to be able to support it in a new phase of its development, particularly abroad, where our group makes nearly 85% of its sales,"

tal equipment. As such, the company's product offering is an excellent additional range for ACTEON. What's more, PRODONT-HOLLIGER's historical industrial expertise also fits our DNA as a French med-tech company with high added value. We are delighted to welcome the company and to be able to support it in a new phase of its development, particularly abroad, where our group makes nearly 85% of its sales,"



AD

VISIT US ON STAND 6D01

## INTELLIGENT ENOUGH TO IMPRESS A GENIUS

**WORKFLOW INTEGRATION** | **HUMANIZED TECHNOLOGY** | **DIAGNOSTIC EXCELLENCE**

**Discover smarter scanning with the CS 3600 family**

Thanks to its genius-like features, the CS 3600 family allows you to enjoy intraoral scanning that's more intuitive, efficient and powerful. You'll end up with a smarter acquisition process and the ability to improve clinical outcomes.

- Automatically fills in holes with appropriate colour for the optimal aesthetic outcome
- Warns users in real time about areas that require additional scanning and indicates the ideal direction to scan in
- Facilitates patient occlusion analysis with automatic occlusion mapping
- Eliminates manual post-scan adjustment by automatically removing unwanted soft tissue

Best of all, the CS 3600 surpasses the competition by delivering the best performance for overall trueness.\*

**TePe**

TePe Interdental Brush with soft neck

**Booth SR07**

© Carestream Health, Inc. 2017. 15978 AL CS 3600 PA 0917  
 \* "Accuracy of Four Intraoral Scanners in Oral Implantology: A Comparative In-Vitro Study," Imburgia et al., BMC Oral Health (2017) 17:92 DOI 10.1186/s12903-017-0383-4.

For more information visit [carestreamdental.com](http://carestreamdental.com)

**Lares**<sup>®</sup>  
RESEARCH

60 Years of Quality

“WORLD’S FIRST DUAL WAVELENGTH ELECTRIC  
HANDPIECE SYSTEM & AIR TURBINES”

CARIES DETECTION    RESTORATIVE MATERIAL DETECTION    TARTAR DETECTION



AWARDED THE 2017  
MOST INNOVATIVE PRODUCT  
AT THE ADF IN PARIS, FRANCE

# FLUORESCENCE™ HD

Are you sure you are **Identifying and Removing Caries?**

Can you clearly identify the margins between **Tooth Colored Restorations and Healthy Tooth?**



Visit the Lares Research Booth Stand #P06 | Seeking International Distributors

Call +1.530.717.3145 or email [cgodoy@laresdental.com](mailto:cgodoy@laresdental.com)    [www.laresdental.com](http://www.laresdental.com)

# "WORLD'S FIRST DUAL WAVELENGTH ELECTRIC HANDPIECE SYSTEM & AIR TURBINES"

CARIES DETECTION RESTORATIVE MATERIAL DETECTION TARTAR DETECTION

**lares**<sup>®</sup>  
RESEARCH

60 Years of Quality



AWARDED THE 2017  
MOST INNOVATIVE PRODUCT  
AT THE ADF IN PARIS, FRANCE

Be Sure with

## FLUORESCE™ HD

**Be Sure** you are minimally invasive

**Be Sure** the caries are completely identified

**Be Sure** the caries are completely removed

**Be Sure** tooth-colored restorations are located

**Be Sure** the restorations are removed completely



Visit the Lares Research Booth Stand #P06 | Seeking International Distributors

Call +1.530.717.3145 or email [cgodoy@laresdental.com](mailto:cgodoy@laresdental.com) [www.laresdental.com](http://www.laresdental.com)

## New W&H image campaign to support everyday heroes

■ With its new image campaign “From a patient to a fan”, W&H is directing the spotlight on dentists and dental professionals. These everyday heroes ensure their patients are in safe and reliable hands in every treatment situation. They always show great dedication to

their work and continuously manage to put a smile on their patients’ faces, simply because they care. Even the smallest of their patients’ difficulties is a major concern. That is why they are always gaining new “fans” and succeed again in making their patients happy.

The new W&H image campaign gives these heroes the recognition they deserve. With a perfect balance of know-how, empathy and technology, they can achieve optimal results. W&H supports the practice team with its daily tasks and is a cornerstone of its



W&H  
Managing Director  
Peter Malata

AD

**Sino-Dental®**

# Sino-Dental® 2018

## The Most Influential Dental Exhibition in Asian-Pacific Region

### Beijing · China June 9-12, 2018

- 50,000** sqm exhibition area
- 800+** exhibitors from **24** countries and regions
- 100,000+** visitors from **90+** countries
- Latest dental technology & scientific advances
- Most ideal business platform
- One-stop solution for product purchasing
- Innovation Exhibition Zone
- Top-level academic seminars and workshops

**Contact Us:**

Ms. Carol KANG, Ms. Taylor XIN

Tel: (86)10-8839 3917/3883

Email: [info@sinodent.com.cn](mailto:info@sinodent.com.cn)

[www.sinodent.com.cn](http://www.sinodent.com.cn)

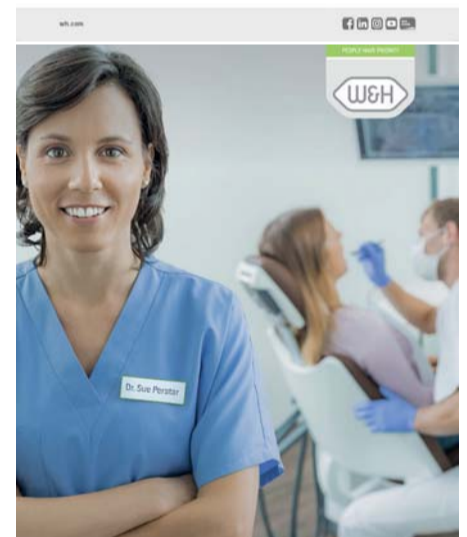
success with its innovative product portfolio.

“The daily challenges faced by the practice team are our motivation. As a solutions provider, our products help ensure that the workflow in the dental practice is as smooth as possible,” states W&H Managing Director Peter Malata. “With innovative dental technology that is ideally suited to the users’ needs,



From a patient to a fan.  
With first-class dental solutions from W&H  
for oral surgery and implantology.

#patient2fan



From a patient to a fan.  
With first-class dental solutions  
from W&H for every challenge.

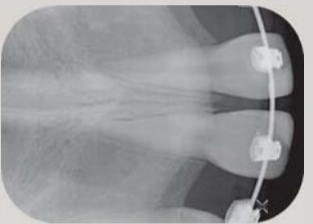
#patient2fan

the team can give their full and undivided attention to what really matters: the patient. We play an important role in our customers’ success and assist them in turning patients into fans.”

The new campaign aims to portray W&H in an eye-catching manner and differentiate it from the competition, all with the customary twinkle in the eye. In the eyes of their patients, dentists become Dr Phil Good, Dr X. Pert or Dr Sue Perstar, and thus the living embodiment of well-being, expertise, innovative spirit and trust. The result is a modern, internationally adaptable campaign format with emotive images from dental practice. A striking nameplate has been developed as an overarching key visual, clearly communicating the respective names such as Dr Phil Good or Dr X. Pert.

The new W&H image campaign will be launched across all W&H media channels beginning March 2018. ◀

*spark*



SMALLER

FASTER

SAFER

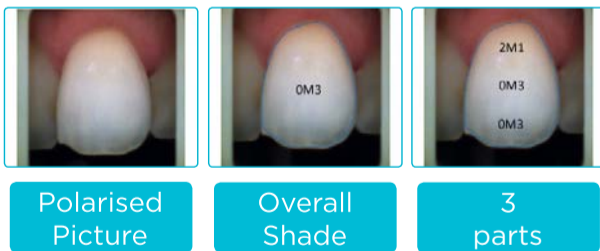


YOUR TRUE PERSONAL  
IMAGING PLATE SCANNER

Spark is a medical device of class IIa. Manufacturer : Innixim. Reserved to professional, read carefully the manual before use.

**RAYPLICKER**<sup>TM</sup>  
ONE VISION • MILLIONS SHADES

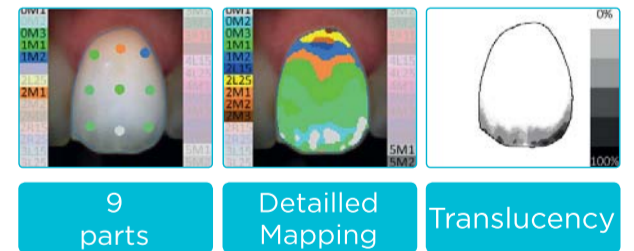
SRB09  BOREA



Polarised Picture

Overall Shade

3 parts



9 parts

Detailed Mapping

Translucency

1

SHADES AND  
TRANSLUCENCY ANALYSIS



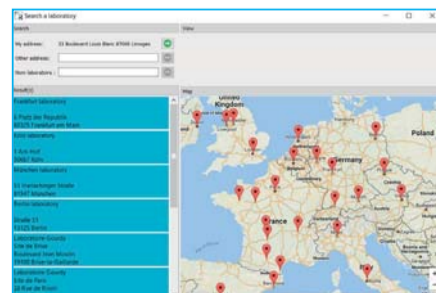
2

SOFTWARE AND  
MOBILE APPLICATION



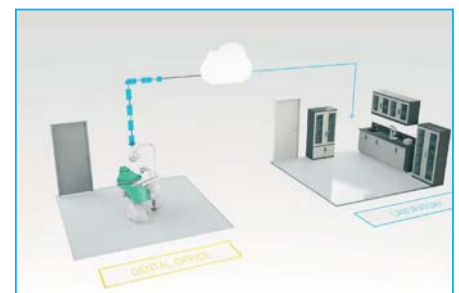
3

COMMUNITY PLATFORM



4

REAL TIME CONNECTION



# Popularity of MTA products increases, product information available in Hall 8

■ An unprecedented success, the fifth Pan Arab Endodontic Conference, held in Cairo in Egypt last month, addressed the issue of dentinal repair and its indications through various lectures and workshops. While treatment solutions involving calcium silicates differ in

both product composition and application, mineral trioxide aggregate (MTA) products that are composed of a mixing powder and liquid are becoming increasingly popular.

The MAP System from Swiss company Produits Dentaires offers both sim-

ple handling and highly accurate placement. Clinicians benefit from a highly condensed MTA plug, which can be placed exactly where they need it and does not feature the porosity that would otherwise result from placement of MTA with a simple plugger or spatula.



Often, when placing MTA with a plugger, more material than is actually needed is used. With the MAP System, material is saved because it helps to use the correct quantity for any specific MTA placement in the tooth. Reducing waste saves costs, but the placement remains of high quality.

AD



Italian Dental Industries Association



## EXPO DENTAL MEETING



A merger of  
Borsa Fiera and Fiera di Verona



ITALIAN TRADE AGENCY



# RIMINI-ITALY

# 17-18-19

# MAY 2018


[www.expodentalmeeting.com](http://www.expodentalmeeting.com)

Follow us:    

#expodentalmeeting




**LIVE the experience**  
3 days of business and leisure  
in a stunning location



**TOUCH the business**  
Meet more than 300 Italian and  
foreign dental companies



**LEARN the profession**  
3 days of training opportunities  
for all dental professionals




**DIGITALIZE**  
3 days to get into  
the DIGITAL WORKFLOW



**The MAP System from Swiss company Produits Dentaires offers both simple handling and highly accurate placement.**

This and many other clinical uses of MTA were demonstrated in various interesting workshops at Produits Dentaires's booth at the endo meeting in Cairo. Demonstrations will also be given at AEEDC Dubai at the Swiss pavilion. Attendees who are interested in learning more about the product are invited to visit company representatives at Booth E10 in Hall 8 or obtain information online at [www.pdsa.ch](http://www.pdsa.ch). ◀

AD



**TePe EasyPick™**  
Easy and efficient interdental cleaning on-the-go

Booth SR07





Dr. X. Pert

From a patient to a fan.  
With first-class dental solutions from W&H  
for oral surgery and implantology.

#patient2fan