

today

UAE International Dental Conference & Arab Dental Exhibition Dubai • 6-8 February 2018



Interview

Dentist and AEEDC presenter Prof. Lakshman Samaranayake provides an insight into the oral microbiome and how it affects general health.

» page 10



Dental products in focus

The AEEDC 2018 will be an excellent opportunity to see the most up-to-date technologies and achievements in the field of dental medicine.

» page 22



What's on in Dubai

Apart from its rich cultural and culinary scenes, Dubai offers something for everyone. Here are some tips how to spend your time off in the Emirate.

» page 31

“Education and innovation transfer” theme of this year's AEEDC

With record expectations, 2018 edition of UAE International Dental Conference & Arab Dental Exhibition opens in Dubai

■ Expectations for this year's UAE International Dental Conference & Arab Dental Exhibition (AEEDC Dubai) are higher than ever before. With over

4,700 exhibiting companies, according to official figures, and hundreds of clinical presentations on offer during the next three days, it promises to be one of

the largest and most significant dental conferences ever held in the Middle East.

Known for exhibiting the latest in technological advancements and products, AEEDC Dubai is the largest dental event in the Middle East, North Africa and South Asia region and one of the leading dental shows in the world. Planned along the theme “Education and innovation transfer”, the 2018 show is the 22nd consecutive edition of the event. In addition to the large exhibition, more than 150 regional and international speakers will deliver lectures and hands-on workshops across a range of subjects in dentistry. As a first, Dr Stephen Cohen, one of the foremost endodontists in the world, will be reviewing the latest scientific consensus on endodontic treatment. There will also be a full-day endodontic symposium this year with a key panel discussion hosted by endodontists from the University of Pennsylvania in the US.

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Also new this year are symposia in the fields of radiology and paediatric dentistry.

According to the organiser, deals worth more than US\$3 billion (€2.5 billion) were made during AEEDC 2017, an increase of 10 per cent from the previous year. In summary of last year's event, Dr Abdul Salam al-Madani, Executive Chairman of AEEDC and the Global Scientific Dental Alliance, stated: "We are very happy with



the great improvement AEEDC Dubai is witnessing yearly, which is expected for an exhibition like AEEDC Dubai, that attracts a huge number of specialists and leading companies yearly."

This year's show is being held from 6 to 8 February. As in previous years, up to 50,000 dental professionals are expected to visit AEEDC Dubai 2018.

"The industry and visitors eagerly await the developments that come to light as AEEDC Dubai unfolds a new chapter on dentistry and its innovations with every consecutive year. AEEDC Dubai 2018 will yet again supersede its previous records and achievements by delivering another outstanding event," al-Madani said.

With such a large and globally recognised event, marketing and advertising is an important factor. Dental Tribune International's (DTI's) *ortho—international magazine of orthodontics* continuing education publication, with a print run of 6,000 copies, is an interdisciplinary magazine covering orthodontics, oral surgery, periodontics and restorative dentistry. In 2018, DTI will



publish two editions of *ortho* and these will be distributed at major congresses around the world, including AEEDC Dubai 2018.

Additionally, DTI's *today* is being produced and distributed at the event. On-site editorial teams will provide a comprehensive recap of the previous day's events along with exclusive interviews, product launches and detailed insights into the show's programme. *today* is an effective way for advertisers to reach their audience by informing attendees about products, some of which may be unfamiliar to them, and presenting quality insights and details that can help readers make more informed decisions. In catering to both readers and advertisers, *today* increases booth traffic and sales, as important information will land in the hands and mailboxes of conference attendees before, during and after the show.

More information and news about AEEDC Dubai 2018 can be found at www.dental-tribune.com. ◀

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ACTEON and PRODONT-HOLLIGER exhibit together at AEEDC Dubai

■ In summer 2017, ACTEON announced its acquisition of PRODONT-HOLLIGER with the aim of strengthening its dental equipment and consumables offering. At this year's AEEDC Dubai, PRODONT-HOLLIGER products are being presented at ACTEON's booth along with other ACTEON products for the first time.

"The acquisition of PRODONT-HOLLIGER fits perfectly into our development strategy, which involves strengthening our core business of den-

said Marie-Laure Pochon, CEO and Managing Director of ACTEON.

Based in Bordeaux in France, ACTEON specialises in high-tech dental and medical equipment, and is a pioneer in the field of ultrasonics for dental treatment and surgery. PRODONT-HOLLIGER is a French manufacturer of

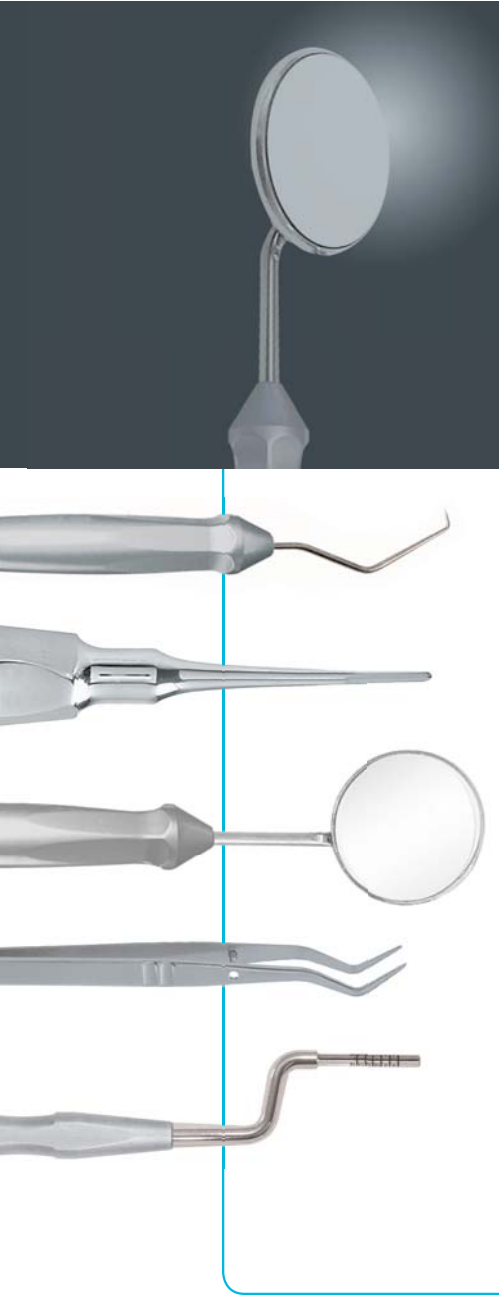
dental instruments created by dentists. The company is based in Olliergues in France, a region known globally for its metalwork, particularly its blades and knives. The company exports its dental equipment internationally.

ACTEON continues to innovate its product line by providing medical and

dental professionals with more efficient solutions for both diagnostics and treatment, the company said, with the goal of making procedures even more selective, less invasive and less traumatic for patients. According to ACTEON, five research and development teams work to-

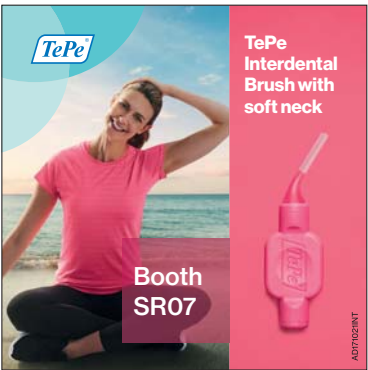
gether to create these products, paying great attention to accuracy and quality.

PRODONT-HOLLIGER products will still be available from the usual dealers, but the ACTEON team will also be introducing the product range to prospective and current customers. ◀



tal equipment. As such, the company's product offering is an excellent additional range for ACTEON. What's more, PRODONT-HOLLIGER's historical industrial expertise also fits our DNA as a French med-tech company with high added value. We are delighted to welcome the company and to be able to support it in a new phase of its development, particularly abroad, where our group makes nearly 85% of its sales,"

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* "Accuracy of Four Intraoral Scanners in Oral Implantology: A Comparative In-Vitro Study," Imburgia et al., BMC Oral Health (2017) 17:92 DOI 10.1186/s12903-017-0383-4.

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New W&H image campaign to support everyday heroes

■ With its new image campaign “From a patient to a fan”, W&H is directing the spotlight on dentists and dental professionals. These everyday heroes ensure their patients are in safe and reliable hands in every treatment situation. They always show great dedication to

their work and continuously manage to put a smile on their patients’ faces, simply because they care. Even the smallest of their patients’ difficulties is a major concern. That is why they are always gaining new “fans” and succeed again in making their patients happy.

The new W&H image campaign gives these heroes the recognition they deserve. With a perfect balance of know-how, empathy and technology, they can achieve optimal results. W&H supports the practice team with its daily tasks and is a cornerstone of its



W&H
Managing Director
Peter Malata

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success with its innovative product portfolio.

“The daily challenges faced by the practice team are our motivation. As a solutions provider, our products help ensure that the workflow in the dental practice is as smooth as possible,” states W&H Managing Director Peter Malata. “With innovative dental technology that is ideally suited to the users’ needs,



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From a patient to a fan.
With first-class dental solutions
from W&H for every challenge.

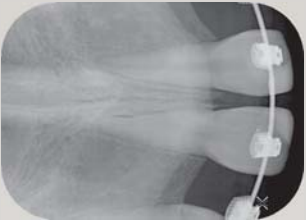
#patient2fan

the team can give their full and undivided attention to what really matters: the patient. We play an important role in our customers’ success and assist them in turning patients into fans.”

The new campaign aims to portray W&H in an eye-catching manner and differentiate it from the competition, all with the customary twinkle in the eye. In the eyes of their patients, dentists become Dr Phil Good, Dr X. Pert or Dr Sue Perstar, and thus the living embodiment of well-being, expertise, innovative spirit and trust. The result is a modern, internationally adaptable campaign format with emotive images from dental practice. A striking nameplate has been developed as an overarching key visual, clearly communicating the respective names such as Dr Phil Good or Dr X. Pert.

The new W&H image campaign will be launched across all W&H media channels beginning March 2018. ◀

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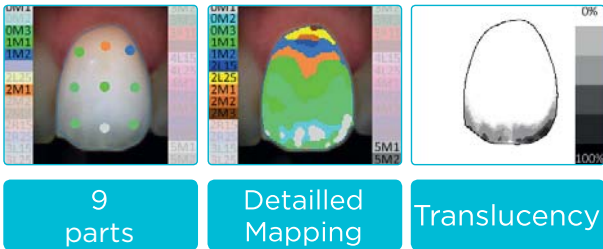
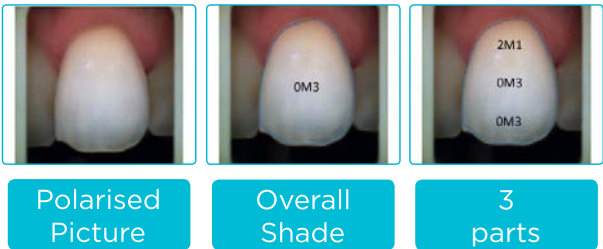
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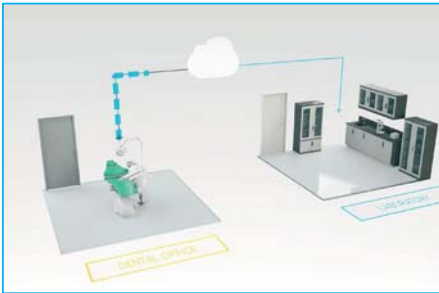
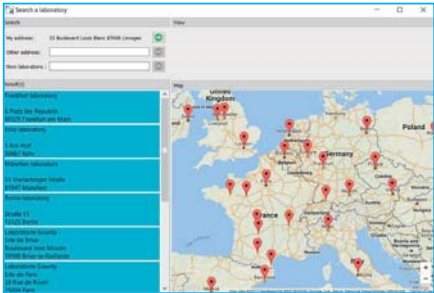
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SHADES AND
TRANSLUCENCY ANALYSIS
- 2

SOFTWARE AND
MOBILE APPLICATION
- 3

COMMUNITY PLATFORM
- 4

REAL TIME CONNECTION



Popularity of MTA products increases, product information available in Hall 8

■ An unprecedented success, the fifth Pan Arab Endodontic Conference, held in Cairo in Egypt last month, addressed the issue of dentinal repair and its indications through various lectures and workshops. While treatment solutions involving calcium silicates differ in

both product composition and application, mineral trioxide aggregate (MTA) products that are composed of a mixing powder and liquid are becoming increasingly popular. The MAP System from Swiss company Produits Dentaires offers both sim-

ple handling and highly accurate placement. Clinicians benefit from a highly condensed MTA plug, which can be placed exactly where they need it and does not feature the porosity that would otherwise result from placement of MTA with a simple plugger or spatula.



Often, when placing MTA with a plugger, more material than is actually needed is used. With the MAP System, material is saved because it helps to use the correct quantity for any specific MTA placement in the tooth. Reducing waste saves costs, but the placement remains of high quality.



The MAP System from Swiss company Produits Dentaires offers both simple handling and highly accurate placement.

This and many other clinical uses of MTA were demonstrated in various interesting workshops at Produits Dentaires's booth at the endo meeting in Cairo. Demonstrations will also be given at AEEDC Dubai at the Swiss pavilion. Attendees who are interested in learning more about the product are invited to visit company representatives at Booth E10 in Hall 8 or obtain information online at www.pdsa.ch. ◀

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