

## Doors open today for first FDI AWDC in Thailand

**I** Bangkok International Trade and Exhibition Centre welcomes dental professionals from all around the world

**B**angkok has plenty to celebrate today as the Annual World Dental Congress (AWDC) of the FDI World Dental Federation marks its première at the Bangkok International Trade and Exhibition Centre this morning. The prestigious dental event, held for the 103<sup>rd</sup> time and in partnership with the Dental Association of Thailand, will see thousands of dental professionals convening over the next four days to discover the latest trends and developments in dentistry, as well as to discuss ways to improve oral health on a global scale.

It is the first time that an edition of the AWDC is taking place in Thailand, which boasts a workforce of approx-



It is the first time that an edition of the AWDC is taking place in Thailand, which boasts a workforce of approximately 10,000–12,000 dentists, according to the latest figures.

imately 10,000–12,000 dentists, according to the latest figures. Owing to significant investment in the country's health care infrastructure, the South East Asian country has developed into an important hub for dental

tourism in recent years. The decision to make it the host country for the 2015 AWDC was announced in 2013 when the congress took place in Istanbul in Turkey. It follows a successful edition in New Delhi in India in 2014.

While the first business meetings, including a session of the FDI General Assembly, took place on Monday, delegates will have the opportunity today to learn about the latest clinical trends and developments in dentistry when the official conference programme commences. The organising committee has invited a number of prominent local and international speakers to Thailand, who will lecture on a variety of topics, including regenerative endodontics and the use of new materials in digital dentistry. Hands-on workshops, poster presentations and free communication sessions are also being offered. Complementing the official programme is a full-day lecture programme organised by the Dental Tribune Study Club and held at booth B077 inside the exhibition hall.

In addition to the scientific programme and industry showcase, the FDI has announced the launch of a number of new initiatives this year that aim to improve oral health on a worldwide scale, including the next phase of its partnership, previously known as Live.Learn.Laugh., with dental consumables manufacturer Unilever, and two more collaborations with GC and Ivoclar Vivadent. A new edition of the organisation's *Oral Health Atlas* will be launched in Bangkok as well.

Furthermore, the congress will see the takeover of the FDI presidency from Dr Tin Chun Wong to president-elect Dr Patrick Hescot from France. He will lead the Geneva-based organisation for the next two years.

Innovative products and solutions are on display at the World Dental Exhibition held on the centre's ground floor. Approximately 300 manufacturers and dental equipment dealers are participating.

For information about this year's event, please visit the official website at [www.fdi2015bangkok.org](http://www.fdi2015bangkok.org). Daily updates and news from Bangkok are also available on the Dental Tribune website at [www.dental-tribune.com](http://www.dental-tribune.com).

**fdi** worldental daily

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# Brush Day and Night targets oral health of children

**T**he next phase of the partnership between the FDI World Dental Federation and dental consumables manufacturer Unilever will run until the end of 2016 under the banner of Brush Day and Night. The focus continues to be on educating children about the importance of brushing twice daily with a fluoride toothpaste to maintain good oral health. In addition, a key objective will be to empower children to become advocates for improving oral health. By sharing their knowledge, children can engage their parents or guardians so they too

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**become more aware of the importance of toothbrushing and fluoride.**

Brush Day and Night grants will support programmes targeting school-children in Chile, Greece, Indonesia, Morocco, Myanmar, Nigeria, the Philippines, South Africa, Turkey and Vietnam, with several schools envisaged per project. In addition, the partnership's global team will continue to work with other national dental asso-

## FDI-Unilever partnership moves into Phase III

ciations on World Oral Health Day events and activities in 2016.

"The partnership uses a novel yet realistic approach, based on family interaction as a key element in educating both adults and children about oral health," said FDI President Dr Tin Chun Wong. "This will have a favourable impact on the long-term sustainability of the messages and resulting impact on oral health."

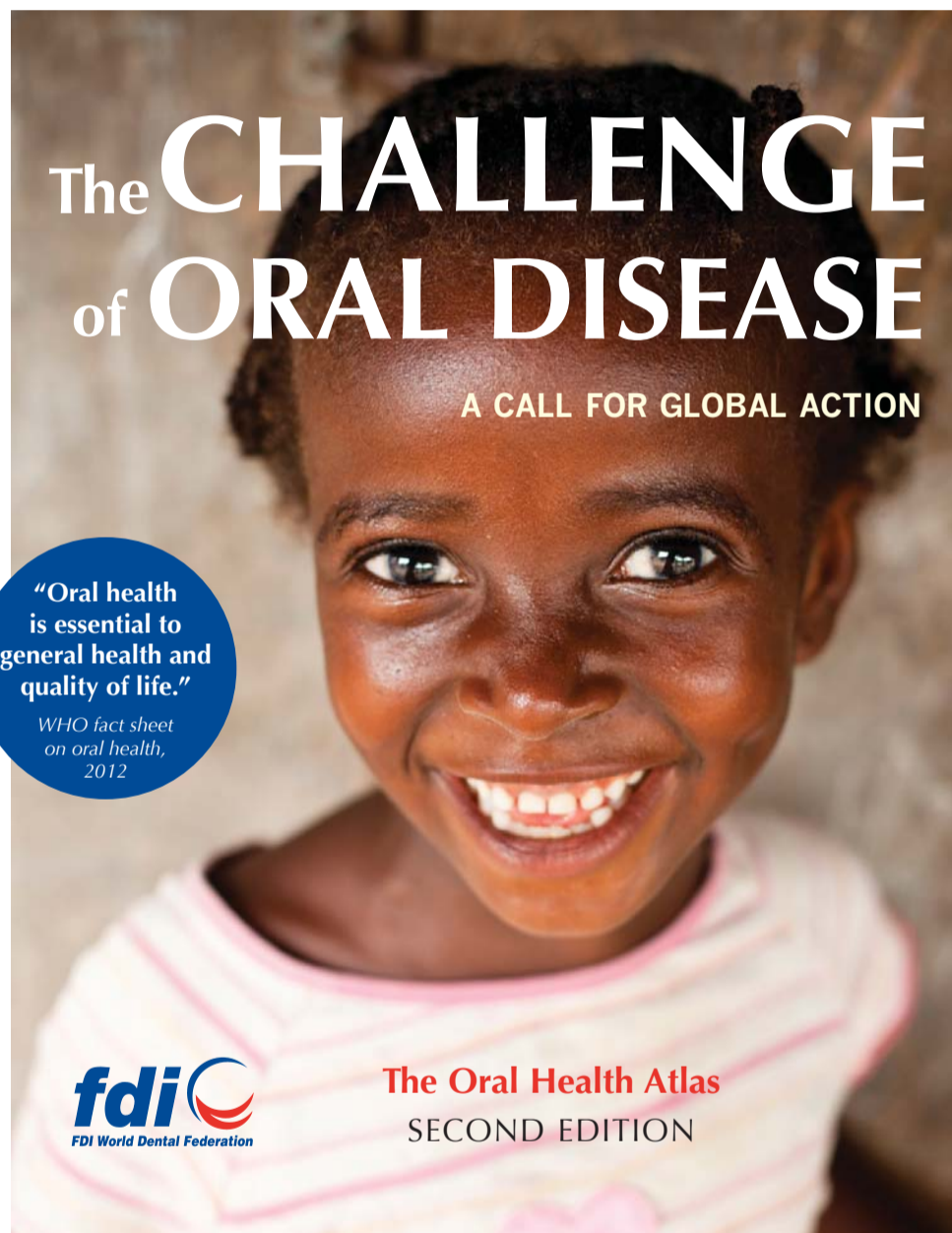
"We know that tooth decay and its consequences affect the majority of children and adults around the world, but this is preventable. With Brush Day and Night, we aim to encourage better tooth brushing habits for the whole family, to improve oral health. Our determination comes from Unilever's commitment to helping more than a billion people to improve their health and hygiene, as part of the Unilever Sustainable Living Plan," said Marie-Anne Aymerich, Senior Vice President of Global Oral Care at Unilever.

The FDI-Unilever partnership has been a resounding success to date, enabling the vision of a focused, global oral health promotion programme to

become reality, with individual projects adapted locally for lasting impact in their communities. Brush Day and Night builds on the strong foundations of Phase I (2005–2009) and Phase II (2010–2013), which were known as Live.Learn.Laugh.

Under Phase II, for example, 29 projects implemented across 27 countries saw our "brush twice daily with a fluoride toothpaste" message reach more than 41,000 people directly; including over 33,000 children. This is particularly encouraging given the importance of establishing effective oral hygiene behaviour early in life for improved oral health over a lifetime.

More information is available online at [www.fdiworldental.org/fdi-at-work/fdi-unilever-brush-day-night-partnership](http://www.fdiworldental.org/fdi-at-work/fdi-unilever-brush-day-night-partnership).



"Oral health is essential to general health and quality of life."

WHO fact sheet on oral health, 2012



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For more information, visit [www.fdiworldental.org/oral-health-atlas](http://www.fdiworldental.org/oral-health-atlas)

## FDI launches 2016 World Oral Health Day campaign in Bangkok



FDI Executive Director Enzo Bondioni.

**S**ince 2013, World Oral Health Day (WOHD) has sought to spread the key message of good oral health being relevant to general health among the public worldwide. The new campaign, launched this morning at the National Liaison Officers' Forum here at the FDI Annual World Dental Congress (AWDC) in Bangkok, will offer more tools and applications than ever to help dental associations around the world to promote this important event, FDI Executive Director Enzo Bondioni said.

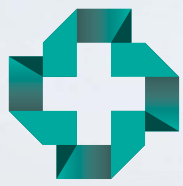
In addition to the customisable poster application first introduced in February, this year's campaign will be supported by a promotional video featuring individually recorded messages from dental professionals around the world explaining why they think good oral health is important. For this, attendees of the AWDC in Bangkok are invited to visit the WOHD stand on the second floor in the Bangkok International Trade and Exhibition Centre to have their message recorded. Individual messages can also be sent to the organisation

via e-mail. The best of these will be included in the final product.

Furthermore, a smartphone game is in development that will be available for iPhone and Android platforms later this year, Bondioni said.

Originally held in September, WOHD is now celebrated on 20 March every year. In addition to public awareness campaigns and sponsored oral health-related events, the FDI's member national dental associations, schools, companies and other groups worldwide celebrate the day with individually organised events to inform people everywhere in the world about oral health issues and the importance of oral hygiene. Last year saw over 100 countries around the world participating in the effort. As a highlight, the campaign's key message was broadcast to the world via the giant NASDAQ screen in Times Square in New York in the US.

More information about WOHD is available online at [www.worldoralhealthday.com](http://www.worldoralhealthday.com).



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# Education for caries prevention: FDI's new Caries Prevention Partnership

Activities launched yesterday with Caries Management Summit and Workshop

members are the FDI World Dental Federation and Colgate.

One of the first CPP activities is the FDI Smile Award, which will be given to FDI Regular or Associate members for innovative and sustainable community outreach programmes in their countries. Under the CPP, any FDI Regular or Associate member can submit their existing prevention outreach activities for review by an expert panel.

A prize amount of US\$4,000 will be awarded for the most effective projects. There are two categories: most innovative project and best sustainable community outreach programme. For more details, please visit [fdiworldental.org/caries-prevention-partnership](http://fdiworldental.org/caries-prevention-partnership).

Project submission is ongoing, with a deadline of 15 November 2015

for all applications. After expert review, the FDI will announce the winners of the FDI Smile Award by the end of 2015. The award ceremony will take place during the FDI 2016 Annual World Dental Congress (AWDC) in Poznań in Poland (7-10 September).

"Healthy teeth are an asset to everyone. We want caries prevention to be easy, accessible and inexpensive: but we need to get the caries prevention message across," said Dr Marsha Butler, Vice President of Global Oral Care at Colgate-Palmolive. "What we are rewarding in the Caries Prevention Partnership is the most innovative ways and the ones that have the most impact in the community."

Dr Alvaro Roda, FDI councillor representing the Asociación Odontológica Uruguaya (Uruguayan dental association), said: "International consensus on best practice is key to the FDI's operations. The prize-winning projects will serve as models for future activities in education and prevention."

Other CPP activities include the CPP Caries Management Summit and Workshop, which took place yesterday here at the FDI AWDC in Bangkok. The proceedings will be published at a later date. The CPP will feature a white paper on caries prevention and other planned CPP initiatives, such as an advocacy toolkit, webinars and a dedicated website.

More information about the partnership is available online at [fdiworldental.org/caries-prevention-partnership](http://fdiworldental.org/caries-prevention-partnership).

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The Caries Prevention Partnership (CPP) is a new initiative to enhance oral disease prevention through effective communication materials and activities regarding caries education that target dental professionals, patients and the general public. Partnership

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## WOHD 2015 112 COUNTRIES · 5 CONTINENTS · 1 DAY



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## DT Study Club Symposium

Continuing education presented daily at FDI 2015 AWDC

From 22 to 25 September, dental professionals, oral health experts and the dental industry will meet in Bangkok for the FDI 2015 Annual World Dental Congress (AWDC). Already a well-established part of the event, the Dental Tribune Study Club will host its much-anticipated symposium, which offers a varied continuing education programme daily during the congress.

Well-known speakers from various countries, including Sweden, Portugal, Germany, Poland and the US, will lecture on the latest concepts and technologies in dentistry and offer the audience an opportunity to discuss such topics as digital dentistry, implantology and 3-D imaging. The certified CME lectures enable participants to earn continuing education credits.

On the first day of the congress, Dr Jan Paulics from Sweden will discuss all aspects of the digital dental practice, from intra-oral scanning to design and production. US speaker Dr Sammy Noubissi, the founder of the International Academy of Ceramic Implantology (IAOCI), will lecture on the rationale, clinical outcomes and applications of zirconia bioceramics in dental implantology.

One of the lecturers on Wednesday will be Sabine Nahme, CEO of the International Cone Beam Institute (ICBI), who will elaborate on different 3-D imaging solutions and how to

determine the one most suitable for each dentist's individual needs.

On Thursday, Dr Przemysław Grodecki from Poland will discuss new digital options for dental photography, and Portuguese dentist Dr Ricardo Faria Almeida will explain



DT Study Club Symposium at last year's FDI Annual World Dental Congress in India. © DTI

how to treat soft-tissue recession around dental implants.

The lectures run hourly from 11 a.m. until 4 p.m. and can be attended free of charge at the DT Study Club booth, B077, from Tuesday, 22 September, until Thursday, 24 September. The complete programme can be downloaded here.

The symposium is supported by dental manufacturers SHOFU and 3Shape, the medical fashion label CROIXTURE, as well as by the IAOCI and ICBI.



# FDI and GC Corporation collaborate

Partnership announces conference in 2016 to discuss improvement for oral disease prevention and treatment of elderly patients

**F**DI and GC Corporation's new 'Oral Health for an Ageing Population Partnership' comes at particularly opportune time when governments worldwide are under pressure to integrate new demographic trends into policy making, especially in health. For oral health, the issue came under intense debate at the highly successful World Congress 2015: Dental care and oral health for healthy longevity in an ageing society', held in Tokyo in March this year with the backing of the government of Japan, sponsored by the World Health Organization (WHO) and supported by FDI.

The FDI-GC partnership responds to specific items of the declaration from that Congress, notably as regards raising awareness of National Dental Associations on oral health for an ageing population, assessing, sharing outcomes globally and addressing issues at national and global level related to the current state of national and regional dental healthcare policies—and devising solutions to the identified problems.



Based on the role that a healthy mouth plays in maintaining key functions such as ability to chew, nutrition, hence mobility and independence, the FDI-GC partnership will seek to establish the fundamental role of oral health professionals in healthy longevity. It will further study opportunities for improved oral disease prevention and treatment of elderly patients and actively promote awareness of research on oral health in an ageing populations. One of the partnership's elements will be to organize a conference dedicated to the subject once every two years, with first one-day session envisaged in Lucerne, Switzerland, in 2016.

"Governments around the world are acutely aware of the impact of an ageing population in their public health policy," commented FDI President Dr Tin Chun Wong. "Our partnership with GC Corporation will allow us to firmly place ageing and oral health on the public policy agenda."

"FDI is an excellent partner for GC to work with in this field due to its real and potential contribution to health policy making at international level through WHO and at national level through its member national dental associations," said GC Chairman Makoto Nakao. "We look forward to excellent and enlightened cooperation in this key area."

More information about the partnership is available online at [www.fdiworldental.org/ageing](http://www.fdiworldental.org/ageing).



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# Smile around the world

FDI and Ivoclar Vivadent join forces in new oral health project

**T**he FDI World Dental Federation and dental manufacturer Ivoclar Vivadent AG are joining forces in 'Smile around the world', a project to promote oral health and prevention among disadvantaged children with limited access to oral health care in Brazil and India.

The aim is to raise awareness of oral health in disadvantaged rural and urban communities through cultural and educational programmes that directly involve and entertain.

The rationale is that good oral hygiene learned at an early age will help

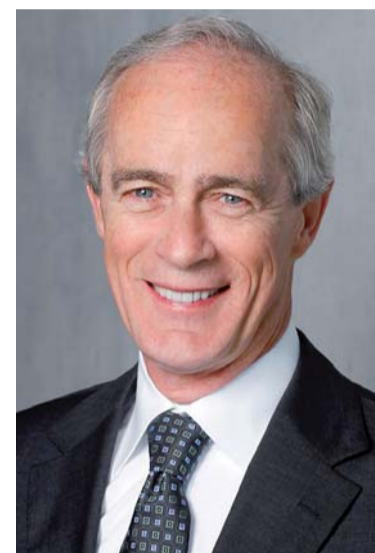
ensure good oral health throughout the life-course.

'Smile around the world' is conceived as a participatory project involving dental teams, school-teachers and schoolchildren. Dental teams selected by in Brazil by

the Brazilian Association of Dental Surgeons (ABCD) or in India by the Indian Dental Association (IDA) will visit schools to raise teachers' awareness of the importance of oral health and discuss with them how best to implement project components in a classroom setting.



Dr Tin Chun Wong



Robert A. Ganley

"We are very excited about this project and look forward to launching it in Brazil," said ABCD President Dr Silvio Jorge Cecchetto. "The course materials are great because they tell a serious story but use humour as well – and that is a great way to learn."

"I'm delighted to be involved in this FDI-Ivoclar Vivadent project: It is well thought out and responds to a real need in India," commented Dr Ashok Dhoble, IDA Hon. Secretary General. "We are particularly impressed with the course materials, which manage to say a great deal in very few words."

'Smile around the world' seeks to positively engage the children by involving them in the process through their own creative work so they both understand and participate in the oral health messages. The teacher-training component will ensure the long-term sustainability of the project.

FDI President Dr Tin Chun Wong said: "Prevention throughout the life-course is essential for FDI to achieve its vision of 'Leading the World to Optimal Oral Health'. This is just the kind of project FDI encourages: working closely with children to teach them good oral hygiene is the best way to put them on the path to lifelong oral health."

"We have a responsibility to work to improve global oral health and we know that patient knowledge will form the basis of our mission," stated Robert A. Ganley, CEO of Ivoclar Vivadent.

More information about the project is available online at [www.fdiworldental.org/smile-around-the-world](http://www.fdiworldental.org/smile-around-the-world).

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# New materials and techniques advance digital dentistry

By FDI 2015 presenter Prof. Marco Ferrari, Italy

**L**ike never before, the world of dentistry is currently experiencing the effects of the digital revolution. Computers and digital devices are making previously labour-intensive manual tasks easier, faster, cheaper and more predictable.

Digital dentistry refers to any dental technology or device that incorporates digital or computer-controlled components. Technologies based on these components are rapidly advancing in dentistry. New materials including zirconia or lithium disilicate and new devices

such as intra/extraoral face scanners and cone beam computed tomography (CBCT) have increasingly found their way into the field.

Predictions are that scanners will be an integral part of the dental office and lab workflows in the near future.

In particular, intraoral scanners (iOS) will allow to standardise impression taking procedures, thus increase comfort for the patient as well as reduce working time and consequently costs. The overall majority of dental labs already use lab scanners routinely and it can be



Prof. Marco Ferrari

expected that many practitioners will follow this trend. One benefit of this development will be better communication between dental office and lab, in order to optimise the digital workflow.

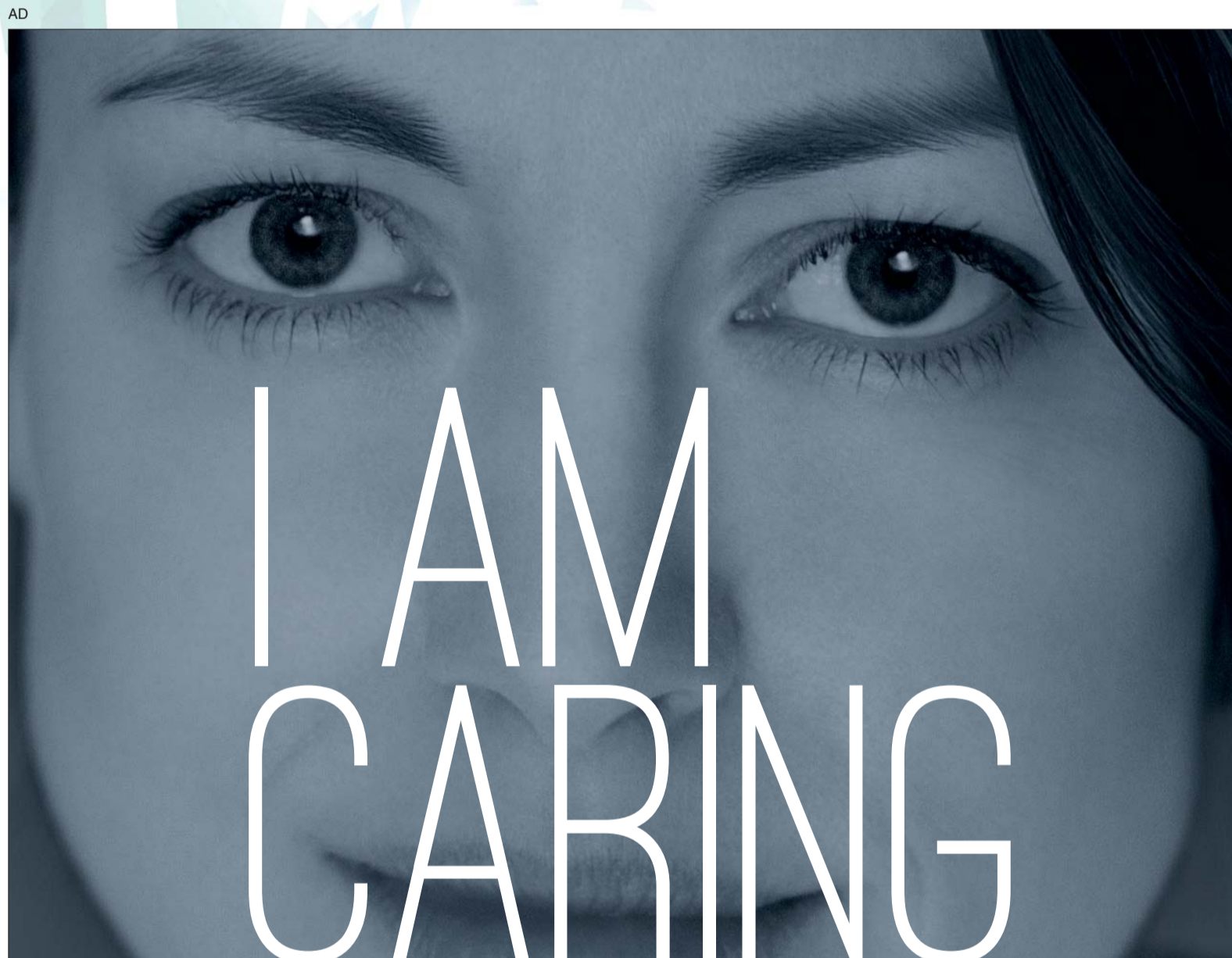
Computer aided design/computer aided manufacturing (CAD/CAM) and innovative fabrication procedures such as 3-D printing and layered manufacturing are also changing the way we treat our patients. They are an essential part of digital dentistry and their improvement is essential for reaching a wide penetration of new technologies in daily practice.

New materials with high aesthetic value were recently introduced into the market and by now are used by many practitioners to fabricate 'white' restorations. Owing to their chemical and mechanical characteristics, they can be used in a lot of indications. However, it must be noted that they have contraindications and limits. A deep knowledge on these aspects is highly desirable for the practitioners in order to get the best results from each available aesthetic material.

In the coming months and years there will be a huge inflow of new and improved materials and devices. However, digital technologies have already begun to dramatically change the world of dentistry, changing patients' expectations towards dental treatments.

Accordingly, dental professionals need to change the way they think, communicate and work, to adapt to a new challenging scenario that is increasingly driven by the abstract world of digital bits. For them to wait in adopting or integrating these technologies would leave them decades behind.

*Marco Ferrari is a professor at the University of Siena's Department of Prosthodontics and Dental Materials. This afternoon, he will be presenting a paper on the impact of new ceramics and digital workflows on dental practice as part of the 2015 AWDC congress programme.*



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