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Abrasive Technology

The global dental manufacturer recently set up a direct sales office in Singapore. An interview with Sabine Nahme and Philip Y.K. Teng.

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Orthodontics

Congress presenter Dr Robert Boyd on the Invisalign appliance and in which ways it is superior compared to traditional braces.

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Dental products in focus

IDEM will be an excellent opportunity to see state of the art technologies and achievements in the field of dental medicine.

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Booming industry drives IDEM Singapore

Organiser Koelnmesse announces changes for 2014 edition of dental show



■ The International Dental Exhibition & Meeting in Singapore will be more integrated and even more comprehensive in the future. According to Koelnmesse's Asia Pacific Vice-President, Michael

Dreyer, the range of topics covered by the congress programme will also be extended by issues concerning practice management, such as the marketing of dental care or the use of digital management systems, and future developments in dentistry.

The next IDEM Singapore will take place from 4 to 6 April 2014, also at the Suntec Singapore International Convention & Exhibition Centre.

This year's edition is already expected to be the most successful since the first event was held in Singapore in 2000. While no official participation figures were

For this year's show, he said that Koelnmesse worked closely with professional dental associations in countries like Thailand and Vietnam, who also brought more attendees to this year's show.

Economic growth and the demand for more complex dental treatment and equipment in Singapore and all over South-East Asia have also significantly contributed to the show's success, Dreyer added. As a result, interest in more sophisticated treatment and advanced technologies like digital treatment processes has increased among all members of the dental profession.

Today, the general public will also have the opportunity to learn and discuss the latest dental treatment methods at a public forum jointly organised by the Singapore Dental Association and Singapore Dental Health Foundation. Held for the second time at IDEM, the event will provide information about how to prevent tooth decay and discuss methods for treating gum disease or replacing lost teeth.

Professional visitors will be given the opportunity to update their knowledge of topics like reconstructive dentistry and implant therapy by attending the scientific sessions presented on level 2. As part of the official IDEM congress programme, a full-day post-congress workshop on treatment with Invisalign, an advanced orthodontic appliance, presented by Dr Robert Boyd, USA, will be held tomorrow in room 301.

Participants will also have the last opportunity to earn continuing education points today by joining the Dental Tribune Study Club Symposium at booth E29 in the exhibition hall (sessions are free). The event will conclude with four one-hour sessions on the use of precision dental tools and Smile Design, among other topics.

For more news from this year's IDEM Singapore please scan the QR code at the bottom left or visit: www.dental-tribune.com/idem2012



More visitors than ever were swarming the aisles of the Suntec exhibition hall on Saturday.

IDT/Photo courtesy of Koelnmesse, Singapore



Michael Dreyer (right) talking to Singapore's Minister of Health Gan Kim Yong.

Dreyer, his organisation plans to bring the exhibition and congress together in 2014, which will then both be held in close proximity on levels 4 and 6 at Suntec.

available when this edition went to print, Dreyer said that pre-registrations for this year's IDEM had increased by 50 per cent compared with the meeting in 2010, which was affected by air travel restrictions caused by a volcanic ash cloud in Europe.

Attendance by regional and overseas manufacturers and dealers also went up by 20 per cent this year.

Dreyer said that in order to facilitate this growth, his organisation is aiming at creating regional communities to attract more buyers from key countries in South-East Asia to future meetings.



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Singapore eases registration of medical devices

New regulations to be implemented in May, according to regulatory officials

Manufacturers of dental impression materials, surgical instruments or abutments breathed a sigh of relief on Friday when the Singapore Health Science Authority (HAS) announced that it would lower its regulatory requirements for low risk medical devices, *today international* has learned. Registration fees for Class B products like dental abutments and scaling systems will also be lowered soon, the government agency responsible for medical product regulation said on Friday.

Beginning in May, manufacturers of Class A devices will only be required to register their devices with HAS for the purposes of market monitoring. This change however will not include



(DTI/Photo courtesy of Koe Imhessie, Singapore)

The restructuring of regulations will benefit dental manufacturers.

sterile devices. The registration fees for approximately 3,600 Class B products will be reduced from S\$2,300 to S\$1,400 from September.

The organisation has also said that it will look into revising fees for Special Authorisation Route registrations and regulations for

higher risk Class C and D devices.

According to the HSA, about 70 per cent of all medical devices registered in Singapore currently fall under Classes A and B. The changes are expected to facilitate the import of medical and dental equipment into the city-state, whose health-care device market is estimated to be worth more than S\$500 million.

“These changes reflect a flexible and responsive regulator that is willing to listen to the teething issues faced by the industry with the introduction of medical device regulation in Singapore, without compromising patients’ well-being.”

Dr Amy Khor Lean Suan, Minister of State at the Ministry of Health, said. “I am confident that these enhancements, for lower risk devices in particular, will address the concerns of the industry and that HAS will continue to enhance the framework to facilitate access to safe medical devices.”

Since 2008, medical devices, including dental equipment, have had to be registered with the HSA. Prior to that, regulation was voluntary and followed international regulatory standards, like those of the US Food and Drug Administration. The guidelines have continuously sparked unrest among importers and doctors over the past few years who blamed the regulations for preventing medical and dental professionals from using state-of-the-art equipment and for increasing health-care costs.

Abrasive Technology expands to Asian dental market



Sabine Nahme (right) and Philip Y.K. Teng, who will manage Abrasive's operations in Singapore.

Global manufacturer Abrasive Technology has set up a new direct sales office in Singapore. *today international* spoke with Sabine Nahme, who was recently appointed to Abrasive Technology's business development team, and Philip Y.K. Teng, the General Manager for Asia Pacific.

today international: Abrasive Technology is aiming at expanding into the dental sector, especially in Asia. How are you going to approach the market?

Sabine Nahme: Although we have covered many other areas like optical, medical and aerospace applications in the last decades, we actually started out in dentistry. Now we would like to focus more intensively on our dental business by expanding our own quality line, Two

Striper, which is manufactured through a unique P.B.S. diamond-particle bonding process, to the Asian market. I was recently hired to support Abrasive Technology's international growth, and I will assist Philip with sales in Asia.

What are your expectations of the Asian market?

Sabine Nahme: The East Asian market is growing every year. There are a couple of large markets, with the biggest in China. We are also expecting a large increase in sales in this region.

Philip Y.K. Teng: We are also very confident that we will be able to achieve this goal in a short time.

How will you approach sales in Asia?

Sabine Nahme: At the moment, we are looking for high-end clinics and the distributors selling high-quality products to them, in particular.

Philip Y.K. Teng: To do effective networking, we are attending trade shows, conducting webinars and seminars, and collaborating with highly respected clinicians. At IDEM, we have already made good contacts in Korea, India and Singapore.



Abrasive Instruments (DTI/Photo courtesy of Abrasive Technology)

Italian dental industry interested in Far East

For the first time, the Italian Dental Industries Association (UNIDI) has brought together 15 companies at the Italian pavilion at IDEM Singapore. The association and its members have recognised a demand for European dental products in the South-East Asian market and thus see great opportunities for Italian manufacturers in the region.

According to Gianfranco Bertutti, Director of UNIDI's Executive Board, about 20 Italian companies already have operations in Asia. He said that he considers Singapore a location with great potential, offering producers the opportunity to cover the Far East from Indonesia to Thailand.

This year's Italian pavilion comprises companies that are already experienced in this market and some newcomers, exhibiting their dental products and dental equipment for dental laboratories, as well as for dental practitioners in particular.

For example, the medical technology provider Mectron opened its regional headquarters in Phuket, Thailand, about five years ago. The main reason for this was to provide more effective customer service to the region, according to Norbert Emmerich, Managing Director of Mectron Asia Pacific. Since then, the supplier has been able to reduce its expenses on shipping by 80 per cent and the required time for repair services has shrunk from two months to one week, he said.

The Asian market is viewed as offering great prospects by dental business newcomers such as EGS,

specialist in 3-D scanning software from the Italian province of Bologna, exhibiting for the first time at IDEM Singapore. Prior to the fair's opening, Emidio Cennerilli, General Manager of EGS, told *today international* that he is curious about the opportunities that the South-East Asian dental market holds for his company.

For dental consumables and sterilisation equipment supplier Euronda, this is its third exhibition in Singapore. Export Area Manager Andrea Pasquato said that Chinese dental business is the biggest competitor in the region but there is a great demand for products “made in Italy”. Owing to their high quality and innovative design, European goods are appreciated in the Far East and able to compete with the cheaper market in China, he said.

According to UNIDI, the Italian industry is third worldwide in terms of volume of business, technology innovation and exports. The association's 2011 dental market report revealed that Italian dental production amounted to almost €600 million (US\$780) in 2009, with an upward tendency. More than 30 per cent of the overall production accounts for dental equipment for practitioners and about 20 per cent for consumables for dentists.

UNIDI represents the majority of Italian manufacturers of equipment and consumables for dentists and dental technicians. The privately funded association was set up in 1969 and regularly organises the two main exhibitions in Italy, Expodental in Milan and Amici di Brugg in Rimini.



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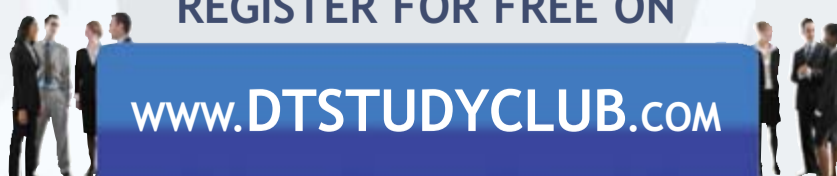
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<p>12.00 A.M. CHANGING THE FACE OF DENTISTRY DR. MYLES HOLT <small>DIRECTOR OF THE AUSTRALIAN ACADEMY OF DENTO-FACIAL AESTHETICS (AADFA)</small></p>	<p>12.00 A.M. CHANGING THE FACE OF DENTISTRY DR. MYLES HOLT <small>DIRECTOR OF THE AUSTRALIAN ACADEMY OF DENTO-FACIAL AESTHETICS (AADFA)</small></p>	<p>12.00 A.M. SMILE DESIGN AND CERAMIC RESTORATION IN ESTHETIC RESTORATIVE AND IMPLANT DENTISTRY VIDEO PRESENTATION DR. CHRISTIAN COACHMAN</p>
<p>13.00 P.M. CARIES MANAGEMENT USING S-PRG TECHNOLOGY <small>VIDEO PRESENTATION</small> JOHN COMISI, D.D.S.</p>	<p>13.00 P.M. OVERVIEW AND COMPARISON OF CLINICAL AND DIAGNOSTIC ASPECTS IN VOLUME TOMOGRAPHY DR. DAN MCOWEN</p>	<p>13.00 P.M. CHANGING THE FACE OF DENTISTRY DR. MYLES HOLT <small>DIRECTOR OF THE AUSTRALIAN ACADEMY OF DENTO-FACIAL AESTHETICS (AADFA)</small></p>
<p>14.00 P.M. ABRASIVE TECHNOLOGY 'PRECISION TOOLS - WHERE YOU NEED THEM MOST' SABINE NAHME</p>	<p>14.00 P.M. NOVEL CLINICAL APPLICATIONS OF COLGATE SENSITIVE PRO-RELIEF IN THE MANAGEMENT OF DENTINE HYPERSENSITIVITY PROF. DR. SEOW LIANG LIN</p>	<p>14.00 P.M. CBCT IN AND TRADITIONAL X-RAY OUT? DR. DAN MCOWEN</p>

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Dr Robert Boyd

“Multidisciplinary aspects of treatment are extremely important”

An interview with congress presenter Dr Robert Boyd, USA, on treatment with Invisalign

■ Dr Robert Boyd is an orthodontic specialist from San Francisco and will be conducting the IDEM post congress workshop “Improving the

predictability of quality treatment results with Invisalign” tomorrow at the Suntec Singapore International Convention Center. *today interna-*

tional had the opportunity to speak with Dr Boyd about the appliance and in which ways it is superior compared to traditional braces.

today international: The third generation of Invisalign has been available since 2010. How has the scope of treatment changed with this new appliance?

Dr Robert Boyd: I would say that the evolution of Invisalign has been a continuous process since its introduction in 1998-99. The inventors of Invisalign, Align Technology, became a publicly traded company in 2001-02 with an experienced new CEO named Tom Prescott. Under his direction, Invisalign opened up many new possibilities for expansion and set a clear direction for the company in emphasizing product development.

Another big positive change came with the hiring of a new Director of Research named John Morton in 2006, when Invisalign started on a new research direction based on product improvement with a clear emphasis on engineering principles. He was instrumental in creating many finite element tooth movement models and other tools which could be used to make Invisalign more predictable for tooth movement. This led to an acceleration of new and more efficient and effective movements of teeth with aligners.

Align Technology continues to modify the latest versions of Invisalign with special emphasis on biomechanics and software based on the science of accurately predicting orthodontic movement of teeth movement.

A recent study from the University of Rome Tor Vergata has raised doubts about the effectiveness of Invisalign compared to fixed appliances. Would you like to comment on that and are there limits to the device?

If you look at the whole body of literature, many studies were done on Invisalign before 2005. Like all scientific literature, testing of products often involve a time lapse and as a result many of these studies have been done on previously used appliance designs and not the most current design. A recent German study published in the *German Orthodontic Journal*, April 2011, showed favourable findings on the Invisalign product by studying more currently developed appliance designs explaining how Invisalign has been modified to provide optimized extrusions.

Part of the limits to Invisalign is the overall experience that orthodontists have with the appliance. Many dentists may not have current training or experience to handle the technique, resulting in limits to the device.

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Dr Robert Boyd speaking at a session on Invisalign on Saturday.

today page 4

Where do you see further potential?

Invisalign was originally meant for adults who wanted to straighten their teeth without the look of traditional metal braces, commonly worn by children and teenagers. However, with the increasing social consciousness from young people today, I believe that the new potential market will be with teenagers.

As Invisalign continues to evolve, improve and develop technologically, one potential problem could be in the area of treating difficult patients who may not want to cooperate to get the best treatment. One recent innovation that has resulted in better cooperation from patients includes the compliance indicator—a little blue dot on the aligner where the back teeth are, which gets fainter and fainter with more wear. The compliance indicator provides dentists with a more objective way of making sure their patients cooperate.

How important are the multidisciplinary aspects of treatment and can you name an example?

I think multidisciplinary aspects of treatment are extremely important. I am also a periodontist and my specific area of interest has long been patients who have problems with their gums but who also want to get their teeth aligned. Another example is when braces/aligners are not able to solve the alignment problem totally and when oral surgeons would need to step in due to certain jaw line issues.

Today's education system needs to teach dentists how to coordinate, as well as deal with other specialists. I think it is healthy for specialists from the different disciplines to meet and discuss complex treatments so as to better benefit the patient. A great deal of educational materials involving multidisciplinary treatment is available on Align Technology's AlignTech Institute.

Treatment planning in orthodontics is increasingly performed with 3-D imaging hardware and software. What can these new devices add to the treatment with Invisalign?

Invisalign was the first software-hardware company to use 3-D imaging on a day to day basis for orthodontic treatment.

The many 3-D applications of Invisalign can be a very useful as a teaching tool to make Invisalign simpler to understand for both patients and students. Continuing education is very important to Align Technology so they have given doctors more information about Invisalign with their AlignTech Institute, which helps provide online learning for over 200 units of free continuing education to dentists.

Invisalign now employs 3-D surface imaging with a device called the itero which is able to make rapid scans of a person's teeth and then send them immediately to Align Technology to create the treatment plans and build the aligners. This bypasses the usual impression taking and mailing in the impressions to get started and so patients can now receive their aligners and begin treatment within a week's time from their first visit.

Are there any cases of treatment with Invisalign that have impressed you personally?

I think one way that Invisalign is superior compared to traditional braces is that Invisalign works particularly well on treating open bites as patients with this condition are more likely to suffer from relapse in the future using the traditional braces method. Most other applications with Invisalign approach the same standard of treatment time and quality as conventional braces but may occasionally take a few months longer because of the delays sometimes encountered when ordering new aligners when a change in treatment goals is indicated.

Thank you very much for this interview.



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Prof. Urs Belser

Reconstructive dentistry—The way forward

By Prof. Urs Belser, University of Geneva, Switzerland

General dentistry has undergone major changes during the last 20 years, not just in the way clinicians treat their patients, but particularly in the way patients request treatment and their increased expectations of treatment outcomes. This, together with the significant advances made in surgical and prosthetic techniques,

as well as in the field of innovative biomaterials, has driven the practice of dental medicine and taken it to much higher levels than could have been anticipated some years ago.

In particular, the practice of restoring patients' compromised teeth has become less complex in some ways,

yet more challenging in others. Restoration has become simpler mainly because the range of indications for conventional crown and bridge prostheses on existing teeth has become more limited. This is partly due to the increased performance of more novel technologies that allow the clinician to avoid full-coverage fixed dental

prostheses, even in cases in which the teeth are severely damaged and/or eroded. Such technologies are based on biomimetic principles, that is designing and modelling new materials following the structure and function of the biological systems they are meant to restore or replace. Another reduction in treatment complexity comes from the less frequent use of fixed dental prostheses in recent years, as they are nowadays regarded as a more invasive option, or perhaps because, compared with restorations supported by dental implants, they appear to have a higher risk of failure and greater difficulty of subsequent rectification or retreatment if complications occur.

Tooth replacement is increasingly being performed through the use of restorations supported by dental implants, and numerous elegant and predictable clinical approaches to this have been developed. This has become especially important and advantageous when considering tooth replacement in the anterior maxilla, the area in which aesthetic considerations are crucial, and where patient expectations can be particularly demanding. There are convincing and scientifically documented arguments for placing implants in the first few weeks after tooth extraction (early placement), followed by prosthetic rehabilitation at an early stage after implant placement. This approach clearly has several advantages, provided that the appropriate preoperative, surgical and post-operative decisions and steps are taken. It is crucial, however, that the restorative clinician and/or surgeon have the competence to address the different challenges presented by single-tooth sites, two adjacent missing teeth, and more extended edentulous jaw segments. In addition, each of these situations may be accompanied by substantial areas of insufficient bone and gingival tissue.

The increase in the use of dental implants is also partly due to the developments in the design of the implants themselves and of the components available to complete the restoration. Not least among these has been the rise of computer-aided design/computer-aided manufacturing, which has brought high-strength ceramic elements into the clinic, for example. In parallel, there have been major advances in the field of digital dentistry, through concepts such as intra-oral scanning and computer-guided surgical implant planning and positioning.

All of these advances, however, would be of little use without well-defined decision-making criteria when considering treatment in the context of either damaged or missing teeth. Accurate diagnosis is essential, and the clinicians involved must always have the aesthetic aspects of the treatment foremost in mind when dealing with sites located within the appearance zone.

The most relevant elements of the evolution in reconstructive dental medicine will be presented in detail today at a lecture given by Prof. Urs Belser, Prof. Pascal Magne and MDT Michel Magne.

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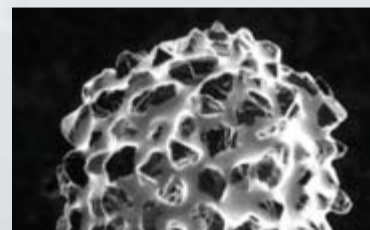
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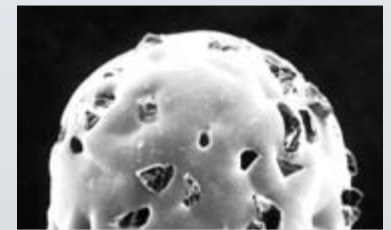
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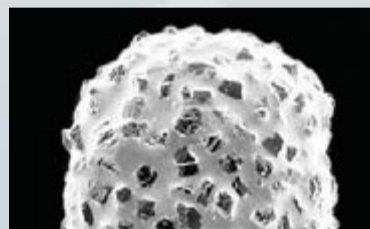


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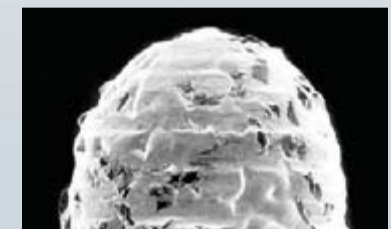


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