



**Shaking things up**  
Implant competitors defy economic uncertainty

Page 5



**Fissures**  
Customised protection explained

Page 10



**Trends & Applications**  
Seven ways to increase dentine bond strength

Page 14

## Little progress in labour migration

Lack of mobility could undermine job demand in ASEAN, reports says

DT Asia Pacific

**JAKARTA, Indonesia:** A number of mutual recognition arrangements (MRA's) have been signed between ASEAN member states in recent years with the goal of stimulating and regulating the migration of highly skilled professionals like dentists. A new report released by both the International Labour Organization and the Asian Development Bank in Jakarta last week indicates that, despite the improved framework, labour mobility in these industries has not progressed much.

The main obstacles to the implementation of the arrangements remain different systems of education and professional recognition, the report states. It also suggests that some countries still favour filling certain positions with native labour rather than professionals from abroad. Language, culture and social acceptance appear to be further barriers to foreigners seeking to occupy high-skill posts in another country.

Multinational mutual recognition arrangements between ASEAN members exist for a number of

occupations, including engineers, architects, accountants and nurses. An agreement regulating the migration and foreign employment of dentists was signed by ten ASEAN member states in 2009. According to

the report, highly skilled workers are estimated to constitute only 1 per cent of the workforce in the entire ASEAN region. Combined with the lack of mobility, it predicts that they will not be able to satisfy demand, which is expected to grow by 41 per cent, or 14 million additional jobs, owing to the introduction of the ASEAN Economic Community (AEC).

“National admissions and visa policies, the source countries’ policies on outward migration, and the recruitment policies and preferences of employers in the private sector are likely to outweigh any changes to labour mobility that the AEC might introduce,” the report states.



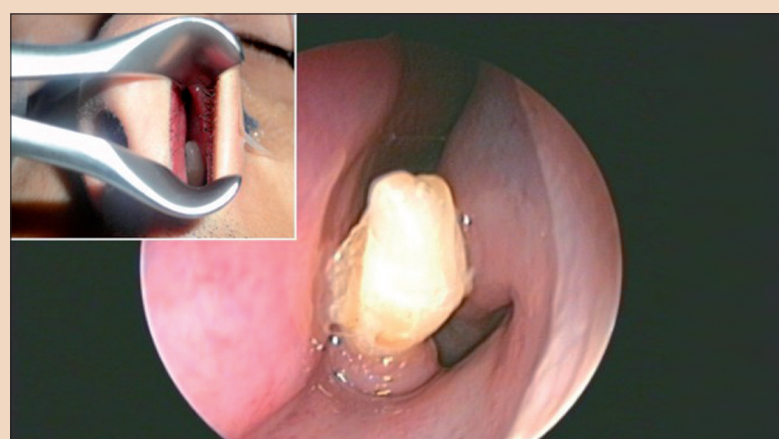
A woman checking departures at Suvarnabhumi Airport in Bangkok, Thailand. The lack of mobility of highly skilled labour could undermine job demand in ASEAN, according to a report. (DTI/Photo 1000 Words)

## Increased risk for cancer

In a study of almost 90,000 participants, Chinese researchers have found that the risks of oral cavity cancer, oropharyngeal cancer, and nasopharyngeal carcinoma were higher in patients with diabetes mellitus compared with participants without the condition.

According to the researchers, a number of previous studies have suggested that certain types of cancers are more common in people with diabetes mellitus. However, the link between the two diseases has not been well explored to date. In order to gain insight into diabetes patients’ risk of developing head and neck cancer, researchers at various scientific institutes in Tainan and Taipei studied patient data dating until 2011 of 89,089 patients newly diagnosed with diabetes and control patients without diabetes.

Overall, head and neck cancer is the sixth most common type of cancer. It accounts for about 6 per cent of all cases, and for an estimated 650,000 new cancer cases and 350,000 cancer deaths worldwide each year.



Anterior rhinoscopy (upper left) and endoscopic view of a supernumerary tooth recently discovered in the nasal cavity of a patient from Saudi Arabia. (DTI/Photo Al Dhafeeri et al., American Journal of Case Reports, 2014) ASIA NEWS, page 3

## SimpliClear certified

Biomer’s SimpliClear has been announced to have received certification for the TRIOS digital impression system by dental provider 3Shape in Denmark. Developed by researchers in Singapore, the SimpliClear clear orthodontic treatment solution can be used to treat a wide range of patient cases.

## Electric brushing is better

Researchers from the Cochran Oral Health Group in Manchester in the UK have reported that electric toothbrushes are more effective at removing dental plaque than manual ones. In addition, they found that electric toothbrushes that use oscillating-rotating technology are the most effective.

## Malaysia close to pass Dental Act 2014

The new dental bill that could make it compulsory for all dental professionals in Malaysia to gain accredited continuing professional development (CPD) points for continuing practicing, among other things, could soon become law, Malaysia Dental Association president elect Dr John Ting Sii Ong on behalf president of Malaysian Dental Association Dr Teh Tat Beng has disclosed at a recent dental meeting in Sibuan on the island of Borneo.

According to Ong, the bill known as Dental Act 2014 is currently under review by the Attorney General office waiting to be ratified by Parliament. It will introduce new regulations for a number of dentistry-related professions in the country.



### Distinguished by innovation

Healthy teeth produce a radiant smile. We strive to achieve this goal on a daily basis. It inspires us to search for innovative, economic and esthetic solutions for direct filling procedures and the fabrication of indirect, fixed or removable restorations, so that you have quality products at your disposal to help people regain a beautiful smile.

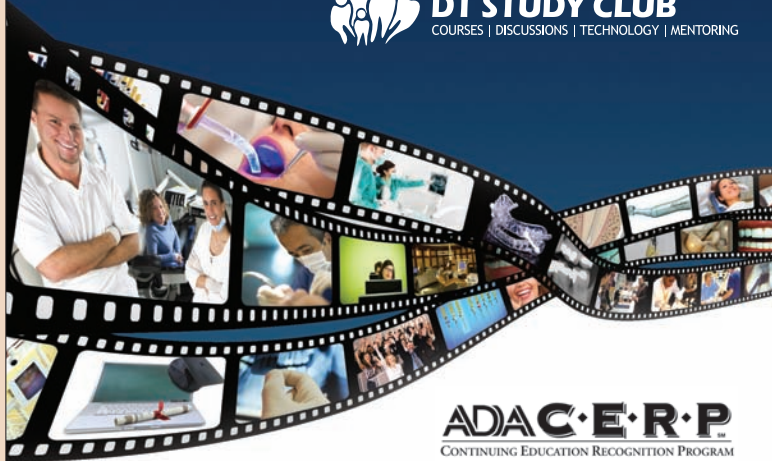
www.ivoclarvivadent.com

Ivoclar Vivadent AG  
Bendlerstr. 2 | FL-9494 Schaan | Liechtenstein | Tel.: +423 / 235 35 35 | Fax: +423 / 235 33 60

ivoclar  
vivadent  
passion vision innovation



# UPCOMING WEBINARS



**ADAC·E·R·P**  
CONTINUING EDUCATION RECOGNITION PROGRAM

DENTAL TRIBUNE AMERICA IS AN ADA CERP RECOGNIZED PROVIDER

**06**

**OCT**

## SOFT AND HARD TISSUE SURGERY WITH MUCODERM®

Henriette Lerner  
06:00 PM (CEST)

Stable implant integration and functionality, along with aesthetic outcome are important aspects in modern implantology. The anatomical situation, however, rarely supports optimal implant insertion. To ensure a predictable and aesthetic treatment outcome, specific principles for the augmentation should be considered.

Today, soft tissue surgery together with modern materials and techniques (mucoderm®, etc.) permit minimally invasive treatments with improved aesthetic results. Already in 2007, membranes were developed to improve the width and strength of the keratinized gingiva as well as change the gingiva typology. Over the last years, specific materials and techniques have been established for improved and more predictable results of plastic peri-implant surgery. These concepts may be supported with other modern technologies, such as the PRF-technique, aiming to further improve and accelerate hard and soft tissue healing.

**1h** **FREE**  
CE COURSE



REGISTER ON [WWW.DTSTUDYCLUB.COM](http://WWW.DTSTUDYCLUB.COM)

**05**

**NOV**

## DIAGNOSIS AND MANAGEMENT OF ORAL LESIONS

Prof. Cesar Migliorati  
08:00 PM (EST)

The presentation will guide the clinician on how to proceed when an oral mucosal lesion is found. The discussion will include aspects of importance such as distinguishing benign and malignant lesions, infections, ulcers, lumps and bumps and the diagnostic procedures. The presentation will inform the clinician about the mechanism of building a differential diagnosis, achieving a definitive diagnosis, and managing the case. The most common oral lesions and conditions will be presented.

Participants will learn:

- The importance of oral examination
- Building a differential diagnosis of oral lesions
- Understanding diagnostic procedures
- Understanding basic management of common oral lesions and conditions
- What to tell a patient when an oral lesion is found?

**1h** **FREE**  
CE COURSE



REGISTER ON [WWW.DTSTUDYCLUB.COM](http://WWW.DTSTUDYCLUB.COM)

BECOME A FREE MEMBER:

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

# Health authorities voice concerns about oral health trends in Australia

DTI

**CANBERRA, Australia:** According to the *Oral Health and Dental Care in Australia: Key Facts and Figures Trends 2014* report, which was published in August, oral health and dental care overall have improved in Australia over the past decades. However, the report also suggests that some positive trends in this area have either plateaued or begun to move in a negative direction.

For instance, the report shows that the average number of teeth affected by dental caries in Australian adults decreased from 15 per cent in 1987–1988 to around 15 per cent in 2004–2006. The latest statistics demonstrate, however, that the proportion of people reporting any adverse oral health impact, including toothache, generally increased from 31.4 per cent in 1994 to 39.9 per cent in 2008.

Similarly, the average number of primary teeth affected by tooth decay decreased steadily in the period from 1977 to 1995. Yet, researchers have noted a gradual rise in this number again from 1996 onwards.

“In contrast to these negative trends in oral health, the trends in dental visiting patterns have generally been more positive,” said Dr Adrian Webster, spokesperson for the Australian Institute of Health and Welfare.



He said that the proportion of people aged 15 and over who had visited a dentist in the previous 12 months increased from 56 per cent in 1994 to 62 per cent in 2010.

“But despite this, the cost of dental care remains a barrier for some,” Webster stated.

According to the National Dental Telephone Interview Survey, there was an increase in the proportion of adults avoiding visits to a dentist owing to cost,

from about 25 per cent in 1994 to 30 per cent in 2010.

The report also showed that the number of employed dental practitioners increased from around 18,700 in 2011 to nearly 19,600 in 2012. Over this period, the ratio of dentists per 100,000 population rose from around 55 to 57 dentists.

The report, which was published on 18 August, can be accessed on the institute's website. [DTI](#)

### International Imprint

#### Licensing by Dental Tribune International

Group Editor/Managing Editor DT Asia Pacific

Daniel Zimmermann  
[newsroom@dental-tribune.com](mailto:newsroom@dental-tribune.com)  
Tel.: +49 341 48474-107

Clinical Editor

Magda Wojtkiewicz

Online Editors

Yvonne Bachmann  
Claudia Duschek

#### Publisher Torsten Oemus

Copy Editors

Sabrina Raaff  
Hans Motschmann

President/CEO

Torsten Oemus

Media Sales Managers

Matthias Diessner  
Peter Witteczek  
Maria Kaiser  
Melissa Brown  
Weridiana Mageswki  
Hélène Carpentier

CFO/COO

Dan Wunderlich

Marketing & Sales Services

Nadine Dehmel

Accounting

Karen Hamatschek

Business Development

Claudia Salwiczek

Executive Producer

Gernot Meyer

Ad Production

Marius Mezger

Designer

Franziska Dachsel

#### International Editorial Board

Dr Nasser Barghi, Ceramics, USA  
Dr Karl Behr, Endodontics, Germany  
Dr George Freedman, Esthetics, Canada  
Dr Howard Glazer, Cariology, USA  
Prof. Dr I. Krejci, Conservative Dentistry, Switzerland  
Dr Edward Lynch, Restorative, Ireland  
Dr Ziv Mazor, Implantology, Israel  
Prof. Dr Georg Meyer, Restorative, Germany  
Prof. Dr Rudolph Slavicek, Function, Austria  
Dr Marius Steigmann, Implantology, Germany

## DENTAL TRIBUNE

The World's Dental Newspaper - Asia Pacific Edition

#### Published by Dental Tribune Asia Pacific Ltd.

© 2014, Dental Tribune International GmbH. All rights reserved.

Dental Tribune makes every effort to report clinical information and manufacturer's product news accurately, but cannot assume responsibility for the validity of product claims, or for typographical errors. The publishers also do not assume responsibility for product names or claims, or statements made by advertisers. Opinions expressed by authors are their own and may not reflect those of Dental Tribune International.

#### Dental Tribune International

Holbeinstr. 29, 04229, Leipzig, Germany  
Tel.: +49 341 48474-302 · Fax: +49 341 48474-175  
Internet: [www.dental-tribune.com](http://www.dental-tribune.com) E-mail: [info@dental-tribune.com](mailto:info@dental-tribune.com)

#### Regional Offices

##### Asia Pacific

DT Asia Pacific Ltd.  
c/o Yonto Risio Communications Ltd, 20A, Harvard Commercial Building, 105-111 Thomson Road, Wanchai, Hong Kong  
Tel.: +852 5115 6177 · Fax: +852 5115 6199

##### The Americas

Dental Tribune America, LLC  
116 West 25<sup>th</sup> Street, Suite 500, New York, NY 10001, USA  
Tel.: +1 212 244 7181 · Fax: +1 212 224 7185



# Supernumerary tooth grows in man's nose

DTI

**DHAHRAN, Saudi Arabia:** Surgeons in Saudi Arabia have found a white bony mass inside the nose of a 22-year-old, which they identified later to be an extra tooth growing in the young man's left nasal cavity.

The patient had suffered from nosebleeds once or twice a

month for the past three years, the doctors reported. Owing to these symptoms, he was admitted to King Fahd Military Medical Complex in Dhahran.

Close examination of the man's nasal cavity found a 1 cm-long white cylindrical bony mass arising from the floor of the nose, according to the case report. A consultant dentist made the

diagnosis of intranasal eruption of a supernumerary tooth. The prevalence of such teeth is not known, as they usually remain asymptomatic in many patients and the mechanism of eruption is poorly understood. "One theory is that there is a defect in the migration of neural crest derivatives destined to reach the jawbones. A more plausible explanation is multistep epithelial and

mesenchymal interaction," the surgeons stated.

While supernumerary teeth are usually asymptomatic, patients may present with a variety of symptoms, including nasal obstruction, headache, nosebleed and external nasal deformities. They may be associated with conditions such as cleft palate. The surgeons further said that such

teeth can be easily detected using nasal endoscopy, panoramic radiographs, and CT scans.

In the present case, the patient underwent endoscopic extraction of the supernumerary tooth with its surrounding granulation tissue under general anaesthesia. After three months, the area was completely healed and the patient did not experience further nosebleed. **DT**

AD

## NDC appoints new head

DT Asia Pacific

**Singapore:** Dr Kwa Chong Teck has been heading the National Dental Centre in Singapore almost since its inception. Lately, the institution said that he has stepped down from his position as Executive Director.



National Dental Centre in Singapore.

Kwan has been with the centre for over 17 years. He will continue to serve as Senior Advisor in recognition of his experience and contributions to dentistry in Singapore, representatives of the NDC said.

Associate Professor Poon Choy Yoke, who prior to his appointment has been serving as the Centre's Director of the Department of Oral & Maxillofacial and Deputy Executive Director for Research and Education, is assuming Kwa's position which will also be renamed Director. She is also Academic Chair of the recently established Sing-Health Duke-NUS Oral Health Academic Program. Her former duties will be taken over by NDC's senior surgical consultant Dr Goh Bee Tin.

Established in 1997, the NDC is Singapore largest public facility for delivering specialist oral health care. It has also become an important hub for dental research and an education. **DT**

## Tetric® N-Ceram Bulk Fill

The nano-optimized 4-mm composite



Discover the new time-saving composite



### 4 mm to success

- Bulk filling is possible due to Ivocerin®, the patented light initiator
- Special filler technology ensures low shrinkage stress
- Esthetic results are achieved quickly and efficiently in the posterior region

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

Ivoclar Vivadent AG  
Benderstr. 2 | 9494 Schaan | Liechtenstein | Tel.: +423 235 35 35 | Fax: +423 235 33 60

ivoclar  
vivadent®  
passion vision innovation

# Dear reader,



Daniel Zimmermann  
DTI

In a recent study by the PewResearchCenter in the US, a large gap was found in the income of journalists and people who work in Public Relations. In fact, the number of PR specialists have grown to such an extent that they outnumber reporters 5 to 1 by now.

Could this be the start of a new tyranny? Not the kind that uses fists and guns, but rather ideas and concepts that show the world how it is supposed to be according to few and not how it actually is? In my opinion, we are not far away from such a situation as publishers increasingly struggle to stay in the market while, at the same time, corporations use to make obscene amounts of money.

My only recommendation is to permanently question your sources of information because this trend is unlikely to reverse anytime soon. **DTI**

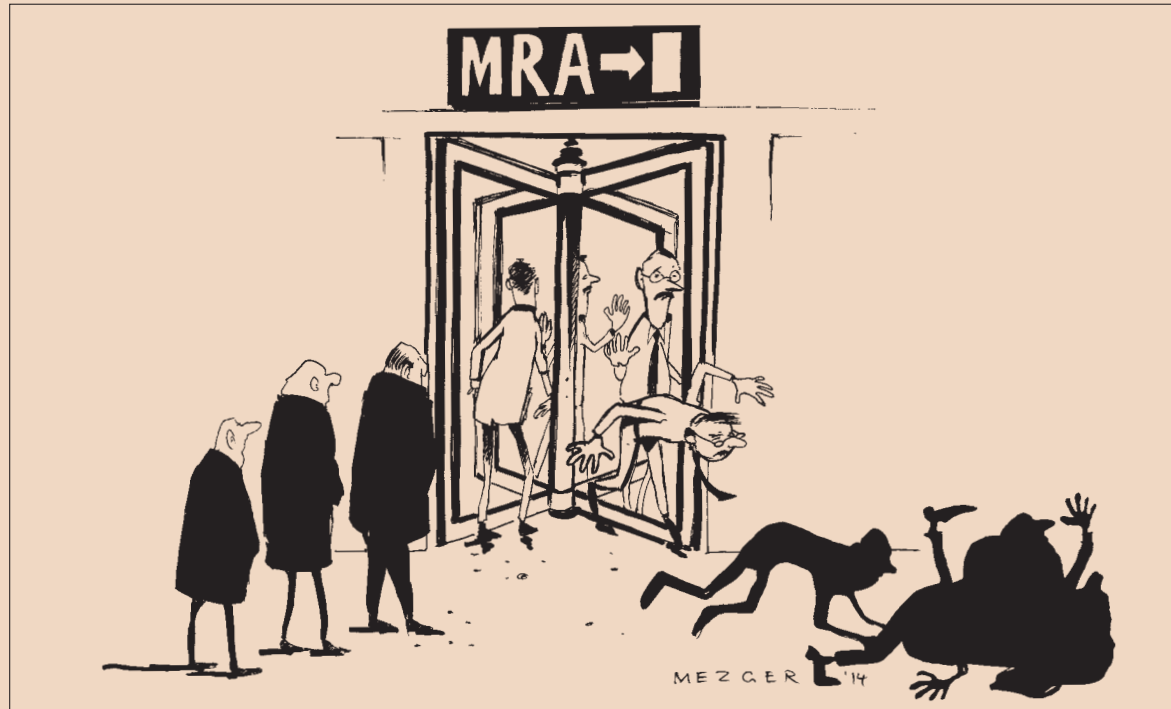
Yours sincerely,

Daniel Zimmermann  
Group Editor  
Dental Tribune International

Dental Tribune welcomes comments, suggestions and complaints at [newsroom@dental-tribune.com](mailto:newsroom@dental-tribune.com).



For quick access to our contact form, you may also scan the following QR code.



## Changes in the oral health workforce



Dr Jack Dillenberg  
USA

The aging of the dentist population, projected retirements and mal distribution of providers coupled with an increasing population supports the projections of significant provider shortages in the decades to come. Health professions in general and the dental profession in particular have to recruit, educate and promote a new kind of health provider that is community minded, service oriented with leadership skills and committed to inter professional collaboration and utilizing innovative technology to meet the compelling societal needs the health system requires.

The selection of traditional dental school candidates in years past had focused on candidates that were analytical, and had a strong science background with good hand skills.

The anticipated outcome after dental school graduation was establishing a solo private practice in the geographic area of their choice. There was not a lot of attention paid to community service/volunteer experience, leadership skills and an understanding of basic public health principles. The current societal needs and demands are changing the skill sets needed for success as a dentist and the practice environment that dental graduates will find themselves.

Dental school applicants today must have the academic prowess to succeed in the rigorous science courses they will take in dental school, but they must have other critical skills to succeed and flourish. Dental students will now learn to a level of competency, not just productivity; they will treat patients with special needs; collaborate with other health professionals in inter professional friendly settings and participate in community based activities to develop the communication and leadership skills to thrive in an inter disciplinary work environment.

This new culture of health care delivery incorporates prevention and personal responsibility for an individual's health and wellbeing. The "new" dentist will have to be comfortable practicing in this environment utilizing skills, training and experience reminiscent of the stomatological training of physician-dentists of the past.

Norman Gevitz, PhD, a historian of the "stomatological movement" in American dentistry notes, "Today's dentists need to be more broadly trained in general medicine and public health in order to more effectively respond to the oral and other related health needs of their patients and the larger community." **DTI**

### Contact Info

Dr Jack Dillenberg is the inaugural dean of the Arizona School of Dentistry & Oral Health in Mesa, Ariz., in the US. He can be contacted at [jdillenberg@atsu.edu](mailto:jdillenberg@atsu.edu).

## A longer-term perspective



Dr Yataro Komiyama  
Japan

The findings of the latest Cochrane review (*DT Asia Pacific* 7+8, page 2) may leave dentists wondering whether they should start using so-called easier and cheaper implant systems as promoted by some manufacturers.

I certainly hope that no dentists will interpret the findings this way. We have to keep in mind that this review was not based on all implant systems and that a limited number of the 1,300 systems currently in use were studied. The physiological properties of the healing process of the living tissue do not differ between the systems. Therefore, we should select a system based on scientific research results, pure surface properties without any contamination and the accuracy of the mechanism, applying the fail-safe concept.

Dentists should also adopt a longer-term perspective in selecting the implant system to use. The newness of the implant system is not a relevant criterion in the field of dental implants. We as dentists should place importance on the basic science and re-evaluate the original protocol proposed by Brånemark. **DTI**

### Contact Info

Yataro Komiyama is founder of the Brånemark Osseointegration Center in Tokyo, Japan, and Clinical Professor at Tokyo Dental College. He can be contacted at [yataro@teabreak.jp](mailto:yataro@teabreak.jp).

AD

# PROMEDICA

Highest quality made in Germany

- high quality glass ionomer cements
- first class composites
- innovative compomers
- modern bonding systems
- materials for long-term prophylaxis
- temporary solutions
- bleaching products ...

**All our products convince by**

- excellent physical properties
- perfect aesthetical results

**Glass ionomer filling cement**

- perfectly packable consistency
- excellent durable aesthetics
- also available as application capsules

**Light-curing micro-hybrid composite**

- universal range of application
- high filler content
- excellent physical properties
- fast and easy application

**Dental desensitising varnish**

- treatment of hypersensitive dentine
- fast desensitisation
- fluoride release
- easy and fast application

**PROMEDICA Dental Material GmbH**  
 phone: +49 43 21/5 41 73 · fax +49 43 21/5 19 08 · eMail: [info@promedica.de](mailto:info@promedica.de) · Internet: [www.promedica.de](http://www.promedica.de)



# Shaking things up

## Implant competitors defy economic uncertainty

Kristina Vidug  
USA

In 2013, the global dental implant market—composed of the sale of dental implant fixtures, final abutments and other devices—was valued at over US\$3.7 billion. The European market, valued at nearly one-third of the global market at close to US\$1.2 billion, contracted through 2014, as uncertain economic conditions continued to reduce procedure volumes and as more low-cost competitors entered the market, driving down prices.

These factors hampered the expected economic recovery and resumption of growth projected for 2015.<sup>1</sup> As a result, the dental implant market will continue its decline before stabilising in 2015. Only then will the European market slowly begin to recover. Factors such as low gross domestic product growth and high unemployment continue to render dental implant procedures—which are primarily paid out of pocket by patients—cost prohibitive, while alternatives, such as bridges and dentures, that are perceived as more affordable will represent attractive options.

Dental implants were invented in Sweden; as a result, it is not surprising that a great number of premium manufacturers are based in Continental Europe. In the past, premium manufacturers, such as Straumann and DENTSPLY Implants, were able to rely on their long-standing reputations in the market and the high quality of their products to command higher prices than did some of their competitors.

More recently, however, some of the premium competitors have employed strategies to appeal to increasingly cost-conscious consumers. For instance, Straumann has reduced the price of its titanium implants by 15 per cent in Austria, Germany and Switzerland. While the price change only came into effect in the first quarter of this year, the strategy appears to have been effective because the company reported a 6 per cent rise in first-quarter revenue compared with a 6 per cent decrease in the same period last year.

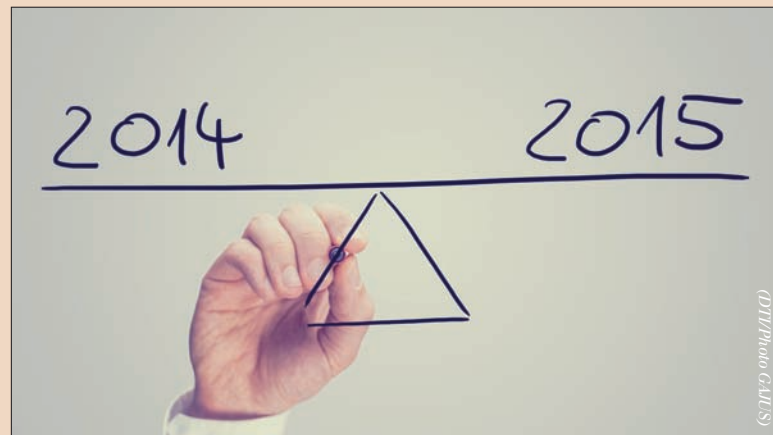
The price reduction has come at a perfect time: while economic conditions begin to slowly improve, consumers are still extremely price sensitive. These price cuts therefore allow dental professionals to offer premium implant products to their patients at a reduced rate.

Straumann's price reduction is not its only foray into the value market. In the first quarter of this year, the company purchased US\$30 million worth of bonds from low-cost South Korean dental implant manufac-

turer MegaGen. The investment, which will be converted to shares in 2016, will help bolster Straumann's revenue while allowing it to participate in both the premium and value segments, thus appealing to a wide range of practitioners and patients alike.

Straumann is not the only company shaking things up in the world of dental implants. Zimmer Dental recently announced its acquisition of rival Biomet.

→ DT page 6



The dental implant market in Europe is expected to reach stabilisation not before 2015.

(DT/Photo: G. J. S.)

AD



INSTRUMENTARIUM

ORTHOPANTOMOGRAPH®  
OP300 Maxio

*A new member of the legendary product family*

- Precise positioning*
- Automatic Dose Control (ADC)*
- Five field-of-views (FOV)*
- Low Dose Technology™ (LDT)*
- Selectable resolution*
- Upgradeable platform*
- Professional software tools*

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



# Inconsistent recommendations on toothbrushing

DTI

LONDON, UK: A comparison of advice on toothbrushing for adults and children given by dental companies, textbooks and dental associations has found that recommendations on brushing method, frequency and duration vary to an unacceptable degree. The researchers cautioned that such inconsistencies confuse dental patients and undermine

trust in the dental profession as a whole.

"The public needs to have sound information on the best method to brush their teeth," said study author Aubrey Sheiham, Emeritus Professor of Dental Public Health at University College London. "If people hear one thing from a dental association, another from a toothbrush company and something else from their dentist,

no wonder they are confused about how to brush."

Overall, the most commonly recommended method was the modified Bass technique, which involves gently jiggling the toothbrush back and forth to shake loose food particles. However, there is no scientific evidence that this method is more effective than basic scrubbing with the brush held at an angle of 45 degrees, Sheiham said.

In order to avoid brushing too hard, patients should hold the brush with a pencil grip rather than a fist, he recommended. In addition, the analysis showed that the method recommended by dental companies differed from advice given by dental associations, as did advice in dental textbooks and research-based sources. In addition, the researchers found a wide difference in the toothbrushing methods recommended for adults and children.

Sheiham further pointed out that dental associations in particular should provide consistent guidelines on toothbrushing. However, the current lack of agreement can be attributed to the lack of strong evidence suggesting that one method is conclusively better than another. Thus, better research into what toothbrushing technique is the most effective and easiest to learn is needed. [DTI](#)

AD

**#1 Retraction Paste in the USA!**

**EASY<sup>ST</sup>**

**EFFECTIVE<sup>AVE</sup>**

**traxodent®**  
Hemodent® Paste Retraction System

**Say goodbye to cord!** Traxodent is much easier, saves significant time, and dramatically reduces bleeding compared to packing cord. When used with a retraction cap, Traxodent effortlessly displaces tissue with greater patient comfort. Traxodent is gentle, absorbent and effective for hemostasis in restorative bonding procedures as well.

**Prepped tooth before rinsing**      **Patient bites on retraction cap after Traxodent is syringed onto sulcus.**      **After 2 minutes, remove cap and Traxodent is easily rinsed.**

**"When a 1- to 2-mm-deep subgingival preparation finish line is formed on a healthy gingival margin, the displacement paste (Traxodent) and cap application may be the first choice, giving the benefits of hemostasis, time saving and ease of application."**

**Try it!** Traxodent Starter Pack - 7 syringes and 25 FREE retraction caps! Available through your authorized Premier dealer.

**premier**

Premier® Dental Products Company • 888-670-6100 • [www.premusa.com](http://www.premusa.com) • Cosmetic • Endo/Restorative • Hygiene/Perio • Instruments • Prosthetic

← [DTI](#) page 6

While both companies are better known for their orthopaedic products, they are fairly significant competitors in the dental industry as well. Lay-offs are not uncommon when companies merge, especially when the companies in question offer the same types of products. This can have a negative impact on sales in the short term, as the newly conjoined companies' sale force decreases, leading clients to switch to other competitors.

However, this will not be the case with the Zimmer-Biomet merger, at least not in the short term, as the sales teams from both companies are expected to be retained through the merger. The cost of retaining both sales teams has been estimated at US\$400 million. While the effect of this acquisition on the market remains to be seen, the fact that the sales force will not be decreasing bodes well for the newly merged companies, likely resulting in an increased market share in the dental implant segment.

There is discussion of merger and acquisition activity among other companies in the segment too, with Nobel Biocare reportedly in talks to sell to private equity firms and strategic buyers. While these talks are still in the very early stages, what is certain is that there has been a great deal of activity in the competitive landscape in the past several years.

This, combined with the afore-mentioned economic factors, is turning this once stable and mature market into a dynamic, action-filled space. With the dental implant market set to rebound in Europe and with revenues expanding in other countries—particularly in the rapidly developing BRIC and Middle Eastern markets—the global industry is poised for even further change, and the competitive landscape could look entirely different a few years from now. [DTI](#)



#### Contact Info

Kristina Vidug is Market Research Analyst at Decision Resources Group, a US-based market information provider. She can be contacted at [inquiries@dresourcesgroup.com](mailto:inquiries@dresourcesgroup.com).

1. Ozlem Acar, DDS, Selim Erkut, DDS, PhD, Tuncer Burak Özçelik, DDS, PhD, Erdem Özdemir, DDS & Mehtap Akçil, DDS, PhD. (published online 20 December 2013). A clinical comparison of cordless and conventional displacement systems regarding clinical performance and impression quality. Journal of Prosthetic Dentistry, Volume 111 (Issue 5), May 2014, Pages 388-394. / 2. Strategic Dental Marketing, May-Feb 2014. / Clinical images courtesy of Robert B. Mongrain, D.M.D.





Opalescence®  
● ● ● go

SMILES  
**BRIGHTENED**  
CONFIDENCE  
**BOOSTED**  
RESULTS  
**DELIVERED**



BEFORE

AFTER\*

With the all-new UltraFit™ tray, Opalescence Go delivers dramatic results. After just a few minutes in the mouth, the prefilled, disposable tray comfortably adapts to the smile, providing a custom-like fit. And the powerful hydrogen peroxide gel works fast to give any patient a bright, white smile **on the go**.





# Now, everyone in your dental team can *Shoot* !

Ultra-Light

**SIMPLE**  
Compact *Accurate*



## SHOFU Smart Digital *EyeSpecial C-II*

- 8 Pre-set dental modes with the option of customized settings
- Intuitive one-touch operation and built-in anti-shake
- Large LCD touchscreen with dental cropping grid lines
- Fast auto-focusing capability and excellent depth of field
- Water and chemical resistance
- Uncomplicated photo management system

For more information, simply contact us or your nearest SHOFU dealer.



**SHOFU DENTAL ASIA-PACIFIC PTE. LTD.**

10 Science Park Road, #03-12 The Alpha Science Park II, Singapore 117684

Tel (65) 6377 2722 Fax (65) 6377 1121 eMail [mailbx@shofu.com.sg](mailto:mailbx@shofu.com.sg) website [www.shofu.com.sg](http://www.shofu.com.sg)



## GI restorative from SDI offers strength, mimics dentin

DTI

**PERTH, Australia:** With Riva Self Cure HV, the Australian company SDI is offering a high viscosity, extremely strong self-curing glass ionomer restorative, which is strong enough to resist surface indentation and to withstand substantial mechanical loads. Among other things, it can be bulk placed



and does not adhere to your instruments. In addition, Riva Self Cure HV's packability is supposed to make restorations easy to shape and contour.

Riva Self Cure HV can also be used to replace missing dentin. According to SDI, it is the best dental material currently available that virtually mimics dentin. Sensitivity is non-existent and no adhesive

is required, the company added.

Riva Self Cure HV releases significant amount of fluoride resulting in increased anti-cariogenic properties for improved longevity of the restoration. It is currently available in shades A1, A2, A3 and A3.5. [D](#)



## A new kind of varnish

DTI

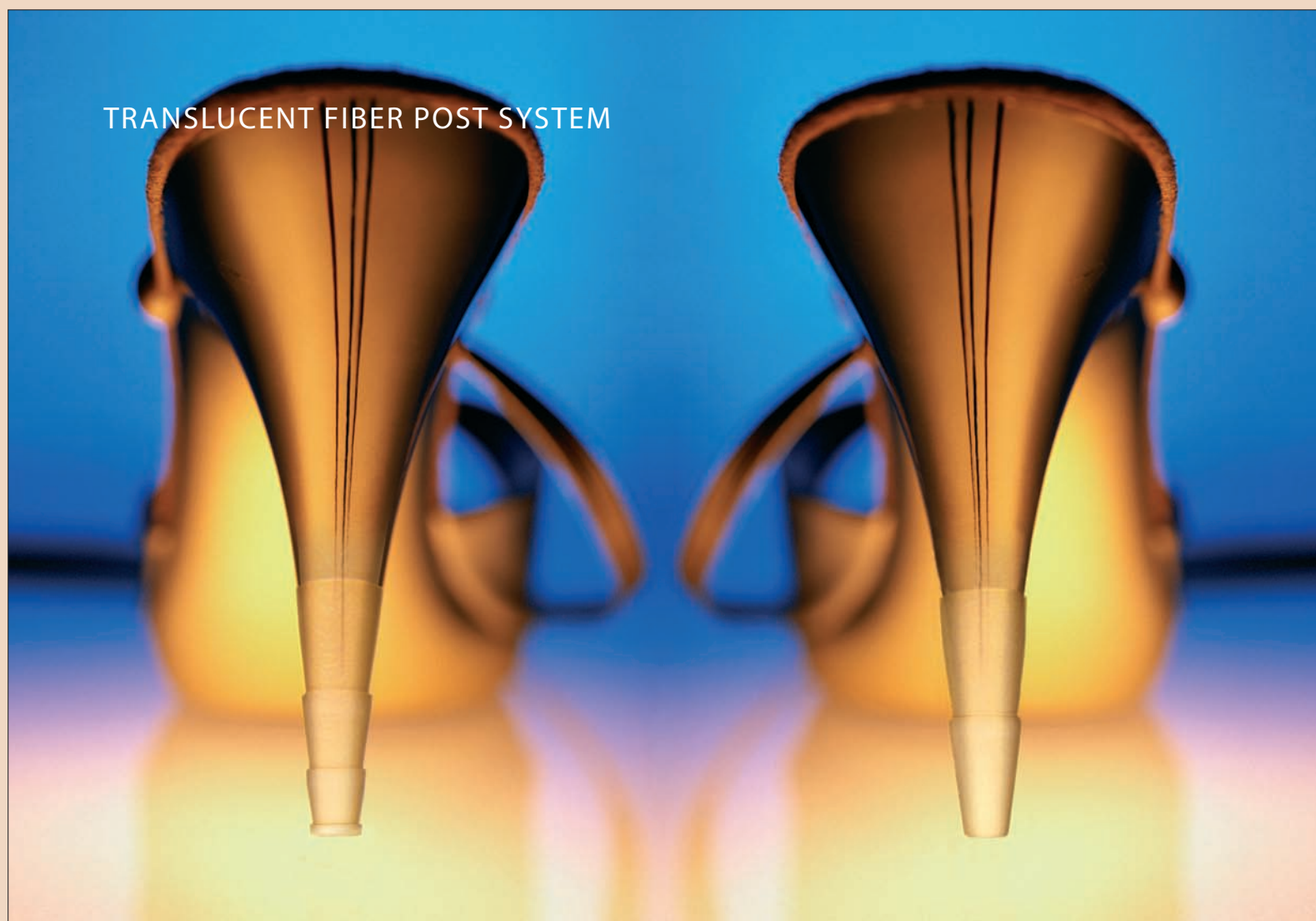
**SOUTH JORDAN, USA:** Created in response to the increasing demand for an effective varnish that does not leave an unsightly, uncomfortable, and gritty residue, Enamelast from Ultradent is supposed to allow patients to leave the dentist with teeth that feel clean and smooth. In addition to its silky texture, the product appears nearly invisible against the teeth, helping patients to avoid the embarrassment to smile that many patients feel after other varnish treatments, the manufacturer said.

For a fluoride varnish to provide the best results, it must adhere to the teeth for the entire recommended time. Therefore, Enamelast features a patented adhesion-promoting agent that enhances retention, making it easier for patients to receive its full benefits. According to Ultradent, its natural feel also makes it more comfortable to wear for a longer period of time, allowing for maximum fluoride uptake. For orthodontic patients, Enamelast facilitates longer, sustained fluoride release when applied to teeth previously treated with a sealant.

Enamelast comes in unit-dose blister packs, which is supposed to provide an ideal delivery option for clinicians who prefer the convenience of a one-time use application or for dental clinics in hospital settings that require the use of unit-dose treatments in which all materials are packaged together. Each blister pack includes a prefilled well and applicator brush, allowing the clinician to dip the brush in the well and paint the varnish on the teeth.

Alternatively, the syringe delivery enables clinicians to express Enamelast through Ultradent's SoftEZ tip directly onto the teeth for fast application. He or she can also choose to express the varnish onto the back of their glove before painting onto the teeth.

Unlike the unit-dose blister packs, each syringe of Enamelast provides enough varnish for three to four patients. [D](#)



## ParaPost® Fiber Posts

Esthetics requires a solid base.

- Greater Stability
- Fast Cementation
- Rounded head design of the reduces stress in the core material
- Two designs parallel and tapered



[www.coltene.com](http://www.coltene.com) | contact

**COLTENE**

001287

AD