

DENTAL TRIBUNE

The World's Dental Newspaper • Asia Pacific Edition

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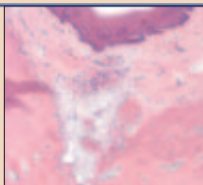
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A dental success story from Denmark

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Genghis Khan

Dr Young explains why he matters in dentistry

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European Commission reviews environmental aspects of mercury in dental fillings

Yvonne Bachmann
DTI

HONG KONG: The European Commission has decided to examine the risks of using mercury in amalgam fillings. As some member states have already restricted the use of dental amalgam substantially, the Commission wants to assess this issue in detail with due consideration of all relevant aspects of its life cycle. The study is to be concluded in June 2012.

The focus of the study is on the environmental rather than on the health aspects of dental amalgam. While scientific debate on the potential health effects of the use of dental amalgam is still controversial, the need for proper management of dental amalgam waste is not disputed. It is expected that a significant quantity of mercury originating from dental fillings, estimated at over 1,000 tonnes for the entire EU population, will probably ultimately end up in the environment, e.g. by release into the soil via burial, or even by direct emission into the atmos-

phere following cremation, unless relevant policy measures are considered.

Dental Tribune Asia Pacific has learned that the Commission recently awarded a contract to a consultant to investigate the current situation in relation to the quantity of mercury used in dental amalgam in the EU and identify measures that could reduce its environmental impact.

The study's findings will be presented and discussed during a workshop in Brussels in March 2012 and potential stakeholders will have the opportunity to give feedback. According to the European Commission, interested parties are welcome to provide input during the process and express their interest in participating in the workshop.

The Commission will take the results of the study into account, as well as relevant international developments, before proceeding with potential policy measures.

Under the auspices of the



EU president José Manuel Barroso (left) speaking to EC member Janusz Lewandowski at a press conference in Brussels. The Commission recently decided to evaluate the impact of amalgam fillings on the environment. (DTI/Photo courtesy of the European Union, Belgium)

United Nations Environment Programme, discussions on the reduction of mercury use are also taking place internationally. Negotiations, in which the European Commission represents

the EU, started in 2010 and shall be completed by 2015. Dental amalgam is amongst the products currently discussed as potential candidates for being regulated. [DTI](#)

Less wisdom teeth in Japanese women

Young Japanese women are losing their wisdom teeth and bite force, researchers at Tsurumi Junior College in Yokohama have found. According to the newspaper *The Mainichi Daily News*, the researchers Prof. Masatoshi Goto and Nobuko Tanaka looked at moulds of the upper and lower jaws of 124 female students between the ages of 18 and 20. Only six individuals had a full set of 32 teeth. Four out of five women were missing wisdom teeth in their upper jaw. Furthermore, the second molars showed signs of retrogressing into a more triangular shape. Signs of retrogression were also seen in the first molars. Wisdom teeth in the lower jaw were a little more common, but still missing in 72% of the students.

Neither Mrs Tanaka nor Prof. Goto was able to offer an explanation as to the reason the teeth seem to be disappearing but they intend to continue their research in order to collect more data in this regard. Meanwhile, they have suggested that infants be given hard foods to chew in order to develop their teeth. [DTI](#)



Geochemists Rob Eagle (left) and John Eiler from the Californian Institute of Technology in the United States display a dinosaur tooth, which was used to determine the body temperature of the extinct creatures. (DTI/Photo courtesy of Caltech, USA) ▶ [WORLD NEWS](#) page 5

BIOLASE opens new HQ in Asia

The US dental laser manufacturer BIOLASE Technology recently opened new Asia-Pacific headquarters in Shanghai in China featuring state-of-the-art clinical and laser service training facilities and a showroom. A direct sales office located in Mumbai will support the company's operations in India. [DTI](#)

Relief donations to Japan continue

In order to support the recovery process in Japan, Finnish manufacturer of dental devices Planmeca has donated a dental and panoramic imaging unit to a temporary dental clinic that has been set up in the affected Tōhoku region by the Japanese government in cooperation with the Japan Dental Association. [DTI](#)

India-Malaysia agreement to ease employment for dentists

Requirements for dentists from India and Malaysia to work in the other country have been relaxed by a new economic operation agreement that became operational in July. The agreement, which was signed by the countries' ministers of trade in October last year, is intended to remove restrictive provisions such as economic needs or labour market tests from the provisions for temporary movement of professionals, including doctors and dentists. It also aims to increase bilateral trade and investment flows.

According to the Malaysian Ministry of Trade and Industry, India is currently the country's largest trading partner, accounting for more than US\$2 billion in exports. The new agreement is expected to boost bilateral trade to US\$15 billion by 2015. [DTI](#)



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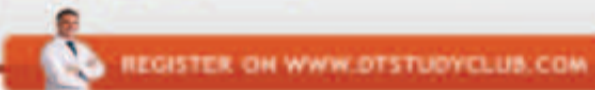
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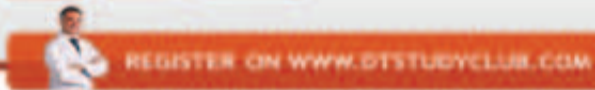
The Dental Tribune Study Club Symposia at CIORJ offer an ambitious schedule of continuing education lectures in various dental disciplines. Each day will feature a selection of lectures led by experts in the field.



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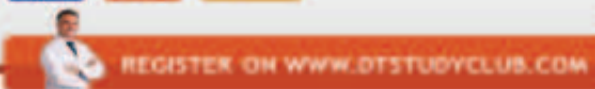
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NZ opposition says it's time for universal dental care

Labor party welcomes Progressive proposal on free dental services

Daniel Zimmermann
DTI

HONGKONG: The Progressive Party in New Zealand has introduced a new dental health policy paper that aims to extend free dental health care from youngsters to all people in the country. The paper proposes a reduction of tax cuts and a new levy on soft drinks to raise the estimated additional costs of more than NZ\$500 million (US\$407 million) for the scheme.

Other recommendations include shifting authority for water fluoridation from local to central government, as well as extending the voluntary bonding scheme to dental professionals in the country's neglected rural areas.

According to the last national Oral Health Survey conducted in 2009, almost half the adults in New Zealand do not visit a dentist owing to cost. It also found that the majority of people only seek dental care when they have a dental problem rather than attending for regular check-ups. The country currently provides free dental care to those under 18 years of age. Treatment of adults however is not subsidised.

Progressive leader and former Deputy Prime Minister Jim Anderton said that free access to dental services should first be ex-

tended to vulnerable groups like pregnant woman and the elderly, followed by those aged between 18 and 28, then 28 and 50, and

mented in favour of the policy paper, which they said would be considered a priority should the party assume government after



Parliamentary building ("Beehive") in Wellington. (DTI/Photo Tupungato)

members of the baby-boomer generation.

"This plan could be implemented over a period of five to ten years so that funding administration and resources required could be accommodated more efficiently," Anderton stated.

Representatives of Labour, the main opposition party, com-

the general elections in November. They also said that the neglect of dental services under the current National government has led to a dangerous reduction in oral-health outcomes.

Representatives of the Ministry of Health and the New Zealand Dental Association refused to comment on the paper. **DT**

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Publisher Torsten Oemus

Group Editor/Managing Editor DT Asia Pacific Daniel Zimmermann
newsroom@dental-tribune.com
Tel.: +49 341 48474-107

Editors Claudia Salwiczek

Editorial Assistant Yvonne Bachmann

Copy Editors Sabrina Raaff
Hans Motschmann

President/CEO Torsten Oemus

Marketing & Sales Peter Witteczek
Matthias Diessner

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Dental Tribune International
Holbeinstr. 29, 04229, Leipzig, Germany
Tel.: +49 341 48474-302 · Fax: +49 341 48474-175
Internet: www.dental-tribune.com E-mail: info@dental-tribune.com

Regional Offices

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

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

Sing university appoints new executives to strengthen medical and dental cooperation

Daniel Zimmermann
DTI

HONG KONG: In an effort to enhance synergies between medical and dental research and education, the National University of Singapore (NUS) has appointed three senior academics

to leading posts in the university's key health education bodies. Prof. Benjamin Ong, senior neurologist and incumbent Chief Executive of the National University Health System, a public joint venture that oversees the operations of all health-related institutions, including the Fac-

ulty of Dentistry, has announced that he will be assuming the duties of Senior Vice-President of Health Affairs from July.

In addition, Prof. Yeoh Khay Guan, a renowned cancer expert, will become Dean of the Yong Loo Lin School of Medi-

cine, the university's medical school. He will succeed Prof. John Wong Eu Li, who has been appointed Vice-Provost for Academic Medicine. NUS President, Prof. Tan Chorh Chuan, welcomed the appointments, which he believes will further integrate health education and research

with clinical practice and patient care, and have great impact on future medical and dental education in Singapore and other countries.

The NUS has one of the oldest and largest dental schools in South-East Asia. [DTI](#)

Penn receives millions for Korean studies

From news report

PHILADELPHIA, USA: University of Pennsylvania School of Dental Medicine (Penn) President Amy Gutmann recently announced a US\$7.5 million gift from alumni in support of Penn's Korean Studies Program. She also signed a memorandum of understanding between Penn and Seoul National University (SNU), Korea's oldest national university.

The memorandum of understanding will facilitate further collaborative research projects and other academic activities, including a revived Penn-in-Seoul program for 20 Penn students beginning this July. Students will take classes at SNU and participate in internships at multinational corporations and government agencies in Korea.

Gutmann also announced two gifts to Penn's Korean Studies Program at a gathering of more than 500 alumni in Seoul. Alumnus James Joo-Jin Kim gave US\$6 million to the Korean Studies Program, to be renamed the James Joo-Jin Kim Program in Korean Studies, and an anonymous alumnus gave US\$1.5 million to establish a post-doctoral fellowship in Korean Studies.

"Because the Republic of Korea is such an important global presence, I am especially pleased to be able to announce this gift in Seoul," Gutmann said. "Joo-Jin Kim's generosity will enable us to expose an even wider community of students to Korea—by weaving an understanding and appreciation of the country into the fabric of academic life at Penn."

Korea represents the third-largest country of origin for international students at Penn—comprising roughly 11 per cent of all international students at the University. More than 1,100 alumni currently reside in Korea, and Penn had 543 graduate and undergraduate students from there in 2010/11. [DTI](#)

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Dear reader,



Daniel Zimmermann
DTI

When I was finishing this edition of *Dental Tribune Asia Pacific*, news broke that a politician and former dental hygienist who treated the Italian Prime Minister could face trial for charges of running a prostitute ring. Unfortunately, I had to abandon the story at the very last minute owing to threats directed towards our licence partner in Italy.

There are indeed many obstacles the journalistic profession has to face nowadays, such as greater time pressure, diminishing revenues and, to some extent, social media. The greatest threat in many countries however comes from the political and economic forces that pursue power and prestige at the expenses of the masses.

I live in a country where freedom of press is relatively protected and censorship hardly exists. Many of my colleagues around the world are not that fortunate. Some even have to pay with extreme restriction in their personal lives in order to carry on their trade. I wish to extend my respect and best wishes to those individuals who sacrifice much in the name of the truth. ■

Yours sincerely,

Daniel Zimmermann
Group Editor
Dental Tribune International



EU amalgam initiative is welcome



Lars Hylander
Sweden

I welcome the new initiative by the European Commission to look into the amalgam issue. Experiences from the Nordic countries in Europe and Japan clearly demonstrate that dental fillings

reasons. It is also quite clear that amalgam is not an alternative even in developing countries, where poor infrastructure and lack of trained dentists cause additional restrictions on amalgam use, in addition to environmental and health aspects.

In places where the present treatment of caries is tooth extraction, atraumatic restorative treatment (ART) presents a promising alternative. ART does not require dental clinics with electricity, since ART uses hand tools to clear the cavities of tooth material decayed by caries. Hand tools are also used for the subsequent placing of glass ionomers. In addition, the fluoride content of glass

ionomers may be beneficial in caries prevention. The ART technique is also easy to learn and use even for non-dental professionals. Because of this, a five-week training period rather than five years suffices for professional restoration of decayed teeth.

In the end, everybody benefits from not inserting amalgam fillings, thereby markedly reducing human exposure, as well as mercury emissions into air and water, while improving oral health and quality of life. ■

„... dental fillings containing mercury do not belong in developed societies ...“

containing mercury do not belong in developed societies for both environmental and health

Contact Info

Lars Hylander is an Associate Professor at Uppsala University, Sweden, and an internationally acknowledged expert on amalgam. He can be contacted at lars.hylander@hyd.uu.se.

To the Editor

Re: "Interview: 'The WaveOne is a simple system'" (*Dental Tribune Asia Pacific* Vol. 9, No. 3, page 6)

Why can't endodontics be simple?? Because it isn't!!! Molar endo is not simple because molar anatomy is not simple. Mandibular premolar anatomy is not simple. Endodontics is not like operative dentistry. This is not progress. This is delusional. It is the "dumbing down" of endodontics—for a fee.

This strategy is not helping our specialty. This does not recognise the complex anatomy of the structures that we are called upon to treat. It does not recognise or acknowledge the need for hand files, the art of file bending and nuances of the specialty. It reduces it to the level of something "anyone can do". ■

Rob K., 27 Mar. 2011

Re: "New evidence links mercury to Alzheimer's" (*Dental Tribune Asia Pacific* Vol. 8, No. 11, page 6)

As a former dental assistant disabled by the ravages of toxic mercury vapour exposure I know I am at a 40% increased risk for Alzheimer's, the result of this terrible cumulative neurotoxin (brain poison). I continue to suffer everyday from the neurological damage to my entire body like the other 266,000 dental assistants in the US and around the world who are not properly informed about the dangers or protected by IAOMT safeguards. ■

Karen Palmer, 14 Jun. 2011

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International Team for Implantology awards André Schroeder Research Prize

From news report

BASEL, Switzerland: The International Team for Implantology (ITI) has awarded Dr Nikola Saulacic, dentist, oral surgeon and researcher at the University of Bern, Switzerland, with the 16th André Schroeder Research Prize. Mid-June, Prof. Daniel Buser, president of the academic organisation dedicated to the promotion of evidence-based education and research in the field of implant dentistry, presented the prize at the ITI Congress Benelux in Amsterdam in the Netherlands.

Forty-two-year-old Saulacic was selected by the ITI Research Committee through an anonymous evaluation process. The committee honoured the researcher for his experimental study on “Bone apposition to a titanium-zirconium alloy implant surface” which is aimed at determining the early healing events

of titanium-zirconium (TiZr) implants in comparison with titanium implants, both with a modified sandblasted and acid etched (SLActive) surface, and an implant material with additional strength (Ti6Al4V). The study concluded that TiZr implants showed comparably fast early osseointegration than titanium im-



Dr Nikola Saulacic (left) and Prof. Daniel Buser. (DTI/Photo courtesy of ITI, Switzerland)

plants supporting their use for more challenging clinical situa-

tions in which implants with a reduced diameter are indicated.

The André Schroeder Research Prize was established almost 20 years ago and is presented annually in honour of the late Prof. André Schroeder (1918–2004), founding ITI President, who pioneered implant dentistry and whose lifework contributed significantly to modern dentistry. It is worth CHF 20,000 (US\$24,000) in cash. According to the ITI, it is one of the most prestigious awards in implant dentistry. [DTI](#)

AD

US scientists measure dino blood

Daniel Zimmermann
DTI

NEW YORK, USA: New findings using dinosaur teeth could help to explain how the reptiles were able to regulate their body temperature, researchers from the California Institute of Technology in the US have reported. By measuring subatomic particle concentrations in fossil teeth in two of the largest dinosaur species, they claim to have found that the animals’ body temperatures were much higher than that of other reptiles and comparable to mammals.

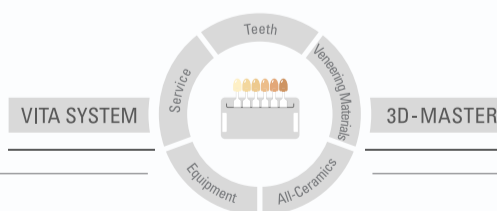
Since the first species was officially classified, anthropologists have quarrelled over whether dinosaurs were cold- or warm-blooded. The latest research suggests that they were warmer than originally expected and probably able to reduce body heat through special physiological features. Scientists, however, were not able to determine the body temperature of the creatures except through indirect methods, such as measuring the spacing of dinosaur tracks.

The new approach developed by geochemist Robert Eagle and geologist Prof. John Eiler is able to determine body temperature to within one or two degrees, the researchers say. It measures the concentration of rare carbon and oxygen particles that clump and form minerals called bioapatites, a process that is dependent on heat. The researchers analysed the clumps in 11 teeth of the *Brachiosaurus brancai* and *Camarasaurus* species found in different locations in the US and Tanzania.

“Nobody has used this approach to look at dinosaur body temperatures before so our study provides a completely different angle on the long-standing debate about dinosaur physiology,” Eagle commented. He and Prof. Eiler announced that they would be applying the method to other dinosaurs and extinct animals, including mammals, in order to find out more about how they evolved. [DTI](#)

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New portable chair could aid dental treatment

Daniel Zimmermann
DTI

NEW YORK, USA: Design and Engineering students from Purdue University in West Lafayette in the US have developed a new kind of portable medical chair that can also be used for dental treatment. The device, named the Mantis owing to its ability to transform into various shapes, does not have any gears or mo-

tors and can be folded into a dolly to suit different medical uses. It is intended to help carry out treatment in underdeveloped countries, where operating traditional surgical equipment can be difficult.

The idea came from Industrial Design student Leah Kenttämää-Squires following several visits to a dental office. In order to realise her concept, she



Inventors Kyle Amick (left) and Leah Kenttämää-Squires demonstrate the Mantis reclining chair they developed. (DTI/Photo courtesy of Purdue University, USA)

teamed up with Mechanical Engineering graduate Kyle Amick, who helped to build the first prototype. According to Kenttämää-Squires, the Mantis is extremely lightweight for carrying by commercial airliners and can store additional medical and dental equipment.

The students are currently seeking to license and commercialise the chair through the Purdue Research Foundations Office of Technology Commercialization, an office that protects and promotes the university's intellectual property. Kenttämää-Squires said that once patented the chair could be available to dental professionals worldwide within two years. [DTI](#)

AD

European doctors use Wikipedia and Co.

From news report

LONDON, UK: Sixty per cent of European doctors use the online encyclopaedia Wikipedia for professional purposes, a report has revealed. Furthermore, 69% use social media sites like Facebook, LinkedIn, YouTube and Twitter. For the survey, 300 general practitioners across Europe were interviewed.

The findings show that it is not only young doctors who use the Internet for this purpose. Across all markets, 75% of doctors in the 51 to 60 age groups stated that they regularly consulted Wikipedia for professional use.

According to the London-based Insight Research Group, who carried out the survey, the new statistic surprised many in the industry. Not only did the doctors surveyed use the Internet as a source for their research, but half of them also recommended specific websites for their patients to visit following their consultations. Eighty-seven per cent advised certain sites for further background or education on their condition, 70% for additional support and advice, and 69% for more information regarding treatment and medication.

According to the Insight Research Group, the findings reinforce the popular view that we are now living in the era of the "e-patient", for whom the web has become a trusted tool for health-related matters, as well as daily tasks.

"The e-patient is here to stay. But we have to investigate whether patients are accessing the right type of websites when it comes to health issues they or their loved ones are facing," continued Damian Eade, Director of Insight Research Group. "Whether it's researching illnesses, sharing experiences, making recommendations or providing moral support for other patients around the world, the social web has reinvented health advice." [DTI](#)

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FDI calls for oral disease to be integrated in UN NCD list

FDI has called for oral disease to be integrated into the list of non-communicable diseases (NCDs) for priority action within the United Nations and WHO.

Jean-Luc Eiselé, FDI Executive Director told a Civil Society

Hearing on NCDs held at the UN headquarters in New York on 16 June that the current list—which comprises only cancer, diabetes and respiratory and cardiovascular diseases—should be extended.

All oral conditions share common risk factors with the other four major NCDs, including unhealthy diet (particularly high sugar consumption), tobacco, and harmful alcohol use. Oral health professionals should be an integral part of the solution for prevention, early diagnosis and treatment.

Dr Eiselé made the call during a submission on behalf of the World Health Professions Alliance (WHPA) campaign on NCDs, launched in May in advance of the 64th World Health

Assembly, warning of the global epidemic of NCDs.

His remarks were echoed later in the day at the panel 'National and local solutions for NCD control and prevention' with an intervention from the floor from Dr Habib Benzian, Director of the NGO 'Fit for School International'. He reminded panellists that "The most common disease worldwide is dental caries, tooth decay. It has large impact on societies, on children, on each an every one of us... don't forget oral diseases in the context of NCDs."

The WHPA submission included recommendations to adopt an holistic approach to NCDs, pay due attention to common risk factors and the social determinants of health; and to

recognize and promote investment in the recognition of and investment in the healthcare workforce.

In the submission, Dr Eiselé stressed the key role that health professionals play in reducing the global NCD burden through health promotion, disease prevention, patient care and rehabilitation, adding "The WHPA views access to health care as a human right, whether diseases are communicable or non-communicable, acute or chronic."

WHPA brings together FDI, the International Council of Nurses (ICN), the International Pharmaceutical Federation (FIP), the World Confederation for Physical Therapy (WCPT) and the World Medical Association (WMA). Recent Alliance



Left to right, FDI Executive Director Dr Jean-Luc Eiselé, Managing Director, The Health Bureau Ltd, Dr Habib Benzian, FDI President Dr Roberto Vianna and FDI President-Elect Dr Orlando Monteiro da Silva

campaigns include a push against counterfeiting of medical products, launched in 2010, which it calls "a serious threat to patient safety and public health worldwide." [FDI](#)



FDI Executive Director Dr Jean-Luc Eiselé (pictured on screens) addresses the UN Civil Society Hearing on NCDs in New York

MDA/FDI: President Dr Roberto Vianna salutes expertise of oral health professionals at Malaysia Conference

In a two June addresses, FDI President Dr Roberto Vianna saluted oral health professionals for their expertise, "A key component", he said, "in community-based health care and prevention strategies."

"Their role needs to be strengthened and emphasised if meaningful progress is to be achieved in reducing oral disease burdens," stressed Dr Vianna.

Addressing the assembled dignitaries and guests at the gala dinner, 11 June, of the 68th edition of the Malaysian Dental Association Annual General Meeting and Trade Exhibition in Kuala Lumpur, Dr. Vianna complimented the event's organizers on the breadth of subject areas covered in the scientific programme, delivered by national and international experts.

The FDI President also congratulated the winners of the MDA oral and poster competitions. "I am sure the prize will serve as an encouragement and reinforce your commitment to the art of dentistry and patient care," he said.

In his address, Dr Vianna described FDI efforts to encourage

governments to prioritize and promote oral health and consider it as a citizens' right. Recognising the lack of public health resources, he nevertheless stressed that "it is important to



FDI Executive Director Dr Jean-Luc Eiselé (pictured on screens) addresses the UN Civil Society Hearing on NCDs in New York

establish the principle and stress the key role oral health plays in general health... oral health is a significant factor in how we relate to other people and to society in general."

Earlier the same day, the FDI President told an audience of high ranking government officials, including the Malaysian Minister of Health, that would be

bringing oral health to the attention of decision makers during a United Nations Civil Society Hearing on 16 June, held in advance of the United Nations Summit on Noncommunicable Diseases (NCDs) in September. "Most oral diseases are entirely preventable: integrating them in the framework of common NCD risk factors is possible and a natural choice," said Dr Vianna.

"Oral conditions need to be recognised and their care needs to be covered by emerging social health insurance models, a key challenge for low- and middle-income countries. The same applies to the full and effective integration of oral care into the primary health care systems of many countries," he stressed.

"Effective models exist and need to be promoted through international collaboration and technical assistance," concluded FDI President Roberto Vianna.

Malaysia is currently making a bid to host the 2015 Annual World Dental Congress: the FDI President's attendance at the MDA/FDI event also allowed him to view, in the company of local officials, the impressive facilities available at the Kuala Lumpur Convention Centre. [FDI](#)

FDI intervention at the World Health Assembly 2011

Thank you for the opportunity to speak on behalf of the World Dental Federation, which represents the collective views of more than a million dentists, through national dental associations in more than 134 countries.

Diseases of the mouth, tooth decay, periodontal or gum diseases, and cancer of the mouth, are some of the most common chronic, non-communicable diseases, affecting more than 90% of the world's population. These oral diseases are significant burden on overall health and risk factors are shared with other non-communicable diseases. The World Health Organization recognised this fact with the landmark World Health Assembly Resolution in 2007.

The burden of diseases of the mouth are rising due to rapidly changing lifestyle, particularly in low- and middle-income countries, which can least afford to deal with the consequences, in terms of poor health outcomes and negative impact on national health budgets.

An integrated 'collaborative' approach to non-communicable disease prevention, one which includes oral disease

prevention and health promotion, will have significant benefits in terms of strengthening health systems and oral health care delivery. Primary Health Care coverage and improving access to care will help the control of pain and suffering thereby resulting in measurable improvements in general health and quality of life.




FDI works closely with the WHO Global Oral Health Programme, in efforts to strengthen integrated approaches to disease prevention based on common risk factors and health promotion. FDI urges WHO to recognize oral diseases as major global noncommunicable diseases and call for their inclusion in the Outcomes Document of the UN High Level Summit on Noncommunicable Diseases in New York this September. [FDI](#)



Best Smile 2011 Award

On 20 May, the Organización Colegial de Dentistas de España and Dr Manuel Alfonso Villa Vigil presented the “Best Smile 2010” award to Mr Vicente Del Bosque. Mr Del Bosque, whose successful career has been founded on ethical values such as fair play and fellowship, is currently the manager/coach of the Spanish National Football Team, which won the 2010 World Cup.

This ‘Best Smile’ award was created in 1999, by the Organización Colegial de Dentistas de España. Its aim is to distinguish work undertaken in a variety of fields to promote the cause of happiness in society and the dedication and dignity applied to a successful task. FDI was represented at Best Smile award event by FDI President-Elect Dr Orlando Monteiro da Silva. 

Continuous project in focus of LLL Workshop

Opportunity to share best practice and examples of experiential learning


The highly successful Live.Learn.Laugh. (LLL) Partnership 2011 Global Workshop, held 3-4 May in Manila, Philippines, focused debate on how a process of continuous evaluation can strengthen the implementation of LLL Phase II projects.

Live.Learn.Laugh. (LLL) refers to the unique global partnership between FDI World Dental Federation and Unilever Oral Care which began in 2004. Following an evaluation of Phase I in 2009, Phase II was launched on 2 September 2010 at the FDI AWDC in Salvador da Bahia, Brazil. This partnership now has a new, more focused goal - ‘to work together to measurably improve oral health through twice daily brushing with a fluoride toothpaste’.

The Manila workshop, attended by 26 representatives from 22 National Dental Associations and members of global partnership team from FDI and Unilever Oral Care, coincided with the 33rd Asia Pacific Dental Congress.

The Global Workshop provided an opportunity to share, together with experts from the FDI World Dental Development and Health Promotion Committee (WDDHPC), best practices and examples of experiential learning through a variety of presentations and group discussions.

Participants were also able to gain useful insights into the power of communications tools—such as the press launch of the Philippines LLL Phase II project—to leverage the impact of work by the Live.Learn.Laugh. Partnership on public health.

In the light of the successful Global Workshop, FDI is looking forward to working with its National Dental Association members and Unilever Oral Care to ensure positive outcomes for all Phase II projects in the coming years. 

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About the publisher

Publisher
FDI World Dental Federation
Communications Manager:
Christopher Simpson
Tour de Cointrin, Avenue Louis Casaf 84,
Case Postale 5
1216 Cointrin - Genève
Switzerland
Phone: +41 22 560 81 50
Fax: +41 22 560 81 40
E-mail: media@fdiworldental.org
Web site: www.fdiworldental.org

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From Asia-Pacific to the Swiss Alps

Ivoclar Vivadent group celebrates strong business year in Far East

Claudia Salwiczek
DTI

SCHAAN, Liechtenstein: Media representatives from Australia, China, India, Japan, Korea and Singapore accepted Ivoclar Vivadent's invitation to travel to Schaan in the Principality of Liechtenstein for the 2011 Asia-Pacific Media Event. In addition to a media conference and a company tour, the manufacturer of material systems for high-quality dental applications arranged a trip through the Swiss Alps on the famous Bernina Express.

Ivoclar Vivadent has always had a strong focus on Asia-Pacific

and is committed to continuing to play a key role in the region's future development. The company currently runs six subsidiaries, a manufacturing site, and a marketing and sales office, and employs a quarter of its more than 2,400 employees worldwide there. A strong regional presence is also facilitated by collaborating with leading dental publishers in Asia, who Ivoclar Vivadent invited to Schaan, the location of the company's headquarters, for the second time since 2006. The goal was to inform the guests about Ivoclar Vivadent's developments and future goals, as well as connect professionals with each other to create a strong information network. "Events like

these not only give us an insight into how the company functions from day to day, but also create a common platform for publishers like myself to exchange ideas and share knowledge," Badal Gulhati, Group Publisher of MediMedia India, commented. The unique social programme, which included cooking homemade pasta in a 650-year-old farm house, certainly contributed to this exchange.

With a 14% growth rate in Asia-Pacific, 2010 was a successful year for the Ivoclar Vivadent group. According to the company, worldwide sales totalled CHF659 million (US\$767 million) in the past year, an increase of 9.5% since 2009, a growth that can be attributed to an increase in the company's major product categories and brands. In particular, growth rates above the market average were achieved in the all-ceramics, cements, adhe-

sives, denture teeth and equipment sectors. Moreover, use of the worldwide leading all-ceramic brand IPS e.max increased by a remarkable 48% from the previous year amongst dental technicians and dentists in the region.

Ivoclar Vivadent has adapted its product portfolio to take account of the needs of the Asia-Pacific markets specifically. Accordingly, the company's range includes the Tetric N-Ceram and Te-Econom composites alongside the Variolink N, Multilink N and Multilink Speed cements. By expanding its sales force, the company has been able to further build on its strong position and consolidate its regional market presence.

"The rapid development of the Asia-Pacific region will continue in the future," Christian Brutzer, Sales Director for Asia-



Ivoclar representatives and media partners from Asia-Pacific gathered in Schaan in the Principality of Liechtenstein for the 2011 Asia-Pacific Media Event. (DTI/Photo courtesy of Ivoclar Vivadent)

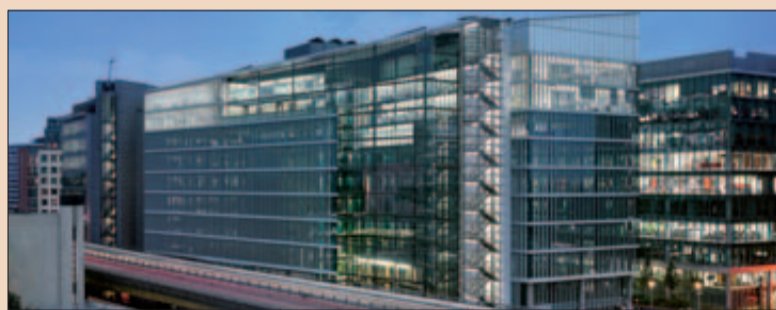
Pacific, said. "For 2011 alone, we expect an increase in sales of 9 to 10%." To keep pace with the increasing demand, Ivoclar Vivadent has strengthened its presence in the region. The existing marketing and sales offices in India, Singapore and Korea have recently been reorganised into subsidiaries, and a branch in Japan and a subsidiary in China are to be established. Furthermore, a regional product portfolio will further strengthen and expand Ivoclar Vivadent's market presence. ■

DENTSPLY acquires Astra Tech for US\$1.8 billion

From news report

LONDON, UK/YORK, USA: American dental manufacturer DENTSPLY International Inc. has signed a definitive agreement to acquire AstraZeneca's subsidiary Astra Tech, headquartered in Mölndal in Sweden. At the end of June, the companies announced the transaction, which is anticipated to be completed during the second half of 2011.

three market position. "Astra Tech provides a dynamic opportunity for DENTSPLY in several areas. The combination more than doubles our position in dental implants while expanding the breadth of our portfolio in this growing segment of dentistry," Bret Wise, DENTSPLY's Chairperson and CEO, stated. "The urology and surgery business and management team provide us with additional growth opportunities within the broader medical de-



AstraZeneca headquarters in London. The company recently sold its dental implant business to DENTSPLY. (DTI/Photo courtesy of AstraZeneca plc, UK)

Astra Tech, which recorded worldwide revenue of US\$535 million in 2010, has two main business divisions: a dental division, which is engaged in the research, development, manufacturing and marketing of dental implants; and a health-care division, a business focused on medical devices for use primarily in urology and surgery. The first rumours of a possible sale of the subsidiary arose last November, when London based AstraZeneca announced it would review strategic options for its Astra Tech unit, which is now being sold for approximately US\$1.8 billion.

According to DENTSPLY, headquartered in York in the US, the transaction combines two of the fastest growing dental implant businesses, creating a strong global competitor with a number

vices category with a strong market position and an exciting pipeline of new products. The level of innovation and clinical research at Astra Tech is extremely complementary with our existing business and strategy and will clearly differentiate us from our competition," he added.

David Brennan, CEO of AstraZeneca said, "Following a comprehensive strategic review, we believe this transaction represents an excellent outcome for AstraZeneca shareholders. The high degree of interest and the competitive nature of this process is evidence of the value that the employees of Astra Tech have built in the marketplace. I want to thank them for their contribution and believe they are well placed to build upon this successful foundation under DENTSPLY's ownership." ■

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