

# Dubai Autism Center launches UAE's first autism-friendly dental clinic

By Dubai Autism Center

For individuals with autism, a trip to the dentist poses a range of serious challenges, which can include sensory overstimulation, departure from established routine, struggles with social interaction and a heightened sense of anxiety and fear. To help overcome these difficulties, the Dubai Autism Center (DAC) has unveiled the UAE's first autism-friendly dental clinic, a specialised facility designed in

partnership with Curaden, the company behind the brand Curaprox. Situated within the DAC's premises, the clinic is specifically tailored to meet the unique needs of individuals on the autism spectrum, offering a range of specialised oral care services in an environment sensitive to their sensory preferences.

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The creation of the new clinic marks an important step in accommodating the challenges that individuals with autism face at the dentist. (All images: Dubai Autism Center)

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Mohammed al-Emadi, director general of DAC, stated in the official press release: "With the launch of this autism-friendly dental clinic, the Dubai Autism Center reaffirms its commitment to providing high-quality services for all community members, including people of determination." He added: "This initiative is part of our ongoing efforts to make Dubai a more inclusive city, in line with our government's vision to transform the emirate into a city truly welcoming for people of determination."

Al-Emadi expressed his gratitude to Curaden for their dedication to enhancing the dental experience for people with autism in the UAE. He highlighted that this clinic would be an invaluable resource in addressing an important need within the community, noting its innovative design, cutting-edge

technology and staff specially trained to support individuals with autism.


Joyce Chamoun, business development manager at DAC, emphasised the centre's commitment to improving the quality of life for people with autism. "This clinic is a first of its kind in the UAE, designed specifically to meet the needs of individuals on the autism spectrum," she said. "With its soothing, thoughtfully crafted environment and advanced technology, the clinic is designed to alleviate anxiety and create a comfortable experience for our patients," she continued.

Chamoun explained that the clinic's team includes dentists and assistants trained extensively at the DAC to understand and cater to the needs of individuals with autism. The team's approach combines pa-



The Curaprox Dental Room at the Dubai Autism Center.

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The dedicated space boasts staff with specialist skills for assisting patients with autism.

tience, empathy and simple, effective communication techniques. The clinic offers a variety of services, including routine check-ups, cavity treatment and dental cleaning. The calming environment features dimmed lighting, soft colours and noise-cancelling headphones to reduce stress and create a sensory-friendly space. The clinic's advanced equipment ensures the highest standard of care for every patient with autism.

Paul Tamer, managing director of Curaden MEA, said: "We're proud to partner with the Dubai Autism

Center in making oral healthcare more inclusive. This dedicated room is a step towards providing a positive, accessible experience for individuals with autism."

Rami Fares, regional marketing manager at Curaden MEA, emphasised the importance of the project within the brand's mission, stating: "At Curaprox, our mission is to build a healthier and happier society by revolutionising oral self-care. This initiative embodies that mission by creating a supportive space where individuals with autism can learn and practise essential oral hygiene

comfortably. Through the Curaprox Dental Room, we are not only raising awareness about the importance of oral health but also making it accessible for everyone. This project is a proud part of our broader CSR efforts in the UAE."

Angela Couto, regional education manager at Curaden MEA, added: "The Curaprox Dental Room offers a safe space to teach effective oral care routines, helping individuals with autism build healthy habits that will last a lifetime."

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# Assistina Care Set OIL

## Maximum lubrication with minimum consumption

By W&H

Maintenance devices are indispensable when it comes to ensuring dental transmission instruments work properly, maintain their value, and have a long service life. The W&H Assistina Twin and Assistina One impress with their thorough and comprehensive lubrication of the gear parts and cleaning of the spray channels, as well as their environmentally friendly Care Set.

The Assistina Twin from W&H is unique among maintenance devices with its innovative dual-chamber system and record-time lubrication. The Assistina One is geared towards the needs of users in dental practices and was designed to further simplify the maintenance process and make it more efficient.

Both devices use an innovative nebulisation technique: Finely atomised oil loosens and removes contamination from the internal gear parts under high pressure, without setting them in motion.

"Automatic lubrication via Assistina ensures the proper lubrication of handpieces with the correct amount of oil. In addition, unlike manual lubrication, it offers the possibility of cleaning the spray channel. The correct amount of oil guarantees not only the perfect maintenance of transmission instruments but also reduces possible damage to other devices, such as sterilizers, caused by excess oil. Finally, an excess of oil can create spots on pouches after sterilization, potentially affecting sterilization retention", explains Alberto Borghi the advantages of reprocessing with W&H devices.

### The one and only oil

Laboratory tests on oils showed that the Assistina Care Set oil MD-302 leads to a reduced friction rate and significantly lower abrasion of the gear parts compared to the most common competitor products. The abrasion of the gear parts can be reduced from 28% up to 77%. The use of W&H reprocessing

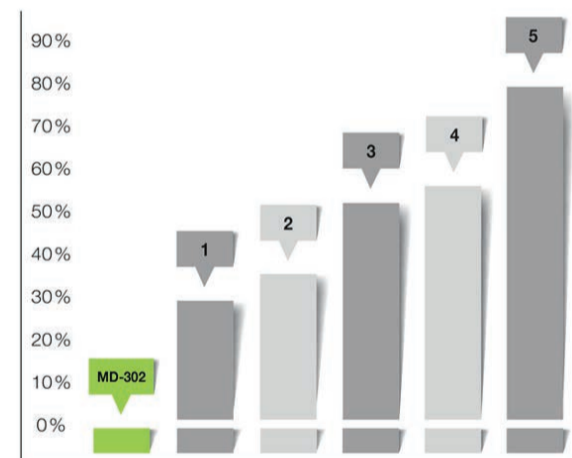
devices can therefore lead to resource conservation, given that the handpieces demonstrate prolonged service life and sustain their value over time.

### Environmentally friendly and sustainable

The Assistina Care Set oil yields as much as 20 oil spray cans MD-400. Thus, more than 2,800 transmission instruments can be maintained. The W&H reprocessing devices automatically dispense the exact amount of W&H Service Oil and W&H Activefluid needed. Made in Austria with durable, high-quality materials, they also have a small ecological footprint of production. All these features make W&H reprocessing devices a highly economical solution, enabling dentists to save money, time, and waste. "Both Assistina One and Twin pay off their investment within a year due to the fact that their consumables cost less than oil cans. We recommend considering your clinic size when choosing, and in

just one year, the Assistina proves to be the financially savvy alternative", explains Alberto Borghi, W&H

product manager for sterilization, hygiene, and maintenance.



Laboratory tests on oils showed that the Assistina Care Set oil MD-302 leads to a significantly lower abrasion of the gear parts compared to the most common competitor products.



The W&H Assistina Twin and Assistina One impress with their thorough and comprehensive lubrication of the gear parts and cleaning of the spray channels.



The Assistina Care Set oil yields as much as 20 oil spray cans MD-400. Thus, more than 2,800 transmission instruments can be maintained.

# The new Synea Power Edition: For processing the hardest materials

By W&H

The new W&H high-speed contra-angle handpieces have been specially designed for the processing and removal of high-strength ceramic materials such as zirconia. Offering a particularly robust design, additional torque and stable removal rate, the new Synea Power Edition is the ideal solution for highly demanding applications such as crown and bridge removal.

Ceramic materials such as zirconia are being used more and more frequently in modern, restorative dentistry. However, removing zirconia restorations with conventional contra-angle handpieces is a challenging and lengthy procedure. Attempts to do so often result in damage to the burs and delays in treatment, which can be frustrating for dentists and their patients. With the new Synea Power Edition, W&H has introduced a cutting-edge solution and the perfect addition to existing high-speed handpieces in dental practice. "It's a safe contra-angle handpiece for crown or bridge removal that also protects existing contra-angle handpieces", says Dr Florian Krekel about the new Synea Power Edition.

## High-performance contra-angle handpieces for high-strength materials

Thanks to the modified transmission ratio, the extra strong Synea Power Edition contra-angle handpieces ensure optimum bur speed and provide the extra torque required to process hard materials

efficiently. The capacity to remove the tooth structure more efficiently at the same surface pressure prevents heavy wear to the bur, as well as reducing the risk of thermal damage to the teeth. The service life of these contra-angle handpieces is extended by at least 20% compared to standard transmission instruments, as they are less susceptible to mechanical fault.

Another contributing factor is the newly developed extra-stable chucking system from W&H. With a 20 % increase in chucking force, the innovative system is tailor-made for applications involving high-strength materials. "I am thrilled with the chucking system; it makes for a better workflow when it comes to replacing burs", says Dr Klaus Kohlpaintner. The new push-but-

ton design also makes replacing the burs easier, because the loads are distributed more evenly. With an ergonomic head design for better bur guidance, as well as a multi-nozzle spray with high water flow for optimum cooling of the treatment site, the impressive new Synea Power Edition is a convincing and reliable overall package.

## Three is the magic number

With the special Synea 900 series, W&H has developed three high-speed handpieces. The WK-900 LT joins the premium line of the Synea series, while the WG 900 A and the WG-900 LT are excellent additions to the Synea Fusion portfolio.



The W&H Synea Power Edition has been specially developed for processing zirconia (© Dr Iryna Taha)



The impressive new Synea Power Edition is a convincing and reliable overall package that dentists can rely on.

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# Remedico.app on AEEDC 2025: Announcement

By Remedico

UAE-based provider of digital dental solutions – will participate in AEEDC 2025 – the largest scientific dental event in the world! This large exhibition will host about 66,000 visitors from 155 countries: hands-on courses, conferences, lectures, and presentations will wait for you at Dubai World Trade Centre 4 – 6 February 2025.

During the exhibition part, Remedico Team will present its cutting-edge digital solutions for dental clinic management, administrative tasks processing, and the first-ever VR environment for treatment presentation. Sophisticated software is a crucial factor for modern clinics that guarantees stable business development, notably increases patient retention, and improves patient health outcomes.

At the event, you'll have the chance to experience these technological innovations firsthand and explore how effortlessly they can be integrated into your practice.

Let's take a short look at what Remedico has to show.

## Human-like AI Voice reminders for smarter scheduling

The most recent development – Remindico – is a system that emulates natural human speech, allowing your clinic to confirm, reschedule, and cancel appointments automatically. So this tool eliminates the call queues, and your patients don't need to wait on hold until your staff ends the previous phone conversation to schedule the next appointment. This AI-powered system is integrated into the calendar, saving changes directly in your EMR environment.

Remindico allows you to save dozens of hours per month on voice calls usually processed by your staff, allowing employees to focus on more critical administrative tasks.

## Dentaverse® – VR/AR at the forefront of dental anxiety management and patient education

This VR/AR environment for treatment presentation is a sophisticated tool that allows doctors to demonstrate dental procedure processes in 3D. The presentation can significantly reduce stress levels in patients, allowing them to

learn about upcoming operations in detail and, thus, making them more communicative and cooperative in dental chairs.

Last year, Remedico significantly reworked and redesigned Dentaverse, implementing brand new features, including examining STL files in a VR/AR environment and solo/duo modes that allow a single person to use their headset with Remedico's software or "in tandem" with doctor or colleague.

Virtual and artificial reality are prominent technologies that allow you to affect the sense of presence in your patients, notably improving the quality of cooperation during dental visits.

## Remedico GPT: Your AI-powered clinic companion

Last year at AEEDC, Remedico unveiled an exciting new feature set to transform how dental clinics manage their operations. With RemedicoGPT, you can ask questions as naturally as you would to a colleague and receive valuable insights, from business analytics to marketing strategies, empowering you to make data-driven decisions for your clinic's growth.

This innovative tool also simplifies day-to-day tasks by helping you locate important documents in just a few clicks and enhancing patient retention through automated reminder messages. It's a smarter, more efficient way to manage and grow your practice.

## Book your meeting with the Remedico team today!

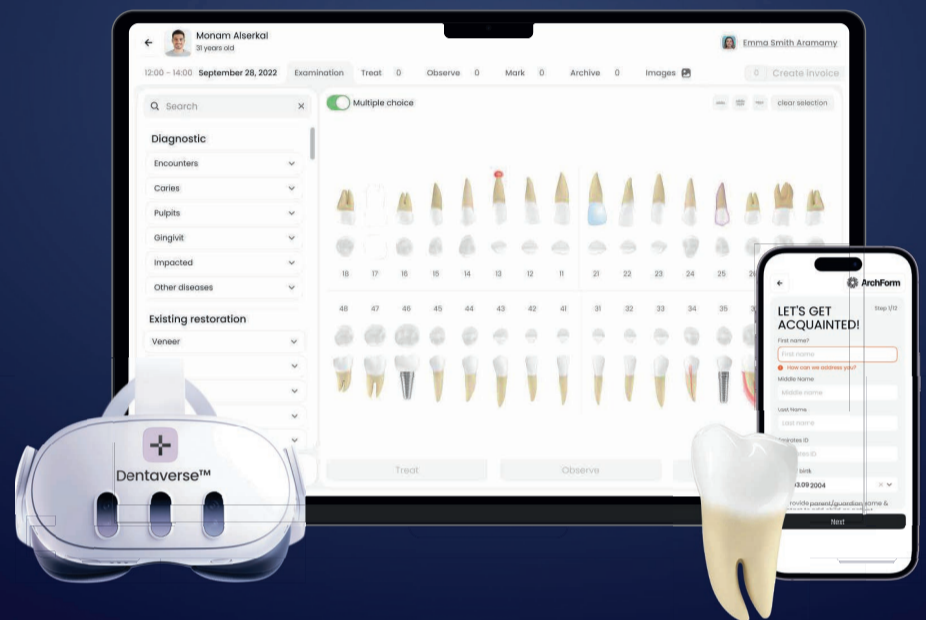
As the AEEDC 2025 exhibition has a small time frame and is considering hosting about 66,000 visitors, we highly recommend you schedule your meeting and in-person demo straight at the booth using the QR code on the banner now.

Thus, you can be sure you will not miss the opportunity to touch and see these innovative tools with your hands and eyes!

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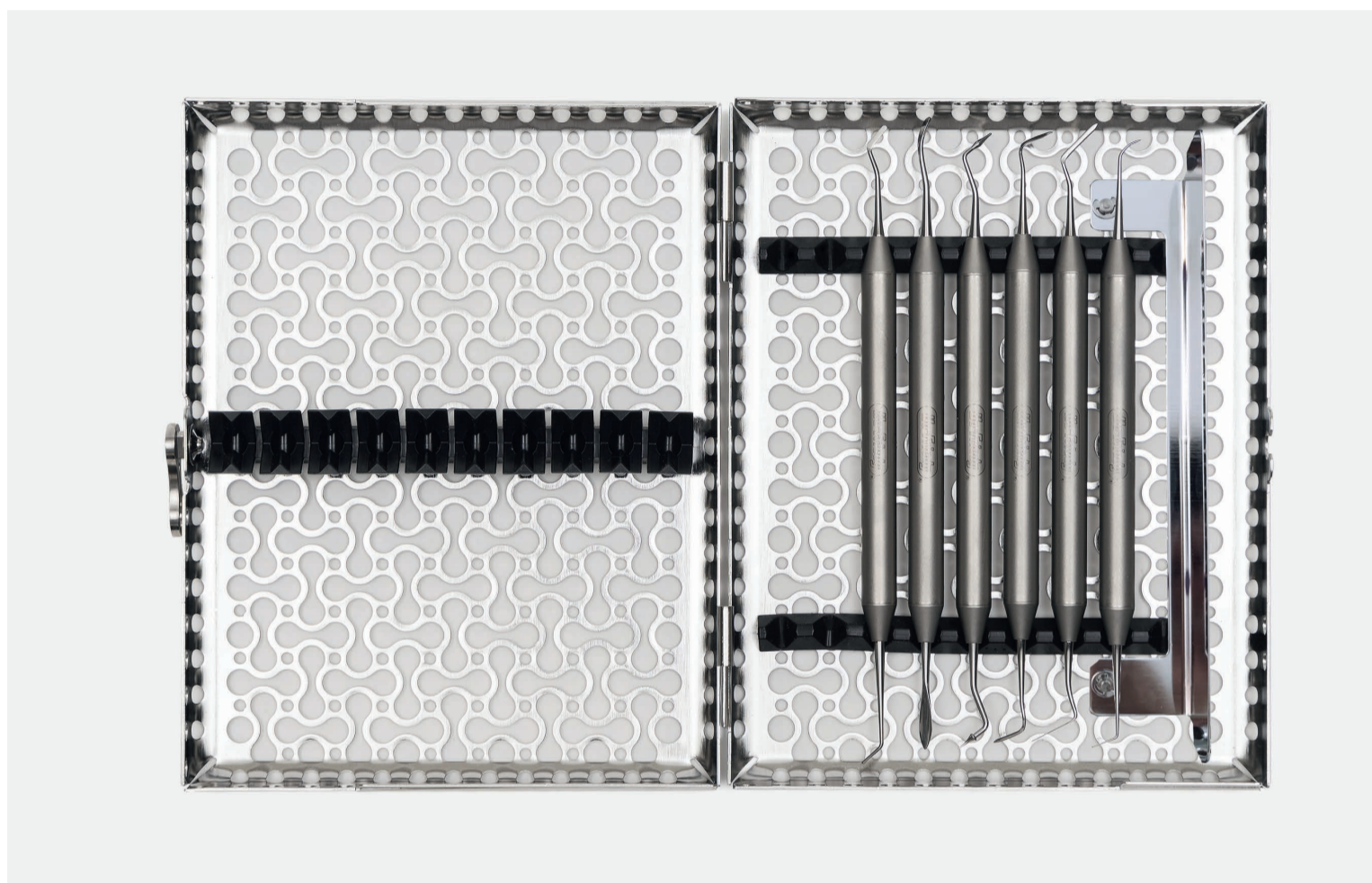
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Find us here AEEDC 2025, Rashid Hall, Startup Zone (SRA 01)

Remedico.app |

# Discover the latest in high esthetic restorative dentistry: Bio-Emulation™ alphabet\_kit

An interview with Dr. Leandro Pereira and Dr. Panos Bazos



(Image: HuFriedyGroup)



technical realms, and we are always open for questions and suggestions. We strongly believe that sharing is the only way in which dentistry and science in general can evolve. And that is what we practice; there is no point in keeping the secrets for yourself, other than to feed your ego. We are not afraid to share, we encourage it.

## Do you think that bio-emulation could change the way aesthetic dentistry is performed?

Obviously, that is our ultimate aim: to help people understand that another way of dentistry is possible, not only for aesthetic cases but also for daily work. Our philosophy is clear: we base our concepts on contemporary scientific observation of nature, not on subjective descriptions. That may possibly clash with traditional concepts established in times when materials were more limited and the application of the biomimetic principle was not feasible. However, we strongly believe in what we do and we are crazy enough to think we can change the world. Time will tell if we have accomplished this. Personally, I would be satisfied if we at least establish a new base upon which future generations could build and finally achieve their ultimate goals.

The innovative Bio-Emulation alphabet\_kit can be seen, touched and tried hands-on at AEEDC Dubai, from 4<sup>th</sup> to 6<sup>th</sup> February, at HuFriedyGroup booth 6F06, or at GC booth 6G01.

By HuFriedyGroup

Craftsmanship and workmanship are both directly related to the quality of service performed by an elite dental clinician. Highly skilled manual and cognitive clinical tasks require precise fine motor control integration and present the ultimate achievement regarding complex hand dexterity. Hence the skill and artistry involved in creating seamless optically integrated direct composite resin restorations requires and necessitates the finest quality of clinical instrumentation, that feels like a natural extension of your hand. For that reason, the Bio-Emulation alphabet\_kit was carefully designed with clinical instruments optimised for maximizing dexterity and proprioception in mind. Designed by dentists for dentists.

Let's hear the philosophy, benefits and reasons behind this innovative solution from the creators: Dr. Leandro Pereira and Dr. Panos Bazos.

## What does mean the term "Bio-Emulation"? What is the concept / philosophy of Bio-Emulation?

Bio-Emulation is a compound term, the prefix from the Greek word bios (life) and the suffix from Latin word aemulus (rival), having trademarked it in order to better describe the contemporary philosophy of restorative intervention and adhesive reconstruction of teeth. Bio-Emulation's driving force is to perpetuate the general oral health of the patient by proactive methods of prevention and systematic maintenance of the dentition. However, when we are forced to intervene, when we are meant to be reactive in our approach, our philosophy is to want to be able to rival nature, both optically and functionally through evidence based, commonsensical and proven scientific techniques. The Bio-Emulation Philosophy can be seen as the natural next step to the foundations of biomimetic dentistry that our mentors established in the past. There is an apt quote from Albert Einstein that represents the Bio-Emulation philosophy very well: "Look deep into nature, and then you will understand everything better." In the Bio-Emulation Group works like an ecosystem as like-minded individuals were brought together into closer

contact on a global scale. A symbiotic organic relationship between vastly different individuals imbued sharing the same spirit of cooperation, progress and collaboration, hence similar ideas and ideals was thus assured. Many individual minds, with one universal mindset.

## What do we have to understand when emulating nature?

When dealing with restorative procedures, the mastery of spatial coronal and radicular histo-anatomy is paramount in striving to emulate nature. The other major component is to understand the dynamic maturation of enamel and dentin over time, simultaneously having a solid grasp on the optical and mechanical properties of the chosen restorative bio-material.

## What do Bio-Emulation members teach at their courses? What do you want your participants to learn when they attend your courses?

Bio-Emulation members have different expertise areas and we respect individual and personal characteristics. As a group, the convergence point when teaching is an approach to the fundamental and

elemental principles of whatever topic. Some random topics of interest may include digital dental imaging, adhesive technology, composite laminar techniques, details that makes the difference when dealing with indirect restorations, magnification - seeing is believing etc. Trying to unlock the mind of the participant, inviting them to think differently, changing their perception and awakening their scientific curiosity. The Bio-Emulation's teaching approach very often bond together personal clinical experience and evidence-based scientific information without losing simplicity and reproducibility.

## What would be described as the overall aim of a Bio-Emulation Symposium, and how does this course differ from others?

The overall aim of a Symposium is to communicate a clear and practical message on many different topics regarding clinical biomimetic dentistry. All of our lectures and workshops have a take-home message that can be applied immediately in daily practice. We are here to help others learn how to work according to the high quality standards in the dental clinical and

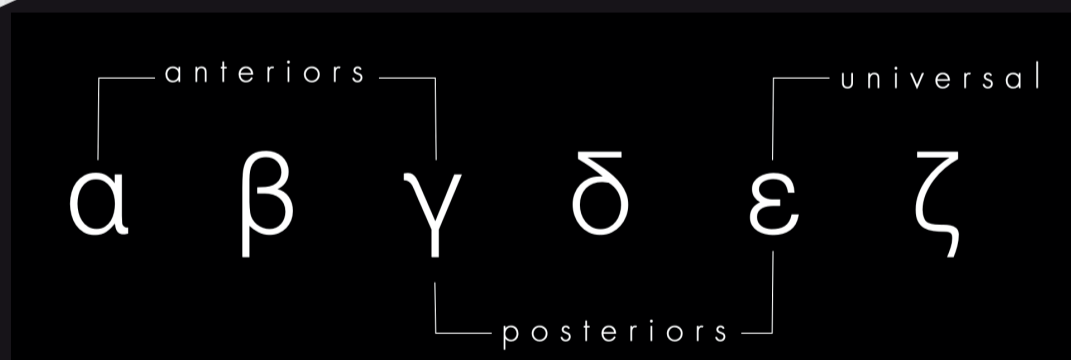
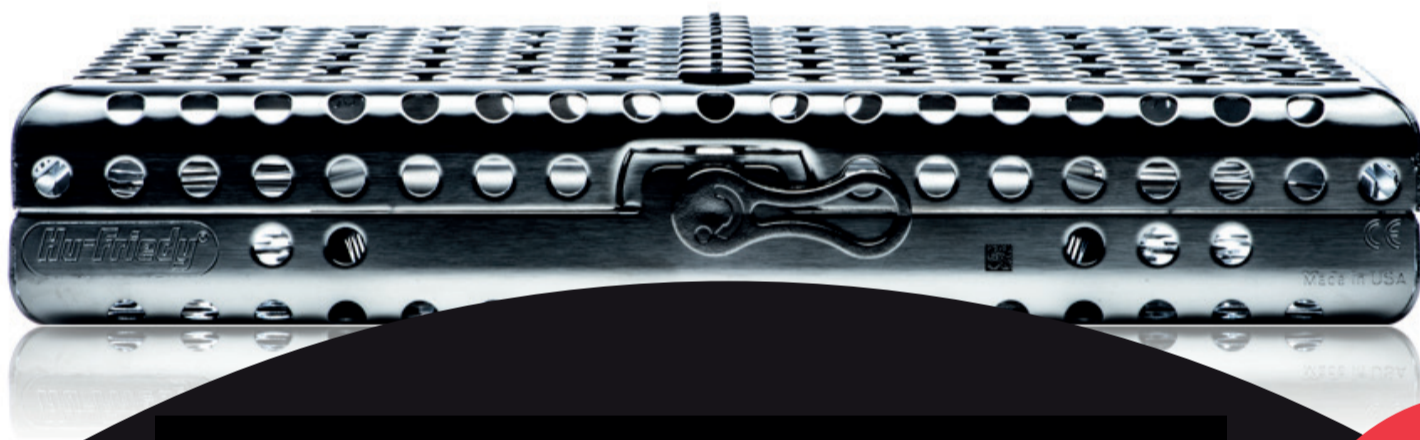
# THE \_ALPHABET KIT

Bio-Emulation™ Group X HuFriedyGroup  
Designed by Dr. Leandro Pereira & Dr. Panos Bazos



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Bio-Emulation™ Group



Come and visit us at **AEEDC** to discover it! **Booth n° 6F06**

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# “Innovation is one of our core values, and it’s absolutely central to our purpose”

An interview with Dirk Jeffs, President and CEO of Ultradent Products, and Barbara Maddalena, Marketing Manager for South Europe, Middle East and North Africa of Ultradent Products

By Dental Tribune MEA

In this laid-back and engaging conversation with Dental Tribune Middle East, Dirk Jeffs, President and CEO of Ultradent Products, Inc., takes us through his personal journey, the company’s inspiring story, and its vision for the future of dentistry. From Ultradent’s humble beginnings to its global success, Dirk shares memorable milestones, core values, and exciting plans for the Middle East. Let’s dive into this insightful exchange.

**To start, can you tell us a bit about yourself? What has been your journey to becoming the President and CEO of Ultradent Products, Inc.?**

*Dirk:* I’ve been with Ultradent for 29 years now. I started as the Manager of International Sales, which has always been a passion of mine. Before Ultradent, I worked in international sales with a focus on Latin America, but honestly, I’ve been here so long, I’ve almost forgotten what it’s like to work anywhere else!

After some years of complete focus on international sales, Dr. Fischer came to me and said, “Hey, we need someone to cover our U.S. sales; would you mind doing that?” I remember thinking, “Okay, I’ll take it on. At that time, the U.S. felt like the most foreign market to me because I’d been focused on international sales for so long. But I took on the challenge.

Not long after that, marketing was added to my responsibilities, and in 2016, I became President while Dr. Fischer remained CEO. Then, in 2020—right at the start of the pandemic—I stepped into the role of CEO.

I’ve had the privilege of working closely with Dr. Dan Fischer in all of these roles, learning from him every step of the way. It’s truly been a pleasure and an honor to have him as my mentor and boss during my career here.

My time at Ultradent has given me some of the most cherished relationships of my life—with colleagues, customers, and people across the industry from all around the world. It’s been incredibly rewarding.

Outside of work, my big passion is cycling—both road and mountain biking. It’s something I really enjoy and try to make time for.



Dirk Jeffs, President and CEO of Ultradent Products, Inc  
(Images: Ultradent Products, Inc)

**Ultradent has a remarkable legacy. Could you share the story of its inception and how it has grown into the company it is today?**

*Dirk:* The company was founded in 1978 by Dr. Dan Fischer, a dentist. He’s shared many times that he never intended to start a dental company—or any company for that matter. He just wanted to practice dentistry. But as he began treating patients, he encountered unmet needs. And if you know Dr. Fischer, you know he’s not the kind of person to settle for sub-standard solutions for his patients. So, whenever he came across a problem with no good solution, he created one. His first product was Astringedent, a ferric sulfate-based hemostatic agent. That product marked the beginning of Ultradent, and innovation has been at the heart of our company ever since. Over the years, we’ve introduced many groundbreaking products.

Initially, all employees were Fischer family members, but as the company grew, non-family members joined the team. Despite this growth, the family-oriented culture and sense of connectedness have remained core to who we are.

After Astringedent, more innovations followed. For example, we were pioneers in the tooth whitening space with the Opalescence brand and we continue to lead the professional market. In fact, we’re gearing up to launch a new whitening innovation in early 2025 in the U.S. and a bit later globally. Curing lights with the VALO family were another area where we established leadership early on, and we’re making significant inroads with restorative and preventive materials as well.

Our global footprint has grown tremendously over the years. Our headquarters are in Utah, but we now have offices, logistics centers, and other facilities in 11 countries.

These serve as bases to support sales and distribution of our products to over 130 countries worldwide. About 70% of our sales actually come from outside the U.S., which speaks to how global we’ve become.

Recently, we’ve made some exciting acquisitions, including our distributor in Mexico, which helps us get closer to our customers in that important market, and a dental products manufacturer in Lithuania called i-dental, which will help us reach more dentists in price-sensitive markets with quality materials.

Today, Ultradent employs around 1,900 people worldwide. We’re a very vertically integrated company, handling everything from R&D to marketing and sales, as well as all the supporting functions you can imagine. We’re incredibly fortunate to have such a talented and committed team of professionals.

The company is still privately owned by the Fischer family, and Dr. Fischer now serves as CEO Emeritus. He acts as a sort of one-man board of directors for me, and I often think about how lucky I am to have his experience and guidance just a phone call away. Several of his children also work in the company, including in executive roles.

As we celebrate 46 years, we’ve stayed true to our founding principles, such as minimally invasive dentistry and a focus on prevention—preserving as much of the natural tooth structure as possible. We believe that nothing in the restorative realm surpasses what nature provides.

**Ultradent is known for its strong values. What are the core principles that guide the company’s operations and decisions? How do these values reflect in your products and the way you interact with dental professionals?**

*Dirk:* Our core values are something we cherish. They were established years ago by Dr. Fischer and a group of employees representing various roles and levels within the company. These values weren’t created just to put on a plaque and impress visitors. We take them seriously—they’re like a code of conduct, setting expectations for how Ultradent employees should behave. They also reflect what we hope our customers and everyone

we interact with see in us. In many ways, these values define and shape our company culture.

There are five core values, and each plays an essential role in who we are:

1. Integrity: We define this as honesty plus courage. It’s foundational to everything we do.

2. Quality: This doesn’t just apply to our products, though that’s a given—it also extends to our service and the relationships we build and nurture. We take pride in this.

3. Innovation: This is a big part of our identity and has been a key driver of our growth. Our customers expect us to innovate, and we love rising to that challenge.

4. Care: This is about how we treat everyone—our colleagues, vendors, customers, and anyone we interact with. It’s central to how we operate.

5. Hard Work: This one really stands out to me. Over the years, I’ve been consistently impressed by the dedication and effort our team puts into their work, always striving to go above and beyond.

These five values are more than just words—they truly guide how we operate as a company and how we interact with the world around us.

**Looking ahead, what is Ultradent’s vision for the future of dentistry? How do you see the industry evolving, and what role will Ultradent play in that transformation?**

*Dirk:* Ultradent’s role in the present and future of dentistry is deeply rooted in innovation. It’s always been our driving force, and we’re committed to continuing our investment in it. Digital dentistry is undeniably the future—and the present. Its adoption and evolution are accelerating rapidly, and while many of our current products support the digital dentistry workflow, we’re actively working on how we can contribute more directly to this space.

Another area we’re focusing on is meeting the needs of aging populations in many countries, which will require specialized care. We’re developing solutions to address these unique challenges.

AI is another transformative force that will have a growing influence in dentistry. I don’t believe AI



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[ULTRADENT.COM/RESTORATIVE](https://ultradent.com/restorative)

**HALO**  
SECTIONAL MATRIX SYSTEM

**ULTRA-ETCH**

**PEAK**  
UNIVERSAL ADHESIVE SYSTEM

**TRANSCEND**  
UNIVERSAL COMPOSITE

**VALO**

**Jiffy**  
COMPOSITE SYSTEM