

today



Inside today

You will find an overview about Swedental 2013, new developments and trends in the world of dentistry as well as information on dental products and the industry.

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Limited by financial uncertainty

The dental implant market in Europe was valued €1.18 billion in 2012. Analyst Carmen Chan discusses prospects and why Eastern Europe is poised for the highest growth.

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New products in focus

Swedental is an excellent opportunity to see state-of-the-art technologies in the field of dental implantology.

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Scandinavia's largest dental show invites all to 2013 edition

New products and technologies on display at Stockholmsmässan

Sweden's largest dental show once again invites dentists, technicians and other dental staff from Scandinavia and beyond to learn about the latest dental products and technologies in dentistry. The three-day event, to be held at the Stockholmsmässan fairground in Älvsjö in the capital of Sweden, is being organised by the Swedish Dental Association in collaboration with the Swedish Dental Trade Association, and will showcase the latest equipment and materials available to dental professionals today.

This year will see TV gladiator Johan "Plexus" Oldenmark as a special guest discussing the benefits of oral health in children and adolescents. According to the organisers, he will also be moderating a dental

fashion show organised by students and staff from the Karolinska Institutet's dental school in Huddinge near Stockholm.

More than 10,000 visitors are expected for this year's meeting, which takes place every autumn. Last year's edition in Gothenburg attracted over 13,000 attendees, the majority of whom came from Scandinavia. Swedental 2013 will focus on aesthetic aspects in dental treatment that have gained increasing significance in dentistry in recent years. Besides clinical methods in this field, there will be discussions on the ethics and social issues related to aesthetic treatment.

New products for treatment outcomes that are more predictable and an improved workflow in den-

tal practices and laboratories will be presented at the industry exhibition, which is supported by 180 sponsors this year. Among others, Finnish dental equipment manufacturer Planmeca has announced that it will be showcasing its latest tools for a complete digital workflow. Furthermore, Danish dental solutions provider 3Shape will have its recently launched TRIOS intra-oral scanning system on display. Among other products, new systems for endodontic treatment, as well as restorative materials, will be presented by VDW and GC Nordic.

On Friday at the AfterDent party, to be held at the entrance of the exhibition hall, visitors to the show will be able to meet with friends, partners and colleagues in a re-



(DTI/Photo courtesy of Stockholmsmässan, Sweden)

laxed atmosphere. Drink tickets will be available at SEK48, which will equal one beer, a glass of wine or a cider, according to the organisers. Entertainment will be provided by Swedish singers Magnus Carlsson and Nanne Grönvall.

First held in 1973, Swedental has become the leading forum and trade fair for the dental industry in

Scandinavia. More information about the meeting, parallel scientific sessions, and exhibition is available on its website, www.swedental.org. The organisers have launched an application for mobile devices and tablet computers that is aimed at giving visitors quick access to event-related information both ahead of and during the show. ◀

AD

Useful information

Venue

Stockholmsmässan
Mässvägen 1
125 30 Älvsjö
SWEDEN

An information desk is located at the main entrance. Wheelchairs

can be borrowed from there. A limited number of parking spaces for disabled persons are also available.

Organisers

Swedish Dental Association
(Sveriges Tandläkarförbund)

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Phone: +46 (0)8 666 15 00

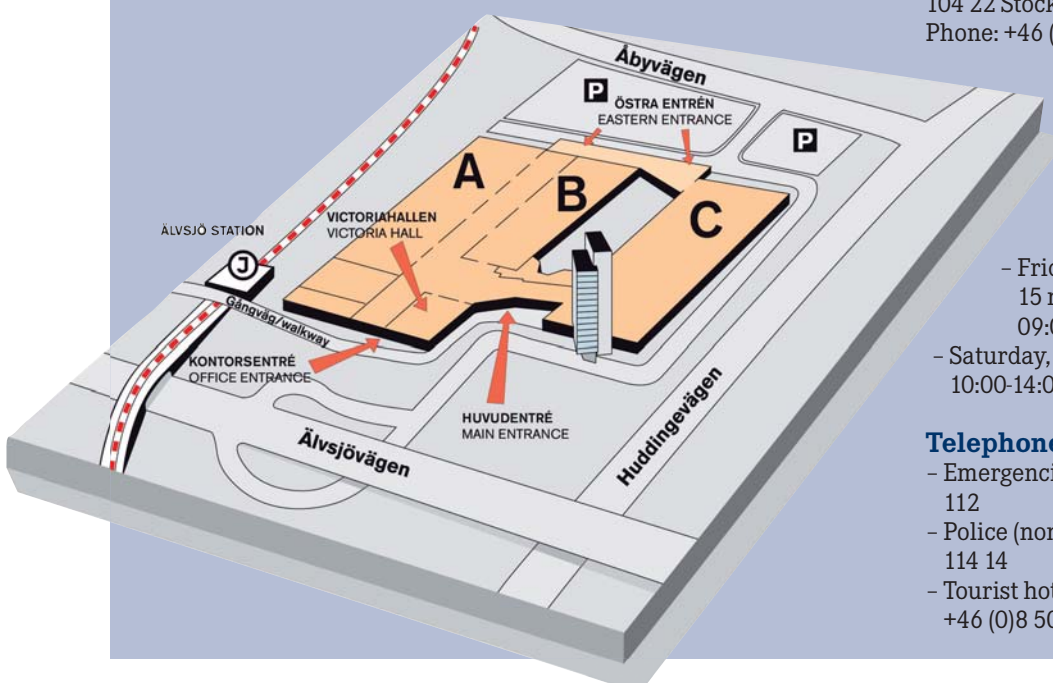
Swedish Dental Trade Association
(Föreningen Svensk Dentalhandel)
Box 22307
104 22 Stockholm
Phone: +46 (0)8 508 938 00

Exhibition opening times

- Thursday, 14 november: 09:00-17:00
- Friday, 15 november: 09:00-17:00
- Saturday, 16 november: 10:00-14:00

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Dental market in Europe increases with more sales achieved online

Overall sales of dental equipment in Europe increased last year, according to a market study by the Association of European Dental Dealers (ADDE) and Federation of the European Dental Industry (FIDE). Sales of consumables remained at the same level in 2012, it also found.

In contrast to the steadily declining number of direct sales, email and web sales increased continuously in nearly all the countries examined. Among these, Denmark was ahead of France and Great Britain as the fastest growing dental market in Europe. With respect to 2012, it was found that despite a slight increase in the number of practicing dentists in Europe, the number of dental technicians has not grown. The number of dental practices and labs has actually decreased, signaling a nearly uniform trend toward consolidation across the continent.

While the number of graduates in dental medicine in Europe declined significantly in comparison to 2011, the same was considerably higher in the US. Nevertheless, the ratio of practicing dentists to patients remained unchanged.

FIDE and ADDE have been collaborating since 1998 and together publish an annual market study of the European dental industry. Along with figures on customers and end-consumers, the report also covers sales values for the main product categories such as dental equipment, consumables, implants and CAD/CAM, as well as data on distribution channels, information about current European VAT rates and their influence on the dental market.

The complete market study, including in-depth analysis and trends, is available for purchase at ADDE's website. ◀

Preventive care trend boosts industry

According to a new report, the worldwide dental preventive supplies market is projected to reach \$458.8 million by 2018. The investigators found that the development will be driven mainly by the rising need to prevent dental caries and

gum disease, as well as the shifting focus of dental professionals from treatment to prevention.

Growth in this market will be driven by a rising demand for preventive dental care products, including fluoride gels, prophylactic pastes and dental sealants, owing to an increasing awareness of the likely implications of untreated dental diseases. Worldwide, a greater number of dentists are fo-

cusing on preventive dentistry, which is aimed at reducing the need for dental treatment, such as extractions or fillings, by adopting preventive measures and reducing the costs associated with these procedures at the same time.

The report includes statistics from the US, Canada, Japan, Europe, Asia-Pacific and Latin America, and provides annual estimates and forecasts for the period 2010

through 2018. Given the number of governmental interventions encouraging preventive treatment among children and low-income families in particular, the US represents the single largest market worldwide. The Asia-Pacific market is expected to exhibit the strongest growth, with a compound annual growth rate of 4 per cent over the period.

In addition, the report profiles

42 companies, such as 3M ESPE, DENTSPLY International, Ivoclar Vivadent, Kuraray Noritake Dental, Ultradent Products and VOCO.

The report, titled "Dental Preventive Supplies: A Global Strategic Business Report," was issued by Global Industry Analysts, a US-based publisher of off-the-shelf market research. The full report can be purchased on the company's website. ◀

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dti Dental Tribune International

CAD/CAM and growth factors— Key areas of dental innovation

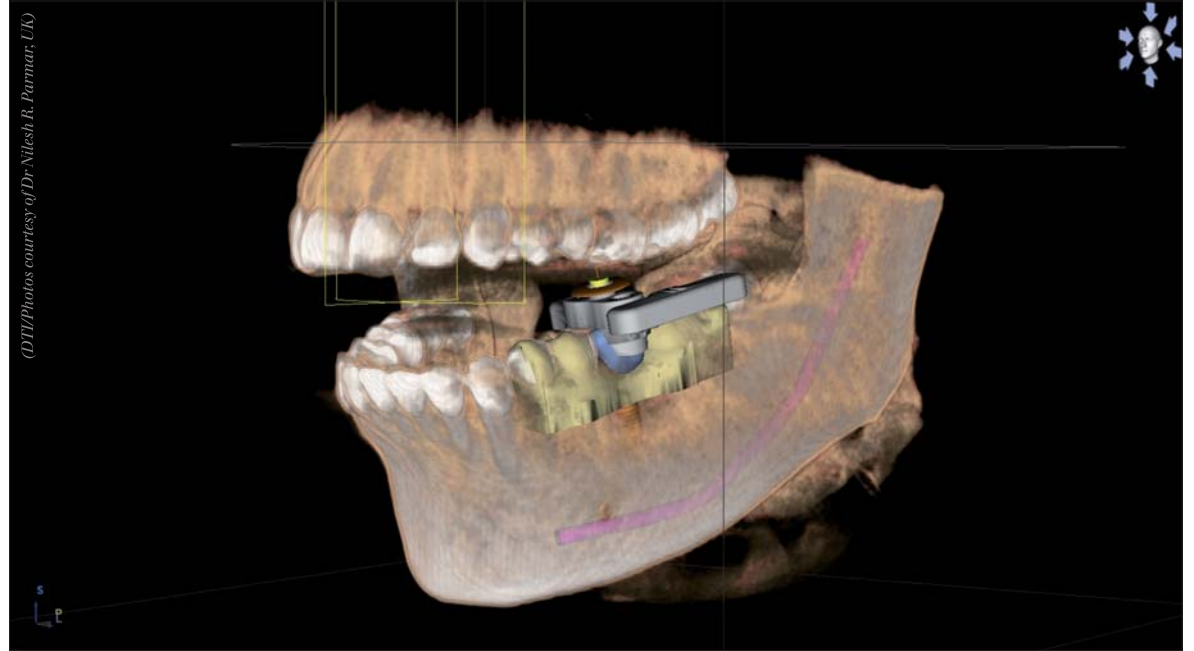
By Dr Nilesh R. Parmar, UK

■ Dentistry has come a long way since our colleagues were forced to use foot powered drills and mix amalgam from its bare components. Modern day dental equipment and materials are at the cutting edge of medical and dental innovation, and it's trade shows such as the International Dental Show (IDS) where the develop-

is now almost universally used in the fabrication of dental implant abutments and bars, reducing construction times, designs and fit. Dentists are now beginning to use chairside CAD/CAM devices to restore dental implants without the need for any impressions.

CBCT 3-D scanners and CAD/CAM integration

Cone beam computed tomography (CBCT) scans are now commonplace in dentistry, particularly in implant dentistry where Grondahl (2007) found that 40 per cent of all CBCT scans were taken for implant treatment. Where 3-D scans were reaching a shortfall was in actually relaying the information obtained into the mouth during the surgical procedure. One recent innovation has been to overlay scans of the patient's own teeth and soft tissues onto the CBCT scan data. This gives an accurate representation of the hard and soft tissues and their relationship to each other. For exam-



• Fig. 1

study model and then wax up the ideal final restoration contour, ensuring some barium sulfate within the wax in order for it to show up in the scan. This was both costly and time consuming. Recent developments have allowed one to take an

stand the proposed work and its execution.

Taking this one step further, guided implant surgery now allows us to not only plan implant placement using ideal restora-

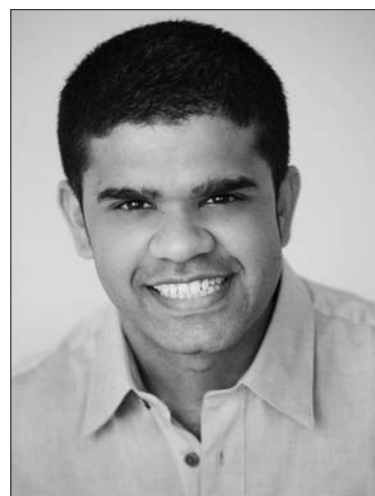
cases without them actually seeing the patient. As already mentioned, the opportunities for patient education are huge, and with procedures such as plastic surgery and orthognathic surgery being so difficult to properly consent for, facial scanners will greatly aid clinicians.

Growth factors

Available for a long time in medicine and dentistry, growth factors have been the reserve of PhD students and professors until recently. The resurgence of the usage of platelet rich plasma (PRP) has come about with added research showing that using PRP can greatly improve osteoblast proliferation (Parmar 2009) and accelerate soft-tissue healing. Companies are now offering clinical courses for dentists to make, produce and use PRP in their own surgeries within 15 to 30 minutes. The main advantage of PRP is that it's free; is obtained from the patients' own blood, thus removing the risk of rejection; and can be made in vast quantities. As more research is published, coupled with simpler production kits, PRP use will increase in all aspects of invasive dental surgery.

The above is just a short description of what is being developed for the future. Dentistry has never been so intertwined with technology. The next ten years will prove to be exciting and I eagerly await to hear, see and use the new technologies that are being developed today. ◀

Dr Nilesh R. Parmar runs a successful five-surgery practice close to London and is a visiting implant dentist to a central London practice. His main area of interest is in dental implants and CEREC CAD/CAM technology. He can be contacted at drnileshparmar@gmail.com. More information can be found on his website, www.drnileshparmar.com; Twitter: @NileshRParmar; or Facebook: Dr Nilesh R. Parmar.



• Dr Nilesh R. Parmar

ments of the future are announced. Modern dentists no longer have merely a straight probe and a dental drill at their disposal. We now have scans, 3-D images, growth factors and an almost unlimited choice of materials available to use.

In writing this piece, I made a tough decision to focus on what I believe to be key areas of dental innovation. It is in these areas of imaging, CAD/CAM technology and growth factors that I believe are going to be important in the dental surgery of the future.

CAD/CAM

Computer-aided design/computer-aided manufacturing has had a presence in dentistry for nearly 20 years. However, it is only in the last ten years that developments have really made a difference in the reliability, ease of use and functionality of these devices. We now have CAD/CAM machines (e.g., CEREC, iTero, Lava) that can scan an entire arch, design and fabricate all-ceramic restorations in the practice. The popularity of chairside CAD/CAM units has never been greater. The materials that we are able to use in conjunction with CAD/CAM scanners have gone from monolithic, one shade blocks to multi-layered, all-ceramic, lithium-disilicate constructions that can be sintered and finalised in as little as 15 minutes.

The appearance of these restorations, although still needing a well-trained (and artistic) dentist, could be said to be on par with certain lab-based fabrications whilst maintaining the advantages of being a chairside single visit restoration. CAD/CAM technology

“The popularity of chairside CAD/CAM units has never been greater.”

ple, an implant can be planned in the implant software with the angulation of the implant taking into account the ideal position of the final crown, which can also be shown in the CBCT scan.

In order to do this previously, the dentist would have to make a

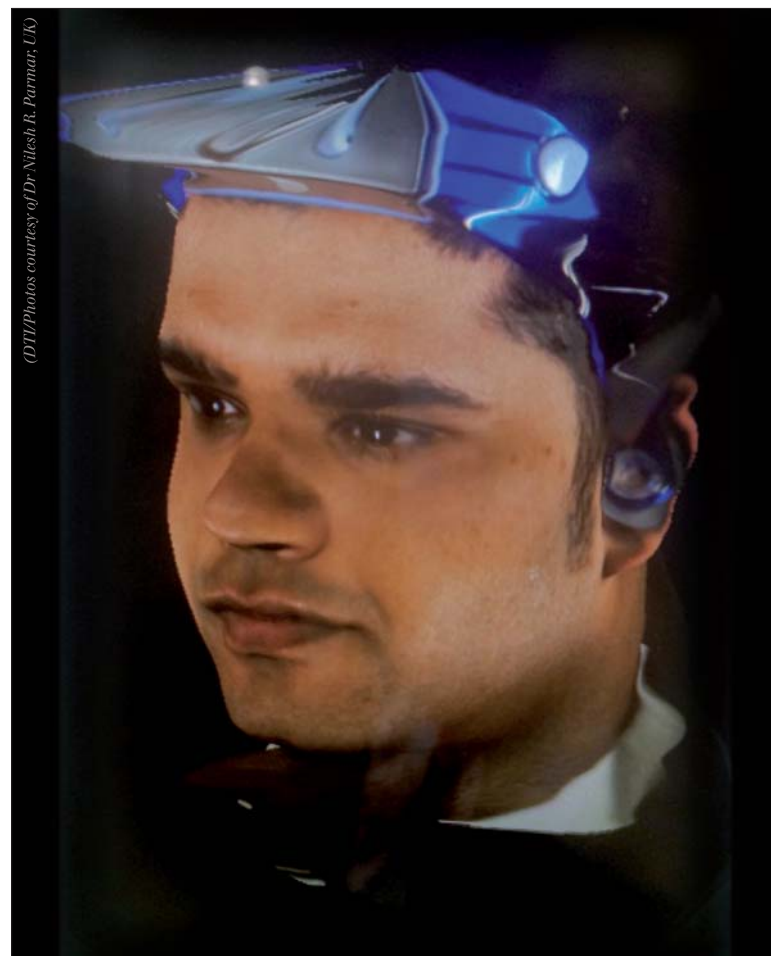
intra-oral scan using a suitable device, such as a CEREC or iTero machine, and overlay this with the CBCT scan. No models, no wax ups; the procedure is almost instant and can be done with the patient in the chair. As a patient education tool, this visual format is invaluable, allowing patients to fully under-

tively driven protocols, but actually allows us to make a guided surgical stent, made in-house or by a lab, and place the implant through the stent. Studies have found that this is an accurate treatment modality that can be reliably executed. Flapless surgery with immediate temporisation has the ability to revolutionise the patient journey and help us to meet their expectations.

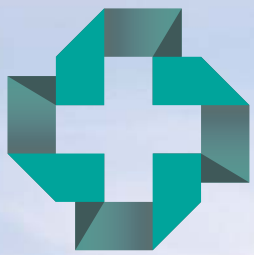
Facial scanners

A small but rapidly developing area of digital dentistry is facial scanners. These are in their infancy at the moment, with a lot of companies still trying to iron out the bugs in the machines. Their potential applications in the field of plastic surgery, facial aesthetics, orthodontics, implant surgery and orthognathic surgery are endless.

I have been fortunate to see a prototype facial scanner from Sirona and even managed to have my face scanned (Figs. 1 & 2). The detail achievable with these units is impressive. Once this information is combined with 3-D scans, teeth scans and jaw articulation, a fully working and movable representation of the patient's head can be compiled on the computer screen. Allowing for treatment planning and assessment to be carried out without any need to see the patient. One application of this may be in developing countries, where various experts from around the world can examine complicated facial reconstruction



• Fig. 2



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International mercury treaty signed

Minamata Convention bans products, Agrees to amalgam phase-down

■ Certain products containing mercury will be banned from 2020, according to a new international treaty signed by governments in Minamata in Japan last week. The regulations apply to the production and trade of batteries, cosmet-

ics and fluorescence lamps containing the toxic material, among other products. Amalgam dental fillings are not affected by the ban.

However, the treaty agreed on a number of provisions on the phas-

ing down of the controversial dental material. The Convention, which was preceded by five inter-governmental negotiation rounds and set in place for adoption at a meeting in Geneva in January, was signed by 87 countries.

Governments now have three years to develop and implement national strategies to reduce or eliminate the production and indus-



■ (From left to right) Nobuteru Ishihara, Minister of Environment, Japan, Achim Steiner, UNEP Executive Director, Ikuo Kabashima, Governor of Kumamoto Prefecture, and Katsuaki Miyamoto, Mayor of Minamata, posing with a plaque commemorating the signing of the historic treaty. (DTI/Photos courtesy of ENB)

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trial use of the toxic metal. Mercury emission from large-scale industrial plants, the main source of mercury pollution worldwide, will also be controlled.

Dental associations reacted positively to the decision, which will permit the use of amalgam as a restorative dental material for the years to come. Dr Stuart Johnston from the British Dental Association, who took part in the negotiations on behalf of the FDI World Dental Federation, commented: "We are delighted that the Minamata Convention allows the dental profession continued access to a key restorative material. Dental amalgam is safe and effective: it has been in use for over 150 years and no studies have demonstrated any harm to human health."

He said that despite amalgam not being banned by the treaty, however, the dental profession is committed to phasing down the use of the material through the prevention of dental diseases, the development of alternative materials and effective amalgam management. Guidelines in this respect for professionals, health officials and the public are currently being compiled and will be released by the organisation soon. The initial steps have already been taken with a pilot project launched recently by the FDI in partnership with the United Nations Environment Programme in East Africa that aims to train professionals in the country on managing and recycling amalgam waste more effectively.

Amalgam remains one of the most widely used restorative materials worldwide. Particularly in developing countries, it is often the only affordable means of treating dental caries, despite the availability of other methods, such as atraumatic restorative treatment. Unfortunately, it is also a significant source of mercury pollution. Recent national tests conducted in Pakistan, for example, found that levels in urban dental hospitals and practices were up to 20 times higher than acceptable levels, which was considered largely due to poor amalgam waste management.

According to estimates by the United Nations Environment Programme, between 300 and 400 metric tons of mercury is used in dental fillings every year worldwide, a tenth of the world's annual consumption. ◀

Dental professionals in Europe targeted by perio awareness campaign

Periodontal disease is a major public health issue that should be addressed increasingly by the medical and dental communities, the European Federation of Periodontology (EFP) and the American Academy of Periodontology (AAP) have stated in a joint manifesto. In order to convey this message to more dentists, the EFP recently launched an international awareness campaign aimed at more than 300,000 professionals in Europe.

Besides the manifesto, the campaign will provide information through regularly updated online dossiers, video documentaries and other promotional activities. A seven-minute clip was presented to

the public in Monaco and is already available on video-sharing platforms like YouTube.

In addition to the EFP member associations, the campaign has received support from dental

consumables provider Colgate-Palmolive's GABA and other professional dental bodies. Owing to these partnerships, the campaign will be presented at most of the national member events throughout the

year, the organisation said. More information about the Outreach Campaign is available on a dedicated website at perioworkshop.efp.org.

The EFP currently consists of 28 national periodontal associations that boast a combined membership of over 13,000 professionals. Besides publishing the *Journal of Clinical Periodontology*, it hosts the triannual EuroPerio congress. The next edition of this event will take place in London in 2015. ◀

AD



Prof. Niklas Lang, Mariano Sanz and Maurizio Tonetti discussing the results of the EFP/AAP workshop in Monaco.

Kicked off at the recent international symposium of the Swiss Osteology Foundation in Monaco in May, the Outreach Campaign aims to highlight both the relationship between periodontal and systematic diseases, as well as the importance of periodontitis prevention. According to the manifesto, which has been available on the organisation's website since March, there is convincing evidence from a large number of studies that periodontitis may increase the risk of developing diabetes or cardiovascular disease, and may lead to adverse pregnancy outcomes, such as preterm birth or low birth weight. Other systemic conditions such as rheumatoid arthritis or certain kinds of cancers are also thought to be influenced by periodontal inflammation.

In light of this evidence, dental professionals will have to fundamentally change the perception of their responsibilities as providers of general health, the manifesto states. Multidisciplinary approaches through collaboration between dental and medical communities, as well as within the dental communities, will have to be developed further to meet future patients' needs.

The content of the manifesto is based on recommendations made during a joint EFP/AAP workshop, which took place in Spain in November last year and drew 80 experts in the field. The workshop was held under the leadership of Profs. Mariano Sanz from Spain, Maurizio Tonetti from Italy, and Niklas Lang from the University of Hong Kong's Faculty of Dentistry. Among other measures, it recommends thorough periodontal evaluation of patients presenting with signs of systematic diseases by dentists. It also calls for more clinical trials and studies researching the effects of periodontal therapy on several disease factors in different populations in order to obtain additional reliable scientific data on these issues.

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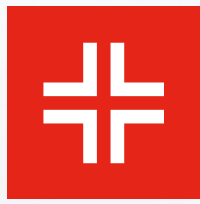


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3M Svenska AB	A08:30, A08:40	Dynamo Stol Aps	A08:39	Försäkringsbolag	A12:36	Stena Recycling AB	A23:30
3Shape A/S	A23:48	DÜRR DENTAL AG	A09:48	Läkemedelsverket	A07:04	Straumann AB	A22:28
A		E		M		Sun Dental Labs AB	A12:11
A Child's Smile	A23:32	Edenta AG	A08:23	MEDIDENT ITALIA	A16:11	Sunstar Suisse SA	A15:20
Actavis AB	A08:02	Ekulf AB	A20:30	Mediel AB	A24:28	Support Design AB	A11:40
ALMASOFT AB	A06:50	EndoMark	A06:10	MeridentOptergo AB	A14:11	Swede Dental AB	A07:20
Anyang Zongyan		ErgoComfort Sweden AB	A21:40	M-Tec Dental AB	A25:40	Sweden Recycling AB	A12:38
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APL	A14:52	Fairnet	A20:11	Neoss AB	A11:48	Svensk Dentalservice	A18:20, A20:20
ApoEx AB	A22:41	Folktandvården Sverige	A12:30	Nobel Biocare AB	A06:30	Svensk Dentalättervinning AB	
Astro Sweden	A24:20	Forshaga Dentaldepå AB	A08:20	Nordenta AB	A06:10		A09:29
B		FSD, Föreningen Svensk		Nordiska Dental AB	A08:41	Svenska Tandläkare-Sällskapet	A22:19
BeconfiDent	A16:48	Dentalhandel	A25:33	Normedia HB	A25:30	Svenska Tandsköterskeförbundet	A20:52
Bendent AB	A07:40	Försäkringskassan	A07:04	Normedico AB	A20:19	Sveriges Tandteknikerförbund	A22:48
Bettec AB	A08:48	G		Nouvag AG	A22:58	T	
Bien Air Dental SA	A17:20	Gama Dental AB	A14:20	O		Tandläkare.se	A11:11
Bigman AB	A21:20	GC NORDIC AB	A16:50	Opus Dental	A10:30	Tandläkartidningen	A10:11, A10:28
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C		Gothia Fortbildning AB	A19:53	Philips Sonicare	A07:10	Munhygienprodukter AB	A15:40
Camurus AB	A21:33	Gramm Technik GmbH	A21:51	Plackers Scandinavia AB	A12:34	Tic/DP	A07:03
Carl Martin GmbH	A07:48	Götene		Plagg & Design	A22:11	Tieto	A12:41
Carl Zeiss AB	A15:48	Specialinredningar AB	A07:38	Plandent Forssberg Dental AB	A10:30, A12:21, A12:31	TLV	A07:04
CCS Healthcare AB	A07:49	H		Praktikertjänst AB	A09:20	TrollDental	A06:20
Celin Dental	A21:39	Hager & Werken		Praxis	A15:23	TS Dental	A18:30
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