

# DENTAL TRIBUNE

The World's Dental Newspaper · South African Edition

August 2013 - Volume 1 no. 2

[www.dental-tribune.com](http://www.dental-tribune.com)

**ITI CONGRESS  
SOUTHERN  
AFRICA 2013.**

Page 2-3.



**IVOCLAR VIVADENT  
PREPARES FOR THE  
FUTURE.**

Page 5.



**NOBEL BIOCARE  
GLOBAL SYMPOSIUM  
NEW YORK 2013.**

Page 7.



## University of Pretoria School of Dentistry recognised by the ITI

Professor Andre van Zyl

The School of Dentistry at the University of Pretoria (UP) in April 2013 was informed that their applications to become an ITI Centre of Excellence and ITI Scholarship Centre were successful.

In September 2012 at the London ITI AGM and Scientific Day, Professor Andre van Zyl of UP approached the ITI leadership regarding an application for UP's School of Dentistry to become an ITI Centre of Excellence and ITI Scholarship Centre for South Africa. Even though to apply for both was an ambitious application, the SA team

or Team Pretoria as they are known under Prof. van Zyl were very positive and it was felt that the time was right to take the level of teaching at UP to a higher level.


Team Pretoria, a team of top experts in the teaching of Postgraduate Implant Dentistry in South Africa and Africa, is built around the concept of working together as a multi-disciplinary team. The team consists of: Prof Andre van Zyl, Prof Johan Marnewick, Prof Johan Hartshorne, Dr Gerrit Wyma, Dr Paul van Zyl, Dr Christiaan Vorster, Dr Cules van den Heever, Dr Billy Lombard and Prof van Zyl's postgraduate students.

At the ITI AGM in Bern, Switzerland in April

2013, Prof Hans-Peter Weber announced that UP was successful in their bid to be a Centre of Excellence whilst Prof Frauke Muller announced that UP had become an ITI Scholarship Centre. UP is effectively the first ITI Centre of Excellence and ITI Scholarship Centre in Africa which in itself is a major and prestigious achievement.

In addition, ASM, Wright-Millners, Hartshorne International and International Dentistry African Edition have provided countless amounts of support and sponsorship to Team Pretoria. A special mention of thanks is extended to Prof Dr AT Ligthelm, Dean of the School of Dentistry

for his support and belief in the vision of Prof van Zyl and Prof Dr Daniel Buser for his advice and friendship. In further acknowledgement of this achievement, the new ITI president, Prof Dr David Cochran visited the School of Dentistry at UP during his trip to Johannesburg for the recent ITI Congress Southern Africa.

UP will introduce its first Diploma in Odontology from 2014, present the first ITI Education Week in Africa in July 2014 and host its first ITI Scholar from September 2014. This recognition by the ITI is likely to change the face of implant training in South Africa. 



The All New Stern Weber Range..... Designed & Manufactured In Italy  
Available in various models & configurations

**STERN WEBER**

**Now available from Istrodent**

JHB: 011 608 1111 | CPT: 021 552 9264 | DBN: 031 512 5010 | [ISTRODENT.COM](http://ISTRODENT.COM)

The advertisement features a modern dental clinic setting with a central dental chair, a large monitor displaying a 3D model of a dental implant, and various pieces of dental equipment. The Stern Weber logo is prominently displayed in the top left corner.



# ITI Congress Southern Africa Poster and Case Presentation competition winners

Chris Jenkins

The Poster and Case Presentation competition at the ITI Congress Southern Africa 2013 saw a total of 24 abstracts entered into the competition from doctors based across South Africa.

Congratulations to Dr Lira Rahman for placing first in the poster competition and to Dr Howard Gluckman for his winning case presentation.

A total of 14 posters were entered into the competition as finalists (which included case presentations not selected as finalists) and 7 case presentations were selected as finalists. The judging of both abstract types was conducted by a panel of international

and local experts which included: Prof David Cochran (ITI President), Dr Anthony Sclar (key note speaker), Dr Steven Eckert (key note speaker), Dr Govindru Mohangri, Dr Paul van Zyl, Dr Gerrit Wyma and Dr Yusuf Jadwat.

The finalists for the poster competition included: Dr M Abram, Dr J Welgemoed, Dr M Mthopi, Dr G Patterson (2 entries), Dr S Mpungose, Dr L Rahman, Dr A Siebold, Dr I Grundlingh, Dr L Feller, Dr J van der Merwe, Dr H Gluckman, Dr W Basson and Dr M Lekay-Adams.

The case presentation finalists presented their cases to the judges as well as the audience at the ITI Congress on the first day. The finalists included: Dr B Swart, Dr I

Grundlingh, Dr N Grundling, Dr C van der Heever, Dr M Thokoane, Dr J Lochner and Dr H Gluckman.

Both the winners won a return air ticket, hotel accommodation and free entry to the ITI World Symposium 2014 from April 24 to April 26 in Geneva, Switzerland. ITI Headquarters will be sponsoring free entry to the Symposium while ASM Consultants and ITI SA will be sponsoring the airfare and hotel accommodation for the two winners. [DT](#)

*Top right: Dr Gluckman winner of the Case Presentation Competition with Prof. Cochran.*

*Bottom right: Dr Rahman winner of the Poster Competition with Prof. Cochran.*



## DENTAL TRIBUNE

The World's Dental Newspaper - South African Edition

### LICENSING BY DENTAL TRIBUNE INTERNATIONAL

**GROUP EDITOR** Daniel Zimmermann  
newsroom@dental-tribune.com  
+49 341 48 474 107

**CLINICAL EDITOR** Magda Wojtkiewicz  
**ONLINE EDITORS** Yvonne Bachmann  
Claudia Duschek

**COPY EDITORS** Sabrina Raaff, Hans Motschmann

**PUBLISHER/PRESIDENT/CEO** Torsten Oemus

**DIRECTOR OF FINANCE & CONTROLLING**

Dan Wunderlich

**BUSINESS DEVELOPMENT MANAGER**

Claudia Slawiczek

**MEDIA SALES MANAGERS**

Matthias Diessner (Key Accounts)

Melissa Brown (International)

Peter Witteczek (Asia Pacific)

Maria Kaiser (USA)

Weridiana Mageswki (Latin America)

Hélène Carpentier (Europe)

**MARKETING & SALES SERVICES** Esther Wodarski,

Nicole Andrä

**ACCOUNTING** Karen Hamatschek, Anja Maywald

**EXECUTIVE PRODUCER** Gernot Meyer

### 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

© 2013, 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 4 84 74 302 | Fax: +49 341 4 84 74 175

www.dental-tribune.com

info@dental-tribune.com

### DENTAL TRIBUNE SOUTH AFRICA

Modern Dentistry Media

PO Box 76021 Wendywood 2144 South Africa

Tel: +27 11 702 3195 | Fax: +27 86-568-1116

www.moderndentistrymedia.com

**PUBLISHER** Ursula Jenkins

ursula@moderndentistrymedia.com

**BUSINESS DEVELOPMENT** Chris Jenkins

chris@moderndentistrymedia.com

**ADMINISTRATION** Jane Wilson

**DESIGN & LAYOUT** C Designz

**POWERFUL BONDS**  
**POWERFUL OPTIONS**

**VARIOLINK® N**  
The **ESTHETIC** dual-/light-curing luting composite system

**MULTILINK® N**  
The **UNIVERSAL** self-curing luting composite with light-curing option

Dr. Galip Gürel, Turkey | Sidney Kataoka, Japan  
IPS e.max Press veneers and crowns veneered with  
IPS e.max Ceram and adhesively cemented using Variolink

THE  
**DENTAL**  
**WAREHOUSE**

TOLLFREE 0800 111 796  
www.dentalwarehouse.co.za

ivoclar  
vivadent:  
passion vision innovation



# ITI Congress Southern Africa 2013

Chris Jenkins

The much anticipated ITI Congress Southern Africa 2013 was held at Vodacom World in Midrand, Johannesburg on the 26th and 27th of July and was a phenomenal success.

The International Team of Implantology (ITI) is a non-profit organization and network for dental professionals from all aspects of implant dentistry and related tissue regeneration from across the globe. The ITI HQ is located in Basel, Switzerland with 871 Fellows in 55 countries and a membership of 13 366 in 102 countries (as of July 1st, 2013). The ITI was founded in 1980 by Professor Andre' Schroeder and Dr. h. c. Fritz Straumann with the purpose of funding research and laying foundations for continuing education.

The ITI Southern African Section is represented in Cape Town, Johannesburg, Pretoria, Durban, Port Elizabeth, Namibia and Zimbabwe. The Section currently has 17 Fellows and 251 members. The Section was not only involved in organising the ITI Congress Southern Africa 2013 but also holds a number of Study Club meetings across the country where there is an exchange of expertise, discussions and for members to be current with any latest developments in implant dentistry. Participation for ITI members is free whilst non-members can attend up to two meetings as guests. Currently the ITI has over 650 study clubs worldwide.

Professor David Cochran, the recently elected ITI President was also present at the Congress which was a major blessing and esteemed honour for the organisers, the ITI Southern African Section and the attending delegates.

This year's ITI Congress Southern Africa key note speakers at the ITI Congress, who were chosen by the ITI Southern Africa Sections, were Dr Steven Eckert and Doctor Anthony Sclar. Both doctors hail from the USA and are highly regarded international speakers. Dr Eckert and Dr Sclar were given topics to speak on which included Current Knowledge, the Healthy Compromised Implant, Controversial Issues, Peri-implantitis Current Status, Treatment Planning and Emerging Technologies.

As mentioned in the article, ITI Congress Southern Africa Poster and Case Presentation Competition Results on page 2, the Poster and Case Presentation competition was held and judged at the Congress. The posters submitted by the



Standing (left to right): Dr C Vorster, Dr S Eckert, Dr P van Zyl, Dr G Wyma and Dr P Wolfuardt. Seated (left to right): Dr A Sclar, Prof Cochran and Prof van Zyl.

entrants were displayed in the exhibition hall where all other delegates could view them. The poster presentations were based on implant related cases and judged on criteria including background, treatment planning and sequence, conclusions, the poster's layout and references. The case presentations were presented by each entrant to the judges and all delegates. The case presentation was on a fully documented implant related case and had to be presented in 15 minutes and no longer. It was judged on various criteria including how the case was presented, how the case was put together and presented in the slide presentation and the actual case study itself. Professor Cochran who also judged the presentations commented: "the level of the presentations was the highest quality we could have hoped for, was very evidence based which is what the ITI strives for."

Modern Dentistry Media SA organised the Congress on behalf of the ITI. For the trade exhibition a new stand approach was taken whereby all the exhibitor's stands were the same. This idea, which has been used overseas, was well received by both delegates and exhibitors. Many of South Africa's leading distributors and brands exhibited at the Congress with their stands inundated with delegates during the breaks and lunch periods. The exhibition was even host to 3 international companies.

It can be said that this year's ITI Congress Southern Africa was a successful event with



Dr Steven Eckert, key-note speaker.



Dr Anthony Sclar, key-note speaker.

over 340 delegates registering and representing 15 countries. The organisation of the Congress was flawless and professional with the venue, Vodacom World, delivering a high standard of service. By Word of Mouth were the caterers and kept the delegates, speakers and exhibitors well fed with delicious snacks and lunches. The delegates were treated to a cocktail evening and to a wonderful saxophone performance by local performer Rike Coetzee. "I am very excited about the Congress, we have had an incredible two days." said Professor Cochran who was

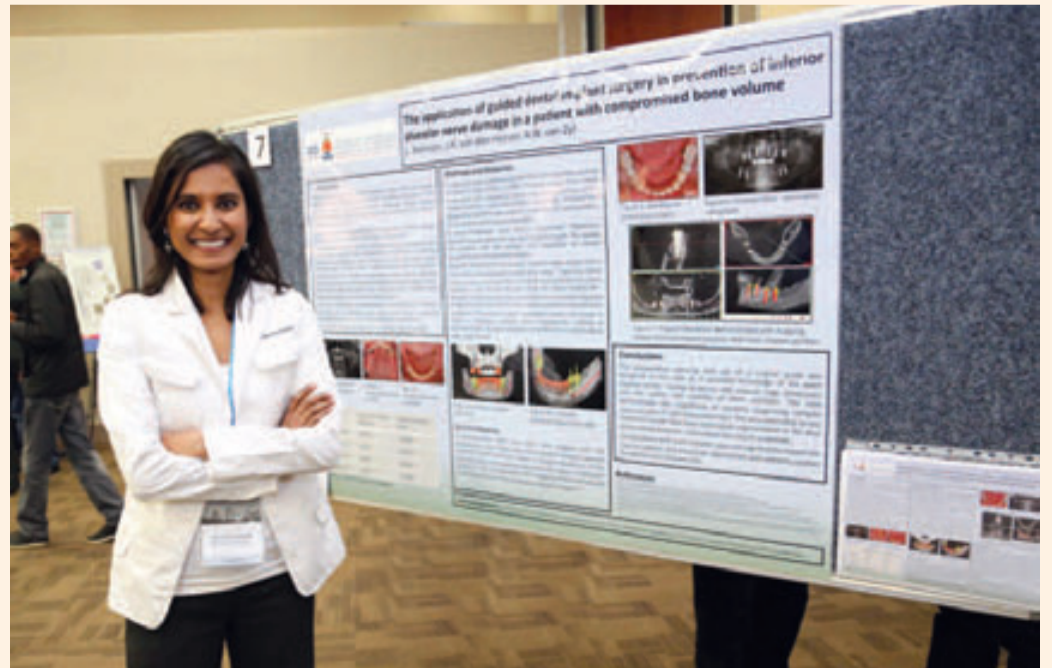
highly impressed with the Congress: "I really felt like the whole Congress was well put together and really reflected at the highest level what the ITI represents. The feedback that we received from the participants was just incredible so I am very excited to be a part of it. I thought it was just absolutely first class in every way."

The next ITI Congress will be held in 2016 with venue and dates to be announced.

For more information on the ITI please visit [www.iti.org](http://www.iti.org) or [www.iti.org/sites/southern\\_africa/Home](http://www.iti.org/sites/southern_africa/Home).



The exhibition hall.



Dr Lira Rahman and her Winning Poster Presentation.



# SAAAD Study Evenings

Chris Jenkins

The South African Academy of Aesthetic Dentistry (SAAAD) hosts a number of study evenings for both its members and non-members that focuses on all aspects of aesthetic dentistry.

SAAAD was founded in 2010, is a member of the IFED and is currently presided over by Dr Mark Bowes who practices in Cape Town. There are currently nearly 170 SAAAD members and membership is open to all dental professionals nationwide. The aim of SAAAD is to promote aesthetic/cosmetic dentistry and the science of a smile through its members sharing their wealth of knowledge and expertise with other members of the organisation as well as non-members. Members of SAAAD benefit from a range of benefits such as discounted SAAAD fees, their practice details are placed on the public area of the SAAAD website for potential clients to find them, SAAAD has an Accreditation Program to recognise skills and members receive up-to-date dental news.

The Board of Directors of SAAAD consists of Dr Mark Bowes, President; Dr Andy Effting, Vice-President; Dr Ivonne Meyer the Treasurer, Dr Jean van Lierop the secretary, Dr Neil Williams is the Northern Region Representative and Mr Phillippe Seha is the Technicians Representative.

An important feature of SAAAD is that they organise a number of study groups and conferences. These focus on various areas of aesthetic dentistry and also present case studies to the attendees. The idea of the

study groups is for members to share their knowledge and experiences with other members as well as non-members. Currently the study groups are held primarily in Johannesburg and Cape Town but SAAAD wants to further branch out across South Africa. Sponsorship of the evenings is from Ivohealth, Straumann and Wright Millners.

The most recent study evening in Johannesburg was held at Deloitte and Touche in Woodmead on the 18th of June 2013 and was sponsored by Straumann. The evening consisted of 4 different talks which included: a Case Report on the use of a bone level implant to replace a congenitally absent lateral incisor by Dr Andy Effting, Restorative Principles Applied by Dr Hennie Reyneke, a Case Presentation on the Shortened Dental Arch by Dr Geoffrey Patterson and lastly a talk by Dr Hugo Lemmen on how to help patients accept the treatment they need. The evening was well attended and the presentations were well received.

On the 5th of October 2015, SAAAD, with the support of Dentsply and Sirona, will host a full day of lecturers as a Master Class on Direct Anterior Restorations at the ASARA Wine Estate in Stellenbosch. Dr Walter Dias will be the main speaker. He is a former Prosthodontist from Brazil who has practiced in both Brazil and the USA and has over 40 published research abstracts and presented over 200 presentations in more than 30 countries worldwide on a number



Dr Andy Effting (left) and Dr Hennie Reyneke (right) at the JHB Study Evening.

of topics. He will be joined by speakers from across South Africa. In addition, the SAAAD AGM will be held on the same day. Following this on the 17th of October 2013, SAAAD will be hosting a Case Study evening at 3M in Johannesburg with confirmed speakers including Dr Kaplan, Dr van Rooyen and Dr ven der Meulen. SAAAD is

also involved in the organising and hosting of the IFED 2015 Conference to be held in November in Cape Town.

For more information on SAAAD or their planned events, please visit [www.saaad.co.za](http://www.saaad.co.za) or contact Dr Jean van Lierop via the SAAAD info email address: [info@saaad.co.za](mailto:info@saaad.co.za). [D1](#)

Stay tuned with [dental-tribune.com](http://dental-tribune.com) – covering the world in 25 languages!

Discover Dental Tribune's expanded and newly designed website – also on your mobile device. Stay connected – even when you're on the go. download our free iPad app today!

**NEW DESIGN!**

[www.dental-tribune.com](http://www.dental-tribune.com)

**DENTAL TRIBUNE**  
The World's Dental Newspaper

Download our free app from the App Store

The South African Academy of Aesthetic Dentistry and the International Federation of Esthetic Dentistry are proud to announce the dates for

**SAAAD**  
South African Academy of Aesthetic Dentistry

**IFED 9TH WORLD CONFERENCE CAPE TOWN 2015**  
5TH-7TH NOVEMBER

THE FUTURE OF DENTISTRY STARTS HERE

**IFED CAPE TOWN 2015**  
5 - 7TH NOVEMBER  
DIARISE THE DATES NOW!  
[www.ifed-2015.com](http://www.ifed-2015.com)

SEE THE WORLD LEADERS IN

- PROSTHODONTICS • PERIODONTICS
- ENDODONTICS • IMPLANT DENTISTRY
- ORTHODONTICS

EXPLORING THE THEME  
"THE BIG 5 - a paradigm shift"



# Thriving on all-ceramics, Ivoclar Vivadent prepares for the future

Dental Tribune International recently visited the company's headquarters in Liechtenstein

DTI

SCHAAN, Liechtenstein: Walled off by the majestic elevations of the Rätikon mountain range and the Appenzell Alps, several industrial hydraulic mixers are continuously at work. Every now and then, a worker brings new barrels filled with raw materials that are turned into a new compound that forms the base for IPS e.max blocks from Ivoclar Vivadent.

Launched on dental markets for the first time seven years ago, the game-changing dental restorative system has earned Ivoclar Vivadent from the small European principality of Liechtenstein wide international acclaim as a provider of materials for highly aesthetic all-ceramic dental restorations. According to some industry sources, it has also defined the new gold standard in the field.

Comprising lithium disilicate glass-ceramic, zirconium oxide materials and veneering ceramics for the press and CAD/CAM techniques, it has an impressive clinical track record and has won the company a number of acknowledgements, including a Celebration of Excellence Award for Outstanding Innovation in Cosmetic Dentistry at the recent annual meeting of the American Academy of Cosmetic Dentistry in Seattle in the US in June.

With double-digit growth last year, the materials, whose composition remains a well-kept secret, have also become one of the company's most important drivers of



Christian Bruzer, Global Region Head Asia/Pacific (left) and Josef Richter, Chief Sales Officer (right).

possible, if the market is growing slightly or at all," he predicted. "Driven by our core business and innovations, our goal is to come out higher than the market average next year."

Among the recent developments Ivoclar Vivadent launched this year is Tetric EvoCeram Bulk Fill, a further development of its nano-hybrid composite line, which the company says was designed with a powerful initiator for use with the bulk-fill technique

and for tooth restorations in the posterior regions that are difficult to reach. It also introduced BioUniversal KFG, a golden, high-expansion universal casting for milling and the telescopic crown technique suited to veneering low-melting special ceramics, for example. The IPS e.max CAD range has been expanded and now covers all possible indications, from light veneers to hybrid abutments and bridges with three or more units. To make it easier for customers to navigate their way through Ivoclar Vivadent's extensive product offering, the entire portfolio was redesigned into three main categories: direct restoratives, and fixed and removable prosthetics.

The company has invested heavily in its infrastructure recently, with €16 million reported to have been spent on a new building expanding its headquarters in Liechtenstein, which is intended to increase storage capacity and hosts highend dental facilities where the latest developments are regularly put to the test under clinical conditions. Moreover, the manufacturing plants in nearby Bûrs in Austria, where Ivoclar Vivadent produces dental equipment, such as its Bluephase curing light, and in Amherst near Buffalo in the US have been expanded too. New sales offices and subsidiaries are planned in Russia and Ukraine, among other countries, a step that will expand the company's already large reach in 120 countries.

only 10 people in 2009 to more than 80."

According to Brutzer, the emphasis on increased local presence has not only facilitated growth in most of these regions, but also dramatically changed the way the company is perceived there. Education according to its own standards is considered a key factor for longterm development, a concept that has found its way into customer relationships through the establishment of International Centres for Dental Education, which are intended to offer training to existing and future customers through lectures and practical courses. Currently, the company maintains 25 of these centres worldwide, with the largest one in Schaan itself, where training laboratories are occupied almost around the clock by dentists and technicians from all over the globe.

"All of our subsidiaries or sales offices currently provide some form of training. No other company in the market invests so much in education," Richter said.

"The increase in solutions available on the market has led to confusion among many customers of what is right for them," he continued. "Therefore, we want our customers to understand the fundamental advantages that come with buying a product from us. In this respect, we see an opportunity to provide them with confidence and peace of mind." □

## "No other company in the market invests so much in education."

economic success. Ivoclar Vivadent held an international expert symposium last year in Germany for the first time that was focused entirely on the system and the treatment results dentists are able to achieve with it in daily practice. According to Chief Sales Officer Josef Richter, the system still has much potential.

"With IPS e.max, it is fair to say that we started a revolution in the field of fixed prosthetics, as it provides a highly aesthetic and durable solution not only for single-tooth restorations but also for far more complex indications, like three-unit bridges," he recently told Dental Tribune International.

In addition to the high market acceptance of its poster child product, Richter said that his company performed above the market average last year with its entire portfolio, including removable prosthetics and filling materials. Sales of clinical equipment and luting cements like Multilink Automix and Vario link II increased by over 10 per cent, he said, despite unfavourable conditions that make it more difficult for the company to operate in regions affected by the economic crisis, such as Southern Europe.

"Market reports from most of our offices show that fewer patients are currently visiting a dentist than potentially should, which is a matter of concern. As a result, we expect 2013 to be a difficult business year for the industry. However, expansion is still

**WORLD CONGRESS**  
**ICOI XXX**  
 Istanbul, Turkey  
 October 3-5, 2013  
 Istanbul Lutfi Kirdar  
 Convention and  
 Exhibition Center  
 Co-Sponsored by:  
 the Turkish Society of Oral Implantology  
 and the Meffert Implant Institute  
[www.icoistanbul2013.org](http://www.icoistanbul2013.org)  
 International Innovations and  
 Perspectives for Implant Reconstruction

ADA CERP  
 ICOI is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Courses or providers listed do not necessarily have approval by the provider or by ADA CERP. All rights reserved.

PACE  
 PACE is an approved provider of continuing education for dental professionals. The formal continuing education program of this program provides 30 credits by ADA for full-time, membership and non-membership attendees. Approval does not imply acceptance by a state or provincial board of dentistry or ADA endorsement. The current term of approval extends from April 1, 2013 to March 31, 2014. Provider ID 21728.



# International Osteology Symposium, Monaco, 2-4 May 2013

Dr CA Brecher and Dr S Pretorius attended the 10th Osteology Implants Symposium, held in Monaco, from the 2nd to the 4th of May 2013.

The topic of this year's symposium was "Decision Making with Oral Tissue Regeneration" with presentations by over 80 speakers from 18 countries. During the three days, delegates attended lectures, workshops (17 practical and 3 theoretical) and interactive sessions focusing on the current knowledge and research in oral tissue regeneration.

This year saw 2700 participants from nearly 70 countries attend the symposium

held at the Grimaldi Forum in Monaco. The official congress language was English, however, there were workshops also held in German and French, the Implant Forum was translated into French, German, Italian and Russian as was the 1st Clinical Forum. Delegates were also issued a certificate of attendance.

The Osteology Foundation was founded 10 years ago in Switzerland by Dr Peter Geistlich and Geistlich Pharma AG which is a worldwide leading company in regenerative dentistry. The Foundation promotes research, apprenticeship and

collaboration between universities and industry. The focus is on tissue regeneration with biological materials in the oral and maxillofacial area. The Osteology Foundation aims to provide practices with new techniques and new products that are available as quickly as possible. The Foundation is currently presided over by Professor Christoph Hammerle who is certified in both prosthodontics and periodontics and is based at the University of Zurich in Switzerland.

Dr CA Brecher is the senior partner and Dr S Pretorius the junior partner at DR



Dr CA Brecher (left) and Dr S Pretorius (right).

CA Brecher Inc situated in Secunda, Mpumalanga Province, RSA. Both doctors were highly impressed with the high quality and standard of the Symposium.

The Osteology Foundation also organises National Symposia along with its International Symposia. The next International Symposia will be in 2016. [DT](#)

www.idem-singapore.com

## THE BUSINESS OF DENTISTRY



**INTERNATIONAL DENTAL EXHIBITION AND MEETING  
APRIL 4 - 6, 2014**

Suntec Singapore International Convention and Exhibition Centre

### The Gateway to the Asia Pacific's Dental Markets

IDEM Singapore is a highly targeted trade exhibition and conference that offers exhibitors unrivalled prospects to meet and do business with the dental fraternity in the Asia Pacific region.

With a powerful combination of an extensive international trade exhibition and a world-class scientific conference, IDEM Singapore has been a cornerstone event in the dental community calendar since 2000.

Capitalize on this unique opportunity and participate in this "must attend" event for every professional who is in the business of dentistry.

Endorsed By



Supported By



Held In



In Cooperation With



Co-organizer



International  
Ms. Stephanie Sim  
T: +65 6500 6723  
F: +65 6296 2771  
E: s.sim@koelnmesse.com.sg

**koelnmesse**  
we energize your business

## Heraeus Kulzer acquired by Mitsui

As of July 1, the Japanese firm Mitsui Chemicals, Inc. (MCI) acquired Heraeus Kulzer, the dental division of Heraeus. MCI will maintain the existing structure of the Hanau-based dental company and will continue to trade under the name Heraeus Kulzer.

Mitsui Chemicals, Inc. the long-standing Tokyo-based Japanese company and Heraeus, the Hanau-based precious metals and technology group, announced the takeover of Heraeus Kulzer GmbH on April 4, 2013. The acquisition allows MCI to expand its international activities in the dental sector. By working closely with Mitsui which has a proven track record in research and development, Heraeus Kulzer aims to develop further innovative solutions for dental practices and laboratories.

Heraeus Kulzer remains the ideal partner of dental practice, lab and trade

MCI has taken over Heraeus's dental division with all 1,400 employees in 20 locations around the world. Customers will not be affected by the change. Heraeus Kulzer will retain its name, its current management team and its global headquarters in Hanau. Heraeus Kulzer's portfolio of tried-and-tested products and services will still be available to dentists and dental technicians.

### About Heraeus Kulzer

Heraeus Kulzer GmbH is one of the world's leading dental companies with its headquarters in Hanau, Germany. Its Dental Materials and Digital Services divisions supply dentists and dental technicians with an extensive product range covering cosmetic dentistry, tooth preservation, prosthetics, periodontology and digital dentistry. With around 1,400 employees, Heraeus Kulzer's product turnover in 2012 exceeded € 350 million.

Heraeus Kulzer has been part of the Japanese Mitsui Chemicals Group since July 2013. Mitsui Chemicals Inc. (MCI) is based in Tokyo and has 15,000 employees in more than 90 countries worldwide. Its innovative, practical chemical products are as much in demand in the automotive, electronics and packaging industries as they are in other fields such as environmental protection and healthcare. [DT](#)



# Nobel Biocare Global Symposium 2013 - Designing for Life: Today and in the future



## Nobel Biocare once more sets itself apart from its competitors.

Ursula Jenkins

The Nobel Biocare Global Symposium 2013, held at the iconic Waldorf Astoria Hotel in New York, was, typically, the scene of many innovations from the world's pioneering implant company. Over 2000 delegates from around the globe gathered to experience the latest developments in implant dentistry. Over one hundred world-renowned researchers, scientists, clinicians and academics took the stage to share their insights and perspectives. The exciting program, prominent guests and historic location made it an ideal platform for announcing Nobel Biocare's new digital workflow, new regenerative product and the inauguration of the Foundation for Oral Rehabilitation (FOR).

### Launch of the new fully-integrated digital workflow

The symposium introduced Nobel Biocare's new fully-integrated, digital treatment workflow for partially edentulous patients. With the secure, online NobelConnect network at its heart, a seamless workflow bringing together the latest innovations at each stage of the treatment process has been developed. The new digital treatment workflow begins with effective patient assessment and treatment planning in the NobelClinician Software. For partially edentulous patients, a highly accurate surface model scan offered by the second-generation NobelProcera 2G Scanner can now be incorporated into the process at any stage thanks to fully-automated smart fusion

technology. This not only allows for accurate information on intraoral tissues to be viewed for diagnostic purposes but also enables the automatic creation of perfectly fitting surgical templates which are fully compatible with the guided surgery concept NobelGuide. Treatment plans can be uploaded to the NobelClinician Communicator iPad

*"Passionate about patients"- the company philosophy, according to Richard Laube, CEO of Nobel Biocare, "Our innovation is driven by increasing the level of care."*

application for patient communication and, once finalized, the iPad®-operated OsseoCare Pro drilling unit can be pre-prepared for surgery. After the treatment, the automatically generated surgery report is transferred back to NobelClinician where it is safely stored for further reference and documentation.

The next steps, previewed during the symposium, further increase the predictability of the restorative outcome. Through NobelConnect the new workflow builds a digital link between NobelClinician and NobelProcera users, offering significant efficiency benefits such as reduced procedural treatment costs and shortened timelines while also offering a more flexible way of working. Individualized CAD/CAM prosthetics are easily designed in NobelProcera Software with orders sent digitally to NobelProcera's integrated global production network for the precise manufacture and delivery of high quality restorations. The end result is a natural-looking restoration that is designed to last. [D1](#)

### Inauguration of the Foundation for Oral Rehabilitation (FOR)



Professor George Zarb, Chairman of FOR.

Under the leadership of Professor George Zarb, Chairman of the FOR, the foundation is an independent, international initiative uniting professionals from various disciplines to improve oral health care and support humanitarian leadership.

"FOR provides a multi-dimensional platform to assist professional colleagues from diverse specialties and cultural backgrounds to focus on optimizing treatment outcomes for their patients," according to Professor Zarb. "Those who join FOR become part of a community with a shared desire and

dedication to improve the quality of life of patients".

FOR SCIENCE helps participants stay at the forefront of innovation and scientific breakthroughs by collaborating with leading experts and researchers from various fields

FOR EDUCATION provides an interactive learning platform, but even more, aims to unite a global community of experts to provide clinical fellowship, mentorship, and mutual support to improve the quality of life of patients.

FOR HUMANITY recognizes humanitarian achievement and initiatives, which support humanitarian projects and provision of free products for treating patients in need. The first "FOR Humanity Award" was presented to Goodwill Ambassador for the United Nations, Bertrand Piccard, for his humanitarian work with the "Winds of Hope" foundation. Professor Per Ingvar Brånemark was also elected as the first Honorary Fellow of FOR and Dr. Patrick Henry was presented with a lifetime achievement award for his contribution to the industry. [D1](#)



Richard Laube, CEO of Nobel Biocare, introducing the new products.

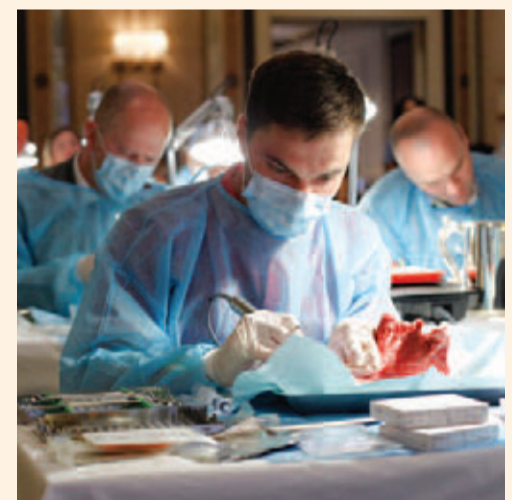
### Regenerative product introduced into Nobel Biocare products and solutions portfolio

Nobel Biocare has entered the field of regenerative solutions by offering a new membrane, creos™ xeno.protect, to selected European markets. A biodegradable collagen membrane, creos™ xeno.protect is for dental use in guided bone regeneration (GBR) and guided tissue regeneration (GTR) procedures. It creates a favorable environment for bone regeneration in the defect area by preventing the migration of undesired cells from the surrounding soft tissue and allowing the in-growth of osteogenic cells. First results demonstrate excellent revascularization behavior and tissue compatibility combined with an extended barrier function. The membrane furthermore offers excellent

handling properties with a minimal size increase when hydrated as well as easy repositioning and unfolding.

### New NobelProcera® Abutment achieves esthetics from a new angle

Attendees also got to look at esthetics from a new angle with a preview of the new NobelProcera Angulated Screw Channel (ASC) Abutment. The latest in Nobel Biocare's long line of pioneering developments, this new NobelProcera Abutment offers free choice of screw access position, meaning improved esthetics in the anterior and easier access in the posterior. The enabler is the new Omnigrip interface with a specially tailored screwdriver that makes picking up the screw easier and tightening the screw possible even at an angle. [D1](#)



Hands-on course: Regenerative Materials & Hands-on with Pig Jaw.

### Dental Technician Day

A full day session aimed specifically at the Dental Technician was held, with a diverse programme of leading international speakers:

Patrick Rutten, Tristan Staas, Michiel Wouters, Jean-Francois Bedard, Joe Coursey, Christian Coachman, Stefan Holst, and Jean-Marc Etienne together with Bernard Touati made up the programme.



Bertrand Piccard, explorer and founder of the 'Winds of Hope' foundation, was the winner of the inaugural 'FOR Humanity Award'.

### Hands-on courses

A wide range of hands-on courses were offered during the Symposium, led by experts which included Giorgio Tabanella, Sascha Jovanovic, Edmond Bedrossian, Christopher Marchack and the Nobel Biocare Team.



3-D videos of procedures were a highlight of the presentations, literally adding a new dimension.



# Musicians drum for dental charities, break world record

by Dental Tribune International

**GUILDFORD** – A group of 55 drummers have participated in a drumathon to raise money for dental charities in the UK. The musicians played for a total of 70 hours and managed to break the Guinness World Record for the Longest Marathon Drumming by a Team. The donations will support projects of the British Dental Health Foundation, Heart Your Smile and Bridge2Aid.


To break the current world record, each drummer played for two hours continuously between 12 p.m. on 10 July and 10 a.m. on 13 July at the Academy of Contemporary Music (ACM) in Guildford. The aim was to beat the existing world record of 66 hours

set in Coventry four years ago by at least four hours.

In addition, the participants aimed to raise funds for well-known British dental charities. "I'm so excited to bring together my two passions—drumming and dentistry. We'll be supporting the Clean My Teeth campaign and raising money for the British Dental Health Foundation, Heart Your Smile and Bridge2Aid," oral health campaigner and drumathon organiser Ian Aguado-Bush said before the event. "The British Dental Health Foundation does an amazing job of improving oral health. The Clean My Teeth campaign aims to improve the oral health of one million children around the world. We aim to do this by educating people, and that's exactly what

the Foundation does. Raising money for them was an easy choice, and I hope to raise as much money as I can."

Chief Executive of the Foundation, Dr Nigel Carter, OBE, said: "Ian has done an amazing job organising the event. I'd also like to thank everyone raising money for the Foundation. Their support is invaluable."

Not only did the drummers break the world record, they also received many donations. "From start to finish, it has been emotional and I can't get over the amount of support I have had from both ACM, their students, staff and tutors, and my friends. We have raised a lot of money for the three charities involved, which will enable them to continue their great work," Aguado-Bush stated. 



Oral health campaigner Ian Aguado-Bush organised the drumathon to raise money for a good cause. (Photo courtesy of The Academy of Contemporary Music)

## Nasal spray may replace conventional dental anesthesia



The developers of the needle-free system believe that more people who are needle-phobic would visit the dentist if a nasal dental anesthetic spray was used. (Photo: Dmitry Kalinovsky/Shutterstock)

by Dental Tribune International

**BUFFALO, N.Y., USA:** Scientists at the University at Buffalo have tested the efficacy, safety and tolerability of a nasal anesthetic spray in maxillary teeth. They hope that the spray could replace dental anesthesia using needles in the future, helping millions of patients suffering from dentophobia.

In a study of 45 healthy adults aged 18 and over who required restoration of one maxillary tooth, 30 individuals were selected to receive a nasal spray and 15 received a lidocaine injection. The researchers observed that the nasal spray was as effective as the standard anesthetic because 83 percent of the patients did not require any further anesthetic.

The nasal dental anesthetic spray, called Kovacaine Mist, is a needle-free system that was developed by St. Renatus, a Colorado-based research company. It was designed to be administered through the nasal cavity for use in hard-tissue procedures, such as fillings and crown preparation. Unlike conventional injections, it is sprayed into the nasal cavity and anesthetizes only the upper teeth and not the patient's lips and face, according to the company.

However, pivotal trials are warranted to validate the findings of this study in an expanded patient population, the scientists concluded. The spray is currently being tested at the University of Maryland and the University of Pennsylvania, among other institutions.

The study, titled "Safety and Efficacy of a Novel Nasal Spray for Maxillary Dental Anesthesia," was published in the July issue of the Journal of Dental Research.

Under the Patronage of  
**H. H. Sheikh Hamdan Bin Rashid Al Maktoum**  
Deputy Ruler of Dubai, Minister of Finance  
President of the Dubai Health Authority

تحت رعاية  
**سمو الشيخ حمدان بن راشد آل مكتوم**  
نائب حاكم دبي، وزير المالية  
رئيس هيئة الصحة بدبي



**ايكس**  
**AEEEDC**  
DUBAI

Delivering Science & Technology

**UAE INTERNATIONAL  
DENTAL CONFERENCE &  
ARAB DENTAL EXHIBITION**

**4 - 6 February, 2014**  
Dubai International Convention & Exhibition Centre

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

- Excellent platform to network with over **30,000** dental professionals, industry leaders and oral health care providers.
- More than **1,000** exhibitors from **70** representing countries.
- **3 days** of quality education and business opportunities.

Stay Connected

BlackBerry  
PIN: 286FC1C7



twitter



facebook



LinkedIn



YouTube



Organised by



In Cooperation with




Strategic Partner



Supported by





**ADA CERP** | Continuing Education Recognition Program

INDEX Conferences & Exhibitions Organisation Est. is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. INDEX Conferences & Exhibitions Organisation Est. designates this activity for continuing education credits on an hour-for-hour basis.

**INDEX® Conferences & Exhibitions Organisation Est.**  
Dubai Healthcare City, Ibn Sina Medical Complex #27, Block B, Office 203 | P.O. Box: 13636, Dubai, United Arab Emirates  
Tel: +971 4 3624717, Fax: +971 4 3624718 | E-mail: [info@aeedc.com](mailto:info@aeedc.com), Website: [www.index.ae](http://www.index.ae)



# 3M dental innovation preserves tooth structure

The development of adhesive resin cements in dentistry allows maximum preservation of tooth structure during preparation and new indications such as adhesive bridges and onlays.

However, while it opened new possibilities in dentistry, adhesive cementation was a very technically sensitive topic for dental practitioners because the cementation procedure involved a great number of separate steps, leading to clinical challenges. Developers at 3M ESPE™ have focused on improving and simplifying the handling properties of these products.

In early 2012, 3M ESPE™ launched its most recent innovation in this field: RelyX™ Ultimate Adhesive Resin Cement, which was designed to combine high bond strength with easy handling. Dr. Reinhold Hecht, Division Scientist at 3M ESPE, gave insight into product development and reported on the major strengths of the new material.

**Dr. Hecht, what was the reason for your decision to develop a novel resin cement – was there still room for improvement despite the large number of available materials?**

Broad market research and direct feedback from dentists revealed a need for a new adhesive resin cement with improved properties. The growing popularity of CAD/CAM technologies for the fabrication of restorations has resulted in a wider range of restorative materials used in daily practice. Particularly etchable glass ceramics and resin nano-ceramics are gaining significance, and these material classes place very high demands on bond strength and aesthetics. Existing adhesive resin cements require a complex procedure using a variety of adhesive and primer systems to achieve high bond strength. Therefore, 3M ESPE™ developed a product that combines high bond strength and excellent overall material properties with easy handling by the use of only one adhesive/primer system – Scotchbond™ Universal Adhesive.

**What kind of restorations may be bonded with the new material?**

RelyX™ Ultimate covers an extremely broad range of indications. The cement is specifically designed for the cementation of highly demanding etchable glass ceramics. However, it is also suited for the permanent cementation of other ceramic, composite and metal inlays, onlays, crowns and bridges on natural teeth or implant abutments, as well as for non-retentive indications like Maryland and inlay/onlay bridges. In addition, it may be utilised for the cementation of veneers as well as posts and screws. Best results regarding bond strength and simplicity are obtained when the product is combined with Scotchbond™ Universal Adhesive, a highly versatile adhesive that is equally suited for both self-etch and etch and rinse techniques.

**What are the benefits of this product combination for the dentist?**

On the one hand, the adhesive ensures



Scotchbond™ Universal Adhesive and RelyX™ Ultimate Adhesive Resin Cement.

high bond strength to enamel and dentin both in the total-etch and self-etch mode, and on the other hand also functions as a primer providing high adhesion to all types of restoration materials thus simplifying the cementation procedure. This combination is ideal for the cementation of etchable glass ceramics. The system RelyX™ Ultimate/Scotchbond™ Universal Adhesive ensures easy handling by the reduction of several working steps: for example, light-curing of the adhesive can be omitted since the cement contains a dual-cure activator that initiates the curing process of the adhesive. Since Scotchbond™ Universal Adhesive also functions as a metal and ceramic primer as well as a silane agent for etchable glass ceramics, it is not necessary to apply specific primers to the restorations prior to cementation. To sum up, both products are unique in their composition and were optimised to develop beneficial properties when used in combination.

**You mentioned “uniqueness” as an important factor. What are the unique ingredients incorporated in RelyX™ Ultimate Adhesive Resin Cement?**

As mentioned above, the first key component is the integrated dual-cure activator for Scotchbond™ Universal Adhesive. This component is not just an activator for the adhesive system, but is also a part of the redox initiating system of the resin cement itself and thus is responsible for the self-curing ability of the luting material. Furthermore, the initiating systems used for RelyX™ Ultimate are free of aromatic amines which are known to cause discolouration. Thus, apart from the dual-cure function, this compound also contributes to long-term colour stability of the cement in both curing modes. The third key feature of RelyX™ Ultimate is a specific surface treatment of the fillers that leads to an improved covalent bonding to

the resin matrix. This change in the chemical formulation results in an improved wear resistance. Finally, the new cement was given tooth-like fluorescent properties, which is particularly important

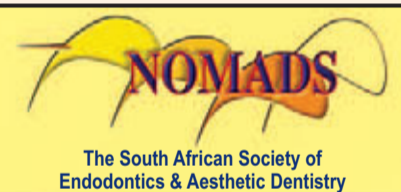
Fluorescence	10% UV	90% UV
Human Tooth		
RelyX™ Ultimate		
Competitor 1		
Competitor 2		
Competitor 3		

Fluorescence of RelyX™ Ultimate and other resin cements. RelyX™ Ultimate shows fluorescence similar to a natural tooth. Courtesy: 3M ESPE, internal data.

*RelyX™ Ultimate Adhesive Resin Cement has a tooth-like fluorescence.*

for highly aesthetic margins. The challenge was to incorporate these ingredients without causing unwanted interaction with other substances in the formulation. [DT](#)

## Nomads 2013 Vodacom World, Midrand



### International keynote speakers



**Wilhelm Pertot**  
France



**Eduardo Mahn**  
Chile



**Stephan Lampl**  
Switzerland



**Nick Russon**  
UK



**Henriette Lerner**  
Germany



**Alasdair McKelvie**  
UK

MAX  
4 ETHICAL  
23 CLINICAL  
CPD POINTS

Visit [www.nomadsday.com](http://www.nomadsday.com)  
for further information and online registration

Johannesburg: 7 and 8 November 2013,  
Hands-On Course: 9 November 2013  
Cape Town: 9 November 2013