

today 04 05 06



A convenient product

Nicolas Sondaz and Suzanne Wilson from Ultradent about Opalescence Go, the company's latest innovation in tooth whitening and why it will appeal to dentists in Asia.

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Oral cancer

today international had the opportunity to speak to IDEM presenter Dr Barry Freyberg, USA, about the disease and what needs to be done by the dental profession to improve patient survival.

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Innovations

The International Dental Exhibition & Meeting 2014 will be an excellent opportunity to see the most up-to-date technologies and achievements in the field of dental medicine.

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Still lots to see and discover at IDEM

Organisers fuel expectations for eighth edition of Singapore dental show



outside the Exhibition Hall on Level 4 as Guest of Honour, congratulated the organisers of the show that, in his words, "has evolved to be a 'must-attend' event for all dental healthcare professionals and related industries in the Asia-Pacific region."

Praise was also given by Singapore Dental Association's President Dr Kuan Chee Keong, who said that the ongoing support of Gan's Ministry and other sponsors is a testament that IDEM has firmly consolidated its status as the focal event for the Asia Pacific dental community. "Besides the opportunity to interact with friends and dental professionals from around the world, IDEM also offers the opportunity to share knowledge, ideas and practical applications in dentistry," he said.

■ In the presence of Singapore's Health Minister Gan Kim Yong and senior representatives of Koelnmesse, the Singapore Dental Association, and FDI World Dental Federation, the eighth edition of IDEM Singapore was officially opened yesterday here at the Suntec Singapore International Convention and Exhibition Centre.

The Minister, who graced the traditional Opening Ceremony



Visitors lining up at the registration desks yesterday. (DTI/Photos Daniel Zimmermann, DTI)

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Useful information

Exhibition opening hours

- Friday, 4 April: 10.00 am–6.00 pm

- Saturday, 5 April: 10.00 am–6.00 pm
- Sunday, 6 April: 10.00 am–4.00 pm

Food and beverages

A lunch area for delegates is located in the back of the exhibition hall on level 6.

Internet

Free wireless internet is available in all areas of the exhibition centre.

Money

ATM machines can be found throughout the Suntec City Mall. Banks in Singapore are open from 9.30 am to 3.00 pm on weekdays, and 9.30 am to 11.30 am on Saturdays.

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(DTI/Photo courtesy of Daniel Zimmermann)

“Asian dentists will appreciate the convenience of this product”

An interview with Ultradent representatives about the launch of Opalescence Go

■ A leading provider of tooth whitening solutions and other products for dentistry, Ultradent (Level 6, booth 6C-09) is a familiar corporate face at IDEM Singapore. On Friday, *today international* had the opportunity to speak with Nicolas Sondaz (General Manager for Asia Pacific) and Suzanne Wilson (Senior Marketing Manager—Brands) shortly about the company's latest innovation in tooth whitening and why it will appeal to dentists in Asia.

today international: You place a lot of emphasis on Opalescence Go in your booth design. Is this product the main focus of your presentation here at IDEM?

Nicolas Sondaz: Tooth whitening is a big part of our business, so we clearly emphasise this here at the show. Opalescence Go is a very

unique product that offers tooth whitening without having to cope with the challenges that usually come with the process. It is delivered in a ready-to-use prefilled tray that is very mouldable, so it can adapt better to the patient's anatomy. It is not something you have to do chairside or for which you have to take impressions.

Suzanne Wilson: Opalescence Go was launched in the US not very long ago and we are excited to have it finally on display for the IDEM show. The Ultrafit tray is made of a unique polymer that warms with your body temperature and moulds to your teeth, keeping the gel in contact with the teeth for a better whitening result. Because of this material, the tray is also more comfortable to wear. It is certainly



• Suzanne Wilson, Nicolas Sondaz and Senior Brand Manager Steve Clark (from left to right). (Photo Daniel Zimmermann)

the best product for on-the-go whitening right now.

How do you think this product is going to appeal to dentists in Asia?

Sondaz: A question that people always ask is whether what works in the US is going to fit Asian teeth because of the size or anatomy of the mandibular, for example. As a matter of fact, when this material was tested in the US, at least 30 per cent of the patients were of Asian heritage. The earlier version of Opalescence Go has also been successful in the market for about 10 years. While there might be cultural differences, Asian dentists will appreciate the convenience of this product.

Wilson: The affordability of the product opens up possibilities in more markets. In-office whitening or custom tray bleaching may

bring great benefits but they are sometimes prohibitive because of their high costs. Opalescence Go gives more people the opportunity to have access to tooth whitening on-the-go.

In which markets is or will this product be available?

This has been a global launch, which is kind of a new thing for us because we usually do not launch products this way. As it is highly accessible, we believe that Opalescence Go can reach any dentist and patient anywhere in the world.

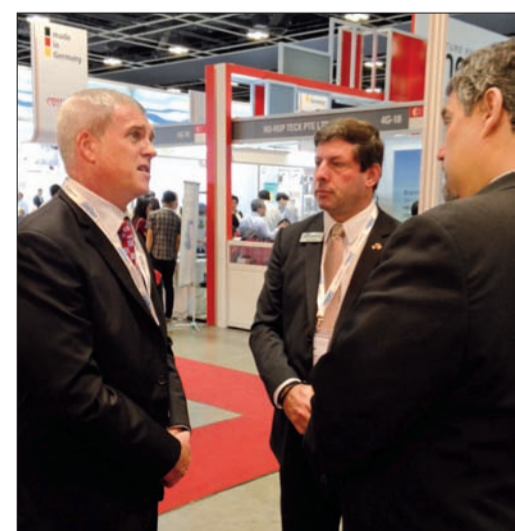
Thank you very much for this interview.

Ambassador Wagar pays visit to US pavilion

Imports of dental equipment from North America to Singapore on the rise

■ The US pavilion at IDEM received an important visit yesterday, when the US Ambassador to Singapore, Kirk Wagar, took some time off his busy schedule to explore the booths at Level 4 and get an overview of the innovations that American companies have brought to the show this year. The 44-year old former lawyer, who has been serving as Ambassador for about seven months, also talked personally to representatives from the US industry, who once again comprise one of the largest groups of exhibitors at IDEM coming from a single country.

Prior to the visit, US manufacturers had the opportunity to get an update about medical device regulations in Singapore during a traditional breakfast meeting organised by the US Commercial Service in the Buyer's Lounge on Level 6. Asia Managing Director for Ortho Technology, Alvin Chia, also provided an overview of the requirements for product registration in different markets in the Asia Pacific region, which he admitted has become more fragmented in recent years.



• Ambassador Wagar (left) in talks with US exhibitors. (DTI/Photo courtesy of US Commercial Service, Singapore)

According to the latest figures from the US Commercial Service in Singapore, the value of imports of dental equipment from the United States to Singapore has increased significantly from US\$ 1.14 million in 2012 to US\$ 1.7 million last year. Many companies are also using the city-state as hub to do business in other parts of Asia, bringing additional business to the region.

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today *page 01

IDEM 2014 is poised to be the largest dental show ever to be held in Singapore since it was launched in 2000. According to Koelnmesse's Vice President of Asia Pacific, Michael Dreyer, 30 per cent more dental manufacturers and distributors have signed up for the event, which is being held over the weekend at the recently renovated Suntec convention centre. Reflecting greater interest from industry

players in the Asia-Pacific region, national pavilions from China and Japan are being staged for the first time along with group presentations from established markets like Germany, Italy and the US. In total, over 500 exhibitors are presenting their latest products and solutions for dentistry at Levels 4 and 6.

Attendance figures are also expected to increase by 12 per cent, with many new visitors coming from nearby countries like Cambodia, Myanmar and Taiwan.



Gan Kim Yong addressing delegates at the Opening Ceremony. (DTI/Photos Daniel Zimmermann, DTI)

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"Not just a place where East meets West, IDEM Singapore is also increasingly being considered a gathering point for different parts of the East to meet one another," Dreyer said.

Aside from the trade fair bustle, clinical presentations as part of the scientific programme will continue today at Level 4 with lectures and workshop focussing on fields like prosthodontics and orthodontics. A special lecture by US dentist Dr Barry Freyberg at 4.30 pm will focus on the detection and prevention of oral cancer, which is among the few types of cancer which are currently on the rise worldwide (please see the interview on Page 8 of this edition). At the Dental Tribune Study Club Symposium at booth 6P-22, Singapore's own prosthodontic expert, Dr Stephen Soo of Specialist Dental Group, will provide insight into CAD/CAM and how its use can benefit workflow in dental practices.

New concepts and methods for dental labs will be discussed at the Dental Technicians Forum, one of the new educational formats specifically targeting other members of the dental profession. In addition to these presentations, lectures for dental hygienist/therapists will also be held throughout the day.

For more news from this year's IDEM Singapore, please scan the QR code below or visit www.dental-tribune.com.



Corrections

In yesterday's edition of *today international* IDEM Singapore, the article on page 1 stated that the Suntec Singapore International Convention and Exhibition Centre is located in Marine Parade, while in fact it is located in the Downtown Core.

The headline of the article on page 23 also stated that 4 April, 2014, was a Thursday, although this day was in fact a Friday.



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Outpacing growth in our international business

An interview with Julie Tay, Vice-President Asia Pacific at Align Technology

■ In one swift move, Align Technology did not renew the distribution agreements with its distributor in the Asia Pacific region last year. *todayinternational* spoke with Align Technology's vice president of the Asia Pacific region, Julie Tay, in Singapore about the transition and the company's prospects in the region for the years to come.

todayinternational: Your company changed its distribution in the Asia Pacific region to a direct sales model last year. How has the transition turned out so far in terms of organisation and finances?

Julie Tay: In the past, Japan and China were our only direct sales markets in Asia. In May 2013, we successfully completed the transition of our four largest indirect country markets, Australia, New Zealand, Hong Kong and Singapore, from our APAC distributor back to direct sales and management by Align. This geographical distribution of countries probably represents the best global growth opportunities for Align Technology over the next three to five years. The transition has been smooth and we have continued to see strong organic growth for Invisalign in the APAC region. From the results from the last quarter of 2013, you can see that the total sales volume in Asia grew over 50 per cent annually. We now have a strong leadership team managing the business in each country.

We now realise direct sales at our full Invisalign average sales price (ASP), rather than the discounted ASP under the distribution agreement. This means that the roughly 5 per cent of worldwide revenue for which Asia Pacific accounts will become an even more meaningful contributor to top line growth.

Other APAC markets, like South Korea and the Philippines, are still operating under a distribution model. What makes these markets currently not suitable for direct sales, and do you have any plans to change to direct sales there?

Align continues to assess different markets and to work closely with our partners to provide the best possible service to both patients and doctors.

Sales in Asia contributed only 2 to 2.5 per cent of Align's worldwide revenue in 2012. Was this the main reason for the change to your sales structure in that region?

This region presents a huge opportunity for Align. We want to provide doctors and patients with more options for a beautiful healthy smile. There are actually many doctors who wanted to offer Invisalign and are glad that we now have a direct presence in many APAC countries.

You reported strong growth in the Asia Pacific region in the last quarter of 2013. Is this solely a result of the transition or were there other developments at play?

Our strong annual volume growth reflects continued progress and execution of our strategic growth drivers across Asia Pacific. As the region came together, the APAC leadership team deployed key strategies in specific markets. We also invested heavily in people, doctor training and patient programmes to develop the markets further.

You are doing particularly well in China and Japan. Are these the most important markets for Invisalign right now?

The APAC region in general has been the fastest-growing region for us but within Asia China and Japan are currently the most important markets for Invisalign. Both countries share similarities, but they are also very different. What we see are the most complex cases, such as Class II,

Class III, extraction, open bite, etc. That might be where the similarities end.

Despite a population of 120 million, there are a relatively small number of orthodontic practitioners in Japan: only an estimated 3,000 to 4,000. Practitioners there tend to be conservative and want to see sufficient clinical results on Japanese patients, which because of the severity of the malocclusion can take up two to three years. All of these factors led to a slow start but, in the past two years, our business there has grown well above our overall rate. We have been successful in building up clinical confidence through a pro-active marketing approach, which includes educating consumers about clear aligner therapy and the importance of having a beautiful smile.

In China, orthodontics is primarily performed in institutional settings. A rising middle-class is accumulating disposable income for these kinds of treatments and they appear to be more open to technology and modern approaches to the treatment of malocclusion. We believe that China is the one market worldwide that has the potential to be as large as the US over the next ten years in terms of orthodontic treatment.

Particularly in Asia, Western dental manufacturers have to face increased competition from local providers offering similar products at lower costs (e.g. dental implants). Is the situation in your market comparable?

We believe we have a strong brand with which we are able to differentiate ourselves from the competition in key areas. The science and technology behind our products, our ability to develop total solutions for malocclusion, such as the recent introduction of Invisalign G5 for deep bite, and our proprietary SmartTrack aligner material are significant barriers to others seeking to enter the market.

Invisalign Teen has gained a significant market share since it was introduced in 2008. With demographic expansion in most Asian countries (a very young age distribution), what prospects does this product have there?

The teen segment represents the largest portion of the orthodontic market and continues to be very important to Align. We believe the prospect is huge, especially in certain countries, and we intend to make Invisalign the product of choice for leading doctors.

You have worked in the health business before. What do you see as the particular challenges of the dental market?

The technology is moving so fast that doctors may not even realise it when it has arrived. In addition, increasing patient demands and sophistication are going to change the doctor-patient relationship.

What general prospects do you see for your company in Asia for the years to come?

We expect growth rates across the entire Asia Pacific region to continue outpacing growth in our international business. This is a very exciting time for Align and our prospects in this region are very positive. We are the clear leader in a huge underpenetrated market with a high level of clinical skill in Australia, New Zealand and Hong Kong, for example. Increasing consumer sophistication in China and hence demand for Invisalign, large untapped segments in Japan and developing markets such as South-East Asia all offer a strong growth trajectory for Align across the region.

Thank you very much for the interview.

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One step further with CAD/CAM

By Dr Steven Soo, Singapore

■ CAD/CAM methods for conventional dental and implant-borne prostheses have gained popularity for a variety of reasons. Despite many advantages in terms of cost and convenience, the uptake of this relatively new

technology is slow, hinting at a reluctance to try something new.

Many, if not most, clinicians still choose to have fixed implant-borne multi-unit prostheses fabricated by traditional methods

of casting and veneering precious metal alloys. However, the associated high technical and material costs may be prohibitive to the group of patients who need this treatment modality the most. To this end, more cost-

effective alloys, including base metal alloys, have been cast and veneered with a variety of tooth-coloured materials with good success. CAD/CAM takes this one step further. In fact, materials such as zirconia, which has



Dr Steven Soo

revolutionised dental prostheses, would not be in use were it not for CAD/CAM.

There has been much discussion around the problem of achieving passivity of fit, the lack of which, it has been postulated, can contribute to mechanical and biological complications. The multiple steps and materials used in impression taking, casting a working model, producing a wax pattern, casting in metal alloy then veneering in tooth-coloured material all lead to a certain degree of misfit.

CAD/CAM can help to address this common problem. The use of digital dentistry is more common than clinicians might think, as the laboratory processes involved have already been widely implemented and dental technicians can take the credit for driving the use of the technology forwards. The next step is to adopt digital technology to replace some of the clinical steps in fabricating a prosthesis, namely the impression stage, which leads to production of a working cast.

These steps can introduce cumulative inaccuracies, as well as consume a variety of materials that are then discarded. In addition, there are time-savings to be made, perhaps not in the initial stages of learning and integrating new technology, but, once familiar with the systems involved, all will benefit from the improved and efficient workflow.

My presentation at the Dental Tribune Study Club Symposium will highlight some of the advantages and disadvantages of CAD/CAM. My goal is to enable clinicians to see how it might become more widely accepted in their daily practice and remove some of their reservations. The next generation of dentists will hopefully come to view traditional methods of manufacturing dental prostheses in the same way as we now view fixed partial dentures as a way to replace missing teeth before implants.

Having received his dental degree from the University of Liverpool in the UK, Dr Steven Soo now works as a dental specialist in prosthodontics at Specialist Dental Group in Singapore. Today, he will be presenting a lecture on the benefits of CAD/CAM technology for dental implant and restorative procedures at the Dental Tribune Study Club Symposium on Level 6.

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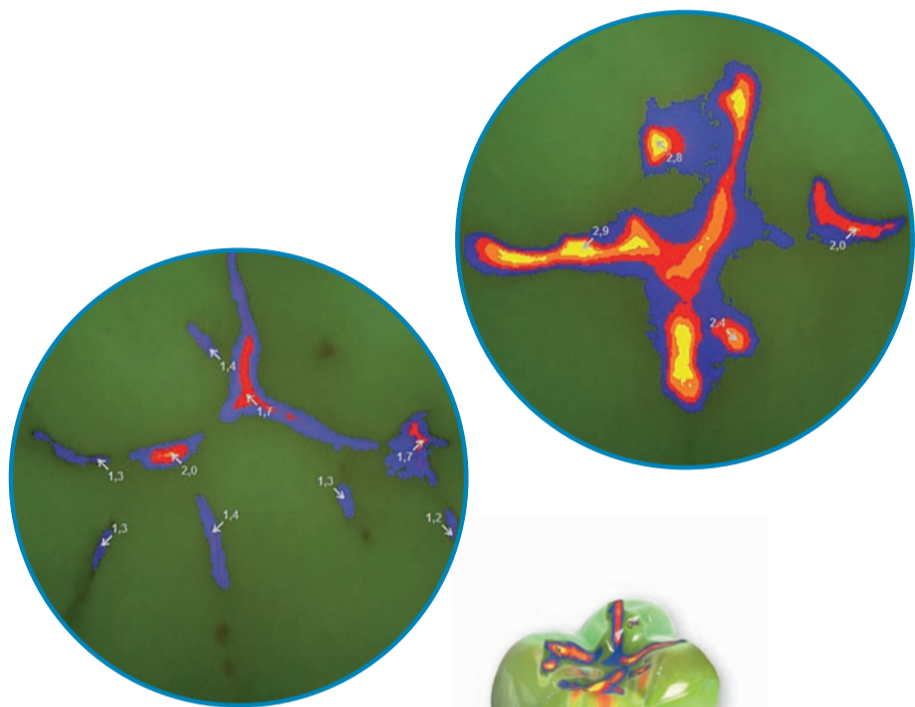
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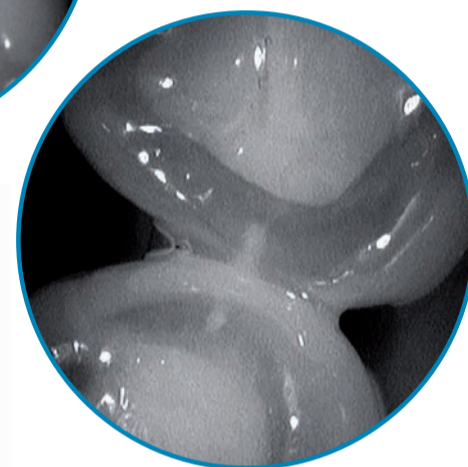
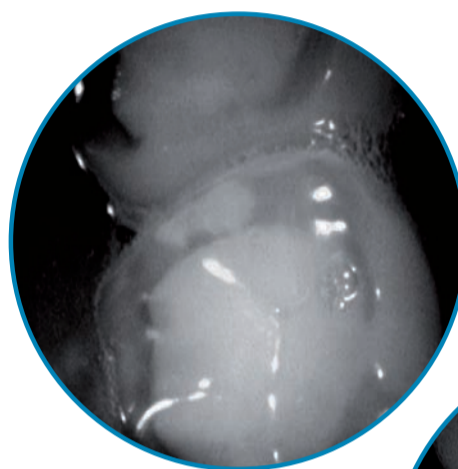
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“Oral cancer classes are not very sexy unfortunately”

An interview with Dr Barry Freyberg, USA

■ A subtype of head and neck cancer, oral cancer is one of the few cancer types to be exponentially on the rise. In a presentation to be held this afternoon as part of IDEM's scientific programme, US dentist Dr Barry Freyberg will discuss the importance of early detection.

today international had the opportunity to speak to him beforehand about oral cancer and what needs to be done by the dental profession to improve patient survival.

today international: Dr Freyberg, is the rise of oral cancer

cases a worldwide trend or is it limited to certain regions?

Dr Barry Freyberg: I have to assume it is a worldwide trend. In North America alone, the number of people who have developed oral cancer increased from 37,000 in 2009 to 46,000 last year.

This development is due to the fact that the demographics for this type of cancer have changed significantly. Oral cancer used to affect mainly middle-aged man who smoked regularly or consumed too much alcohol. Now, it is increasingly diagnosed in



• Dr Barry Freyberg

younger people and particularly women.

What are the reasons for this shift in demographics?

While cases that appear to have been caused by smoking seem to have gone down through measures like anti-smoking legislation, more patients now seem to be developing the condition because of the human papillomavirus, a sexually transmitted infection that can lead to oral cancer. One of the reasons for this is probably unprotected sexual activity among people who are 18 years and older. While we have seen many oral cancers in 60-year-olds, we are now looking more carefully at people well before they have reached that age.

Has the role of dental professionals in oral cancer detection changed in recent years?

Dentists should absolutely be the ones who are looking for oral cancer, as we are the ones who know the oral tissue best, along with ear, nose and throat physicians. By being familiar with the tissue and knowing what does not look normal, we should be the ones screening it on a regular basis, just as we should be screening patients for blood pressure or things like sleep apnoea. Even the American Medical Association has agreed to that position in a recent article.

We also see the patients more regularly than other members of the medical profession do, as they often come in for preventative visits instead of visiting us only when they have a health problem.

Dentists still appear to overlook early signs of the condition however. What makes these lesions so difficult to detect?

Oral cancer starts when changes in the tissue underneath the mucosa occur. Lesions become cancerous once they break through the basement membrane of the tissue. The problem is that all this happens in a part of the mouth where one cannot see it just by a doing a visual exam.

The ideal time to detect these lesions would be when they are premalignant but at this stage

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