

# today

IDEC 2017 • Indonesia, 15–17 September 2017



## Interview

IDEC speaker Dr Rajiv Saini on changing patient expectations and the future role of the dental professional.

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## Background

Find out why Indonesia is one of the most promising markets for dental and medical manufacturers looking to expand eastwards.

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## Products in focus

Read about the latest products being presented at the Jakarta Convention Center in the business section of *today*.

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## Introducing IDEC 2017: Asia's must-attend event this year

■ The Indonesia Dental Exhibition and Conference (IDEC) is where the dental action is taking place in Asia this weekend. Unlike other established dental shows in the region, IDEC offers visitors more than an opportunity to update their knowledge on the latest products and technologies—it showcases the future possibilities of the oral care industry.

Owing to the country's economic development and increasing awareness of the importance of den-



reality—there comes a multitude of business possibilities (Read more about this on page 3).

Consequently, IDEC has been anticipated with great interest from international dental companies and local distributors alike. With the three-day industry exhibition—designed to exclusively cater to the needs of the Indonesian dental market—the organisers are seeking to herald a new era for the local dental industry. Opening hours for the trade show are from 9.00 to 19.00 on Friday and Saturday and from 9.00 to 18.00 on Sunday.

Complementing the industry exhibition is a scientific programme that features well-known local experts in practice, education and research. In lectures and a series of hands-on workshops, attendees have the opportunity to update their knowledge in various fields and topics to equip them for the future of dentistry. Courses and workshops run from 8.30 to 17.00 on Friday and 8.30 to 16.30 on Saturday and Sunday.

More information about the event can be found at [www.indonesia-dentalexpo.com](http://www.indonesia-dentalexpo.com). ◀



## Setting a new bar for dental services in Indonesia

A welcome message from the Indonesian dental association

■ The Indonesian dental association (Persatuan Dokter Gigi Indonesia) is the only professional organisation for dentists across Indonesia. The organisation was established in Bandung in West Java in 1950 and is headquartered in Jakarta, the capital of the Republic of Indonesia. Its 27,000 member dentists fall under 19 regional boards at the provincial level and 248 branches at the district/city level.

The development of dentistry and dental equipment internationally has accelerated rapidly lately. Manufacturers of dental equipment are competing to offer products and services that will help dentists provide the best services and care to patients. Keeping up with these changes can prove to be challenging to dental practitioners across Indonesia.

To date, Indonesia has never had a special platform for manufacturers of dental equipment and materials to showcase their best products and services. The Indonesia Dental Exhibition and Conference (IDEC) aims to fill this gap and become the premier platform for Indonesian dental professionals to discover the latest in dental equipment and materials and absorb new information and trends to better their dental practices. To this end, the exhibition has confirmed attendance by over 130 exhibitors from Indonesia and overseas. Five national pavilions, from Germany, Switzerland, South Korea, Italy and China, are also participating in the inaugural edition of IDEC, from 15 to 17 September.

IDEIC is planned to be a forum for intra-professional collaboration between Indonesian dental health prac-

tioners, including dentists, dental nurses and dental technicians. It will create a meeting point for dental professionals in Indonesia to come to-

gether and master their craft with the aim of providing improved services to the larger Indonesian community. For the 2017 event, with the theme of

“Modern science and technology for the future of Indonesian dentistry”, attendees can look forward to enlightening conference sessions and limited-



Mathias Kuepper, Managing Director of Koelnmesse, Dr Sri Hananto Seno, president of the Indonesian dental association, Dr Diono Susilo, chairperson of the IDEC 2017 organising committee, and Bambang Setiawan, President Director of Traya Events.

attendance hands-on workshops that focus on the needs of the Indonesian dental professional to help set a new bar for dental services in Indonesia.

The partnership between the Indonesian dental association, Koelnmesse and Traya Events has proven to be a great mix to bring together our individual expertise to create and execute IDEC and bring to local dental professionals the premier dental exhibition and conference in Indonesia. ◀

# “The role of the dentist has significantly changed over the last decade”

An interview with IDEC speaker Dr Rajiv Saini, India



In anticipation of his presentation on the link between oral hygiene and systemic health at IDEC 2017, *today international* spoke with him about patients' knowledge, treatment expectations and the changing role of the dentist.

**In your lecture abstract, you write that “Dentistry has experienced the greatest era in its history over the last 30 years”. Can you explain that?**

Dentistry has changed a great deal in areas such as diagnosis, prevention and treatment over the last three decades. Now, we are in the era of cellular- and biotechnology-based diagnosis, novel preventative measures, such as advanced dental biofilm elimination and new treatment modalities, including artificial intelligence in dentistry.

**There is increasing awareness of the link between oral health and systemic health. Where are we in this regard today?**

■ Specialised in periodontology and oral implantology, Dr Rajiv Saini is an avid lecturer in both fields. He is Editor-in-Chief of *the International Journal of Experimental Dental Science* and the *Journal of Clinical Periodontology and Implant Dentistry*.



\* According to Saini, there should be greater focus on oral health in developing countries and children's oral health education.

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**“We should consider it a joint effort to advocate preventative measures in the profession.”**

We are in a very dynamic time! We are experiencing new scientific evidence every day that adds to the body of knowledge on the link between oral and systemic health.

ures in the profession. In addition, there should be greater focus on oral health in developing countries and children's oral health education.

**Apart from affecting overall well-being, diseases such as periodontal disease have been associated with cardiovascular disease and several types of cancer. Do you think the important role dentistry plays regarding systemic health has already been recognised by the public and among policymakers?**

**Caught between preventative dentistry and an ever-growing demand for aesthetic procedures, what will the main challenges of the profession be in the future?**

The main challenge will be balancing patients' expectations on the one hand and necessary oral health procedures on the other. For example, dental implants are increasingly facing failure challenges owing to poor oral hygiene. More consideration should go into seeking a balance between patients' expectations and realistic oral health outcomes.

No! The public is still very much unaware of the bidirectional impact of this strong oral-systemic connection. Regarding policymakers, I personally believe more emphasis should be given to preventative strategies rather than treatment modalities.

**How will the role of the dentist change? Will or should there be more interconnectedness between dentistry and medicine?**

The role of the dentist has significantly changed over the last decade, and the dentist's role and responsibility are now to maintain overall health rather than focus on oral health only.

**What are the most common misperceptions regarding oral hygiene regimen and oral health that you encounter regularly?**

Many people, especially in the Asian region, believe that through regular professional cleaning they will develop sensitivity or mobility of their teeth. Secondly, people are not consistent and thorough with their oral hygiene regimen. In order to change that, I believe there should be significantly more education through the media and public campaigns.

Yes. In the years to come, dentists will play an integral part in the preservation of systemic health, and I believe, they will be recognised as oral physicians.

**Thank you very much for the interview. ◀**

**Dentistry has continued to see a digital leap, yet many countries still experience great inequalities in basic dental care. Where will this development lead in your opinion?**

We should consider it a joint effort to advocate preventative meas-

*Editorial note: Dr Rajiv Saini will be presenting a lecture titled “Oral hygiene and systemic health” on 17 September from 11.30 to 12.30 in the Merak room.*

## Change and opportunity in the Indonesian health care sector



Beautiful Indonesia. Together with Mexico, Nigeria and Turkey, the South-East Asian country has been identified as one of the emerging economic giants of the future, termed "MINT" countries by British economist Dr Jim O'Neill.

■ Blessed with a diverse landscape and a rich cultural history, Indonesia is one of the most fascinating countries in Asia. And yet, although its natural treasures do not fall short of the attractions of nearby countries, the number of foreigners visiting Indonesia has remained considerably lower than Singapore or Malaysia.<sup>1</sup> Of course, the reasons for this are multifaceted. Nonetheless, Indonesia's weaker performance in the tourism industry is just one example of the country's immense potential that is evident in many areas, not least in its medical and dental care industries.

Up until a few years ago, the health care sector, especially dental care, was a severely underserved market. Looking back only one decade, Indonesia had one of the lowest population-dentist ratios in the world.<sup>2</sup> Generally, health care has long been viewed as a low priority in the country, with little preventative care and a lack of comprehensive medical insurance. However, while the country definitely has some catching up to do, it has already begun to do so.

In an attempt to improve the insufficient health care sector, the country has initiated reforms that are set to transform the country and create promising opportunities for the dental industry in the years to come. One of the most significant measures is the universal health insurance coverage, Jaminan Kesehatan Nasional (JKN), which was introduced in 2014 and is intended to cover all Indonesian citizens by 2019.

JKN will change the health care sector dramatically. Currently, less than two-thirds of the population has health insurance. Once fully implemented, it will be mandatory for all Indonesians to join JKN, pay-

ing a share of their monthly salary as an insurance premium. For those who have no regular income, this will be publicly funded. With JKN, potentially over 86 million additional people (about the popula-

tion size of Germany and eight times that of Sweden) will have improved access—and, in some cases, first-ever access—to the health care system and most certainly make use of it.

This example perfectly illustrates Indonesia's one characteristic that has shaped its past and will most likely transform its future: it is huge and up until now was never fully able to exploit the associated market potential.

The fourth most populous country in the world (and a member of the G20), Indonesia is as wide as the US from San Francisco to New York and home to over 260 million inhabitants who live scattered across ten thousands of large and small tropical islands. Its size and atypical topography pose a variety of infrastructural challenges and have thus affected the development of the health care sector in the past, but these are also likely to help Indonesia become one of the most dynamic medical markets in the future, experts have predicted.

To understand this connection, one only needs to apply a bit of maths. According to market analysts, the ASEAN countries are expected to be among the most promising emerging medical device markets owing to increasing economic growth, big populations and large emerging middle classes. Of the ten member states, regarding population numbers, Indonesia alone represents one-third of the whole market and, hence, has the greatest development potential.

In light of this, one also has to keep in mind that the Indonesian medical device market currently is still fairly underdeveloped. Considered internationally, its volume is about that of the Hungarian market—a country with a population size

***"Indonesia is huge and up until now was never fully able to exploit the associated market potential."***



Market analysts have predicted that the changing health care sector will create lucrative opportunities in various segments of the dental industry, for example for equipment manufacturers.



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of only about 4 per cent that of Indonesia.<sup>3</sup> This demonstrates the country's potential provided it utilises it timely.

One of the greatest driving forces for change in the health care sector will be the country's growing middle class. The recent increase in its gross domestic product, which is associated with changes in lifestyle and a demand for higher health care standards, among other things, has already played a major part in the rise of health expenditure, which has already quadrupled, increasing from US\$20.42 per capita in 2002 to US\$107.24 in 2012.<sup>4</sup>

To cope with this growing demand, both public and private health care providers have recently started expanding and upgrading their services throughout the country.<sup>3</sup> Since 2011, hundreds of new hospitals have been built, predominantly in specialised and private care. According to a government report, about 5,000 new community health centres are to be built and the number of hospital beds increased by more than 330,000 by 2025.<sup>3</sup>

Naturally, the extended and new facilities will all need to be equipped, creating a great deal of opportunity for international companies to enter the market, especially in the dental industry. At present, as much as 85 per cent of the equipment used in Indonesian dental care is imported.<sup>5</sup> Both the expansion of and increase in health care facilities, as well as the growing demand for advanced health care, equipment and medical devices, will provide profitable opportunities for companies in the dental and medical industries and surgical equipment segment, market analysts have predicted.

The Indonesian government's plans for increased public spending and improved level of health care services and the expansion of individual health care facilities will progressively require medical units to operate in a cost-efficient manner. Minimally invasive treatments and high-tech devices can support this efficiency—again providing lucrative business opportunities for foreign manufacturers wishing to enter the Indonesian market.

In the dental industry, for example, segments predicted to be lucrative include orthodontics and dental equipment for scaling and polishing and whitening.<sup>6</sup> To enter the promising market, foreign companies will need to make contact with dental clinics, individual practitioners and, of course, the Indonesian dental association, Persatuan Dokter Gigi Indonesia, which represents more than 19,000 local dentists and is a major mouthpiece for the dental community.

Also key for success will be visibility and communication, which are most easily achieved at trade shows and conferences where the profession is gathered and networking opportunities are abundant. In this sense, the staging of IDEC in Jakarta—the first comprehensive dental event in Indonesia—is more than just a regular dental show. It is an event presenting challenges and opportunities side by side.

*Editorial note: A list of references is available from the publisher. ◀*

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# The 65th Annual Meeting of Japanese Association for Dental Research

## JADR 2017

[ Dates ] **11/18 (Sat.) - 19 (Sun.), 2017**

[ Venue ] **SHOWA UNIVERSITY, Tokyo, Japan**

[ Theme ] **Forefront of Dental Science  
- Toward the Global Standard in Medical Science**

[ URL ] **<http://jadr65.umin.jp>**

[ Congress President ] **Ryutaro Kamijo**  
Department of Biochemistry, School of Dentistry, Showa University

# Please join us!!

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**Official language : English**





**LEGEND:**

- China Pavilion
- Daegu Pavilion
- German Pavilion
- Italy Pavilion
- Korean Pavilion
- Swiss Pavilion

Exhibitors	Booth	Exhibitors	Booth	Exhibitors	Booth	Exhibitors	Booth	Exhibitors	Booth
<b>3</b>		Corident	F-20	Globaldent, PT	F-04	<b>M</b>		SGS Dental Implant System Holding	H-13
3A Medes	D-17	Curaprox	G-14	Green DenTech Co., Ltd.	E-24	Major Dental	C-03	SIA Orthodontic Manufacturer SRL	C-09
<b>8</b>		<b>D</b>		Guangzhou Dmate Medical Co., Ltd.	C-25	Mandala Mitratama, PT	C-17	SISMA SPA	C-05
8853 S.p.A.	C-05	Dae Young Precision Company	F-22	<b>H</b>		MCTBIO	C-26	Smart Dent	G-13
<b>A</b>		Daegu Dental Inc.	G-17	HaeNaem Co., Ltd.	C-14	Medicus Co., Ltd.	H-19	Snucone Korea	F-21
A2Z Dental & Medical Supplies Pte. Ltd.	D-16	DenMat Holdings, LLC	F-14	Hager & Werken (Asia) Co., Ltd	A-20	Mediplus Co., Ltd.	C-18	SRL Dental GmbH	A-10
AEEDC Dubai 2018	M9A	DenStar Co., Ltd.	G-19	Handae Chemical Co., Ltd.	D-25	MedPark	M11B	Surya Mandala Dental	B-14
Alliance Global Technology Co., Ltd	E-18	DenTag SRL	F-01	Hangzhou Westlake Biomaterial Co., Ltd.	F-25	MEGA-Physik GmbH & Co. KG	B-21	Swiss Pavilion/ Switzerland Global Enterprise	H-17
Ancora Imparo Pte Ltd	M-08	Dental Asia	M10B	Harbin Sunshine Smiles Medical Instruments Co., Ltd.	G-25	Mesa Dental Alloys	B-04	<b>T</b>	
APIXIA Corporation	E-16	Dental Studio Co., Ltd.	C-22	HASS Corp.	G-20	Micro-NX Co., Ltd.	F-16	Tealth Foshan	
Asia Afrika Dental	A-26	DENTIS Co., Ltd.	G-03	HORICO - Hopf Ringleb & Co.	B-21	Ministry of Health	M14	Medical Equipment Co., Ltd.	G-25
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<b>B</b>		Dentsply Sirona	H-03	Hung Chun Bio-S Co., Ltd.	G-18	Müller-Omicron Dental	A-12	<b>U</b>	
B&B Dental	C-07	Digimed Co., Ltd.	D-23	IDEM 2018	M9B	Nanjing North Vision	A-21	UFIT Inc.	F-15
B&E Korea	D-21	Dmate	C-25	IDS CAD,		Neosil Co., Ltd.	G-07	Unilever	M1A
Bego Implant Systems	B-07	DMETEC Co., Ltd.	F-17	International Dental Solution Inc.	H-01	<b>O</b>		<b>V</b>	
Beijing Honghai Technology Development Co., Ltd.	G-23	DPN Media	M11A	Infodent SRL	F-01	Onemed Dental	E-23	Verdent Ltd.	H-21
Bintang Saudara Jaya Semesta, PT	D-03, E-03, M5A	Dunamis Dental Co., Ltd.	D-19	Innodental Co., Ltd.	H-18	OROTIG SRL	B-06	Vericom Co., Ltd.	D-13
Biotek SPA	E-21	<b>E</b>		JC Meditech	H-02	Osstem	D-18	VSI Co., Ltd.	C-23
Bisco Dental Asia	F-19	Eisenbacher Dentalwaren ED GmbH	B-13	Jilin Sino-Dentex Co., Ltd.	F-23	<b>P</b>		<b>W</b>	
Bomei Co., Ltd.	E-22	Eped Inc.	E-14	KaVo Dental Asia Pacific Pte Ltd	F-03	Parker Hannifin Corporation/ Porter Instrument Division	G-22	Wenzhou Longde Medical Technology Co., Ltd.	F-26
Bowon Dental Co., Ltd.	G-15	E-Prox	F-18	Kirana Jaya Lestari, PT	M12	Perigi	E-17	Willmann & Pein GmbH	B-13
Bredent GmbH & Co. KG	A-14	Erkodent Erich Kopp GmbH	B-19	KJ Meditech Co., Ltd.	M6B	Pierrel Pharma SRL	C-03	World Bio Tech Co., Ltd.	C-20
<b>C</b>		EVE Ernst Vetter GmbH	A-16	Klik Dental Sejahtera, PT	B-25	Prima Abadi Dentalindo, PT	E-19	<b>Y</b>	
Cahaya Tiga Bintang Abadi, PT	E-15	<b>F</b>		Kompas	M15	Rreddish Stone SRL	B-10	YDM Corporation	D-01
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Chemtron Pte Ltd	B-20	Foshan Cingol Medical Instrument Co., Ltd.	H-25	<b>L</b>		Roland DG	G-09	Zhejiang Getidy Medical Instrument Co., Ltd.	F-13
Clearpath Indonesia	E-13	<b>G</b>		Labora	C-13	Ruby Dental Products Inc.	B-23	Zhuhai Siger Medical Equipment Co.,Ltd.	B-16
Cobra Dental	A-01	Gamacha	M4			<b>S</b>			
Codent		GC Asia Dental Pte Ltd	C-01			Saeyang Microtech Co., Ltd.	G-21		
International Healthcare Co., Ltd.	E-25	German Pavilion c/o Koelnmesse	B-03			Schuler-Dental GmbH & Co. KG	B-09		
		Gigigeligi	M10A						

Floor plan and exhibitors list are subject to change. Last update was 17 August, 2017.

# CURAPROX introduces 100 per cent clean concept in Jakarta



*“The Indonesian oral care market promises a lot of opportunities for our high-quality products made in Switzerland.”*

■ At IDEC Jakarta 2017, famous Swiss brand CURAPROX is offering high-quality oral health care products that will ensure your patient’s oral health is at its best. Both the CS 5460—the brand’s softest daily toothbrush—and the CPS prime inter-

dental brushes are designed for optimum cleaning that is gentle on and between the teeth and gingivae.

A regular toothbrush often has around 800 bristles, thick and made of nylon. With 5,460 ultra-fine CUREN bristles, the CS 5460 ultra soft is un-

matched in softness and effectiveness. The CUREN filaments that form the fine bristles are individually stiffer than nylon. Additionally, they remain as stable when wet as when they are dry, and the sheer density of the bristles enables tre-



mendous brushing efficiency. With its sleek, stylish body and wide assortment of colours to choose from, the CS 5460 ultra soft toothbrush is unmatched in both aesthetics and function. If your patients want a brush that will deliver super-clean teeth and be gentle on the gingivae, choose the CURAPROX CS 5460 ultra soft.

Just brushing one’s teeth results in cleaning about 70 per cent of the surface of the teeth. Though it is a decent start, it is, by itself, insufficient for maximising oral health. The interdental spaces remain largely untouched and prone to the development of caries, gingivitis and periodontitis. The CURAPROX CPS prime is the finest, most durable interdental brush available and will clean the entire interdental space (approximately the remaining 30 per cent) effectively and without risk of injury. Whereas a product like dental floss may miss small niches between teeth, the CPS prime’s umbrella effect means that the brush’s fine bristles expand to fill the gaps between teeth, cleaning the entirety of the gap. The patented and exclusive CURAL surgical wire used for the interdental brush is ultra-thin

and extremely strong, and its nickel-free composition makes it suitable for allergy sufferers. The CURAPROX CPS prime is an integral part of any successful oral health care routine.

“We are delighted to be exhibiting at IDEC Jakarta to present our CURAPROX CS 5460 ultra soft toothbrush and CPS prime interdental brush, among others. They are aesthetically pleasing and unmatched in efficiency,” said Steve Odermatt, Asia Area Manager at Curaden. “The Indonesian oral care market promises a lot of opportunities for our high-quality products made in Switzerland. We offer a portfolio that will set new benchmarks in this beautiful country. In addition, as part of our ongoing commitment to only work with the best partners, we will be announcing at the show that dental dealer Bintang Saudara will be our new distribution partner and will start selling our products from 1 September.”

Visitors to IDEC Jakarta can obtain more information about the entire product range of toothbrushes, interdental brushes, toothpastes and mouthwashes at the CURAPROX booth G-14. ◀

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## Müller-Omicron presents new disinfection line at IDEC

Disinfection and cleaning agents for the dental market have to meet specific requirements. Among these are a powerful disinfecting effect and dirt-holding capacity, hygienic handling, low allergy potential and high material compatibility. Müller-Omicron, an innovative manufacturer of dental products based in Germany, is offering customers a completely new range of disinfectants for effective, user-friendly and safe disinfection. Owing to a new combination of active ingredients, ensuring hygiene in dental practices and laboratories has just become easier. The company will be presenting its new disinfection products for the first time at IDEC Jakarta at the German Pavilion (booth A-12).

"We see great sales potential in the growing Asia-Pacific region for our new disinfection line, as well as our impression and bite registration materials," said Jens Günther, Director of Marketing and International Sales at Müller-Omicron. "Both general and prosthetic dentistry have seen outstanding development in this region. Müller-Omicron boasts 50 years of quality made in Germany. Our products meet the highest European standards and fulfil all international requirements. "As one of the first manufacturers of wipe disinfection systems, Müller-Omicron has successfully passed the '4-field test' (EN 16615), a new test method for chemical disinfectants."

### All advantages of modern disinfectant in one product line

Müller-Omicron is one of only a few companies worldwide offering a complete range of quality disinfectants for the dental market. This includes alcohol-based and alcohol-free liquids for surface and wipe disinfection, as well as highly effective cleansing products for disinfection of dental suction systems, instruments and cuspidor bowls. With Dentoderm HD gel Sensitive, Müller-Omicron also provides a particularly gentle disinfectant for hygienic hand disinfection, while Dentaclean HC lotion cleanses and nourishes the hands.

Owing to the ever-growing demand for wipe disinfection, the new range now includes eight different wipe systems with various sizes and wipe grades. Müller-Omicron offers wipes impregnated with alcohol-based and alcohol-free solutions and dry wipes for use with disinfectants. The new impregnation solutions Dentalrapid SD liquid and the alcohol-free Dentalrapid soft SD liquid are distinguished by their very good skin compatibility. This has been confirmed by Dermatest, an independent test laboratory for dermatological products, which awarded Dentalrapid the top rating of "very good".

### Aqium 3D: Precise impressions with unique hydrophilicity

In order to obtain a precise impression in the moist oral environment, rapid hydrophilicity is necessary. The silicones used in dentistry should displace the moisture quickly and easily flow into the smallest areas. Müller-Omicron offers with Aqium 3D a new product that meets these requirements. The scannable, addition-cur-

ing precision impression material is suitable for conventional and digital impression methods. Its properties include optimal hydrophilicity, high ultimate tensile strength, high modulus of elasticity, thixotropy and fluidity.

With Aqium 3D, Müller-Omicron has set new standards in digital dentistry. "The impressions made with Aqium 3D are scannable without the need to add powders or sprays, so that it can be used in a digital data-based

CAM process chain," explained Jens Günther. "For example, the combination of Aqium 3D LIGHT and Aqium 3D HEAVY has led to excellent prosthetic results." 3Shape, a leader in dental scanning systems, also recommends Aqium 3D for CAD/CAM production of dental restorations. Furthermore, owing to a new mixing technology, the user saves 28 per cent of the material per application. Aqium 3D is available in different viscosities

(LIGHT, MEDIUM, MONO and HEAVY/PUTTY SOFT) and in 50 and 380 ml double cartridges. Aqium 3D can be used for crown and bridge work, as well as inlays and onlays.

Müller-Omicron customers and visitors at IDEC Jakarta can obtain more information about the entire product range of impression and bite registration materials, silicones and other laboratory products at the company's booth A-12. ◀



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