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Shaping Southeast Asia's Dental Future

An exclusive interview with Vida Lau, Southeast Asia Commercial Director at Straumann Group

By Dental Tribune ASEAN



Vida Lau, Southeast Asia Commercial Director for Straumann

Vida Lau, a trailblazer in the dental industry, has spent over two decades fostering innovation and growth across Southeast Asia. Currently serving as Southeast Asia Commercial Director for Straumann Group, Ms. Lau combines her extensive experience with a visionary approach to transform the region's dental landscape.

In an exclusive interview with Dental Tribune ASEAN, Ms. Lau reflects on her journey, which includes leadership roles at KaVo Dental Asia Pacific and Invisalign Singapore. She shares how these experiences have shaped her expertise in market

development and stakeholder engagement, ultimately leading to her instrumental role in Straumann Group's success.

Under her leadership, Straumann has navigated challenges, including launching its Malaysia subsidiary during the pandemic—a feat achieved entirely through remote collaboration. Her strategic initiatives have not only propelled the company's growth but also set benchmarks for digital transformation in the industry.

Asia's dental industry, Ms. Vida Lau has played an instrumental role in driving in-

novation and growth across the region. In an exclusive interview with Dental Tribune ASEAN, she shares her journey, insights into the dental market, and her vision for Straumann Group's continued success in Malaysia and beyond.

A Journey of Leadership and Innovation

Ms. Vida Lau's professional path is a testament to her leadership and forward-thinking mindset. Spanning over two decades, her career in the dental industry has seen her take on pivotal roles

at leading companies such as KaVo Dental Asia Pacific and Invisalign Singapore. As Senior Product Manager for Southeast Asia at Invisalign, she spearheaded initiatives across six countries, gaining deep insight into the regional dental aesthetics market. This experience ultimately led her to her current role at Straumann Group.

"At Straumann Group, I have the opportunity to leverage my expertise in market development, stakeholder engagement, and strategic leadership," Ms. Lau shares.

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"The challenge and reward of driving growth in such a dynamic region are what motivate me."

Transforming Challenges into Success

Among the many accomplishments that stand out in Ms. Lau's career, her leadership in launching Straumann Malaysia during the height of the COVID-19 pandemic is particularly noteworthy. "We established the subsidiary entirely through remote collaboration—something that seemed impossible without a physical presence. Yet, it became a benchmark for digital transformation in business development," she reflects.

From earning recognition for innovative marketing strategies to leading Straumann's Southeast Asia ITI (International Team for Implantology) section to a "Most Empowering Section" award in 2023, Ms. Lau has consistently pushed the envelope. Despite facing regulatory challenges across diverse markets, her ability to adapt global strategies to local needs has been key to her success. "We've developed scalable solutions that respect local nuances while maintaining global standards of excellence," she explains.

Driving Straumann Group's Vision in Southeast Asia

Ms. Lau's mission as Southeast Asia Commercial Director aligns seamlessly with Straumann Group's overarching goal: unlocking the potential of people's lives through confident smiles. She emphasizes three core priorities: customer excellence, market innovation, and regional development.



Vida Lau looks forward to another achievement in 2025.



Straumann team at Digital Smile Symposium.

"We're committed to providing dental professionals with cutting-edge solutions and comprehensive support, while expanding access to advanced oral care across Southeast Asia," she states. These priorities are not just words, but actions, as evidenced by Straumann's steady market growth and reputation as a leader in aesthetic dentistry.

The future of dental implants: Digital innovation and patient comfort

Looking ahead, Ms. Lau sees dental implants evolving rapidly, driven by digital integration, artificial intelligence, and advanced materials. Straumann is at the forefront of this change, continuously developing technologies that enhance patient comfort and streamline treatment workflows.

"In the near future, we'll see more efficient, digitally-planned implant procedures that not only improve outcomes but also revolutionize the way dentists approach patient care," she predicts.

Straumann's focus on the Malaysian market

Ms. Lau offers valuable insight into the unique opportunities and challenges in Malaysia's dental industry. With a growing middle class, increasing dental tourism, and rising awareness of oral health, Malaysia is a market ripe with potential. However, challenges remain, including geographic disparities in access to advanced dental care and navigating a complex regulatory environment.

To strengthen Straumann's presence in Malaysia, Ms. Lau has implemented a multi-faceted strategy focused on education, market access, digital transformation, and community engagement. "We aim to position Straumann not just as a product provider, but as a comprehensive solutions partner for the Malaysian dental community," she affirms.

Building stronger connections: Education, support, and partnerships

When asked how Straumann plans to expand its reach within Malaysia's dental community, Ms. Lau emphasizes the importance of continuous education and professional development. From structured training programs to digital engagement and scientific symposiums, Straumann is committed to supporting dentists in growing their practices.

Equally important are partnerships with local suppliers and stakeholders. "Strong local relationships are fundamental to sustainable growth," Ms. Lau says, drawing on her experience managing diverse markets. "We work closely with dental associations, academic institutions, and local suppliers to create value chains that benefit all parties involved."

mann's global standards of excellence," Ms. Lau adds.

A Message to Malaysian Dentists: Partnership for Excellence

In closing, Ms. Lau offers a clear message to dental professionals across Malaysia: "Straumann is your trusted partner in delivering clinical excellence. We're not just offering products; we're



Straumann Group celebrating KOL community 2024-2025 dinner at Auto Bavaria Ara Damansara.

The Straumann Malaysia team: Excellence in action

Behind Straumann Malaysia's success is a dedicated team that blends local market expertise with global standards. Ms. Lau takes great pride in her team's development, ensuring that everyone embodies Straumann's core values. "We foster an environment where our team can grow professionally, while maintaining a strong work-life balance," she notes.

Regular training sessions, cross-functional projects, and recognition programs are integral to the team's ongoing success. "Our player-learner culture encourages collaboration and innovation, making sure that we're always aligned with Strau-

mann's global standards of excellence," Ms. Lau adds.

Her vision is for Straumann to empower Malaysian dentists to achieve clinical excellence while growing their practices sustainably. "Together, we can elevate the standard of dental care in Malaysia and make advanced solutions more accessible to patients across the region," Ms. Lau concludes with confidence.



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Optimizing aesthetic outcomes with Haji's matrix technique

Dr. Mohammed Haji, Iraq

Advances in adhesive dentistry and composite resin technology have led to a paradigm shift, where composite resins have revolutionized the cosmetic approach to anterior restorations. Minimally Invasive Cosmetic Dentistry (MiCD) was introduced in 2009 as a holistic, patient-centric treatment approach that integrates minimally invasive techniques with aesthetic dentistry to enhance smiles while considering the psychology, health, function, and aesthetics of the patient. As a firm believer in and clinical trainer of MiCD, I have adopted this treatment philosophy in my clinical practice and developed the "Haji matrix technique" to increase the efficiency and predictability of composite restorations in the anterior aesthetic zone.

Anterior matrix systems are indispensable, particularly for direct composite restorations, as they assist in creating proper anatomic contours and proximal contacts without causing gingival overhangs. They not only facilitate the restoration of tooth anatomy and interproximal contacts but also enhance the overall quality and longevity of the restoration. By addressing the common challenges associated with composite handling and placement, matrices play a vital role in achieving aesthetic and functional restorations with successful clinical outcomes and patient satisfaction.

Mentioned below are some key reasons highlighting its importance:

1. Aesthetic precision

- Shape and contour: the matrix helps in shaping the composite material to mimic the natural anatomy of anterior teeth, ensuring an ideal contour.
- Shade control: a matrix allows for layering techniques that help achieve the correct shade and translucency, enhancing the lifelike appearance of the restoration.

2. Curing efficiency

- Light penetration: Clear matrices, permit adequate light penetration, ensuring

proper curing of the composite material specially in the interproximal area, which is critical for long term durability and strength of the restoration.

3. Time efficiency

- Quick application: Matrices simplify the application process, helping to reduce chair time and streamline workflows. Specially with class IV and diastema closure

- Reduced adjustments: A well-fitting matrix can minimize the need for extensive adjustments post-restoration.

4. Moisture control

- Isolation from contaminants: An anterior matrix helps isolate the working area from saliva and blood, which is essential for achieving a strong bond between the composite and tooth structure.

5. Protection of surrounding tissues

- Soft tissue safety: The matrix serves as a barrier to protect gingival tissues during the restoration process, minimizing the risk of irritation or damage.

6. Enhanced bonding

- Adaptation to tooth structure: A properly designed matrix helps achieve better adaptation of the composite to the tooth, improving the overall bond strength and longevity of the restoration.

7. Patient satisfaction

- Improved aesthetics & comfort: A well-executed restoration using a matrix can significantly enhance a patient's smile, leading to higher satisfaction and confidence

The Haji matrix has been designed specifically to help clinicians optimise on the use of the clear transparent matrix when creating a palatal shell. This technique stabilizes the clear

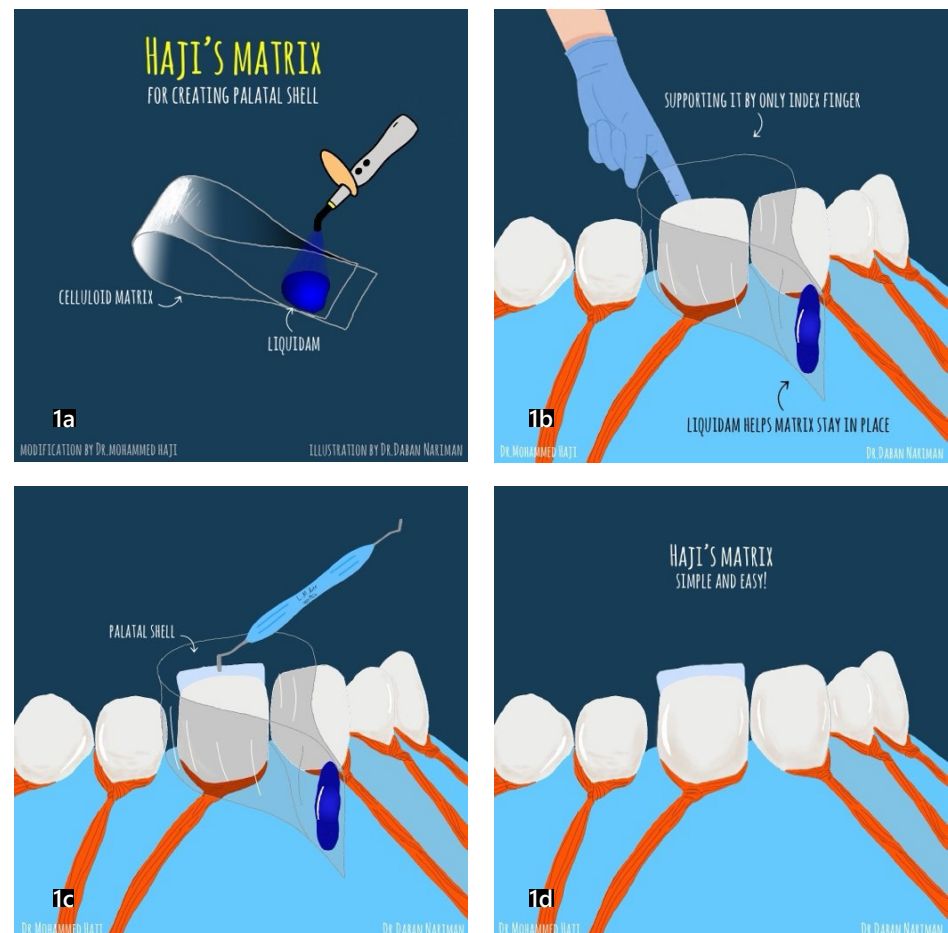


Fig. 1a: Celluloid Matrix stabilized with a liquid dam using Injectable composite. **Fig. 1b:** Place the clear matrix in the mouth and support with the index finger. **Fig. 1c:** Create the Free Hand palatal shell with translucent shade of Injectable composite. **Fig. 1d:** Palatal shell created based on the predetermined shape and size of the tooth.

matrix with a liquid dam using an injectable composite material. It is easy to use, cost effective and facilitates efficient free hand composite build-up for anterior restorations. (Fig 1a,1b,1c,1d)

The patient case shared below highlights the clinical application of the Haji matrix technique where a patient's smile was successfully modified using the Shofu range of bioactive composites with predictable aesthetic and functional clinical outcomes while maximizing patient satisfaction.

A 24 year old female patient visited the clinic complained of multiple spacing between her teeth and requested to improve her smile. After intra oral examination and discussion the patient agreed to proceed with a minimally invasive cosmetic approach. Considering the patient's age direct composite veneers was selected as the treatment of choice as it preserves sound tooth structure with minimal tooth reduction to achieve optimal aesthetics.



Fig. 2a: Patient smile before treatment. **Fig. 2b:** Patient smile after smile modification. **Fig. 2c:** Intra-oral view of anterior teeth with the multiple diastemas. **Fig. 2d:** Intra-oral view of anterior teeth after direct veneer restoration.



Fig. 3a: Rubber dam isolation in preparation to application of etchant and bonding agent. **Fig. 3b:** Clear matrix placement and stabilization with the liquid dam using injectable composite. **Fig. 3c:** The clear matrix placed using the haji matrix technique. **Fig. 3d:** The palatal shell created with transparent injectable composite. **Fig. 3e:** Multiple palatal shell created for free hand build-up. **Fig. 3f:** Shaping of the palatal shell using the diamond impregnated interproximal metal finishing strips. **Fig. 3g:** Palatal shell created on all 4 upper incisal teeth. **Fig. 3h:** Dentin layer build up with beautiful ii ls shade a1 on all 4 upper incisal teeth. **Fig. 3i:** Build-up of enamel layer using beautiful ii enamel shade hvt (high value translucent). **Fig. 3j:** After finishing and polishing with composite finishing and polishing disks , diamond polishing paste was used for the final super polish. **Fig. 3k:** Direct dia polishing paste used with the super-snap buff disk for the final enamel like luster. **Fig. 3l:** Completed direct veneer restorations on the upper incisal teeth. **Fig. 3m:** Close up view on the natural anatomical contour achieved for life like aesthetics. **Fig. 3n:** Intra oral view of the patient smile after smile modification with direct veneer restorations. **Fig. 3o & 3p:** Side profile view if the smile modification highlighting the natural life-like aesthetics achieved with the direct composite veneer restorations using the micd biological layering technique.

Material selection.

Clinicians are spoilt for choices today with a wide variety composite resin materials available for aesthetic restorations. As a clinician it's important to select the composite material that best suits your needs and help to achieve the desired aesthetic and functional outcomes with predictability and long term success. The Shofu range of bioactive composites provide a simple shade selection and ideal handling properties with additional benefits that help minimize plaque accumulation, provide fluoride release and recharge to reduce secondary caries. For this patient's case we selected Beautifil IILS shade A1 for the dentin layer and Beautifil II Enamel shade HVT (high value translucency) for the enamel layer.

For the translucent layer, palatal shell a translucent injectable composite such as Beautifil Injectable XSL shade INC is ideal.

Restorative approach

The direct restorative approach for smile modification is a versatile and effective method for enhancing aesthetics and function in a minimally invasive manner. Smile design was completed with mock-ups to ensure patient's needs were met with realistic outcomes of the smile modification.

The MiCD biological composite layering technique used to mimic the anatomy and natural architecture of the tooth with the Haji Matrix Technique to create the palatal shell for optimal translucency and efficient free hand layering of the composite restorations.

Conclusion

Direct veneers represent a highly effective and minimally invasive approach to smile modification by combining artistry with advanced material technology, to create beautiful, functional smiles that significantly enhance patients' quality of life. By using composite resin materials with an easy to use Haji matrix technique for the palatal shell helps clinicians save time and provide predictable aesthetic outcomes for their patients. A properly adapted anterior matrix acts as an indispensable tool for clinicians to achieve significant improvements in tooth shape, color, and overall appearance in a very cost effective manner without the need for extensive tooth preparation or multiple visits.

About the author



Dr. Mohammed Haji, Iraq
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He is the founder and owner of Dr. Mohammed Haji's Clinics and an accomplished dentist with a Bachelor's degree in Dentistry from the University of Slemani and an MSc candidacy in Conservative Dentistry. He is a passionate trainer and speaker in the fields of conservative and aesthetic dentistry, known for his work in minimally invasive techniques and direct composite restorations. As an official trainer for the Minimally Invasive Cosmetic Dentistry (MICD) initiative and a member of the Digital Dentistry Society, Dr. Haji is committed to enhancing patient care through with a minimally invasive approach to treatment planning.

Dr. Haji holds is a member of the Kurdistan Dental Association, a speaker for Shofu and a Style Italiano Family member. His workshops and training sessions, which have taken place in cities across Iraq and the Middle East, focus on advanced techniques in direct anterior and posterior composite restorations. In addition, Dr. Haji's enthusiasm for dental photography allows him to visually document and share his aesthetic dentistry techniques, making his presentations both educational and engaging. He invests in continuous learning participating regularly in courses, workshops, and conferences both in Iraq and internationally. Dr. Haji is passionate about sharing his knowledge and has trained and mentored many dentists, helping to elevate the standards of dental care in his community.

Sebaris and GoodSleepCo Unite to Revolutionize Sleep Health in Malaysia

By Dental Tribune ASEAN

Sleep plays a crucial role in overall well-being, with its quality directly affecting physical and mental health. Recognizing the growing importance of sleep health, Sebaris has partnered with GoodSleepCo, an Australian leader in sleep solutions, to bring groundbreaking innovations to the Malaysian market. This collaboration aims to redefine the role of dentists in addressing sleep-related issues, combining dental expertise with cutting-edge technology to transform the approach to sleep care.

Sleep-related breathing disorders, such as obstructive sleep apnea (OSA), are increasingly prevalent worldwide. Dentists, with their in-depth knowledge of oral health and anatomy, are uniquely positioned to identify and address these conditions.

The structures of the mouth and throat play a critical role in breathing during sleep, making dental professionals an essential part of the sleep health ecosystem. Sebaris, in partnership with GoodSleepCo, introduces advanced solutions tailored to the specific needs of patients, offering state-of-the-art diagnostic tools and treatment options that go beyond traditional methods.

One of Sebaris's standout innovations is the Sebaris image ring, a diagnostic tool worn on the finger during sleep. This device collects vital data, such as oxygen levels and heart rate, providing detailed insights into sleep patterns. This information allows dentists to detect sleep disorders early and make informed treatment decisions. By incorporating this technology, den-

tists gain access to benefits that enhance their ability to address sleep health comprehensively. These include cutting-edge diagnostic equipment, personalized treatment solutions like custom-made oral appliances, and a collaborative care model that encourages partnerships with sleep physicians, ENT specialists, and other healthcare professionals.

Sebaris also empowers patients with a user-friendly sleep care app, enabling them to monitor their sleep quality conveniently and receive personalized recommendations for improvement. The app alerts patients to advance their device level or visit their dentist if their sleep score declines. This integration of technology and patient engagement fosters a proactive approach to sleep

health, giving individuals greater control over their well-being.

The launch of Sebaris in Malaysia represents a significant step forward in advancing sleep health. Dentists across the country now have the opportunity to incorporate these solutions into their practices, expanding their scope of care and improving patient outcomes. By addressing sleep-related breathing disorders more effectively, dental professionals can also raise awareness of sleep health and its importance in overall well-being.

This partnership between Sebaris and GoodSleepCo marks a groundbreaking shift in how sleep disorders are addressed, particularly within the dental community. By combining dental expertise with advanced tech-

nology, Sebaris is revolutionizing the management of sleep-related breathing disorders. Tools like the Sebaris image ring and the sleep care app not only enhance diagnostic precision but also strengthen patient engagement.

As Sebaris enters the Malaysian market, it invites dentists to lead the charge toward better sleep health. By adopting these innovative solutions, dental professionals can make a profound impact on their patients' lives, ensuring healthier, more rejuvenating sleep for all. This collaboration between Sebaris and Malaysia's dental community promises to pave the way for a brighter, well-rested future.

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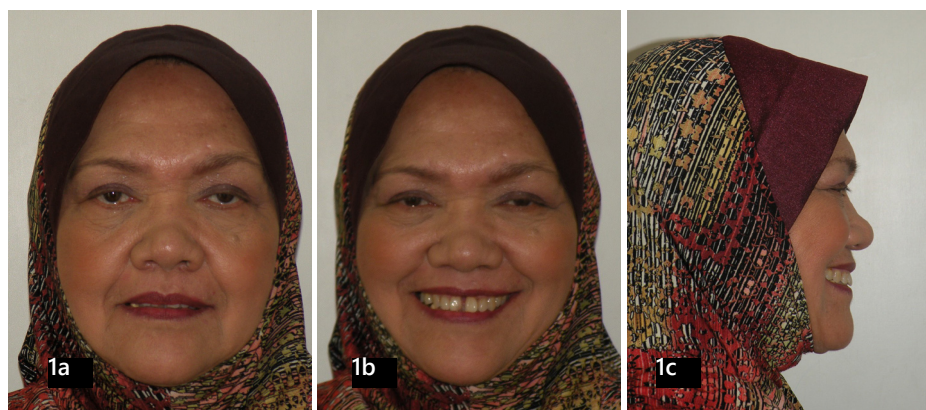
Minding the gap unconditionally: A case study

Dr Anas Izwan Dzulkhaini, Malaysia

Maxillary midline diastema is often a strong concern for most patients. Aesthetically not pleasing, it also complicates social dining settings as food stuck is inevitable. Treating the gap effectively requires accurate diagnosis and appropriate intervention.

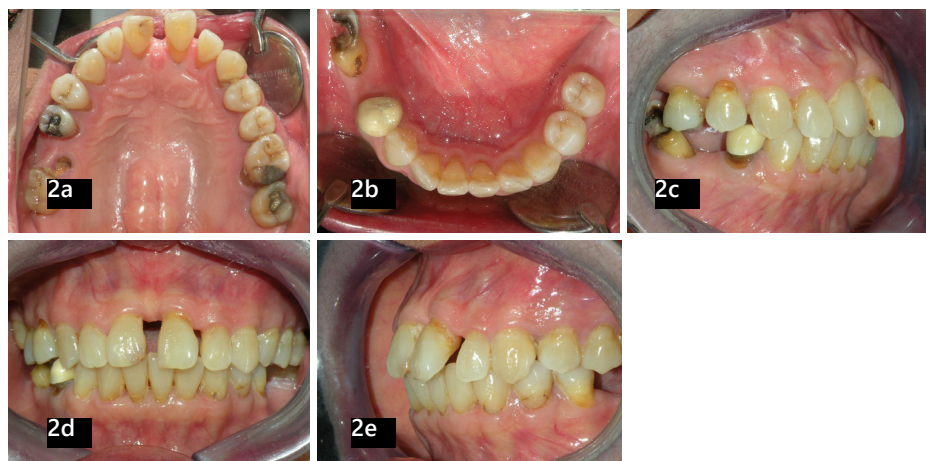
Case 1

- 64-year-old woman
- No underlying medical condition.
- Main complaint: Mobile upper front teeth. Big gap between upper centrals.



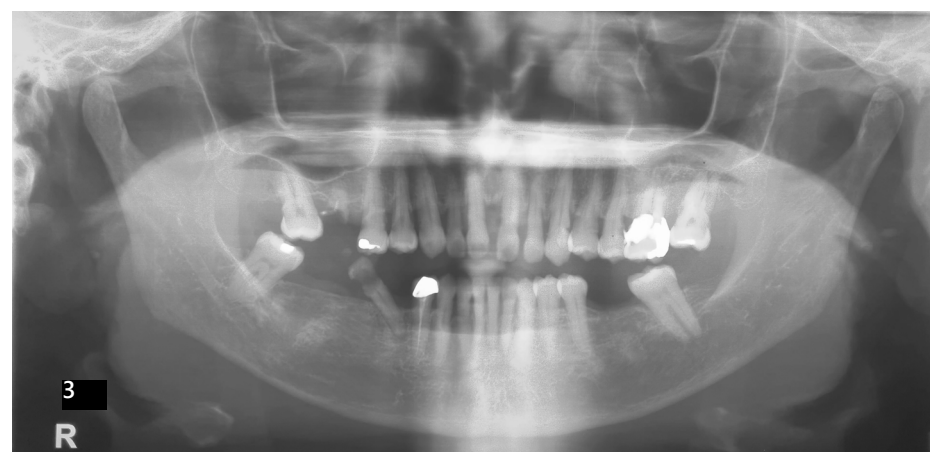
Extra-oral findings:

- Symmetrical face
- Incompetent lips.
- Normal smiling line; up to 1mm above cervical margin upper anterior
- Straight profile. Strong pogonion projection.
- Nasolabial angle: 76



Intra-oral findings:

Class I malocclusion with poli diastemas in the upper anterior region.
Overbite= 2mm, Overjet= 2mm
No molar classification (absence of molars)
Class I canine on right and left side.
Upper midline (mesial to 11) on with face.
Lower midline on with the chin.



Panoramic radiograph analysis:
Missing 17, 26, 38, 36, 46 and 47.
Retained root 16, 45.
Poor prognosis 26.
Increased vertical bone loss especially 11,21 (only ~30% left)



Cephalometric analysis:

Go Me Sn: 42
Saddle: 120
Articular: 144
Gonial: 135
Inner: 399

ANSMe/Nme: 55%
Jarabak Ratio (Sgo/Nme): 58%
Max height: 57
FMA: 30
Normal to high vertical growth pattern
Max height:
SNA: 83
SNB: 79
ANB: 4
Wits: 0mm
McNamara: +2mm
Corpus ratio : 62/72
Max Depth: 94
Holdaway: 7:1
Class II skeletal pattern due to downward rotated mandible.
Long mandibular corpus. Poor pogonion projection
ISN: 112
IMPA: 90
I - I : 113
UI - OP : 50
LI - OP : 65
OP - SN : 18
OP - FH : 15
UI - PP : 122
Increased upper and upright lower incisors.
Normal occlusal plane.

Treatment Plan:

Single arch management (upper only).
Only round wire utilized with maximum cross section at 016.
Closing spaces with closing loops.
2-unit bridge before debonding.
Essix retainer upper for retention.



Fig. 5a: Sliding on 016 stainless steel with pushcoil, 21 and 22 mesialized creating space between 22 and 23. Both laterals have more vertical bone support to protect and reduce unwanted tipping of centrals during retraction. Fig. 5b: Space closed with vertical closed helix loop 014 stainless steel round wire. Fig. 5c: Brackets just removed. Before bridge preparation. Fig. 5d: 2-unit metal fused porcelain bridge incorporated.



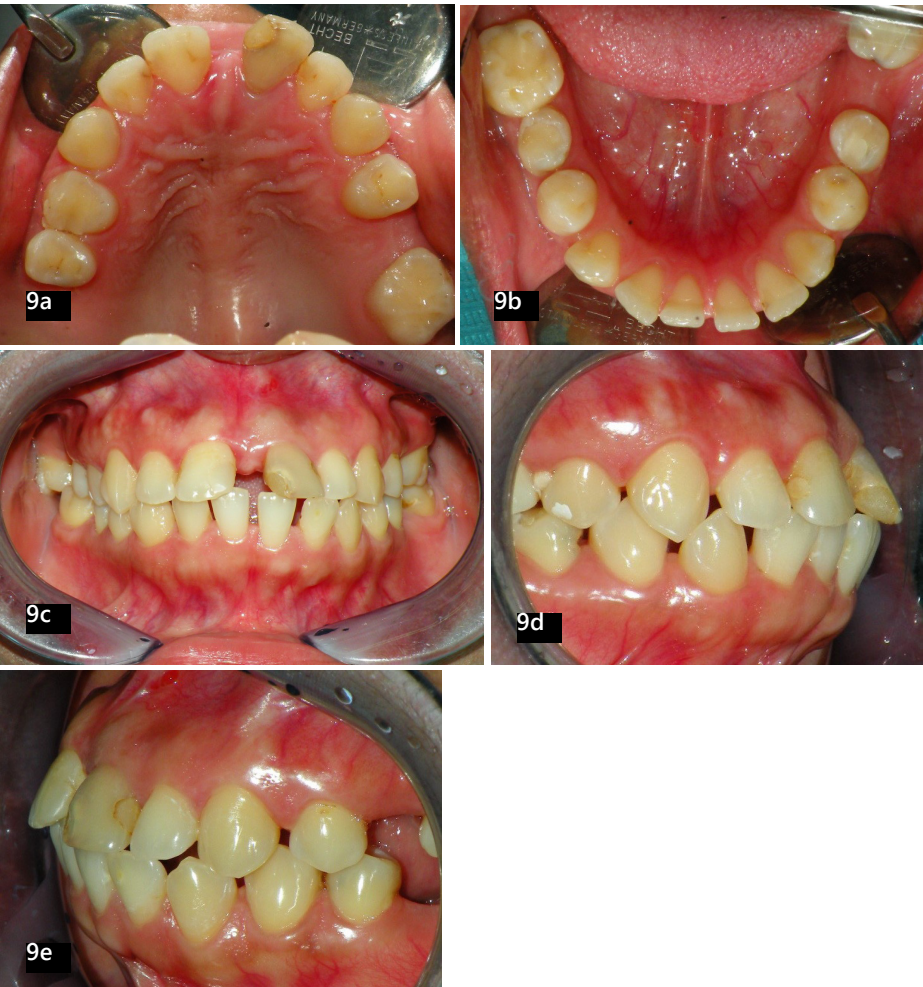
Fig. 6&7: Four years later without additional retention (essix missing), 26 root left and 27 extracted.

Case 2

- 50-year-old woman
- No underlying medical condition.
- Main complaint: Multiple gaps.



Extra-oral findings:
Symmetrical face
Incompetent lips.
Normal smiling line, upper teeth in harmony with lower lip.
Convex profile.
Nasolabial angle: 90



Intra-oral findings:

Class I malocclusion with poli diastemas in both upper and lower arch.
Overbite= 1mm Overjet = 3mm
No molar classification (absence of molars)
Class I canine on right and left side.
Upper midline (mesial to 11) on with face.
Lower midline on with the chin.



Panoramic radiograph analysis:
Missing 18, 16, 25,26, 28, 36, 47 and 48.
20-30% vertical bone loss upper anterior region.

ANSMe/Nme: %
Jarabak Ratio (Sgo/Nme): 59 %
Max height: 50
FMA: 29



High vertical growth pattern

SNA: 90
SNB: 95
ANB: -5
Wits: -2mm
McNamara: 2mm
Corpus ratio : 55/59
Max Depth: 100
Holdaway: 6/1

Class II skeletal pattern due to prog-nathic maxilla and small mandible.

Poor pogonion projection

ISN: 128
IMPA: 100
I – I : 93
UI – OP :38
LI – OP : 40
OP – SN : 15
OP – FH : 6
UI – PP : 132
Increased upper and lower incisors.
Flat occlusal plane.

Cephalometric analysis:
Go Me Sn: 39
Saddle: 119
Articular: 140
Gonial: 140
Inner: 399

Treatment Plan:

- Upper lower conventional metal MBT brackets.
- Posterior spaces to be maintained for future implants.
- 2-unit bridge before debonding.
- Essix retainer upper lower for retention.

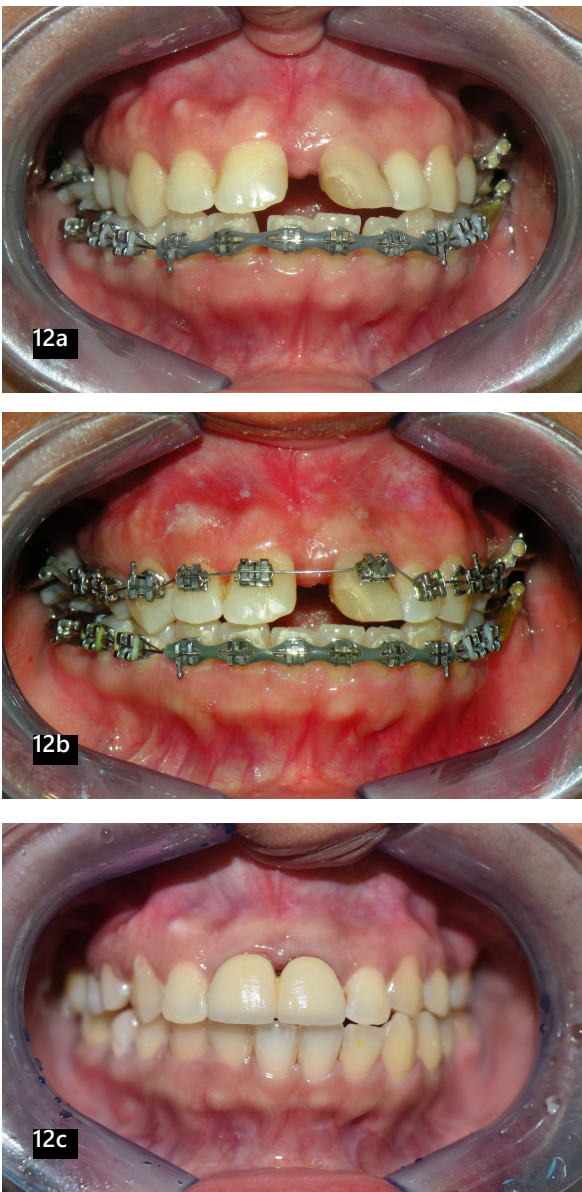


Fig. 12a: Lower arch bonded first to collapse in pursue of overjet and overbite. Fig 12b: Upper arch bonded once spaces in lower arch managed. Fig. 12c: 2-unit porcelain fused metal bridge prepared.