

# DENTAL TRIBUNE

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## DENTAL CIRCLE

Members and partners of the ambitious platform recently met in London to celebrate the future of professional social media.

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## BRANDING

With an ever-increasing level of choice for patients, it is more important than ever for dental businesses to stand out from the crowd.

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## IMPLANT TRIBUNE

Read the latest news and developments from the fields of implant dentistry in our specialty section included in this issue.

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## New report says parents to blame for children's poor oral health

By DTI

**MANCHESTER, UK:** A lack of knowledge about the importance of early oral health care measures and the availability of treatment among parents has led to almost every seventh child aged 8 or under in the UK having never seen a dentist, according to a new report by dental group mydentist in Manchester. The survey also found that one in ten of those children who had actually seen a dentist had at least one filling done, resulting in an estimated burden of £22 million annually for the National Health Service.

The report is in line with new findings by the Faculty of Dental Surgery at the Royal College of Surgeons of England earlier this week that oral health among the nation's youth is worsening, with more children than ever sent to hospitals for tooth extractions owing to severe decay. While the Royal College of Surgeons has identified increasing sugar consumption as the main contributor, the mydentist report blames parents who are unaware of or fail to implement appropriate oral health care measures at home for the dental problems.

Among its findings are that only a quarter of the children of the parents



Despite more children in the UK suffering from dental problems, many have never been taken to a dentist.

surveyed brushed their teeth for the recommended two minutes twice daily.

Many parents also failed to identify things that are actually beneficial to their children's health, such as fluoride, which 13 per cent considered to be harmful.

On the contrary, almost a fifth of the parents thought that acidic bev-

erages like fruit smoothies, a major contributor to tooth erosion, would benefit their children's teeth.

The mydentist survey was conducted among 2,000 parents throughout the UK. It found that those in Wales were most likely to take their children to see a dentist early on. Children living in the North West also scored higher in terms of

personal oral hygiene, brushing their teeth for longer than youngsters in any other region.

## Maltreatment case settled with five figure number

By DTI

**CHELMSFORD, UK:** A dentist from Benfleet in Essex is reported to have paid an amount of £16,000 to settle a lawsuit by a former patient over allegations of maltreatment. Charges against him included having damaged the facial nerves of the 49-year-old civil servant, Graham Hancock, during a third molar extraction at his dental practice in Chelmsford.

Hancock told the *Essex Chronicle* that he had suffered from continuous facial pain, numbness and loss of

taste after having undergone the procedure in late 2013. After his condition worsened, he was sent to King's College Hospital in London for specialist treatment.

The case was taken to court after other oral surgeons found the dentist's work to have been unprofessional. Among other things, he failed to take a radiograph to identify the risks of the procedure and to inform the patient of other treatment options, Hancock's solicitors said. Currently working at a dental practice in Basildon, the dentist is reported to

have not admitted liability despite having agreed to pay the five-figure settlement.

He has also been under surveillance by the General Dental Council on several charges of misconduct and poor professional performance, including allegations of not having maintained appropriate standards of infection control and having exposed patients to dental panoramic radiography without justification while working at his former practice in Southend-on-Sea between September 2010 and October 2012.

## Halitosis association launched

In order to address the lack of scientific data on halitosis, the International Association for Halitosis Research (IAHR) was officially formed on 5 June at a meeting of leading halitosis researchers during EuroPerio8 in London. As new insights into the problem of bad breath are rapidly expanding, the IAHR aims to promote research on all aspects of halitosis and its related issues and to distribute and publicise the research. "Not only do we need to create awareness among the public, but we should also enhance the information and treatment advice for professionals," president Dr Edwin Winkel from the Netherlands said.

Despite affecting a vast number of people worldwide, sound epidemiologic data on halitosis is rare. While 9 in 10 cases of halitosis are attributable to tongue coating, gingivitis, periodontitis and other conditions in the oral cavity, a minority of cases are caused by systemic diseases or conditions.

AD



PRINT DIGITAL EDUCATION EVENTS

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# Leeds collaborates over future of oral health care in Europe



By DTI

**LEEDS, UK:** Dental treatments cost an estimated €79 billion a year across the EU, yet dental diseases are almost entirely preventable. A new research project, funded through a €6 million grant from the EU, aims to bring about a shift in dental care practices, from a focus on treating teeth by extraction and fillings to more ef-

fective oral health care treatments to prevent disease in the first place.

The four-year project will be led by the University of Leeds, in conjunction with the Academic Centre for Dentistry Amsterdam and Heidelberg University, in collaboration with NHS England, as well as universities and dental insurers from across Europe.

Using de-identified data from millions of health records across Europe, the researchers will work with dental professionals and insurers to identify effective strategies for preventing disease in each country. Providing continuous feedback to shape best practice, a set of key performance indicators will be developed against which dentists and health care systems can measure themselves.

"The World Health Organization has said that dental diseases are the most common chronic diseases known to man. We want to change this," said Prof. Helen Whelton, Dean of the University of Leeds's School of Dentistry and project lead. "The hope is that, by continually assessing and feeding back the performance of dental professionals and healthcare systems in keeping teeth healthy, it will foster change in practices and encourage a move to more preventive dental care."

"We will be using secure, de-identified medical records to develop a model with a focus on preventing dental problems, which gives den-

tists and health systems the ability to measure their success in making patients healthier," Whelton explained. "We will be looking at things such as how long teeth remain healthy with no need for treatment or, at country level, the amount spent on extractions each year. This information can be compared across different systems and countries."

The project will have access to eight European patient record databases from countries including Britain, Denmark, Germany, Hungary, Ireland and the Netherlands. In addition to hearing the views of professionals and insurers, the project will consult with patients in the participant countries to identify their preferences and gain their perspectives on the dental care they receive.

"This is a fantastic example of collaboration between universities, the public sector and the private sector, with the aim of improving the dental health of an entire continent, and we hope this will feed in to the reform of healthcare systems globally," Whelton concluded.

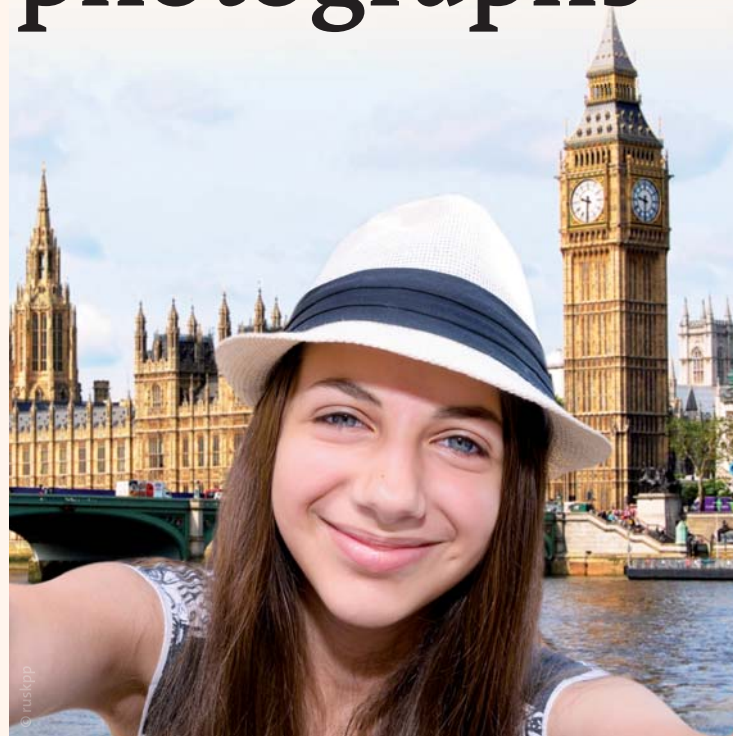
# Most Brits avoid showing their teeth in photographs

By DTI

**LONDON, UK:** Say "cheese"! Although it is meant to make people smile, this cue apparently induces the opposite in many British people. According to a new survey, eight out of ten worry about how their teeth look in photographs, with almost every second person wishing he or she could change the appearance of his or her dentition altogether.

The research, which was initiated by global health care company Bupa, surveyed 2,000 people on their dental habits and attitudes towards brushing their teeth. As the answers revealed, the British are far from being a tooth-proud nation. An astonishing 81 per cent of the respondents worried about the appearance of their teeth in photographs, with 28 per cent of them refusing to smile in pictures at all for fear of their teeth looking unattractive in photographs or on social media.

Forty-two per cent of those polled confessed that their teeth were the number one thing they would change about themselves, 35 per cent admitted to being em-



barrassed about the appearance of their teeth and 63 per cent said they wished they were whiter and cleaner.

It would appear that the ever-present sparkling celebrity teeth are fuelling these feelings of dental inadequacy, as 53 per cent said they feel pressured to have impeccable teeth because of those displayed by modern celebrities and public figures.

Shying away from smiling in photographs is one thing, but the British's anxiety about their teeth appears to be linked to a serious lack of oral hygiene knowledge. Of those surveyed, 47 per cent admitted that they do not know how to brush their teeth properly. The poll further found that half of the respondents do not use mouthwash, 9 per cent share a toothbrush with someone else and, alarmingly,

29 per cent do not even use toothpaste. One in five also admitted that they regularly use chewing gum as a substitute for brushing their teeth.

Commenting on the research, Dr Steven Preddy, Dental Clinical Director of Bupa Dental Services, said: "Worryingly, our research highlights how many people are ignoring the art of brushing their teeth properly. Modern, state-of-the-art electronic toothbrushes and interdental tools provide a wealth of different ways to clean. So there should be no excuse for not brushing for two minutes twice every day, and in conjunction with seeing a dentist regularly, we encourage people not to neglect their teeth and gums!"

In terms of UK regions, respondents from South East England were the most responsible teeth cleaners with 74 per cent brushing twice daily as recommended, followed by Scotland (67 per cent) and Northern Ireland (64 per cent).

The worst offending region was Yorkshire and the Humber region, where only 53 per cent of respondents brush twice a day.

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## DENTAL TRIBUNE

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**V3** By *MIS*



# Dental Circle meets in London to celebrate future of professional social media

By DTI

**LONDON, UK:** With temperatures skyrocketing last month in the capital, the organisers of Dental Circle could not have chosen a better time to hold its first major networking event. Consequently, hundreds of members of the professional social media website met in London to share ideas and celebrate the achievements of the ambitious platform.

And there was plenty to celebrate at the event sponsored by dental implant solutions provider Straumann. In just one year after launching, the site has attracted over 3,000 members, a number that might not seem high for a professional network, but one that fits in perfectly with the ethos founders Amit and Dev Patel had in mind when launching the site. Instead of being open to anyone, like Facebook or Twitter, the network works similar to exclusive social media sites like ELEQT, but without the hurdle of having to pay one's way into it. Professionals interested in joining Dental Circle just have to be registered with the General Dental Council and want to be part of an ever-growing network of professionals.

"In the current employment market, young dentists are struggling to find jobs and make the right connections. Specialists too

are receiving fewer referrals and principal dentists are flooded with ambiguous CVs from across the world," explains Amit Patel, who

Once approved, members are given a personal profile page, which they can customise with their interests and achievements,

special interest groups to explore or deepen their knowledge of different aspects of dentistry. These are led by mentors, includ-

courses and investing in dental products and practices early on. Our goal was to create a website where they can find support from a variety of professional sources," Patel said.



Amit Patel (right) celebrating with Dental Circle partners and friends. (Photographs Lloyd Goodall, UK)

is also a London-based dentist. "Dental Circle is the professional network for dental professionals, with the aim of connecting all dentists, therapists, hygienists, nurses and laboratory technicians."

as well as the opportunity to upload images of their own cases and share them with the rest of the community. From these, the best are awarded on a regular basis. Furthermore, members can join

ing clinical gurus such as Chris Orr and Zaki Kanaan.

"Young dentists are more ambitious than ever, looking to advance their careers through

In addition to its online presence, which includes common social media websites like Facebook, Dental Circle has recently begun organising roadshow events that give members and other professionals the opportunity to network with prominent experts, as well as to try out the latest technologies and tools. Three of these events, intended to cover clinical topics ranging from short-term orthodontics to posterior direct restorations, are scheduled for later this year in London, Leeds and Manchester.

"The Dental Circle Roadshow events are a new concept, aimed at young dentists, helping to build foundations, but also advance current techniques," said Dev Patel.

Registrations for each of the one-day events, which are worth seven hours of continuing professional development, are still being accepted. Professionals interested in attending the workshops are invited to register at [dentalcircle.com/roadshow](http://dentalcircle.com/roadshow).

# Capital prepares for International Orthodontic Congress

By DTI

**LONDON, UK:** The International Orthodontic Congress (IOC) is held once every five years and offers up to 10,000 orthodontists and allied professionals a unique platform to meet, network and exchange knowledge and ideas with their colleagues and peers from across the globe. The World Federation of Orthodontists (WFO) and the British Orthodontic Society, the two largest dental specialist groups in the UK with over 1,800 members collectively, will be hosting the eighth edition of the congress in London, from 27 to 30 September.

The organiser expect to attract more than 7,000 people. About 4,000 participants have already signed up for the event. It will be officially opened on 27 September at the ExCeL London Exhibition and Congress Centre in the heart of London's Royal Docks, with easy access to central London. The venue is part of a 100 acre site which includes three on-site aboveground rail stations and easy access to the underground network and London City Airport.

In order to cater for both orthodontists and other dental health professionals, such as dental technicians, hygienists, dental attendants and office staff, the WFO will be

offering two scientific programmes that will run in parallel. In addition to these programmes, a World Village Day will take place, which will comprise of seven parallel, full-day programmes. To date, 19 distinguished speakers have already confirmed their participation.

The congress lectures and presentations will be held in English, however, simultaneous translation will be provided for some sessions.

Alongside the scientific programme, attendees will have the opportunity to learn more about new products and technological developments at the adjoining

exhibition that will run for the duration of the congress.

In addition, during the course of the congress, several social events are planned for the evenings, including an international reception at the famous Madame Tussauds wax museum and a gala dinner at the Old Billingsgate, an extraordinary and unique venue that is situated in a prime position on the River Thames which was once the world's largest fish market. Tickets for these events can be purchased upon registration.

According to the WFO, one of the reasons the congress is taking

place in London is because of the city's heritage and its attractions on offer. As a city of history and culture, delegates will have numerous opportunities to enjoy many of the sights, including castles and palaces; historical buildings and monuments; theatres and opera houses and other well-known places that were described by famous authors, such as William Shakespeare and Charles Dickens.

Online registration for the event is open until 17 September online but delegates can also register on-site at the registration desk on 27 September.

# LONDON'S TOP 10 ATTRACTIONS



## 1. BRITISH MUSEUM

The world-famous British Museum exhibits the works of man from prehistoric to modern times, from around the world. Highlights include the Rosetta Stone, the Parthenon sculptures and the mummies in the Ancient Egypt collection. Entry is free but special exhibitions require tickets.



## 2. NATIONAL GALLERY

The crowning glory of Trafalgar Square, London's National Gallery is a vast space filled with Western European paintings from the 13th to the 19th centuries. In this iconic art gallery you can find works by masters such as Van Gogh, da Vinci, Botticelli, Constable, Renoir, Titian and Stubbs. Entry is free but special exhibitions require tickets



## 3. NATURAL HISTORY MUSEUM

As well as the permanent (and permanently fascinating!) dinosaur exhibition, the Natural History Museum boasts a collection of the biggest, tallest and rarest animals in the world. See a life-sized blue whale, a 40-million-year-old spider, and the beautiful Central Hall. Entry is free but special exhibitions require tickets.



## 4. TATE MODERN

Sitting grandly on the banks of the Thames is Tate Modern, Britain's national museum of modern and contemporary art. Its unique shape is due to it previously being a power station. The gallery's restaurants offer fabulous views across the city. Entry is free but special exhibitions require tickets.



## 5. THE LONDON EYE

The London Eye is a major feature of London's skyline. It boasts some of London's best views from its 32 capsules, each weighing 10 tonnes and holding up to 25 people. Climb aboard for a breathtaking experience, with an unforgettable perspective of more than 55 of London's most famous landmarks – all in just 30 minutes!



## 6. SCIENCE MUSEUM

From the future of space travel to asking that difficult question: "who am I?", the Science Museum makes your brain perform Olympic-standard mental gymnastics. See, touch and experience the major scientific advances of the last 300 years; and don't forget the awesome Imax cinema. Entry is free but some exhibitions require tickets.



## 7. VICTORIA & ALBERT MUSEUM

The V&A celebrates art and design with 3,000 years' worth of amazing artefacts from around the world. A real treasure trove of goodies, you never know what you'll discover next: furniture, paintings, sculpture, metal work and textiles; the list goes on and on... Entry is free but special exhibitions require you to purchase tickets.



## 8. TOWER OF LONDON

Take a tour with one of the Yeoman Warders around the Tower of London, one of the world's most famous buildings. Discover its 900-year history as a royal palace, prison and place of execution, arsenal, jewel house and zoo! Gaze up at the White Tower, tiptoe through a medieval king's bedchamber and marvel at the Crown Jewels.



## 9. ROYAL MUSEUMS GREENWICH

Visit the National Maritime Museum - the world's largest maritime museum, see the historic Queen's House, stand astride the Prime Meridian at Royal Observatory Greenwich and explore the famous Cutty Sark: all part of the Royal Museums Greenwich. Some are free to enter; some charges apply.



## 10. MADAME TUSSAUDS

At Madame Tussauds, you'll come face-to-face with some of the world's most famous faces. From Shakespeare to Lady Gaga you'll meet influential figures from showbiz, sport, politics and even royalty. Strike a pose with Usain Bolt, get close to One Direction or receive a once-in-a-lifetime audience with Her Majesty the Queen.



# Bio-Emulation movement continues to grow

and techniques to achieve high aesthetic standards and emulate nature using a histo-anatomical approach.

phology function and aesthetics was among the most requested.

Over 95 per cent of attendees who took part in a representative

about 200 people attended the social events.

This year's colloquium was held at the European School of Manage-

GC Europe was the main sponsor and SHOFU was the official partner. In addition, the colloquium was sponsored by Ivoclar Vivadent and CROIXTURE, and supported by

By DTI

**BERLIN, Germany:** On 4 and 5 July, the 2015 Bio-Emulation Colloquium was held in Berlin in Germany. The event, which was organised by the Dental Tribune International team in close collaboration with the Bio-Emulation Group, attracted more than twice the number of participants compared with last year. Overall, more than 300 dentists and dental technicians attended the extensive programme on biomimetics in dentistry, including 16 lectures and 13 workshops.

After the successful première of the Bio-Emulation Colloquium last year in Santorini in Greece, this year's meeting was held under the theme "Bio-Emulation Colloquium 360°". Key opinion leaders in adhesive and restorative dentistry educated the participants on methods



During the sessions, particularly the workshops, attendees had the opportunity to learn more about the mechanical and optical properties of natural teeth and gain knowledge on using existing techniques and materials. A considerable number of workshops were fully booked; for instance, Dr Pascal Magne's session on dental mor-

evaluation survey said that they would definitely recommend the event to others. They were most satisfied with the choice of speakers and topics in particular.

Many of the participants took advantage of the networking opportunities offered on the two evenings of the meeting. Each day,



ment and Technology, a historical site in the centre of Berlin, next to the office of the German Ministry of Foreign Affairs. The building, which has landmark status today, was once the state council building of the former German Democratic Republic. After a lavish refurbishment in 2004 and 2005, it was transformed into the current private business school.

American Dental Systems, anaxdent and Velopex International.

At the closing session in Berlin, members of the Bio-Emulation Group announced that the next colloquium in 2016 will take place in Barcelona in Spain. More Details will be made available in due time at [www.bioemulationcampus.com](http://www.bioemulationcampus.com).

# Study reveals unrealistic public expectations regarding implants

By DT Asia Pacific

**HONG KONG:** Dental implants are gaining increasing popularity in the treatment of partially dentate or edentulous patients, and both the industry and dental professionals offer detailed information about implant materials, functions and procedures.

Yet, many people are not well informed and tend to overestimate the functionality of implants, while underestimating the expertise needed for implant dentistry. These are the findings of a qualitative study conducted at the University of Hong Kong.

The researchers aimed to evaluate the public's acquisition of information and their perceptions regarding dental implants, as well as the effects of these perceptions on their care-seeking and decision-making behaviour.

The study examined a sample of 28 adults between 35 and 64 years old who had never been engaged in a dentistry-related job. Moreover, for inclusion in the study, participants had to have at least one missing tooth and to have heard

about dental implants, but never received one or had any dental consultation regarding dental implants.

The participants were divided into six focus groups and had to

to thematic content analysis following a grounded theory approach.

The Chinese research team found that the participants acquired information on dental implants

According to the researchers, the participants expected dental implants to restore patients' appearance, function and quality of life to absolute normality. "They regarded dental implants

The participants further underestimated the expertise needed to carry out the clinical procedures to place an implant. However, they were deterred from seeking dental implant treatment by the high costs, invasiveness of the procedure, risks and possible complications.

Overall, the study found that the public is exposed to information of varying quality and has some unrealistic expectations regarding dental implants. Such perceptions may shape their care-seeking behaviours and decision-making processes in one way or another, the researchers said.

"The views and experiences gathered in this qualitative study could assist clinicians to better understand the public's perspectives, facilitate constructive patient-dentist communication, and contribute to the creation of positive clinical experiences in implant dentistry," they concluded.

The study, titled "Public perceptions of dental implants: A qualitative study", was published online on 8 May in the *Journal of Dentistry*.



Patients tend to overestimate the functionality of implants, new research has shown.

discuss dental implants and their individual knowledge about them. All of the group discussions were transcribed verbatim and subjected

through various means, such as patient information boards, printed advertisements, social media, and personal connections.

as a panacea for all cases of missing teeth and overestimated their functions and longevity," the scientists stated.

# “Xylitol is here to stay”

An interview with Professor Emeritus Kauko K. Mäkinen, Finland

During the early 1970's, xylitol and other natural sweeteners were extensively tested in Finland as potential replacements for sugar. The series of over 20 research reports, published together in *Acta Odontologica Scandinavica* in 1975, became collectively known as the “Turku Sugar Studies”. Approaching the 40<sup>th</sup> anniversary of the publication, *Dental Tribune* had the opportunity to speak with Professor Emeritus Kauko K. Mäkinen, who led the original Turku research together with Arje Scheinin, about xylitol's impact on caries levels, its popularity in Finland and the sweetener's future prospects.

**Dental Tribune:** Prof. Mäkinen, you were involved in the first extensive studies of xylitol in the seventies—how far has the sweetener come since then?

**Prof. Emeritus Kauko K. Mäkinen:** The awareness of xylitol among consumers and healthcare professionals has increased significantly since the early 1970's. However, knowledge about xylitol is not equally distributed across the world. Although awareness may approach 100 percent in Finland, the situation is different in other countries and the level of

ment from the German Dental Association.

**When you did your research for the Turku studies, did you expect to find xylitol to be so beneficial, especially for oral health?**

We did not anticipate the magnitude of this preventative effect. We considered it a welcome surprise. Later, of course, after learning how xylitol works and after we learned to understand the chemical mechanisms involved, we started to regard the findings as natural and expected.

**Is there a measureable impact on caries levels and dental health that can be attributed to the sweetener?**

We cannot give any figures of the effect of xylitol in caries incidence in the above instances. Overall caries prevention takes place as a result of multi-faceted efforts and programs, xylitol being a part of the whole. It is impossible to differentiate between the effect of each individual preventative measure since all of them are in action simultaneously, such as tooth brushing, the use of fluorides, the application of sealants, etc.

tributed throughout the day. The first dose in the morning, the last after oral hygiene at bedtime. Always after meals and sugary snacks. Use it about 5 times a day, not less. Use two pellets or one stick of gum but the gum must be 100 % xylitol. One may “tolerate” some maltitol in it, but no sorbitol, unless the sorbitol amount is very small (<5 %). Some companies use only 5–10 % xylitol and call their product “a xylitol gum”, which is false.

**Are there any known side effects?**

Regular consumers who use xylitol for dental purposes have no side effects. If somebody accidentally consumes larger single doses, for example, 20–30 grams, some individuals may have transient diarrhoea. However, sorbitol, mannitol and common milk causes much more severe symptoms. Of course, small children must use xylitol gum under parental guidance.



Professor Emeritus Kauko K. Mäkinen posing with a model of the xylitol molecule.

**Do you think xylitol could be playing a greater role in the future, maybe in developing countries?**

Xylitol is here to stay. We are already using xylitol in developing countries. Vietnam is one example and, in thinking, it is still a developing country. Xylitol is currently

being used in hundreds of dental, medical, cosmetic and other products all over the world. Its popularity is increasing steadily, but not abruptly.

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

AD

## “Overall caries prevention takes place as a result of multi-faceted efforts and programs, xylitol being a part of the whole.”

awareness depends on the level of dental and medical education in each country.

**As you mentioned, in Finland, xylitol seems to be a part of daily life?**

Xylitol is indeed known by virtually all Finns and is also used by most people in Finland on a daily basis. Parents and grandparents have adopted a habit of buying xylitol gum, pastilles or lozenges for their children and grandchildren. At many day-care centres, children learn to use xylitol after lunch.

**In Germany, for example, you can buy xylitol as a sweetener and it is also added in gum, but it is not widely known to the public as a mainstream product. Why do you think there is such a difference in “popularity”?**

You are right about the situation in Germany. I cannot help but wonder why this could be, since xylitol was discovered by German chemists and its medical use in infusion therapy is best known by German physicians. It is possible that German dentists do not value early caries prevention as much as the dentists and the authorities do in Scandinavia. One would need a strong and committed distributor and an official endorse-


The caries preventative effects of xylitol that were reported in the literature are based on clinical trials. Xylitol does, however, significantly increase the efficacy of overall caries prevention, provided that the use of xylitol is habitual and is based on the consumption of sufficiently-large daily amounts that are taken at least three to five times a day.

**Do you have any data on how much xylitol is consumed in Finland or worldwide?**

These figures are possessed by xylitol manufacturers and they do not provide any production-related information to us. However, the annual production worldwide must be tens of thousands of tons since xylitol is produced in China, Russia and in other countries. The first true xylitol plant in the world was in Finland and was sold to DuPont a few years ago. When production started in Finland in the 1970's, 3,000 to 50,000 tons were made during the first few years, but overall, production is by far much larger now.

**How should the sweetener be used in daily life?**

My current recommendation is about 7–10 grams per day, evenly dis-



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# Sunstar awards research and promotes Barcelona session at EuroPerio8

By DTI

**LONDON, UK:** In order to promote research on the association between periodontal disease and diabetes, as well as oral and systemic health, the Sunstar Foundation has been organising scientific seminars around the world since 2008. During Sunstar-sponsored sessions at EuroPerio8, international experts lectured on periodontitis and its oral and systemic effects, as well as the role of nutrition in severe periodontitis and new regenerative medicine options for periodontal patients. Over 400 dental professionals attended the sessions.

As a partner of the European Federation of Periodontology, Sunstar also hosted the fifth World Perio Research Awards, which were established in 2003. This year, the three winning papers were those submitted by Dr Lisi Tan et al. (first place) from China, Dr Marjorie Jeffcoat et al. (second place) from the US, and Dr André Luis Caúla et al. (third place) from Brazil. The awards recognise research advances in oral and systemic health.

Mayumi Kaneda, Sunstar's global public relations director, told *Dental Tribune* in London: "For the Sunstar Foundation, it is very important to support researchers. I feel that this is our mission as a foundation and we really believe that it helps the development of science and will also translate to the patients in the end. The trophy for the prize was designed by Italian

designer Claudio Bellini. It symbolises an infinity sign and expresses our wish for researchers never to stop continuing their work. This trophy is also granted to winners of the Sunstar World Dental Hygienist Award, which application deadline will be this year on 31 December."

"Sunstar is not only committed to supporting clinical studies and science, but we're also committed to promoting education. Being seen as a partner in education at every stage is extremely important to us. We really want to help professionals become aware that, from the patient's perspective, they are all key players when it comes to achieving a better quality of life, which is actually our foundation's motto. We really believe in it—in all our efforts

we have that goal in mind. One example is the project done in collaboration with Quintessence Publishing to produce the latest chapter of the Cell-to-Cell Communication oral and general health animated video which premiered at EuroPerio8," Kaneda stated.

Sunstar also announced the 19<sup>th</sup> Joslin-Sunstar Diabetes Education

Initiative (JSDEI) session, the fourth in Europe, to be held on 6 November in Barcelona in Spain. After the success of the 2014 JSDEI seminar in Frankfurt/

speakers from Spain and the US. Sunstar also announced that the 20<sup>th</sup> JSDEI event will be held in Singapore in January 2016. Again, experts

interaction between professionals; in fact, the interactive aspect is very, very important to us. We are trying to make everybody comfortable enough

to ask questions, as we really want to start discussions between these professionals," Dr Marzia Massignani, Scientific Affairs Manager at Sunstar, said.

This year, Sunstar will be introducing a new interactive JSDEI concept to universities across Europe. Students will be able to take part in the event via a live webinar, enabling a greater audience reach. "We are collaborating with key universities from different countries that include JSDEI in their education schedule. So far, the feedback has been very good and several universities have already agreed to be involved," Massignani stated.

The seminar is supported by the Sunstar Group, the FDI World Dental Federation and the Sociedad Española de Periodoncia y Osteointegración (the Spanish society of periodontology and osseointegration).

Dental professionals can learn more about and register for the events at [www.jsdei-seminars.com](http://www.jsdei-seminars.com). More information about the company can be found at [www.sunstar.com](http://www.sunstar.com).



*Dental Tribune* in talks with Mayumi Kaneda (left), Sunstar's global public relations director, and Dr Marzia Massignani, Scientific Affairs Manager.

Main in Germany, which was attended by a record number of 350 delegates, the next seminar will again focus on the latest cutting-edge research on the link between oral and systemic health—which is still frequently underestimated. The format of the meeting will encourage interaction between participants at the symposium delivered by distinguished

in the fields of general dentistry, periodontology, dental hygiene, diabetology, nutrition, internal medicine and general medicine from all over the world are expected to attend.

"Top key opinion leaders in the field of periodontology and the field of diabetology will be lecturing. The seminar is focused on promoting in-

# With promising results from its app, Oral-B reveals new trial and whitening kit

By DTI

**LONDON, UK:** Users of electric toothbrushes are brushing over twice as much as users of manual toothbrushes, resulting in a worldwide trend of improved oral care patterns, the dental consumables manufacturer, Oral-B announced at EuroPerio8 in London. This promising data was retrieved from its recently improved Oral-B app, which is available to users of its SmartSeries power toothbrushes and allows dental professionals to manage and follow the brushing habits of their patients between appointments.

In addition to extended brushing times, over half of the recorded brushing sessions in the app included flossing, rinsing and tongue cleaning. Through a combination of these statistics and



Market Strategy & Planning Manager Charlie Fuller (left) with company representatives presented the additions to P&G's professional portfolio.

consumer feedback, the company deduced that users are encouraged to brush longer, but with less force,

which is more aligned to their dental professionals' recommendations. While Oral-B power toothbrushes

have always offered users a great brushing experience, they are now able to assist patients in keeping up good oral hygiene between dental appointments, the company said.

Delegates were also able to experience the company's newest Test Drive programme at one of Oral-B's brushing booths at EuroPerio. According to the company, this gave both dental professionals and their patients the opportunity to try out their power toothbrushes, without the risk of cross-infection, by using special handles and replacement heads that feature a sealing insert to prevent saliva from entering the brush. Further protection is provided by a disposable sheath that covers the handle itself. After cleaning and disinfecting it,

the handle is ready to be used again with a fresh head.

Exclusively distributed in Europe by Henry Schein, Oral-B further revealed their 3D White Whitestrips, which is an easy home-whitening treatment that is said to offer results that last up to 12 months. They use the same enamel-safe whitening ingredient that dentists use, which reaches below the enamel surface to remove stains. While a dental professional first applies the strips, consumers can perform all the subsequent whitening applications at home. The results are visible within 14 days, according to the company.

A Procter & Gamble oral care brand, Oral-B was a diamond sponsor of EuroPerio8. It also supported two sessions that focused on the issue of hypersensitivity, the other challenges faced in periodontal therapy with regards to aesthetic demands and achieving long-term success.



# Why dentistry needs branding

By Amanda Maskery, UK

Owning a dental practice or group has always presented challenges, but the marketplace has never been more crowded than it is now. With an ever-increasing level of choice for patients, it is more important than ever for dental businesses to stand out from the crowd. While we of course all know the value of providing a first-rate customer service, and that will always remain the most important factor, how many of us recognise the importance of creating and building a brand?

Generally, in dentistry, branding has not been regarded in the same way it is in the corporate world, where multi-national businesses expand on the strength of their brands. But now, with the growth of dental corporates and multi-practice groups, branding is becoming an increasingly important factor. That is not to say that branding is only the domain of the big players. Creating a brand which is unique and people can identify, talk about, recommend to others and remember is just as important for a single practice, and in some situations

even more so, where there are other local competitors for existing and potential clients to choose from.

Effective branding is also important when looking to expand, franchise or sell one's business. When dentists are adding another site to their existing portfolio, doing so under a brand will enable people to know who is moving into their area, and can help give confidence that this is an established dental business taking over their local site. One example being a business in North East England I act for, the Burgess & Hyder Dental Group, who now operate 11 clinics across the region under their brand. They are welcomed into each area as their brand is widely known, as is the quality associated with it.

Equally in franchising, the importance of a strong brand is crucial to enable a business to thrive in other areas relies on an existing strength of reputation. Through being part of that recognisable



brand, patients will know that each site under that umbrella will offer the same levels of service and quality. Another of my clients, Damira Dental, has recently re-branded from Aspire Dental Care, and is pursuing a franchising model under its new and fresh identity. The business, which has 14 sites across the South of England, has amassed a strong reputation during its eight years in operation, and the strength of its service coupled with its branding will allow that to be replicated across the UK.

The creation of a brand identity, which can help support the expansion of a business, can also be of great importance when it comes to selling. It is much easier to market a business which is well known and has invested time and effort in standing out from the crowd. To a potential buyer, they are important factors in instilling the confidence to take on a site in a new territory.

In this day and age of dentistry being an increasingly competitive business, distinguishing oneself

from the many other players has never been more important, and is something that must be given due consideration.



*Amanda Maskery is one of the UK's leading dental lawyers. She is Chair of the Association of Specialist Providers to Dentists (ASPD) in the UK and a Partner at Sintons law firm in Newcastle. She can be contacted at amanda.maskery@sintons.co.uk.*

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