

# today

SCANDEFA • Copenhagen, 12–13 April 2018

SCANDEFA  
SCANDINAVIAN DENTAL FAIR  
12-13 APRIL 2018

## Inside today

You will find an overview about SCANDEFA 2018, new developments and trends in the world of dentistry as well as information on dental products and the industry. » **page 2**



## Dental products in focus

SCANDEFA 2018 will be an excellent opportunity to see the most up-to-date technologies and achievements in the field of dental medicine. » **page 9**



## What's on in Copenhagen

Apart from its rich cultural and culinary scenes, Copenhagen offers something for everyone. Here are some tips how to spend your time off in the Danish capital. » **page 11**

## Two days of dental excellence and learning

The Bella Center in Copenhagen once again welcomes dental professionals to SCANDEFA.

■ For the next two days, the largest trade show for dental materials and equipment in Scandinavia is opening its doors, once again, to visitors from Denmark and abroad. Held in the Bella Center in Copenhagen from 12 to 13 April, this year's show will present the latest products and services that the local and international industry currently has to offer.

Thousands of dental professionals from all over the country are expected to gather knowledge on the latest trends in their field at SCANDEFA 2018. The show, first held in 1968, will consist of showcases from over 150 exhibitors, including leading manufacturers such as W&H, GC, Planmeca and Philips. In addition to the trade exhibition, the annual conference of the Danish Dental Association will be held in the Bella Center at the same time, where visitors will be able to learn about the latest methods and applications in dentistry. Its scientific programme, which ranges from clinical photography to different restorative treatment options, is supported by a number of



well-known Danish and international clinicians and experts.

SCANDEFA is one of Scandinavia's largest trade fairs for dental equipment. For many years it has created a platform for both professional and social networking in the dental industry. Every year, thousands of dentists, clinic assistants and professionals from across Scandinavia meet for inspiration; to experience the lat-

est dental equipment, accessories and clothing products; and to network with each other in the beautiful scene set by the Bella Center in Copenhagen.

Last year's edition of SCANDEFA was attended by over 7,000 visitors of which almost every second was working as a dentist. However, the show also attracted many related professionals including a large number



of dental assistants. According to surveys conducted by the organiser, most people visited the show for the purpose of finding information on new products and inspiration for their work, as well as meeting and engaging with suppliers. An overall majority of both visitors and exhibitors also said they were satisfied with the show and would like to attend it again.

"We hope that visitors will draw inspiration from your visit at SCANDEFA 2018 and be able to generate new contacts and do profitable business," commented Bella Center Copenhagen Exhibition Manager, Søren Lindquist.

Registration for the exhibition is free and can be done on-site or online at [www.scandefa.dk](http://www.scandefa.dk). ◀

## Useful information

### • Organiser

Bella Center Copenhagen  
Center Boulevard 5  
2300 Copenhagen S, Denmark  
Phone: +45 3 2528811  
Web: [bc@bellacenter.dk](mailto:bc@bellacenter.dk)

### • Targets groups

Dentists  
Dental technicians  
Dental assistants  
Dental hygienists  
Dental industry representatives

### • Opening times (Exhibition)

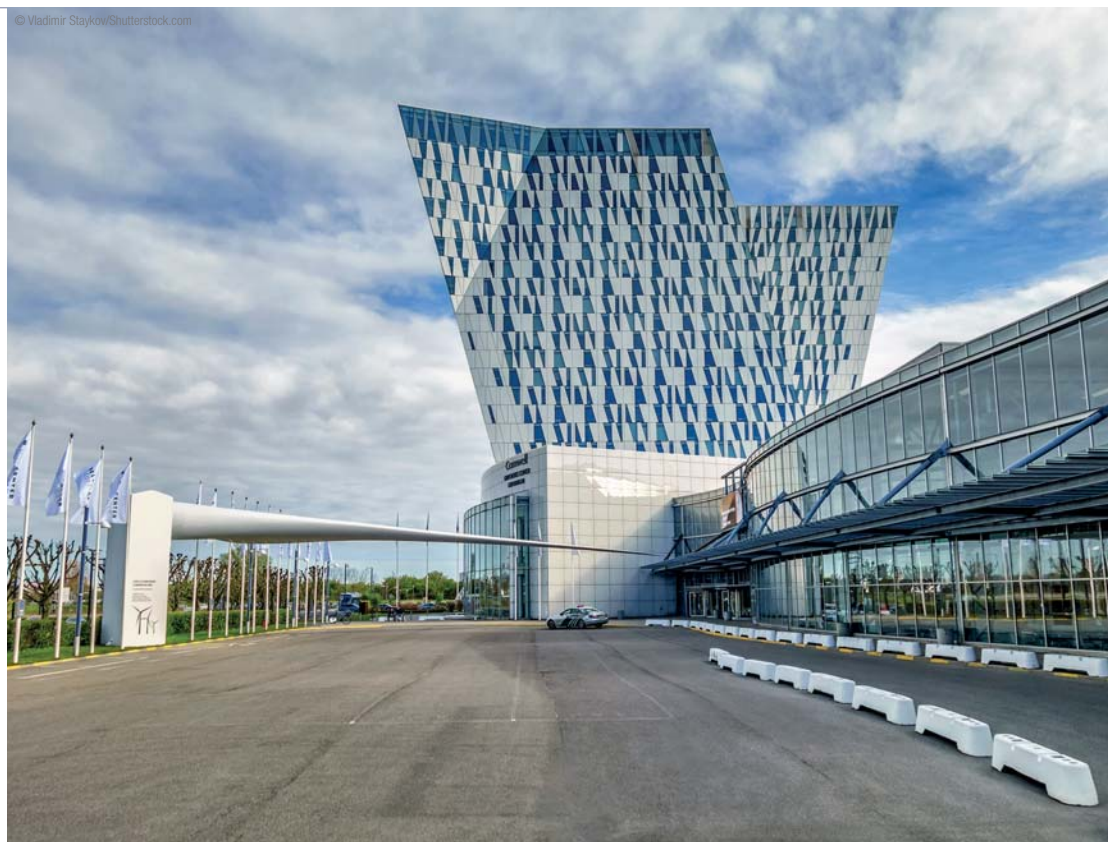
Thursday, 12 April: 9:00–18:00  
Friday, 13 April: 9:00–18:00

### • Opening times (Conference)

Thursday, 12 April: 9:00–19:00  
Friday, 13 April: 9:00–16:30  
Saturday, 14 April: 9:00–13:00

### • Entrance fees

The exhibition is free for everyone.



Attendees to the conference need to pay DKK100 to gain entry.

### • Information

The information desk and security desk are located in the foyer. Additional information desks will be available during events.

### • Catering

In addition to the Treehouse restaurant, which offers a more sophisticated dining experience, visitors are able to buy sandwiches and beverages at the Food Grap. Furthermore, the eatery Gastro offers a large selection of food and drinks. There are also a number of Orang Utan Coffee coffee stations throughout the centre.

### • ATM

Cash Machines can be found outside and in the congress foyer.

### • Emergency number

Fire, Police, Ambulance: 112

## Welcome to SCANDEFA 2018

### Velkommen til SCANDEFA 2018

■ It is with great pleasure that we welcome you to SCANDEFA 2018 in Bella Center Copenhagen, the leading dental fair in Scandinavia. The fair runs concurrently as always with the Danish Dental Association's "Seminar of the year". Approximately 150 exhibitors are waiting to meet their

customers and show them their latest news.

We hope that you as a visitor will draw inspiration from your visit at SCANDEFA 2018 and be able to generate new contacts and do profitable business.

On behalf of Bella Center Copenhagen and all of the exhibitors at SCANDEFA 2018, we bid you a warm welcome and hope that you enjoy your visit.

*Soren Lindquist, Exhibition Manager  
Bella Center Copenhagen*

# SCANDEFA

## SCANDINAVIAN DENTAL FAIR

12-13 APRIL 2018

AD



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■ Det er os en stor glæde, at kunne byde velkommen til SCANDEFA 2018, en af de største fagmesser for dentalbranchen i Skandinavien. Messen kører sideløbende med Tandlægeforeningens 'Årskursus' og er igen i år placeret i Bella Center's C-haller. Mere end 150 udstillere glæder sig til at møde kunderne og vise de seneste nye trends og produktnyheder frem.

Vi håber at du som besøgende vil få god inspiration ud af dit besøg, får knyttet gode kontakter og plejet dit eksisterende netværk, og ikke mindst - får gjort en god handel.

På vegne af Bella Center Copenhagen og alle udstillere på SCANDEFA 2018, byder vi dig hjertelig velkommen og ønsker dig et godt messebesøg.

Søren Lindquist, Exhibition Manager,  
Bella Center Copenhagen

### today about the publisher

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today will appear at SCANDEFA in Copenhagen, 12-13 April, 2018.

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## New W&H image campaign to support everyday heroes

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

show great dedication to their work and continuously manage to put a smile on their patients’ faces, simply because they care. Even the smallest of their patients’ difficulties is a major concern. That is why they are always gaining new “fans” and suc-

ceed again in making their patients happy.

The new W&H image campaign gives these heroes the recognition they deserve. With a perfect balance of know-how, empathy and technology, they can achieve optimal re-



W&H  
Managing Director  
Peter Malata

AD

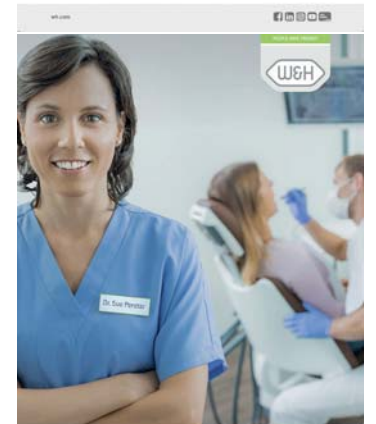


sults. W&H supports the practice team with its daily tasks and is a cornerstone of its success with its innovative product portfolio.

“The daily challenges faced by the practice team are our motivation. As a solutions provider, our products help ensure that the workflow in the



From a patient to a fan. W&H provides dental solutions from W&H for oral surgery and implantology. #patient2fan



From a patient to a fan. W&H provides dental solutions from W&H for every challenge. #patient2fan

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dental practice is as smooth as possible,” states W&H Managing Director Peter Malata. “With innovative dental technology that is ideally suited to the users’ needs, the team can give their full and undivided attention to what really matters: the patient. We play an important role in our customers’ success and assist them in turning patients into fans.”

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

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

# “Good oral health is for life, not just for World Oral Health Day”

An interview with FDI President Dr Kathryn Kell and Philips CEO of Business Group Health and Wellness Sinéad Kwant

■ Since 2016, the FDI World Dental Federation and oral health product manufacturer Philips have been partnering to promote World Oral Health Day on 20 March. In this interview, *Dental Tribune International* (DTI) speaks to FDI President Dr Kathryn Kell and Philips CEO of Business Group Health and Wellness Sinéad Kwant about the significance of this day, challenges in improving oral health globally and how the collaboration between the two organisations can help.

## DTI: In your opinion, is oral health improving globally?

**Dr Kathryn Kell:** The global burden of oral disease remains significant and widespread; most people will be affected in their lifetimes. The message that good oral health is an essential part of overall health and quality of life is still not fully embraced everywhere, and individuals across the globe continue to suffer from poor oral health. Oral health promotion, as well as prevention and

health. With almost four billion people worldwide affected by oral disease, it is our job to raise awareness of and educate people on the link between oral health and overall health and encourage them to develop healthy habits that last a lifetime.

## In your opinion, what are the main risks or barriers to people not focusing on their oral health?

**Kell:** Oral health is affected by a wide range of social determinants that can impact access to care. Lack of oral health education, however, remains a main barrier to people maintaining good oral health. Therefore, we work hard to raise awareness of the importance of oral health and educate people on the intrinsic link between oral health and general health. We advocate preventative care, early detection and treatment to encourage people to adopt good oral hygiene habits and follow the advice of oral health professionals so that they understand the impact of oral disease on their overall health and well-being.



\*Dr Kathryn Kell

control of oral disease, is key to ensure that people around the world are prioritising their oral health. As the authoritative voice of dentistry, it is our responsibility to step up to the challenges and drive the fight against oral disease to ensure that we are fulfilling our vision of leading the world to optimal oral health.

**Sinéad Kwant:** While there is a growing trend for people to integrate technology into their lifestyles to improve their health and well-being, such as using apps to track diet and fitness or oral health goals, there remain larger global issues that impact oral health. While people in the developed world live longer, increasingly sedentary lifestyles have led to a surge in chronic diseases, including obesity and diabetes. These in turn have significant implications for oral

**Kwant:** One of the main barriers to people focusing on their oral health is education and awareness about the importance of good oral health habits and the impact on overall health. Another reason is that many people do not visit their dentist or hygienist regularly and discuss their oral health. They go when there is something wrong, rather than practising preventative care. Working with the FDI, we hope to raise awareness of the importance of building good oral health care routines and encourage people to visit their dental professional and, importantly, to follow his or her advice and maintain good routines between visits.

## What do you hope your World Oral Health Day campaign will achieve?

**Kell:** This World Oral Health Day, we hope that people will embrace the

campaign theme of “Say ah: Think mouth, think health”. We want people to make the connection between their oral health and their general health and recognise the close association between the two and the impact that one has on the other. We encourage people everywhere to commit to prevention and control their risk factors; oral health professionals to commit to educating their patients on the positive impact of protecting their oral health on general health; and policymakers to understand their countries’ oral health challenges and launch policies that address oral disease at a local, national and regional level.

**Kwant:** This World Oral Health Day, we want to highlight how a healthy mouth is critical in preventing oral disease, as well as raising awareness of the link between oral and overall health. If we can get people to make small behavioural changes, these can go a long way towards positively impacting oral health, for example, their diet and brushing their teeth twice a day for two minutes.

## Tell us about the FDI and Philips partnership and why it’s important?

**Kell:** Philips is a key ally in helping us ensure the success of World Oral Health Day. As leaders in the corporate world, companies like Philips have access to an international community of diverse stakeholders and—by working together—we can disseminate oral health messages to many more people globally. We have seen through their World Oral Health Day activation efforts that Philips is fully committed to improving oral health habits through meaningful innovation. We find this type of support instrumental in helping us improve people’s oral health across borders.

**Kwant:** We know that good oral health can have important associated benefits when it comes to overall health and wellness. Working with the FDI, we have the opportunity to help people better understand their oral health, from the foods they eat to their daily brushing routine, and share knowledge and best practice.

## What is next for the future of oral healthcare?

**Kell:** Prevention is key. We must shift our attention from a traditional restorative approach to one that emphasises disease prevention and oral health promotion. Oral health professionals need to play a key role in educating patients on the wider implications of protecting their oral health. A more integrated approach to healthcare can help achieve better outcomes for patients with oral disease.

**Kwant:** We believe that we will see a move to more preventative care owing to the rise of digitally connected technology. This also has the possibility of transforming the relationship between the patient and dental professional by introducing



\*Sinéad Kwant

the ability to share brushing results or work towards goals. This will change the way dental professionals communicate with their patients and hopefully improve patient compliance between visits.

## How does your partnership with dental professionals help to improve oral health globally?

**Kell:** Dental professionals are the principal providers of oral disease prevention and treatment and play an indispensable role in working to improve oral health around the world. They must take every opportunity to serve as global ambassadors for oral health and encourage patients to live healthy lifestyles in their daily practice. Education leads to action and action fuels change. It is up to our profession to step up to the challenges and take action against the burden of oral disease.

**Kwant:** Dental professionals are key to improving oral health. By partnering with the FDI, we have the opportunity to team up and raise awareness of the state of people’s oral health. It is our job to understand the barriers dental professionals face when it comes to making sound recommendations and to provide solutions that help them to engage their patients on good oral health.

## What is the impact of oral health on overall health?

**Kell:** Oral health and general health have a close two-way relationship. The mouth is a mirror of the body and offers clues about the status of overall health. Many general health conditions increase the risk of oral disease and vice versa. Oral disease can impact every aspect of life, including personal relationships and self-confidence, school and job performance, and even enjoying food. Maintaining a healthy mouth contributes to a lifetime of well-being and helps

people live a better quality of life into old age.

**Kwant:** We are continuing to explore the link between oral health and systemic health, but we know that it has an important effect on overall health and wellness. A well-documented example of this is the link between diabetes and oral health. Diabetes affects hundreds of millions of people worldwide, and the difference good oral healthcare can make to the overall health of those with the condition can be significant. Taking care of one’s mouth can have an important longer-term influence on overall health and wellness.

## If you could give one tip or piece of advice about oral health, what would it be?

**Kell:** It is never too early or too late to start looking after your mouth; your body will thank you! Adopting good oral hygiene habits, having a healthy diet that is low in sugar, quitting tobacco use, keeping away from excessive alcohol consumption, and having regular dental check-ups help protect the mouth and body at all ages.

**Kwant:** I would recommend visiting the dental professional, especially from a young age. I would like to encourage people to visit their dental professional or hygienist regularly and to follow his or her advice. The two most common types of oral disease, tooth decay and periodontal disease, are completely preventable with an effective oral care routine, brushing for two minutes twice a day. It is important to remember that good oral health is for life, not just for World Oral Health Day, and developing these habits from an early age can positively impact on longer term health and wellness.

Thank you both for the interview. ◀






| Exhibitors                   | Booth   | Exhibitors                   | Booth   | Exhibitors                  | Booth   | Exhibitors                      | Booth   | Exhibitors                 | Booth   |
|------------------------------|---------|------------------------------|---------|-----------------------------|---------|---------------------------------|---------|----------------------------|---------|
| 3D Dental Direct Danmark     | C3-004  | Climo A/S                    | C3-006  | Dentalmind                  | C2-023  | Focus Dental Service ApS        | C2-009A | Plandent A/S               | C2-008  |
| 3M A/S                       | C2-011  | CMS Dental A/S               | C2-012  | Den-Tec ApS                 | C1-001  | Fyns Dental ApS                 | C1-007  | Plusdent ApS               | C1-016  |
| <b>A</b>                     |         | Colgate-Palmolive A/S        | C1-004  | Dentop Development          | C2-022  | <b>G</b>                        |         | Praktiserende Tandlægers   |         |
| AB Dental Service A/S        | C2-002  | Colténe                      | C2-025  | Dentsply Sirona             | C1-006  | Garrison Dental Solutions       | C3-015A | Organisation               | C1-025G |
| ACTEON                       | C2-017A | CROIXTURE                    | C1-014B | Devemed GmbH                | C2-018  | GC Nordic AB/Danish Branch      | C3-025  | Praxis Herring A/S         | C2-009  |
| Advokatfirmaet Rödstenen I/S | C1-015  | Curaden Scandic ApS          | C3-008A | Donnerberg                  | C1-005  | GlaxoSmithKline Consumer        |         | PwC                        | C1-001E |
| Aros Statsautoriserede       |         | <b>D</b>                     |         | Dynamo Stol ApS             | C1-002  | Healthcare AB                   | C1-003  | <b>R</b>                   |         |
| Revisorer I/S                | C1-017A | DAB Dental AB                | C2-031  | DÜRR DENTAL AG              | C3-022  | Gram Dental ApS                 | C3-001  | RDS Dental ApS             | C3-019  |
| <b>B</b>                     |         | Dansk                        |         | <b>E</b>                    |         | Greater New York Dental Meeting | C1-009B | Rectus ApS                 | C1-001A |
| Baldus Medizintechnik GmbH   | C2-013A | Tandplejerforening           | C1-025C | EDENTA                      | C3-001A | Grønlandstandplejen             | C1-025H | Redent/Rhino Wood          | C1-002B |
| BDO Statsautoriseret         |         | Danske Dental Laboratorier   | C1-025D | Effekt Advokatfirma         | C1-017B | <b>H</b>                        |         | Redmark                    | C1-011A |
| revisionsaktieselskab        | C1-007A | Deloitte                     | C1-012B | Ekulf NeoDenta Dental ApS   | C1-008  | HARALD                          | C1-025A | RH Dental                  | C2-015  |
| Bisserne/Københavns          |         | Delta Rengøring              | C2-025C | Electrolux Professional A/S | C2-015C | Healthcare Channel              | E-006   | Roland DG North Europe A/S | C3-017A |
| Tandlægeforening             | C1-020  | Dent Support A/S             | C2-005  | Elstrøm Dental A/S          | C3-013  | Hejco                           | C3-011  | Rühne                      | C1-015  |
| Bluedenta GmbH               | C2-023  | Dentacare                    | C1-001M | EltiDent ApS                | C1-001H | Heka Dental ApS                 | C3-007  | Røntgen og IT Danmark      | C3-002  |
| <b>C</b>                     |         | Dental Consult ApS           | C1-021  | Elysee Dental ApS           | C2-014  | Hi3g Denmark ApS                | E-007   | Rønvig                     |         |
| Cardiocare Scandinavia ApS   | C2-025A | Dental Kompagniet            | C1-019  | Ergotec ApS                 | C1-013  | HK/Privat                       | C1-025F | Dental Manufacturing A/S   | C1-011  |
| Carl Zeiss A/S               | C3-026B | Dental Media                 | C1-016  | Estilo Blomsterdesign ApS   | E-008   | Hu-Friedy Mfg. Co. LLC.         | C1-001F | <b>S</b>                   |         |
| Cenger Scandinavia A/S       | C3-005  | Dental Montering             | C2-032  | Eurofins Miljø Vand A/S     | E-004   | Højvang Laboratorier A/S        | C2-034A | Scanbiz A/S                | C3-009  |
| CHRISTINA JULSGAARD          |         | Dental Tribune International |         | <b>F</b>                    |         | <b>I</b>                        |         | Scandinavisk Dentservice   |         |
| Contemporary Artist          | C3-016A | GmbH                         | C1-014B | Fit & Fun ApS               | C2-013  | ICT Europe GmbH                 | C2-013B | Denmark A/S                | C3-002  |

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| <b>J</b>   |         | Johnson & Johnson Denmark                   | C1-008A | JTA Dental                 | C2-032  | Jysk IT  | C3-012  |
| Jyske Bank A/S   | C3-022A | Jørgen P. ApS                               | C1-017  | <b>K</b>                   |         | Krebs Ergonomi                                       | C1-002  |
| Kulzer Nordic AB   | C2-004  | <b>L</b>                                    |         | Lakrids by Johan Bülow A/S | E-005   | Landsindsatsen EN AF OS                              | C1-020A |
| <b>L</b>   |         | Lyngby Special Optik                        | C1-012  | Lån & Spar Bank A/S        | E-003   | <b>M</b>   |         |
| Ma Dental ApS  | C2-015B | Manunision ApS                              | C2-030  | MedCom                     | C3-024A | MELAG  | C2-019  |
| Melin Medical Danmark ApS                                    | C3-011A | Miele A/S Professional                      | C2-001  | <b>N</b>                   |         | NIOM – Nordisk Institut for Odontologiske Materialer | C2-030A |
| Nobel Biocare Danmark A/S                                    | C2-006  | Nordenta A/S                                | C3-027  | NSK Danmark ApS            | C2-032  | Nykredit   | C3-017  |
| Oris Tandlægerne   | C3-021  | ORODEKA                                     | C2-021  | OurWorld A/S               | E-002   | <b>O</b>   |         |
| Peter Beier Chokolade A/S                                    | E-001   | Philips AB                                  | C3-025A | <b>P</b>                   |         | Peter Beier Chokolade A/S                            | E-001   |
| Plusdent ApS   | C1-016  | Praktiserende Tandlægers                    |         | Plandent A/S               | C2-008  | Plusdent ApS   | C1-016  |
| Praxis Herring A/S   | C2-009  | PwC   | C1-001E | <b>R</b>                   |         | RDS Dental ApS                                       | C3-019  |
| Rectus ApS   | C1-001A | Redent/Rhino Wood                           | C1-002B | Redmark                    | C1-011A | RH Dental  | C2-015  |
| Roland DG North Europe A/S                                   | C3-017A | Rühne                                       | C1-015  | Røntgen og IT Danmark      | C3-002  | Rønvig   |         |
| Rønvig   |         | Dental Manufacturing A/S                    | C1-011  | <b>S</b>                   |         | Scanbiz A/S  | C3-009  |
| Scandinavisk Dentservice                                     |         | Denmark A/S                                 | C3-002  | Scanleasing Danmark A/S    | C2-010  | SciCan GmbH  | C2-014A |
| Sendoline, EMS, Young Dental, EMS Electro Medical Systems SA | C2-007  | Skolen for Klinikassistenter og Tandplejere | C1-025I | Spar Nord                  | C1-001  | SSI Diagnostica A/S                                  | C2-020  |
| Straumann Danmark ApS  | C2-033  | Styrelsen for Patientsikkerhed              | C1-025B | Sun Dental Laboratories AB | C1-015D | Sunstar Sverige AB                                   | C2-026  |
| Swede Dental AB  | C1-002A | Sydbank                                     | C2-017  | <b>T</b>                   |         | Tandbor.dk   | C2-003  |
| Tandbor.dk   | C2-003  | Tandex A/S                                  | C1-009  | Tandlægen.dk               | C2-007A | Tandsundhed Uden Grænser                             | C1-025E |
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| TrollDental  | C1-001B | <b>U</b>                                    |         | Unident Dental ApS         | C3-010  | Unilever Danmark A/S                                 | C1-010  |
| <b>V</b>   |         | VDW GmbH                                    | C1-014A | Verisure                   | C1-001K | VOCO GmbH  | C3-021A |
| W&H Nordic   | C2-007  | WeCare4u Danmark A/S                        | C1-014  | Wessels Dental ApS         | C3-003  | World of Comfort ApS                                 | C3-015  |
| Zarodent ApS   | C3-019A | Zenith Dental ApS                           | C3-008  | Zirkonzahn GmbH/Srl        | C3-014  |  |         |



**XP-ENDO SHAPER PLUS SEQUENCE**

■ A new generation of Swiss-made instruments enables safer and more effective root canal therapy, owing to its unique 3-D extension capabilities. The XP-endo Shaper Plus sequence, launched by leading Swiss endodontic company FKG Dentaire, solves a common problem for dentists: how to treat complex root canal systems without causing damage to the dental structure. Combining exceptional adaptive core technology with 3-D design, FKG has created instruments that can easily adapt to the canal anatomy to clean areas that were once impossible to reach. The result is enhanced debris removal and irrigation for a more gentle, conservative treatment compared with instrumentation using conventional nickel-titanium files.

“The main problem with conventional files is their lack of flexibility, which means that dentists can’t remove all the debris, but sometimes end up taking off too much healthy dentine,” explained FKG Dentaire CEO Thierry Rouiller, “but that all changes with this XP-endo generation of instruments.”

FKG’s patented MaxWire alloy from which the files are made reacts to the body’s temperature, making the tools highly flexible compared with instruments of the same final size. A small, free-floating adaptive core designed in 3-D allows the in-

single-patient use, thus maximising safety.

With the XP-endo Shaper Plus sequence, dentists have the most advanced Swiss precision tools at their fingertips to perform complete, minimally invasive root canal instrumentation. ◀◀



**FKG Dentaire,  
Switzerland**  
www.fkg.ch

**Plandent  
Booth C2-008**

AD

*In the XP-endo Shaper Plus sequence, the dentist uses a size 10 K-type file and size 15 K-type file for glide path creation.*



**FKG**  
swiss endo

struments to expand and progress with agility along the canal while resisting cyclic fatigue.

The XP-endo Shaper then performs 3-D debridement of the canal while respecting its natural shape. Finally, the XP-endo Finisher achieves 3-D cleaning and biofilm removal, including in areas impossible to reach with conventional files.

The instruments are delivered in a sterile blister pack designed for

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