

DENTAL TRIBUNE

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AWARDS

Aesthetic Dentistry
MENA Awards 2012

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SEE THE INDUSTRY AT...

8th CAD/CAM & Digital Dentistry
Int'l Conference, Dubai, Uae,
02-03 May 2013

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MEDIA CME – IMPLANT TRIBUNE

Socket preservation
in the daily practice:
A clinical case report

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AWARDS

Awards to the following:
I Love My Dentist
Awards 2012

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IDS 2013 Cologne Germany, the latest news in Digital Dentistry...

...to be shown at the 8th CAD/CAM & Digital Dentistry International Conference, Dubai, UAE
02-03 May 2013.



Cologne Cathedral, Cologne, Germany

by T. Deyanov

Business Development Manager,
Dental Tribune Middle East & Africa

Dubai, UAE: Those lucky enough to attend the 35th edition of the International Dental Show (IDS) in Cologne witnessed a record event with 125,000 trade visitors from 149 countries attending the world's leading dental trade fair. 2,058 companies from 56 countries presented on 150,000 square meters a variety of innovations, products and services. In particular, the 35th Edition of the Dental Show will be remembered for the vast amount of companies who were showcasing and introducing first time products in the field of CAD/CAM and Digital Dentistry.

Those of you who missed the remarkable event will have the opportunity for the first time after IDS to see the latest, newest and most recent product developments supported by the science of the Key Opinion Leaders through lectures, hands-on workshops and product displays all happening in the Middle East coming May 2013. Digital Dentistry is not the future; it is the present, and it is here in Dubai on 02-03 May 2013 where the 8th CAD/CAM & Digital Dentistry Int'l Conference will take place at the JW Marriot Marquis Hotel Dubai – The

world's tallest hotel.

After the successful 6th edition in Dubai and 7th edition in Singapore last year, Emirates Dental Society and Centre for Advanced Professional Practices (CAPP) is very much thrilled by the grounds that the conferences continue to develop and set new standards year after year. Dr. Munir Silwadi, one of UAE's most experienced Prosthodontists, Conference Chairman & Scientific Program Advisor states that after eight successful editions it is safe to say that the organizers, sponsors, as well as speakers are a very well-known symbol of quality on the international level. This professionalism has been brought together by the mutual cooperation by all involved and will continue to grow in years to come. Although the Dental CAD/CAM industry has reached quite a very high level of development and became a major trusted player in Dentistry, it continues to improve on a fast pace. Statistics show that by the year of 2050, more than 50% of Dental services will be done through CAD/CAM technology. This serves only to highlight the importance in keeping up with this fast moving technology through such highly specialized conferences. The continuation of the unsurpassed cooperation will deliver the attending dental audience the most recent updates of technology in the CAD/CAM & Digital Dental field with few 'surprises' as well.

*"Digital Dentistry is
not the future, it's the
present, here in Dubai –
02-03 May, JW Marriott
Marquis Hotel Dubai"*

This year's strong scientific session will feature Dr. Mark Morin, USA who will lecture on Digital CAD/CAM Revolution and Clinically The Power and Ability of CAD/CAM Technology. Dr. Eduardo Mahn, Chile will present a workshop on CAD/CAM Preparations and Cementation alongside his two lectures on Persuing Maximum Esthetics and Simplicity for Everyone with Modern CAD/CAM Materials and Predictable Preparation and Cemen-

tation Protocols for CAD/CAM Restorations. Also featuring will be Dr. med. dent. Karsten Kamm from Germany lecturing together with Joachim A. Maier, MDT, Germany, on ZOLID: Base for Aesthetic All-Ceramic with Long-Term Success. Dr. Ziad Salameh DDS, MSc, PhD, Lebanon, will also be presenting a lecture on CAD/CAM concepts in modern dentistry: The Promise of Zirconia and Ceramics in Wonderland: Novel Directions and Clinical Applications

of CAD/CAM Technology. The scientific session will also include Dr. Nicolas Boutin, France, Dr. Bernard Cannas, France, Dr. Philippe Tardieu, France, Aiham Farah, CDT, Syria, Dr. Gary Severance, DDS, USA and Dr. Francisco Barbosa, Spain. As usual set up of the conference, the second day will feature the unique Dental Technicians Parallel Session providing specific at-

>> See FILLING, page 2

CAD/CAM & Digital Dentistry CAPP International Conference 8th Edition

02 - 03 May 2013, JW Marriott Marquis Hotel Dubai, UAE

THE STARS IN DIGITAL DENTISTRY

- Dr. Mark Morin, USA**
> Digital CAD/CAM Revolution
> Clinically The Power and Ability of CAD/CAM Technology
- Dr. Gary Severance, DDS, USA**
> The Landscape of Digital Restorative Dentistry
- Dr. Eduardo Mahn, Chile**
> Persuing Maximum Esthetics and Simplicity for Everyone with Modern CAD/CAM Materials
> Predictable Preparation and Cementation Protocols for CAD/CAM Restorations
- Dr. med. dent. Karsten Kamm & Joachim A. Maier, MDT**
> ZOLID: Base for Aesthetic All-Ceramic with Long-Term Success
- Dr. Nicolas Boutin & Dr. Bernard Cannas, France**
> Contribution of 3D CBCT Imaging in Anatomical Analysis
- Dr. Philippe Tardieu, France**
> The New World of Images in Dentistry and Implantology
- Dr. Ziad Salameh DDS, MSc, PhD, Lebanon**
> CAD/CAM Concept in Modern Dentistry: The Promise of Zirconia
> Novel Directions and Clinical Applications of CAD/CAM Technology: Ceramics in Wonderland
- Aiham Farah, CDT, Syria**
> With Advanced Characterization: How to fabricate esthetic out of a milled (LS2) block
- Dr. Francisco Barbosa, Spain**
> Digital Protocols in Oral Implantology. Science Applied to the Modern Protocols

Platinum Sponsor Silver Sponsor



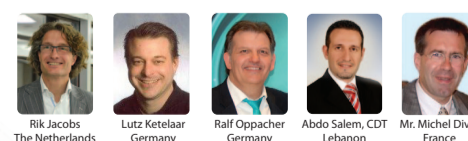
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Recognition Program
CAPP designates this activity for
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+ complimentary 4 mCME Hours



DENTAL TECHNICIANS PARALLEL SESSION
03rd May, 2013, JW Marriott Hotel Dubai, UAE



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8TH CAD/CAM & DIGITAL DENTISTRY INT'L CONFERENCE, DUBAI, UAE, 02-03 MAY 2013

<< FILLING, page 1

attention to the Dental Technicians with experienced lecturers such as Lutz Ketelaar, Germany, Ralf Oppacher, Germany, Abdo Salem, CDT, Lebanon and Michel Divet, France.

The event will allow the sponsors, leading dental manufacturers and distributors to showcase their latest products, materials, systems and brands at the product display area which will be the first time the companies introduce their new products in the Middle East post IDS. Platinum Sponsor Sirona – The Dental Company, experienced a record IDS with 25 new innovations and integrated system solutions once

Girrbach (Official Sponsor) introduced its new revolutionary development, The non-precious (CrCo) sinter metal Cera-mill Sintron® alongside its many new introductions at IDS Cologne. VITA Zahnfabrik (Official Sponsor) brought out its new VITA SUPRINITY – the new generation of glass ceramic and Degudent (Official Sponsor) titled the new DNA of high strength glass-ceramic presented as CELTRA CAD. Make sure to visit the product display area to see the newest developments within the industry.

The organizers are inviting and welcoming all international and national Dentists,

"Emirates Dental Society and CAPP are looking forward to welcoming you at the tallest hotel in the world for a wonderful weekend"

again highlighting its particular expertise in combining different digital technologies. Ivoclar Vivadent (Gold Sponsor) announced their collaboration with implant system supplier Camlog making it an Authorized Milling Partner. Another Gold Sponsor at this year's CAD/CAM & Digital Dentistry event, 3M ESPE celebrates its tenth anniversary on the groundbreaking Filtek line of dental composites. Amann

Dental Technicians and Dental Professionals to attend the highly anticipated 8th edition which is of interest to all specialties as well as technicians, hygienists and assistants. Last year's event gathered together more than 850 Dental participants in Dubai. Emirates Dental Society and CAPP are looking forward to welcoming you at the tallest hotel in the world for a wonderful weekend. **DT**



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A record IDS: Sirona scores with 25 innovations and integrated system solutions



Surrounded by visitors on all five days of the trade show: The Sirona stand at IDS 2013

Press Release: Sirona – The Dental Company

Cologne, Germany: The 35th International Dental Show (IDS) in Cologne closed with record visitor results on March 16, 2013 after five days. Sirona reinforced its position as innovation leader with 25 new products and fascinated visitors with themed exhibit islands and design worlds at its large, modern 1,000 square meter booth.

Sirona's booth in hall 10.2 was once again a magnet for the public at IDS 2013. The 25 new products featured at the show on close to 1,000 square meters of exhibition space were completely surrounded by visitors from all over the world on all five days of the IDS. With the innovations, which give dentists and dental technicians an important competitive edge through improved work processes, a broader range of services and time and cost savings, Sirona underpinned its claim to technological and market leadership in the dental industry.

"The enormous number of international visitors at our booth and the great interest in our 25 new products show that dentists and dental technicians consider Sirona the leader in the dental market and trust our brand," says Jeffrey T. Slovin, CEO of Sirona Dental Systems. "The company attributes its strong innovative capacity to its considerable investment in research and development – 270 scientists and engineers were involved in the new and further development of the products and services, and around 1,400 employees work at the largest production site in the dental industry in Bensheim, Germany. The result was a dazzling array of innovations from all areas of dentistry, covering CAD/CAM and imaging systems, treatment centers, instruments and hygiene systems.

In addition to the new products, system solutions were the main focus, which highlight the particular expertise of Sirona in combining different digital technologies. At the three very well-frequented themed exhibit islands on system integration in implantology, endodontics and orthodontics, visitors experienced the advantages of a complete digital workflow in the practice and lab, leading to more efficient work processes, time and cost savings, as well as better treatment results while providing more comfort and safety for the patient. The changing design worlds used to present the treatments centers in a new way every day attracted particular attention this year. Jeffrey T. Slovin: "Our success at the IDS 2013 is a confirmation of the dedication and hard work of our 3.000 employees

sirona

worldwide and our continuous investment in research and development. We are pleased to see that our digital and integrated solutions are improving the dental practice and laboratory as well as patient experience." **DT**

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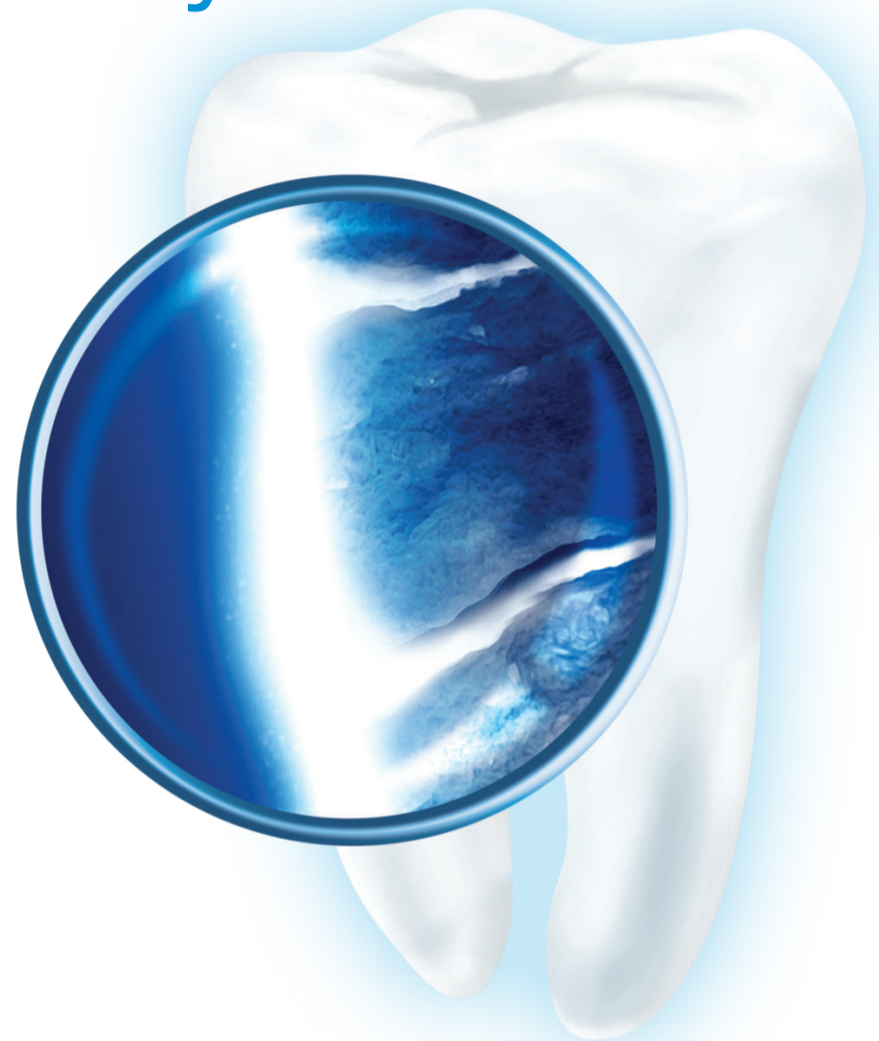
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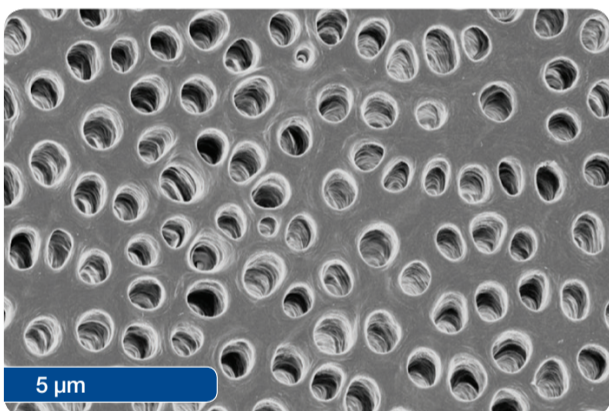
Presenting advanced NovaMin® technology

Sensodyne Repair & Protect is the first toothpaste to harness the advanced reparative power of NovaMin® plus fluoride.

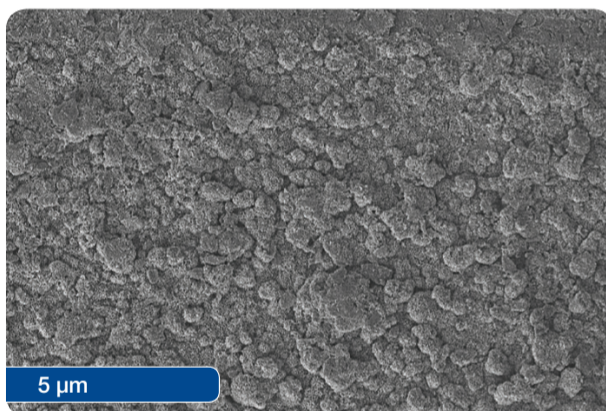
Originally developed for bone regeneration,¹ NovaMin® delivers calcium and phosphate into your patient's saliva²⁻⁴ and provides favourable conditions for hydroxyapatite-like layer formation.

Building a reparative layer

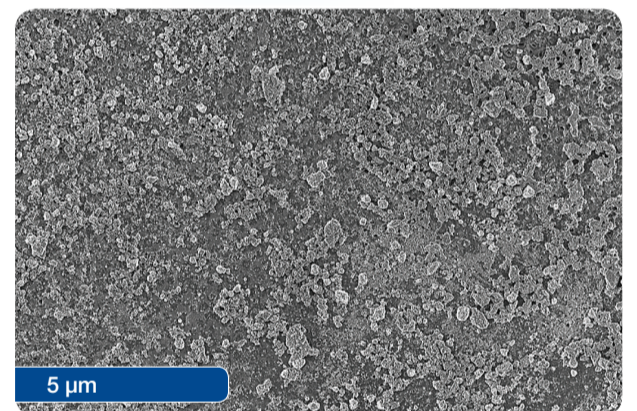
From as quickly as the first use,⁵ *in vitro* studies have shown a hydroxyapatite-like layer forming over exposed dentine and within the dentine tubules^{2,5-8} that is 50% harder than dentine.⁹



Pre-brushing



Post-brushing



Post-acidic challenge

In vitro SEM images of the tooth surface pre-brushing, of a reparative layer formed after twice-daily brushing for 4 days and of a reparative layer post a 5-minute acidic challenge.¹⁰

Building an integrated and resilient layer

The hydroxyapatite-like layer formed binds firmly to the collagen in the patients dentine^{8,11} and helps protect your patients from the chemical and physical oral challenges they encounter in their everyday lives.^{6,9,10,12}

In vitro studies have shown that the robust layer builds up over 5 days¹⁰ and, with twice-daily brushing, provides patients with continual protection from dentine hypersensitivity.¹³⁻¹⁵



Think beyond pain relief and recommend
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1. Greenspan DC. J Clin Dent 2010; 21(Spec Iss): 61-65. 2. LaTorre G, Greenspan DC. J Clin Dent 2010; 21(3): 72-76. 3. Edgar WM. Br Dent J 1992; 172(8): 305-312. 4. Arcos D *et al.* A J Biomed Mater Res 2003; 65: 344-351. 5. Earl J *et al.* J Clin Dent 2011; 22(Spec Iss): 62-67. 6. Burwell A *et al.* J Clin Dent 2010; 21(Spec Iss): 66-71. 7. West NX *et al.* J Clin Dent 2011; 22(Spec Iss): 82-89. 8. Efflandt SE *et al.* J Mater Sci Mater Med 2002; 26(6): 557-565. 9. Parkinson C *et al.* J Clin Dent 2011; 22(Spec Issue): 74-81. 10. Earl J *et al.* J Clin Dent 2011; 22(Spec Iss): 68-73. 11. Zhong JP *et al.* The kinetics of bioactive ceramics part VII: Binding of collagen to hydroxyapatite and bioactive glass. In Bioceramics 7, (eds) OH Andersson, R-P Happonen, A Yli-Urpo, Butterworth-Heinemann, London, pp61-66. 12. Wang Z *et al.* J Dent 2010; 38: 400-410. 13. Salian S *et al.* J Clin Dent 2010; 21(3): 82-87. 14. Du MQ *et al.* Am J Dent 2008; 21(4): 210-214. 15. Pradeep AR *et al.* J Periodontol 2010; 81(8): 1167-1113. Prepared December 2011, Z-11-517.

8TH CAD/CAM & DIGITAL DENTISTRY INT'L CONFERENCE, DUBAI, UAE, 02-03 MAY 2013One Exhibition, 20 New Products, One Movement:
In-House That was the IDS 2013

Amann Girschbach booth 2013 (Photo courtesy of Amann Girschbach)

Press Release: Amann Girschbach

Cologne, Germany: The 35th International Dental Show (IDS) was held from 12 to 16 March 2013 and brought the organisers truly record results with 125,000 visitors and 2,058 exhibitors. Amann Girschbach's trade fair presence also broke records. There was an enormous stream of visitors on each day of the exhibition, the public was more international than ever before and the interest from new customers and dealers for the

products was overwhelming. This is why the most important thing for us is to thank our customers, dealers and partners for attending the exhibition and providing an incredible response.

Highlights and new products

The exhibition stand itself was a real eye-catcher. There were no less than 37 Ceramill Motion 2 machines at the stand, 12 complete CAD/CAM stations, optically elegant display cabinets with high-quality demonstration cases from Amann Gir-

rbach Live Labs, well-known laboratories and dental technicians such as Knut Miller as well as artful presentations from AG Research & Development. However, the highlight was the "Motion Wall" – 22 Ceramill Motion 2 machines, which impressively and synchronously demonstrated the diverse material and indication range of the Ceramill CAD/CAM system.

The "Motion Wall" was not only a visual feature but also a statement. With its IDS exhibition presence Amann Girschbach thus continued to position itself as pioneer of the digital in-house process chain in-keeping with the motto "Amann Girschbach – the in-house company" and presented 20 new products at one go, all relating to the Ceramill CAD/CAM system.

Naturally, Ceramill Sintron was at the centre of all the new products. Countless interested visitors gathered around the Ceramill Argotherm furnaces on display and the Amann Girschbach team of experts comprising product managers, heads of development and instructors. Ceramill Sintron was also the central topic of the Amann

Girschbach press conference to which both national and international publishers and press representatives were invited.

Communication and cooperation

On Wednesday evening Amann Girschbach invited customers, dealers, suppliers and cooperation partners to an IDS Sundowner Party at the exhibition stand. Over 300 guests took advantage of the invitation and used the party as a communication platform for a lively exchange of ideas. There will also be an exchange in the future as part of the cooperation with well-known material manufacturers and system providers to freely link the best available materials and systems to our open CAD/CAM system.

All expectations were surpassed with the IDS 2013 – the interest in our new products as well as the sales and the anticipated follow-up transactions. We are extremely pleased about the partnerships, cooperations and new projects created and are already looking forward eagerly to the next IDS in 2015. **DT**

Your Amann Girschbach Team

New collaboration – Ivoclar Vivadent and Camlog

Press Release Ivoclar Vivadent

Schaan, LIECHENSTEIN: Ivoclar Vivadent has entered into a collaboration agreement with Camlog under the Authorized Milling Partner program. This collaboration is an opportunity for dental laboratories to capitalize on the strengths of both companies. Whilst Ivoclar Vivadent is a leading company in esthetic prosthetic solutions, Camlog is a leading supplier of implant systems.

The collaboration between Ivoclar Vivadent and Camlog revolves around the processing and marketing of high-end ceramics and composite materials. The partnership enables Camlog to add the innovative materials of Ivoclar Vivadent to the newly established division for digital prosthetics,

Dedicam. "The collaboration with Camlog presents an ideal combination of know-how in implant dentistry and restorative dentistry to provide comprehensive solutions in the digital process chain," explains Robert Ganley, CEO of Ivoclar Vivadent.

Integrated range of systems and products.

This collaboration will allow Camlog to optimally integrate the all-ceramic materials of Ivoclar Vivadent, such as the patented lithium disilicate glass-ceramic IPS e.max CAD and IPS Empress CAD, into its range of services. In addition, Camlog will be able to take advantage of the high-quality Telio CAD composite material for the manufacture of a wide range of temporary restorations.

Benefits for customers. The new collaboration will bring several advantages to Camlog customers: Via the Dedicam portfo-

lio, they will be able to obtain restorations made of Ivoclar Vivadent materials that fulfil demanding quality standards. Furthermore, Ivoclar Vivadent offers a comprehensive range of veneering and luting materials. These materials are utilized to complete Dedicam manufactured restorations in the laboratory and to insert them in the dental practice. The result is outstanding quality, ensuring long-lasting success and satisfied patients.

About Camlog. Camlog is worldwide one of the leading suppliers of integrated systems and products for implant dentistry and restorative dentistry. Many years of experience in research and development, high quality standards and the know-how of internationally renowned experts in research, manufacturing and marketing have played a major part in the company's suc-

cess on the dental market. Camlog's products lead the way in terms of ease of use and quality and its services are fully customized to meet the needs of its customers and business partners. Dedicam completes the product range in digital prosthetics. The company's offering extends from implant superstructures through individual abutments to single-tooth and bridge restorations, all manufactured using high-end materials.

About the Authorized Milling Partner program. The Authorized Milling Partner program has been growing successfully since its launch in March 2011. National and international milling centres have joined the collaboration in the meantime. Ivoclar Vivadent supports the members of the partnership program with guidance on the successful use of its CAD/CAM materials. **DT**

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8TH CAD/CAM & DIGITAL DENTISTRY INT'L CONFERENCE, DUBAI, UAE, 02-03 MAY 2013

3Shape announces the official launch of its new TRIOS® Ortho solution



Press Release: 3Shape

Copenhagen, Denmark: 3Shape is now releasing a complete digital solution for orthodontic clinics that bundles the 3Shape TRIOS® digital impression solution with 3Shape's Ortho Analyzer™ software. 3Shape TRIOS® Ortho provides intraoral scanning, clinical scan-validation, and seamless communication with the orthodontic lab. The included 3Shape Ortho Analyzer™ software gives orthodontists tools for creating digital study models from the impression followed by advanced tools for treatment planning and case analysis.

Copenhagen, January 21, 2013. 3Shape, a global leader in 3D scanning technologies

and CAD/CAM software for dental applications, declares "all systems go" for the release of its TRIOS® Ortho solution.

Finally – digital impression taking for Orthodontists

By replacing manual methods with digital impression taking, orthodontists can reap a wide range of business benefits such as reduced chair time, increased patient comfort, fewer retakes, and durable impressions. The digital format allows orthodontic clinics to reduce their storage costs and systematically access their case records. TRIOS Ortho's integrated communication tools allow orthodontists to discuss cases and treatment plans in 3D with the lab

and colleagues, easing cooperation and ultimately achieving optimal results for the patient.

Complete digital workflows with Ortho Analyzer™ Software

3Shape has bundled its user-acclaimed Ortho Analyzer™ together with TRIOS® to give orthodontists a complete digital workflow all the way to the lab. The scanned full-bite situation can be uploaded directly into the Ortho Analyzer™ software running on a server PC that is included with the TRIOS Ortho solution. Ortho Analyzer™ makes it easy to create a digital study model, including a virtual base, and perform treatment planning using 3D and 2D tools, virtual setups and digital articulators. The virtual model can then be optimized for digital appliance design in labs that use 3Shape Appliance Designer™ software and digital manufacturing machines.

Digital database for impressions integrated in your clinic

3Shape TRIOS® Ortho also includes the Ortho System TRIOS® Inbox software and the Ortho System™ database. The Ortho System TRIOS Inbox facilitates efficient import of digital impressions from TRIOS® into the Ortho System™ database - which in turn can be made easily accessible from the clinic's general practice management system for complete case integration in the clinic. **DT**

Contact Information

3Shape is a Danish company specializing in the development and marketing of 3D scanners and CAD/CAM software solutions designed for the creation, processing, analysis and management of high-quality 3D data for application in complex manufacturing processes. 3Shape envisions the age of the "full digital dental lab," and its more than 140 developers provide superior innovation power toward reaching this goal. 3Shape's flexible solutions empower dental professionals through automation of real workflows, and its systems are applied in thousands of labs in more than 70 countries worldwide, putting 3Shape technologies at the peak of the market in relation to units produced per day by dental technicians.

With TRIOS, 3Shape now brings its vast expertise and innovation power directly to dentists. 3Shape boosts its first-line distributor support network with a second-line support force of over 30 in-house experts placed in 5 support and service centers strategically located around the globe.

3Shape is a privately-held company headquartered in Copenhagen, with the market's largest team dedicated to scanner and software development for the dental segment based in Denmark and Ukraine, production facilities in Poland, and Business Development & Support Offices at several locations in Europe, in North and South America and in Asia.

For further information regarding 3Shape, please refer to www.3shapedental.com. Visit us on www.facebook.com/3shape

DID YOU KNOW

Almost **1 in 5** people find stained teeth a turn off¹.
Beverly Hills Formula toothpaste removes over **91%** of stains² to give you **whiter** teeth in **1 minute**



info@beverlyhillsformula.com @BHF_Whitening Beverly Hills Formula +353 1842 6611

www.beverlyhillsformula.com

Beverly Hills Formula toothpastes rank no.1 for stain removal when compared with other leading brands of whitening toothpastes and toothpolishes. (Stain Removal Data 2012) See the full range and results at www.beverlyhillsformula.com

¹Source: British Dental Health Foundation, January 2012. ²Source: Stain Removal Data 2012. Applies to Beverly Hills Formula Natural Whitening Expert toothpaste only.

3M ESPE Filtek Z350 XT Universal Restorative Marks Ten-Year Evolution



Press Release: 3M ESPE

Dubai, UAE: 3M ESPE is celebrating the tenth anniversary of its groundbreaking Filtek line of dental composite. First introduced in 2002, the Filtek line has come to be prized in practices around the world for its true nanotechnology, which enables dentists to use the dental composite to easily create restorations with exceptional aesthetics. After ten years, over 400 million restorations have been placed using the Filtek line.

Over the past decade, dentists around the world have seen how they can help change patients' lives with this dental composite. Whether they prefer the simplicity of a single shade, or use a sophisticated layering technique, dentists have come to rely on the dental composite to help them deliver outstanding results.

"We are proud to celebrate a decade of helping dentists create beautiful smiles and lasting restorations with this product," said Dr. Hesham El Misky, Business development Manager for 3M ESPE Dental Products, MEA. "It is a true testament to 3M ESPE's innovative technology that Filtek remains such a popular and trusted material in so many practices."

By incorporating true nanotechnology into the composite, the Filtek line provides the polish and polish retention of a microfill, while maintaining the strength and wear properties of a modern hybrid dental composite. Since the dental composite's initial introduction, 3M ESPE has refined the Filtek formula through three generations, and today's formula, 3M ESPE Filtek Z350 XT Universal Restorative, makes it easier for dentists to produce beautiful lifelike results—with exceptional handling, lasting polish and single-shade simplicity. **DT**

Unique 3D combination
with one imaging unit

3x
3D

Create your virtual patient.



The Planmeca ProMax[®] 3D family and Planmeca Romexis[®] software
bring together: CBCT + 3D face photo + 3D model scan
Our innovative 3x3D combination – an industry first

Digital perfection™

See more. Get closer. Work better.

PLANMECA

UAE Smiles Impacted By Bleeding Gums

62% of Surveyed UAE residents suffer from bleeding gums



REDUCES AND HELPS PREVENT GUM PROBLEMS IN 4 WEEKS TO ESCAPE THE CYCLE OF GINGIVITIS



JULY 2010



JANUARY 2011



JULY 2011



JANUARY 2012



JULY 2012



JANUARY 2013



CLINIC LINE
GUM PROTECTION SYSTEM

CLINICALLY PROVEN TO REDUCE GUM PROBLEMS

continuing the care that starts in your chair



Press Release: Procter & Gamble

Dubai UAE: According to a *survey conducted by Oral-B and Crest, 62% of respondents from UAE reported bleeding gums, making it one of the top 3 concerns after bad breath and sensitivity. In light of these findings, Crest is calling for consumers to be more aware about gum problems by revealing the causes and how to reverse the concern in four weeks.

Many adults believe that they are already doing everything they can to protect their mouths and do not realize that red gums or minor bleeding during brushing or flossing can be a sign of gum problems.

Commenting on these findings Dr. Essa Nabeel Al-Essa, Regional Oral-B and Crest Expert explains: "Gum problems are caused by plaque bacteria at the gum line that can cause gums to swell. When left untreated, it can lead to a more serious form of gum problems, known as periodontitis, an infection in the ligaments and bones that support the teeth. Periodontitis, if left untreated, can be a major cause of tooth loss in adults."

Dr. Essa adds, "until now, gum protection toothpastes had mainly offered brief pain numbing benefits."

Following 12 years of development, 15 registered patents, 80 clinical studies, involving more than 100 researchers, and more than 1000 clinical tests, Crest is proud to introduce - Pro-Expert Clinic Line Gum Protection.

The new, advanced formula provides Crest's highest level of protection against the plaque bacteria that can cause gum problems and with regular use is clinically proven to reverse in just four weeks. The technology is being recommended by dentists not only as the solution for reversing the issue, but also as a preventive measure.

Just like other Crest's Pro-Expert toothpastes, Crest Pro-Expert Clinic Line Gum Protection protects against all the areas dentists check most: cavities, plaque, tartar, sensitivity, stains, enamel erosion and fresh breath.

Pro-Expert Clinic Line Gum Protection is available now across all leading supermarkets and pharmacies in the GCC.

Toothpaste containing stannous fluoride from Crest was the first to get approved in 1955 by American Dental Association as effective to in preventing caries. ^{DT}

*In a survey conducted on a sample of 500 UAE residents between the age-group of 18 - 35

I LOVE MY DENTIST Awards 2012



CONGRATULATIONS

- Dr. Johnny Haddad, Cooper Dermatology, Dubai, UAE
 Dr. Lamis Al Aysami, Al Salama Hospital, Al Khobar, Saudi Arabia
 Dr. Firas H. Jumma, Dr. Firas Dental & Orthodontic Center, Abu Dhabi, UAE
 Dr. Krishna Prasad, NMC Hospital, Abu Dhabi, UAE
 Dr. Rami Gamil, Rami Gamil Dental Clinic, Alexandria, Egypt
 Dr. Khaled Abouseada, Asnani Dental Clinic, Jeddah, Saudi Arabia
 Dr. Nizar Ishaq, GMC Dental Clinic, Dubai, UAE
 Dr. Lolita M. Lim, Aljazeera dental clinic, Sharjah, UAE
 Dr. Khadishat Sadulaeva, Standard Medical Clinic, Dubai, UAE

Congratulations to Our Award Finalists!

The overall winners will be announced at the Grand Final!
 2nd May 2013 at JW Marriott Marquis Hotel Dubai Ballroom

by Emirates Dental Society & CAPP

The Sky Dentistry achievements will be celebrated at the tallest hotel in the world JW Marriott Marquis on 02 May 2013 in Dubai, UAE.

Finalists in 'Aesthetic Dentistry MENA Awards' and 'I Love my Dentist Award' public vote will be recognized for their outstanding excellence within their field of work at the Grand Final.

Aesthetic Dentistry MENA Awards participants have been evaluated from an independent judging panel - Dr. Adel Alhadlaq, BDS, MS, PhD, Saudi Arabia; Dr. Ninette Banday, Dr. Nadim Aboujaoude, Dr. Philippe Tardieu, France. The finalists in seven categories were selected anonymously from 19 shortlisted finalists supported by six Dental Technicians.

I Love my Dentist Award has been created to give the public the opportunity to voice

their appreciation and to recognize the exceptional skills and nominate their favorite dentist. This award is open to all dentists from across the MENA region. 144 Dentists from 23 countries participated in this year Awards.

The purpose of the awards is to pay tribute to those individuals who have demonstrated outstanding excellence within their field of work. Winners from the short-list will be announced during the Gala awards dinner that recognizes and honors outstanding performances in Dentistry. The winners and nominees are some of the most outstanding people in the field and these Awards give the recognition they deserve for their hard work and commitment.

This remarkable event will take place on the evening of the first day of the 8th CAD/CAM & Digital Dentistry International Conference at the JW Marriot Marquis Hotel in Dubai, UAE, tallest hotel in the world. **DT**



The winners of 2011

The Premier Event for Professionals

AESTHETIC DENTISTRY MENA AWARDS 2012



Congratulations

Congenital and Maxillo-Facial Deformities Best Case

Dr. Mosleh Saad Alharbi, National Guard, Jeddah, Saudi Arabia
 Dr. Chimene Chalala, American University of Beirut, Beirut, Lebanon

Conservative Aesthetic Best Case

Dr. Hala Al Sakka, American Dental Clinic, Dubai, UAE /DT: Mr. Willi Gellar
 Dr. Oussama Alaoui, Smile Clinic, Syria, Damascus
 Dr. Joachim Smith, The Dental Studio, Dubai, UAE

Dental Technician Best Case

Aiham Farah, Dental Laboratory, Syria
 Nestor Dator, American Dental Laboratory, Dubai, UAE /Dr. Michael Ray Ziegler

Implantology and Red-Aesthetics

Dr. Rabih Abi Nader, Dubai, UAE /DT: Mr. Samer Sabbagh
 Drs. Deyse Carvalho and Michael Ray Ziegler, American Dental Clinic, Dubai, UAE
 /DT: Elmo Aguirre and Nestor Dator
 Dr. Omar Aloum, Hikma Medical Center, Abu Dhabi, UAE /DT: Dr. Anas Aloum

Multidisciplinary Best Case

Dr. Sultan Al-Deyab, Riyadh, Saudi Arabia
 Dr. Hala Al Sakka, American Dental Clinic, Dubai, UAE
 Dr. Loli Glavan, Hikma Medical Center, Abu Dhabi, UAE

Orthodontic Best Case

Dr. Muhammad Zaman Sherani, Munir Shaheed Dental Clinic, Lahore Pakistan
 Drs. Deyse Carvalho and John Lohse, American Dental Clinic, Dubai, UAE
 /DT: Nestor Dator
 Dr. Khaled Abouseada, Asnani Dental Clinic, Jeddah, Saudi Arabia

Prosthetic Restoration (fixed and removable) Best Case

Dr. Anas Aloum Hikma, Medical Center, Abu Dhabi, UAE
 Dr. Deyse Carvalho, American Dental Clinic, Dubai, UAE /DT: Nestor Dator
 Dr. Ajay Juneja, The Dental Studio, Dubai, UAE