

# DENTAL TRIBUNE

The World's Dental Newspaper • Asia Pacific Edition



PUBLISHED IN HONG KONG

www.dental-tribune.asia

VOL. 15, No. 9



## BREATH ANALYSIS

Korean scientists have developed high-sensitivity sensors to enable early monitoring of disease biomarkers in breath.

► Page 04



## INTERVIEW

An interview with Kenji Cheung, CEO of Hong Kong-based supplier Tesco Dental, about the business's vision and values.

► Page 06



## today IDEC 2017

Read all about the first edition of the Indonesia Dental Congress and Exhibition in our *today* specialty section included in this issue.

► Page 13

## Better sugar labelling required

By DTI

**NEWTOWN, Australia:** In a new study carried out by researchers at the George Institute for Global Health, it was found that a significant amount of sugar is added to foods. Owing to a decline in the oral health of Australians, dentists have called on food manufacturers to state on their packaging the amount of sugar added to the products, according to the Australian Dental Association.

The Health Star Rating front-of-pack labelling system used in Australia rates the overall nutritional profile of packaged foods and includes total sugar content as one of the components. This has been criticised because sugars naturally present in some foods are treated the same as sugars added during processing. However, according to co-author of the study Prof. Bruce Neal, only labelling total sugar content is misleading. This is particularly true for discretionary products containing a great deal of added sugar. "Good sugars are an



Seven out of ten packaged goods sold in supermarkets contain added sugar, the study found.

integral part of a healthy diet, and we need to be able to separate sugars naturally present in dairy, fruits and vegetables from sugars added during manufacturing," he said.

The aim of the study was to show that greater transparency on added sugar in packaged foods is necessary. The researchers ana-

lysed more than 34,000 packaged foods—about 18,000 discretionary foods (those not necessary to provide the nutrients the body needs) and nearly 16,000 core foods, like milk, cheese and bread—to learn how the labelling could be improved if added sugars were included. A report published earlier this year found that consumers

could avoid 26 teaspoons of sugar a day if they could identify added sugars on food packs.

The study, titled "Incorporating added sugar improves the performance of the Health Star Rating front-of-pack labelling system in Australia", was published on 5 July in the *Nutrients* journal.

## Drop in denture use

**MELBOURNE, Australia:** From new figures indicating a decline in denture use in Victoria, it appears that more older people are retaining their natural dentition. The data, which was released by the Dental Health Services Victoria (DHSV), relates to the number of dentures provided by Victorian public dental clinics to patients aged 65 and older. Overall, there was a 21 per cent drop in denture use over the eight-year period considered. "Older people are keeping their teeth longer and we hope this trend will continue," DHSV CEO Dr Deborah Cole said.

In an interview with *Dental Tribune*, Cole explained the underlying reasons for this: "The current cohort of older adults has benefited from substantial improvements made after the post-war boom. These improvements include community water fluoridation and use of fluoride toothpaste, advancement in dental technology and treatment methods, access to healthier diets, improved oral hygiene and more regular dental check-ups."



George Loh, Dr Yeoh Khay Guan, Dr Lily Chan, Amrin Amin, Dr Lim Jui, Prof. Kee Chaing Chua and Kelvin Zin (from left) at the launch of the NUS Centre for Addictive Manufacturing.

► NEWS Page 02

## Humans' arrival in Asia

According to recent fossil teeth findings, the human dispersal out of Africa and down to Australia may have occurred 20,000 years earlier than previously thought. Using a new dating program, it was confirmed that the teeth came from modern humans, *Homo sapiens*, and most interestingly that they dated to as long as 73,000 years ago.

## World's longest tooth

An 18-year-old teenager from India holds the new Guinness World Record for the longest human tooth. With a length of 3.67 cm, the tooth beats the previous world record by almost 5 mm, the records committee confirmed. The canine was buccally located and surgically extracted for aesthetic reasons.

## Erosive potential

The low cost and availability of acidic fruit juices, fruit drinks and carbonated beverages encourage their consumption, and this may lead to elevated prevalence of dental erosion. Researchers at the Federal University of Santa Catarina in Brazil recently evaluated the chemical characteristics of grape and orange juice and their erosive potential in the decrease of microhardness and the loss of enamel structure.

The results showed that grape juices presented greater erosive potential than orange juices. Pure, powdered and concentrated grape juices showed similar loss of enamel structure to that of a cola soft drink. The erosive potential of the beverages was statistically correlated to pH, titratable acidity, and calcium, phosphate and fluoride concentrations.



### Distinguished by innovation

Healthy teeth produce a radiant smile. We strive to achieve this goal on a daily basis. It inspires us to search for innovative, economic and esthetic solutions for direct filling procedures and the fabrication of indirect, fixed or removable restorations, so that you have quality products at your disposal to help people regain a beautiful smile.

www.ivoclarvivadent.com

Ivoclar Vivadent AG  
Benderstr. 2 | FL-9494 Schaan | Liechtenstein | Tel.: +423 / 235 35 35 | Fax: +423 / 235 33 60

ivoclar  
vivadent  
passion vision innovation

AD



# ADIA: Association of the Year



ADIA National President Phil Jolly and ADIA CEO Troy Williams (fifth and sixth from left) celebrating their Association of the Year Award at the award ceremony in July.

By DTI

**SYDNEY, Australia:** The Australian Dental Industry Association (ADIA) has been awarded the first Association of the Year Award presented by Associations Forum, a body

committed to assisting non-profit associations and charities in governance, operations, membership and finances. According to the panel, ADIA has distinguished itself by achieving all-round excellence.

The award recognises ADIA's ability to influence government decision-making, deliver world-class exhibitions and publish meaningful market intelligence. In addition, Associations Forums highlighted that the dental body delivers its

services at a cost to members lower than would otherwise be the case.

"Being named Association of the Year is a great tribute to the many individuals who, over many years, have worked to ensure that ADIA is an integral partner to the industry it represents," ADIA National President Phil Jolly said in his acceptance speech. "ADIA's commitment is to provide leadership, strategy, advocacy and support. Our members set our agenda, fund our activities and directly benefit from the results—this award is a great independent recognition of our success in this area," he added.

The Association of the Year Award was presented at a gala dinner held in Sydney on 17 July. More than 300 stakeholders from across the not-for-profit sector attended the event.

Other award winners included the Australasian Institute of Marine Surveyors, which took home the Association Turnaround of the Year Award, and Community Legal Centres Queensland, which won the Association Achievement of the Year Award.

## IMPRINT

**GROUP EDITOR:**  
Daniel ZIMMERMANN  
newsroom@dental-tribune.com  
Tel.: +44 161 223 1830

**MANAGING EDITOR AP:**  
Kristin HÜBNER

**EDITOR:**  
Yvonne BACHMANN

**ONLINE EDITOR/SOCIAL MEDIA MANAGER:**  
Monique MEHLER

**MANAGING EDITOR & HEAD OF DTI COMMUNICATION SERVICES:**  
Marc CHALUPSKY

**JUNIOR PR EDITOR:**  
Julia MACIEJEK

**COPY EDITORS:**  
Sabrina RAAFF  
Ann-Katrin PAULICK

**CLINICAL EDITORS:**  
Magda WOJTKIEWICZ  
Nathalie SCHÜLLER

**PUBLISHER/PRESIDENT/CEO:**  
Torsten R. OEMUS

**CHIEF FINANCIAL OFFICER:**  
Dan WUNDERLICH

**BUSINESS DEVELOPMENT MANAGER:**  
Claudia SALWICZEK-MAJONEK

**PROJECT MANAGER ONLINE:**  
Tom CARVALHO

**JUNIOR PROJECT MANAGER ONLINE:**  
Hannes KUSCHICK

**E-LEARNING MANAGER:**  
Lars HOFFMANN

**MARKETING SERVICES:**  
Nadine DEHMEL

**SALES SERVICES:**  
Nicole ANDRÄ

**ACCOUNTING SERVICES:**  
Anja MAYWALD  
Karen HAMATSCHEK  
Manuela HUNGER

**MEDIA SALES MANAGER:**  
Antje KAHNT (International)  
Barbora SOLAROVA (Eastern Europe)  
Hélène CARPENTIER (Western Europe)  
Maria KAISER (North America)  
Matthias DIESSNER (Key Accounts)  
Melissa BROWN (International)  
Peter WITTECZEK (Asia Pacific)  
Weridiana MAGESWKI (Latin America)

**EXECUTIVE PRODUCER:**  
Gernot MEYER

**ADVERTISING DISPOSITION:**  
Marius MEZGER

**DESIGNER:**  
Nora SOMMER

**Published by DT Asia Pacific Ltd.**

**DENTAL TRIBUNE INTERNATIONAL**  
Holbeinstr. 29, 04229, Leipzig, Germany  
Tel.: +49 341 48474-302  
Fax: +49 341 48474-173  
info@dental-tribune.com  
www.dental-tribune.com

**Regional Offices:**

**DT ASIA PACIFIC LTD.**  
c/o Yonto Risio Communications Ltd,  
Room 1406, Rightful Centre,  
12 Tak Hing Street, Jordan,  
Kowloon, Hong Kong  
Tel.: +852 3113 6177  
Fax: +852 3113 6199

**UNITED KINGDOM**  
535, Stillwater Drive 5  
Manchester M11 4TF  
Tel.: +44 161 223 1830  
www.dental-tribune.co.uk

**DENTAL TRIBUNE AMERICA, LLC**  
116 West 23<sup>rd</sup> Street, Suite 500, New York,  
NY 10011, USA  
Tel.: +1 212 244 7181  
Fax: +1 212 224 7185

© 2017, Dental Tribune International GmbH

**DENTAL TRIBUNE**  
The World's Dental Newspaper - Asia Pacific Edition

All rights reserved. Dental Tribune makes every effort to report clinical information and manufacturer's product news accurately, but cannot assume responsibility for the validity of product claims, or for typographical errors. The publishers also do not assume responsibility for product names or claims, or statements made by advertisers. Opinions expressed by authors are their own and may not reflect those of Dental Tribune International. Scan this code to subscribe our weekly Dental Tribune AP e-newsletter.



# New NUS 3-D printing centre to focus on healthcare applications

By DTI

**SINGAPORE:** The National University of Singapore (NUS) has for-

After bringing together expertise from the faculty of dentistry, design, engineering and medicine, among others, several key goals

Chiong from the Faculty of Dentistry. "Future dentists and medical professionals will be better educated right from the start."

"AM.NUS will bring together NUS technologies with industry expertise, enabling the accelerated translation of NUS technolo-

"...we hope to boost technology capabilities as well as advance intellectual property development..."

mally opened its new US\$18 million Additive Manufacturing Centre, AM.NUS. Primarily focusing on healthcare applications, the facility aims to foster knowledge in the field of 3-D printing and additive manufacturing [AM] among NUS clinicians and to stimulate associated medical technology start-ups and spin-offs in the city.

"The NUS Centre for Additive Manufacturing will play a critical role in supporting Singapore's vision of becoming a leading AM hub. Through this inter-faculty pooling of expertise, we hope to boost technology capabilities as well as advance intellectual property development and commercialisation of AM-enabled biomedical technologies," said AM.NUS co-director Prof. Jerry Ying Hsi Fuh from the university's department of mechanical engineering.

have been outlined for the centre's collaborative efforts. For example, researchers from the university's Division of Industrial Design will work on the development of 3-D printed surgical instruments, simulators and prosthetics, while scientists from the NUS Yong Loo Lin School of Medicine will study bioprinting techniques for tissue repair and tissue engineering. Moreover, the NUS Faculty of Dentistry will focus on enhancing computer-aided oral surgery protocols and surgical planning, as well as advancing 3-D printing for dental implant design and tissue engineering.

"Every project is a collaboration of the industry, clinicians, engineers and designers who all bring their own unique perspectives to address complex issues that cannot be solved alone," said Prof. Kelvin Foong Weng

The initial funding of S\$18 million (US\$13.2 million) for the AM.NUS came from NUS, the National Additive Manufacturing Innovation Cluster and the Singapore Economic Development Board. In addition, the centre will collaborate with different industry partners.

gies into innovative healthcare products and services," said Dr Lily Chan, CEO of NUS Enterprise. "The centre is already working on a total of 17 collaborative projects, and has raised about S\$4.7 million (US\$3.5 million) in additional project funding."



A surgical guide for oral maxillofacial surgery created by a device that uses UV light to cure photosensitive resins into 3-D structures.

© National University of Singapore



# Biting and chewing trigger tooth growth

By DTI

**SYDNEY, Australia:** Research conducted by the University of Sydney has found chewing and biting to be the cause of adult teeth breaking through the gums rather than an innate, unknown force. The researchers used CT scan images of an eight-year-old child's mandible to design a 3-D model that could be used to observe the forces produced by the jaw when biting and chewing. The aim of the research was to show the stress dispersion within the jaw as a person bites and chews.

"We designed the hard and soft tissues in the jaw and input the data we had about jaw movements into the software," said Dr Babak Sarrafpour, an oral and maxillofacial pathologist and dentist at the University of Sydney. "We simulated both the back teeth and front teeth chewing and we could assess the stress on the teeth, bone and soft tissue."

The multidisciplinary team at the university found that the chewing and biting actions of the jaw deform the thin layer of soft tissue surrounding the teeth that are yet to appear, which forces them outwards. During the study, a number of other hypotheses were investigated that were still unsupported by clinical evidence. "There were a number of hypotheses surrounding how adult teeth erupted. Perhaps it was from the root forming and pushing the tooth towards the oral cavity, maybe it was the blood pressure in the dental pulp or perhaps it was the periodontal ligaments forming and contracting, pushing against the tooth," said Sarrafpour.

However, a number of studies have shown that even with the disconnection of the root and the ligaments from the tooth, the eruption through the bone would still happen. Therefore, the researchers developed another theory. "Perhaps soft tissue dental follicle around unerupted adult teeth acts as a mechanosensor in response to biting forces and remodels the surrounding bone in a way that carries the tooth to the mouth," Sarrafpour explained.

The team believes that this study could result in further preventive treatments that could change the tooth angle before it erupts, rather than depending on orthodontic bands or braces to realign the tooth later in life.

More information about the research project can be found at the university's website.

*Researchers have developed a 3-D biomechanical model that shows the stress distribution within the jaw as a person bites and chews.*



AD

## Tetric® N-Ceram Bulk Fill

The efficient posterior composite



Save  
**55%**  
on time\*  
and achieve amazing results

\* Compared with Tetric® N-Flow and Tetric® N-Ceram  
Data available on request.



**Tetric® N-Ceram Bulk Fill**  
sculptable



**Tetric® N-Flow Bulk Fill**  
flowable

**NOW AS A  
FLOW!**

[www.ivoclarvivadent.com](http://www.ivoclarvivadent.com)

Ivoclar Vivadent AG  
Benderstr. 2 | 9494 Schaan | Liechtenstein | Tel.: +423 235 35 35 | Fax: +423 235 33 60

**ivoclar  
vivadent®**  
passion vision innovation



# Mobile breath analysis device promising for early disease diagnosis

By DTI

**SEOUL, South Korea:** Breath pattern recognition was once thought of as a futuristic diagnostic platform. Research in this area has been gaining much attention because breath analysis is a non-invasive and low-cost method. Among the most critical challenges in this regard is the development of sufficiently sensitive sensors. Korean scientists have now developed high-sensitivity sensors to enable early monitoring of various diseases based on biomarker gases in breath.

The research group, led by Dr Il-Doo Kim in the Department of Materials Science and Engineering at the Korea Advanced Institute of Science and Technology, has developed highly sensitive and selective chemiresistive sensors that can potentially diagnose specific diseases by analysing exhaled breath gases. The sensors were developed by combining hollow protein-templated nanocatalysts with electro-



Breath analysis can detect trace changes in exhaled breath components, contributing to early diagnosis of disease.

spun metal oxide nanostructures, which have large and highly porous surface areas and thus achieve high sensitivity.

Human breath consists of diverse components, including water vapour, hydrogen, acetone,

toluene, ammonia, hydrogen sulphide and carbon monoxide, with greater or lesser amounts exhaled in the case of illness. Some of these are closely associated with diseases such as asthma, lung cancer, Type 1 diabetes mellitus, and halitosis.

Breath analysis starts with capturing exhaled breath in a Tedlar bag and subsequently injecting the captured breath gases into a miniaturised sensor system, similar to an alcohol detector. It is possible to analyse exhaled breath very rapidly with a simple analysing process. Breath analysis can detect trace changes in exhaled breath components, contributing to early diagnosis of disease. However, gases in the breath occur at very low levels, from 1 ppb to 1 ppm, and so extremely sensitive sensors are needed for accuracy. In particular, it has been a challenge for chemiresistive chemical sensors to selectively detect specific biomarkers.

Conventionally, platinum and palladium are used in developing the catalysts; however, the sensitivity is insufficient. The sensors in the current study were specially optimised for selective detection of specific biomarkers. Their performance was approxi-

mately three to four times better than that of platinum and palladium catalyst-loaded nanofibre sensors. In particular, their sensitivity to acetone and hydrogen sulphide was the highest reported in literature.

"New types of heterogeneous nanocatalysts were synthesised using protein templates with sizes around 2 nm and functionalised on various metal oxide nanofiber sensing layers. The established sensing libraries can detect biomarker species with high sensitivity and selectivity. The new and innovative breath gas analysis platform will be very helpful for reducing medical expenditures and continuous monitoring of physical conditions," said Kim.

The study, titled "Innovative nanosensor for disease diagnosis", was published in the July issue of the *Accounts of Chemical Research* journal.

# Study evaluates digital scanners

By DTI

**CHARLESTON, USA:** With intraoral scanning becoming increasingly prevalent in dentistry, knowing which scanner will give the best performance is essential. In a new study led by Dr Walter Renne, from the Department of Oral Rehabilitation at the Medical University of South Carolina, re-

searchers looked at seven scanners and analysed their performance based on 3-D comparisons. They found that Planmeca PlanScan and 3Shape's TRIOS performed the best.

The study's main objective was to compare the trueness and precision of the scanners in both posterior sextant and complete-

arch scenarios. Additionally, it looked at the time each scan required and correlated it with trueness and precision.

To achieve the most accurate and no-bias results, a custom complete-arch model was fabricated with a refractive index similar to that of tooth structure. Six digital intraoral scanners and one digital

laboratory scanner were used to scan the custom model for both scenarios. Analysis was performed using 3-D metrology software to measure discrepancies between the master model and experimental casts.

According to the study, Planmeca PlanScan was found to have the best trueness and preci-

sion for sextant scanning, and 3Shape's TRIOS the best balance of speed and accuracy for complete-arch scanning.

The study, titled "Evaluation of the accuracy of 7 digital scanners: An *in vitro* analysis based on 3-dimensional comparisons," was published in the July issue of the *Journal of Prosthetic Dentistry*.

AD



**DenTech**  
25.10 - 28.10.2017  
Shanghai / China

**PROMEDICA**  
Highest quality made in Germany





**Self-curing calcium hydroxide paste**

- For indirect pulp capping and linings under dental filling materials
- Sufficient working time
- A short setting time in the mouth
- Bacteriostatic
- Antimicrobial effect due to a high pH-value
- Contains 26% calcium hydroxide
- Preservation of vitality due to pulp recovering



**Light-curing micro-hybrid composite**

- Applicable for various indications and all cavity classes
- High translucency and a perfect colour adaption
- Polishable to a high gloss
- Excellent physical properties for durable fillings
- High filler content
- Packable consistency (also available as Composan LCM flow)



Visit [www.promedica.de](http://www.promedica.de) to see all our products

**PROMEDICA**

**Dental Material GmbH**  
24537 Neumünster / Germany  
Tel. +49 43 21 / 5 41 73  
Fax +49 43 21 / 5 19 08  
eMail [info@promedica.de](mailto:info@promedica.de)  
Internet [www.promedica.de](http://www.promedica.de)



# Another CAD / CAM Restorative Option



**SHOFU BLOCK**  
**SHOFU DISK**



AESTHETIC • RESILIENT • FLEXIBLE • SHOCK RESISTANT  
PRECISE MILLING • EASY INTRA-ORAL ADJUSTMENT & POLISH

## Life-like Hybrid Ceramic

Ideal for Crowns, Inlays, Onlays, Veneers and  
especially Implant superstructures

*For more information, simply contact your nearest Shofu Dealer **Today!***



**SHOFU DENTAL ASIA-PACIFIC PTE. LTD.**

Tel (65) 6377 2722 Fax (65) 6377 1121 eMail [mailbx@shofu.com.sg](mailto:mailbx@shofu.com.sg) website [www.shofu.com.sg](http://www.shofu.com.sg)



# “We are seeking business opportunities worldwide”

An interview with Kenji Cheung, CEO of Hong Kong-based supplier Tesco Dental



Fig. 1: Tesco Dental CEO Kenji Cheung.—Fig. 2: The companies booth at HKIDEAS 2017.—Fig. 3: The logo of the company's recently introduced For You, For Him/Her, For China campaign.

By Kristin Hübner, DTI

Established in 1974, Tesco Dental is a leading Asian dental supplier. The family-owned company is based in Hong Kong, with subsidiaries in Shenzhen, Shanghai, Taiwan and Beijing. *Dental Tribune* spoke with Tesco CEO Kenji Cheung about the company's values and its vision of leading modern dentistry into the future.

**Could you introduce Tesco briefly for our readers?**

The Tesco Dental group offers a one-stop solution for the dental industry. Our portfolio includes dental education, different types of advanced dental products and equipment for dental practices and laboratories, including aftersales training and consultant services.

Our professionals are dedicated to providing training in advanced dental technology to lead modern dentistry into the future. Tesco Dental offers quality services and technical support and brings bright smiles to our customers through our genuine aesthetics concept. We listen carefully to our customers and treat them with consideration and respect.

**Which regional markets are you targeting specifically?**

Tesco Dental is a leading dental supplier with subsidiaries in our main markets of Hong Kong, China and Taiwan.

**What are your values as a family-owned business?**

Trust in the family allows us to share our opinions openly and freely. It enhances our company's efficiency, since decisions do not need to pass through a complicated hierarchy. It really took a while for us to understand our strengths and beliefs. Over the past few years, we have summarised the core values of our company: integrity, creativity and passion.

**How would you describe your position in the market?**

I would say we are a pioneer and a market leader in terms of offering complete dental solutions. In the very beginning, my father, Cheung Tak, who founded the company, together with VITA Zahnfabrik was among the few introducing metal-ceramic restorations to China in the early 1980s. Today, we focus on both analogue and digital restorations, as well as infection control, endodontics and oral healthcare.

**Have you observed any trends that you feel Tesco ought to follow?**

Artificial intelligence must be the leading trend regarding future developments and an increasing digitalisation. We have adopted the latest payment technologies, now offering users the convenience of Alipay and UnionPay and credit payments using Visa or Mastercard.

Regarding our social media activities, we have a WeChat fan page that provides dental information, news and updates and that links dental professionals. Currently, we have over 176,000 followers; this number represents about 70 per cent of all dentists in China.

Moreover, the Asian market has been growing rapidly, resulting in huge demand in the dental industry. This is mainly due to a general increase in income and people seeking a better quality of life.

Consider Taiwan, for example. It is a market with increased emphasis on and concern regarding infection control and oral health care, so we provide a variety of re-

lated products to meet the country's shifting needs.

**Do you plan to make inroads into other fields or regions?**

We plan to expand geographically, but focus only on dentistry-related industries, as it is our main expertise—especially for emerging markets such as the Philippines, which we believe represents great growth potential for us.

**You are actively promoting the advancement of dentistry in China. Could you describe your engagement in this area?**

Yes, we have continued to introduce advanced dental technology in China. As an organiser of training events, we have also put tremendous effort and resources into the education of dental students and we offer many workshops and courses for continuing professional development of dentists and dental technicians in China.

Regarding charitable initiatives, we recently introduced our For You, For Him/Her, For China campaign,

through which we provide free materials to laboratories and dentists to help those in need of dental treatments who cannot afford it.

**With which institutions or research bodies are you working?**

We are working closely with almost all reputable universities and hospitals in Hong Kong, China and Taiwan.

**What are your strategic plans for the future?**

We are seeking business opportunities worldwide. In recent years, we have acquired several quality dental enterprises, manufacturers and research projects. Our goal is to become a comprehensive dental solutions provider all over the world.

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





# DTI welcomes new partner from Japan

By DTI

**LEIPZIG, Germany:** Dental Tribune International (DTI) has added a new licence partner to its global publishing network. Together with Tokyo-based company Medical Net, the DTI publishing group will now also be providing dental professionals with the latest news in Japanese. The first issue of the new edition is set to be published in October.

In Medical Net, DTI has found a strong local partner in the country. The listed Japanese company is engaged in portal site management and runs a variety of medical and dental search sites.

“We are pleased to have finally joined DTI,” commented Medical Net President and Chief Operating Officer Yuji Hirakawa on the new



Medical Net President and Chief Operating Officer Yuji Hirakawa (right) and Dental Tribune International CEO Torsten Oemus shaking hands at a meeting at the DTI headquarters in Leipzig in Germany.

partnership. “Japan is the third-largest economic power in the world and there are many good dental companies in the country. We want to be a bridge between Japan and the rest of the world.”

The alliance is part of the company’s efforts to expand its business outside of Japan. According to Hirakawa, who established Medical Net in 2001, the company had previously focused on its home mar-

ket exclusively. Another step towards internationalising business will be the opening of a dental clinic in Bangkok in Thailand in September, he said.

Launching in autumn, Dental Tribune Japan aims to reach about 20,000 dentists and 10,000 dental hygienists through its local website. The first issue of the print edition will be published on 2 October with a print run of approximately 20,000 copies. As of 2018, the targeted publication frequency will be four editions a year with a print run of 30,000 copies.

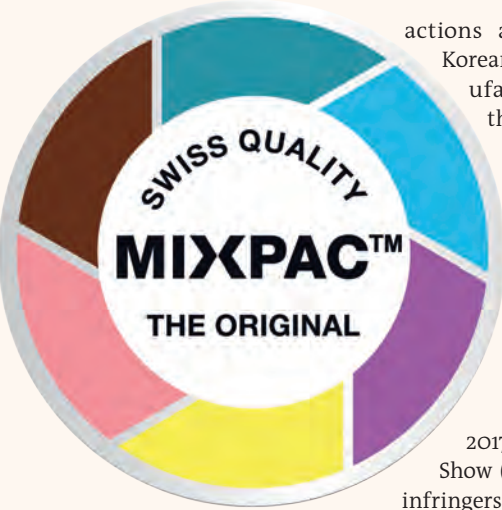
With more than 100,000 dentists and about 64,000 dental clinics, the Japanese dental health care sector is one of the largest worldwide. Figures from Statistica on the number of den-

tists between 2000 and 2014 show that the profession enjoys great popularity and has continued to grow. The number of dental practitioners per 100,000 inhabitants rose from 70.3 in 2000 to 80.7 in 2014.

Catering to the needs of the growing number of dental professionals, Medical Net also plans to add an educational offering to its portfolio in the future, utilising DTI’s expertise as an organiser of continuing education programmes, including e-learning, through the Dental Tribune Study Club.

The combined DTI portfolio currently includes more than 130 print publications and multiple websites that reach over 650,000 dentists in more than 90 countries and 25 languages.

# Sulzer enforces its rights against South Korean counterfeit products



By DTI

**WINTERTHUR, Switzerland:** Swiss-based dental manufacturer Sulzer Mixpac has successfully filed legal

actions against three South Korean suppliers and a manufacturer of copies of the company’s patented MIXPAC tips. According to Sulzer, it is not the first time that counterfeits of its static mixing tips for two-component cartridges and syringes have been discovered.

Shortly before the 2017 International Dental Show (IDS), the three Korean infringers accepted the preliminary injunctions filed at the Düsseldorf regional court. Furthermore, the manufacturer of the patent-infringing mixing tips, Seil Global, has agreed to respect

Sulzer’s rights worldwide for all members of the patent family for their remaining lifetimes, the company stated.

In addition, 11 preliminary injunctions for unfair competition were issued by the court against various providers during IDS 2017 in which the offering, advertising and marketing of these counterfeit mixing tips for the dental industry were prohibited.

Although Sulzer has enforced its rights in dozens of cases already, copies of its mixing tips and patent-infringing mixing tips have increasingly been discovered in recent years, the company said. Counterfeit products from other manufacturers are not subject to Sulzer’s

strict quality controls and not covered by its warranty. In addition to violating intellectual property rights, unauthorised products can lead to incomplete mixing and failed procedures, as they are manufactured under unspecified conditions with unknown plastics and colours, the company warned.

According to Sulzer, counterfeit mixing tips



AD



**adentatec**  
competence in dental

- Non-precious dental alloys on nickel-chrome base System KN and System NH
- Non-precious dental alloys on cobalt-chrome base System NE and System Duro
- Partial alloy System MG
- CAD/CAM discs on cobalt-chrome base System NE-Blank and System Soft-Blank

- CAD/CAM disc on titanium base System Ti5-Blank
- Investment for crowns and bridges ADENTA-VEST CB
- Investment for partial denture ADENTA-VEST PA

**Adentatec GmbH**  
Konrad-Adenauer-Str. 13  
50996 Koeln-GERMANY  
  
Phone + 49 2 21 - 35 96 - 100  
Fax + 49 2 21 - 35 96 - 170  
info@adentatec.com  
[www.adentatec.com](http://www.adentatec.com)



# The Clip Mirror: Increasing productivity and easing daily physical stressors



An interview with dental hygienist Patricia Blundon, Canada

## ting up your business, D.H. Essentials?

The Clip Mirror idea came to me about ten years into my career. I was working on a patient with a super strong lower lip and a protruding tongue. With a scaler in one hand and mirror in the other and the patient's tongue pushing out the saliva ejector, I thought to myself, "Why does this need to be so hard?" I thought about having a mirror clip directly on to the saliva ejector to free up a hand and wondered why no one had invented this. Then I thought to myself, "Who better to invent a dental tool than a dental hygienist?"

## When designing the Clip Mirror, what did you pay attention to?

I knew the design I wanted and I visited a multitude of hardware stores to see what clips were available. The steel for the clip had to be medical grade and 400 series so that it would not rust or corrode with sterilization, and the clip itself was designed to snap securely to the saliva ejector while still allowing rotation if needed. I designed the rolled clip ends so one can feed a line of floss through and attach the Clip Mirror to the saliva ejector using sterile tape as an added precaution in hospital set-

tings or compromised patients. I chose the brighter size 5 titanium mirror, as the standard rhodium pales in brightness and quality in comparison, and then decided to



Patricia Blundon, developer of the Dental Hygiene Clip Mirror, is dedicated to providing innovative quality tools for dental hygienists.

have the clip electron beam welded by hand for the best results.

## What is the importance of good ergonomics for dental hygienists and clinicians?

The key reason I designed the Clip Mirror was to make the job of dental hygienists and clinicians easier on their body and more efficient. As the population ages, den-

tal clinicians may find themselves using a less than ideal posture while craning their necks and contorting their bodies to complete the necessary treatment. I would

Dental hygienists have been asking about the Clip Mirror, stating they wish their employers would purchase them for their hygiene tray setups. Many have seen the value of

## "Dentistry can take a huge toll on one's body."

encourage dental care providers to try various products to find what works best for them to help maintain proper posture, as we all know dentistry can take a huge toll on one's body.

## What has user feedback been so far?

Feedback on the Clip Mirror has been great, and for those who have struggled in the past, like I have, with no help from a dental nurse or assistant, it has been a great body and time saver. Many report finding it very helpful when they have a patient who cannot recline and need to scale the maxillary lingual surface. I have received some feedback requesting a smaller mirror size for use with patients with a narrow or smaller arch and will be introducing the Clip Mirror MINI in the near future.

the Clip Mirror in increasing their productivity and easing the daily physical stressors of providing dental hygiene treatment. The majority of purchases are by dental hygienists who are already suffering from a career of dental hygiene.

## How has the success of the Clip Mirror been globally?

I decided to introduce the Clip Mirror to the US after years of market research and positive feedback from my Canadian customers. I have had customer interest from Australia, Ireland and the UK and would love to team up with a partner to serve these markets and many others. Dentistry is worldwide, so the sky is the limit.

Thank you very much for the interview.

By Julia Maciejek, DTI

Dental hygienist Patricia Blundon is the developer of a mirror that clips on to a saliva ejector to aid dental hygienists, therapists and assistants in treating patients. In response to growing demand for the Dental Hygiene Clip Mirror, she has introduced the device to the US market and plans to expand her business globally. *Dental Tribune Online* spoke with Blundon, who has 30 years' experience and graduated from the Algonquin College of Applied Arts and Technology in Ottawa, to learn more about the mirror.

Helping to improve treatment has always been important in dentistry. Why did you decide on developing the Clip Mirror and set-

# Asia's first Research Academy Course in Hong Kong a success



The four-day course held in Hong Kong offered intensive education on good scientific practice and research methodology.

By DTI

**HONG KONG:** For the first time ever, Asia played host to an Osteology Research Academy Course. Held from 3–6 June in Hong Kong, the Core Module Course received enthusiastic feedback from participants and presenters alike, the Osteology Foundation stated.

The four-day course, which was jointly organised by the foundation and the University of Hong Kong's Faculty of Dentistry, brought together 33 participants from 11 different countries, including Australia, China, Japan, Malaysia, South Korea, Taiwan and the UK. Equally international were the presenters, who came from Ger-

many, Japan, Hong Kong, South Korea, Spain and Switzerland.

In lectures and workshops, the participants elaborated on all kinds of topics related to the field of dental and craniofacial research, including good research practice, methodology and design, as well as strategies to obtain research funding and managing research communication.

Designed for postgraduates and dentists who are more scientifically inclined, the research-focused educational courses are available as core and expert modules. So far, more than 200 young clinicians from all over the world have participated in the programme.

More information about the registration process, study grants and upcoming courses can be found at [www.osteology.org/education/research-academy/](http://www.osteology.org/education/research-academy/).





register for  
**FREE**

- education everywhere and anytime
- live and interactive webinars
- more than 1,000 archived courses
- a focused discussion forum
- free membership
- no travel costs
- no time away from the practice
- interaction with colleagues and experts across the globe
- a growing database of scientific articles and case reports
- ADA CERP-recognized credit administration

[www.DTStudyClub.com](http://www.DTStudyClub.com)

# Join the largest educational network in dentistry!

**ADA C.E.R.P.**® Continuing Education  
Recognition Program

ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

 **DT STUDY CLUB**  
COURSES | DISCUSSIONS | BLOGS | MENTORING

**dti** Dental  
Tribune  
International