

today

5&6
February

UAE International Dental Conference & Arab Dental Exhibition Dubai · 4-6 February 2020

exhibitors list included



Photo gallery

Find impressions of this year's event in the *today* photo gallery and explore what went down so far.

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Editorial

Dr Carlo Mangano is a top expert in digital technologies and biomaterials in customised therapies for bone reconstruction.

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Travel

From a dune buggy safari to Emirates Litfest—Here are four brilliant things to do in the city this week.

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International dental community gathers for AEEDC Dubai 2020

This year's MENASA event aims to be the biggest yet.

■ Yesterday, for the 24th consecutive time, Dubai World Trade Centre welcomed dental professionals from all over the globe to the next UAE International Dental Conference and Arab Dental Exhibition (AEEDC Dubai). Held for the first time in 1996, the event has become one of the largest and most important dental meetings worldwide, attracting tens of thousands of clinicians, scientists and industry representatives each year. It is a major dental event in the Middle East, North Africa and South Asia (MENASA) region.

On 4 February, His Excellency Humaid al-Outami, director general of the Dubai Health Authority, officially inaugurated AEEDC 2020. The event is held under the patronage of His Highness Sheikh Hamdan bin Rashid al-Maktoum, deputy ruler of the Emirate of Dubai, minister of finance of the UAE and president of the Dubai Health Authority. As at previous editions, thousands of participants from around the world are



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Left: The Dubai International Convention & Exhibition Centre opened its doors for another edition of the show. Right: today Show Dailies provide comprehensive coverage of major dental events around the world. Copies of the newspaper can be picked up in the main foyer.

today ← 1

expected at the annual event, themed “Education and Innovation Transfer”.

The conference and exhibition runs until Thursday, 6 February, and features a number of intensive scientific activities, including pre-conferences, hands-on workshops, competitions, poster presentations and lectures. With its extensive programme, AEEDC 2020 provides opportunities for visitors to take new knowledge back to their practices and engage with their peers on an intellectual and business level.

In order to meet the high expectations of the industry, the AEEDC Dubai 2020 exhibition offers the biggest brands and companies in the dental industry an ideal opportunity to showcase their newest dental inno-

ventions and technologies, while also giving trade visitors, exhibitors and top dental practitioners from many countries and continents a one-stop platform for expanding their businesses and seeking potential collaboration opportunities. Over the course of three days, internationally prominent companies and thriving local businesses will be showcasing their latest products and services at the event, which has become one of the largest in dental technology.

According to the organiser, INDEX Conferences and Exhibitions, “the AEEDC Dubai 2020 exhibition is the gateway to the emerging and far-reaching dental market in the Middle East, North Africa and South Asia region”.

In addition to experiencing the latest dental developments on-site,

participants can earn continuing education credits. Aimed at enriching the knowledge of all attendees, AEEDC Dubai presents a rich, diverse conference programme covering a number of distinct areas of dentistry, such as aesthetic dentistry, oral pathology, oral medicine, dental anaesthesiology, temporomandibular joint dysfunction, laser dentistry, prosthodontics, paediatric dentistry, emergency dentistry, oral and maxillofacial surgery, and digital dentistry.

Commenting on the educational programme, AEEDC scientific chairman Dr Nasser al-Malik said: “As part of our efforts in the scientific committee, we have prepared an exciting conference programme keeping in mind all the recent advancements in oral healthcare while also addressing the newest digital frontiers and dental traumatology stand-

ards. [...] As always, we have endeavoured to cover the mainstream trending topics of the year 2020 in all the related facets of dental oral care, from surgery to restorative to dental hygiene and dental assistance and we certainly hope to keep all participants busy with ten conference halls allocated for the transfer of world-class dental education. Moreover, the conference features the presence of 167 speakers who offer their insights on the most crucial topics in dentistry and also includes 173 scientific sessions, 18 hands-on workshop courses and 210 poster presentations focusing on the latest advances in dentistry.”

This year’s edition will host another session of AEEDC Dubai Stars. This feature, which was launched in 2019, includes a number of panel discussions in which key figures,

celebrities and influencers from the dental industry will participate and share their views and stories. Another highlight of the varied programme is the AEEDC Student Competition, during which students in their last academic years will engage with their peers from other dental schools in a face-to-face competition. The main goal is to interact, exchange knowledge and expand horizons on various topics in dentistry. Competing students will be challenged in a dental quiz on a range of subjects, including infection control, implantology and oral surgery.

More information, and news about AEEDC Dubai 2020 and exhibiting companies can be found at www.dental-tribune.com and on Facebook at www.facebook.com/DentalTribuneInt. ◀

LECTURE HIGHLIGHT

What?
“Laser in dental aesthetic: Innovation in clinical use based upon scientific evidence. Clinical cases”

Who?
Prof. Aldo Brugnera Jr, Brazil

When?
6 February, 15:30–17:15

Where?
WFLD 2020 Dubai Congress, Hall D



The objective of this lecture is to demonstrate innovative uses of lasers in aesthetic dentistry. Prof. Aldo Brugnera will present the new tips of the third-generation Er:YAG laser, which have the capacity to remove caries with the minimally invasive modes for dentine and enamel, and can be used for veneer debonding, soft-tissue plastic surgery and the treatment of peri-implantitis, as well as for a new technique to close black triangles with laser therapy.

This presentation will report a non-surgical treatment option for the recovery of the interdental papilla using an innovative technique called haemo-laser therapy (HLT) that stimulates papillary growth to permanently fill black triangles.¹ Loss of gingival tissue, besides affecting the aesthetics of the smile, provokes phonetic and functional damage. Interproximal tissue reconstruction using surgical procedures has been reported in the literature in the form of subepithelial connective tissue

grafting, and restorative and orthodontic treatment.

An *in vitro* preliminary study was carried out to demonstrate what occurs at the cellular level in HLT clinical cases associated with photobiomodulation therapy (PBMT) using a 660 nm diode laser. This study demonstrated that the blood clot originating from the bleeding provoked in the gingival area is rich in mesenchymal stem cells. PBMT enables preservation, viability and further differentiation, stimulating the return of gingival stem cells, which would support their survival and differentiation in the blood clot, thus favouring interdental papilla regeneration. The presenter will show similar clinical results with the Er:YAG for HLT using a special tip in gentle mode for treatment to close black triangles. In conclusion, this new clinical application for lasers in dentistry has shown excellent results.

ABOUT THE LECTURER

Prof. Aldo Brugnera is considered a key opinion leader in the field of laser

dentistry. As the author of five books, a contributing author to various chapters in other publications and the author of over 150 scientific papers on the topic, as well as a senior editor of *Photobiomodulation, Photomedicine, and Laser Surgery*, he has established himself in the community and has delivered over 200 lectures all over the world. He is the president of the South American Division of the World Federation for Laser Dentistry.

FURTHER READING

Morford et al. designed a study to systematically investigate the efficacy of an Er:YAG laser for veneer debonding, possibly without damage to the underlying tooth and preservation of the veneer integrity.² While the veneer materials did not show any characteristic water absorption bands in the Fourier-transform infrared, the bonding cement showed a broad H₂O/OH absorption band. The veneers transmitted between 11.5 per cent and 43.7 per cent of the incident Er:YAG energy; IPS e.max Press HT transmitted twice the energy that IPS Empress Esthetic did at comparable thicknesses.

According to Shibli, 2018, sterilisation and cleaning/decontamination of dental implant surfaces utilising high- and low-intensity laser therapy with the Er:YAG laser have also been performed.³ Laser irradiation not only removes the inflammatory soft tissue present around the peri-implant pocket, but also detoxifies the implant surface without damaging or altering the titanium surface or dental implant morphology, allowing a better stabilisation of the blood clot with or without the addition of bone grafting materials during guided bone regeneration.

References

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2. Morford CK, Buu NC, Rechmann BM, Finzen FC, Sharma AB, Rechmann P. Er:YAG laser debonding of porcelain veneers. *Lasers Surg Med.* 2011 Dec;43(10):965–74.
3. Shibli JA. Is laser the best choice for the treatment of peri-implantitis? *Photomed Laser Surg.* 2018 Nov;36(11):569–70.

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Impressions of AEEDC Dubai 2020

AEEDC provides the latest advancements in dentistry, but also plenty of networking and educational opportunities. Below are a few impressions from the show.



Fig. 1: AEEDC Dubai is the pioneering dental event in the Middle East, North Africa and South Asia (MENASA) region. Fig. 2: Every year, the official inauguration is one of the big programme highlights. Fig. 3: Yesterday morning, AEEDC opened at the Dubai International Convention and Exhibition Centre for the 24th time. Fig. 4: As at previous editions, thousands of participants from around the world are expected at the annual event, themed "Education and innovation transfer". Fig. 5: At the Dental Tribune International booth, visitors can get information on the latest publications and even sign up for services such as e-newsletters or magazine subscriptions. Fig. 6: From CAD/CAM chairside, imaging systems to endodontic solutions: Dentsply Sirona offers it all. Fig. 7: TePe presents its fit-for-purpose assortment of interdental brushes. Fig. 8: Running parallel to the conference, AEEDC Dubai exhibition showcases the latest innovations in dental treatments. Fig. 9: Boasting hundreds of international companies distributed over nine exhibition halls and 16 national pavilions (Germany being one of the largest ones), AEEDC Dubai Exhibition provides a platform to engage customers, demonstrate products, drive brand awareness, conduct face-to-face business and make sales. Fig. 10: At the Planmeca booth, visitors do not just enjoy the latest dental innovations. Also, a classical piece of music played on the violin is part of the company's repertoire and thus creates an inspiring atmosphere. (Images: © Dental Tribune International)

Dubai to attract 500,000 medical tourists by 2021

Dubai Health Authority is looking to take advantage of the US\$15 billion dollar medical tourism market.

■ The global medical tourism market was reported to have a market value of US\$15.5 billion in 2017. With plenty of people looking for more affordable health options, the Dubai Health Authority (DHA) is hoping to attract 500,000 medical tourists by 2021 and cement itself as a leader in the industry.

With South East Asia the primary destination for medical tourism, in 2014 His Highness Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Dubai Executive Council launched the Dubai Health Tourism Strategy. Formed to position Dubai as a globally recognised medical tourism destination and take advantage of the billion dollar industry, the initiative has been overseen by the DHA since its inception.

According to the DHA, an analysis released by the Dubai Chamber of Commerce and Industry (DCCI) showed that 337,011 international health tourists visited Dubai in 2018. Of those, 46 per cent were dental tourists, 18 per cent orthopaedics and 10 per cent dermatology. The remaining medical tourists receiving treatment within areas such as ophthalmology, fertility and cosmetic surgery. With 2012 DCCI data showing Dubai had 107,000 medical tourists, the dramatic increase over the past several years is due in part to the modernisation of medical facilities.

“To further strengthen the position of Dubai on the health tourism world map, DHA has recently revamped the DXH.ae website. The web portal that receives more than 10,000 unique visitors each month and now includes four languages: Arabic, English, Russian and Chinese,” said Dr Marwan Al Mulla, CEO of the Health Regulation Sector. With 2012 DCCI data showing Dubai had 107,000 medical tourists, the dramatic increase over the past several years is due in part to the modernisation of medical facilities. However, according to the survey, the DHA’s DXH, which is the first medical tourism portal in the region, enabling tourists to book their entire medical holiday online, was also a contributing factor.

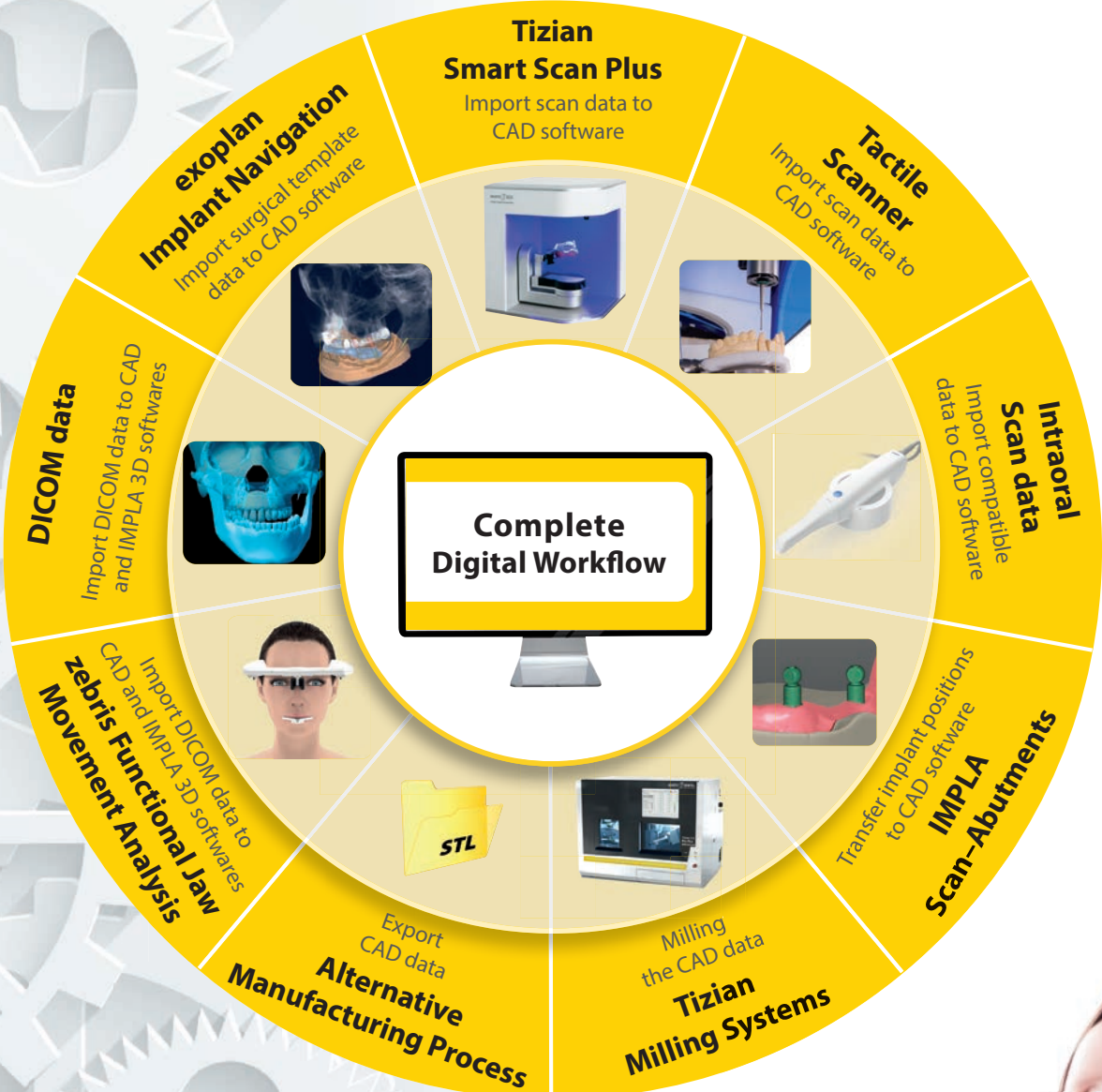
With many visitors coming from the Arab and Gulf Cooperation Council countries like Kuwait, Saudi Arabia and Oman, additional visitors also came from India, Iran and Pakistan. With European tourists consisting mostly of the UK, French and Italian citizens. ◀

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AEEDC, Booth 714, hall 7



The diagram illustrates a 'Complete Digital Workflow' centered around a computer monitor. It is divided into several segments, each representing a step in the process:

- exoplan Implant Navigation:** Import surgical template data to CAD software.
- Tactile Scanner:** Import scan data to CAD software.
- Intraoral Scan data:** Import compatible data to CAD software.
- IMPLA Scan-Abutments:** Transfer implant positions to CAD software.
- Tizian Milling Systems:** Milling the CAD data.
- Alternative Manufacturing Process:** Export CAD data.
- zebris Functional Jaw Movement Analysis:** Import DICOM data to CAD and IMPLA 3D softwares.
- DICOM data:** Import DICOM data to CAD and IMPLA 3D softwares.

Additional elements include a 3D skull model, a patient wearing a VR headset, a folder labeled 'STL', and a dental milling machine.

Digital dentistry.

Start now!



Study finds Saudi Arabians prefer lingual brackets and clear aligners

Adults to evaluate images of different orthodontic appliances in order of aesthetics.

■ Adult consumers prefer lingual brackets and clear aligners over traditional fixed appliances, according to a cross-sectional survey conducted by researchers at King Abdulaziz University in Jeddah. The study of the perceptions of adult laypersons in Saudi Arabia found that consumers

were willing to pay more for these more aesthetically pleasing treatments when it came to their own orthodontic care but not for the orthodontic care of their children.

In the survey, 199 Saudi adults (55 per cent of whom were female)

were asked to evaluate images of adults wearing a variety of orthodontic appliances. Participants were shown images of different appliances and asked to rate them on attractiveness, acceptability of having them placed on both themselves and their children,

order of preference, and economic value.

The appliances pictured were metal brackets with either colourless or coloured o-ties, self-ligating metal brackets, hybrid half-metal and half-ceramic brackets, ceramic

brackets, self-ligating ceramic brackets, shaped brackets, and clear aligner trays. Lingual brackets were shown by pictures of subjects who had no visible appliances, together with an inside view of the mouth.

Participants in the study rated clear aligners and lingual brackets as the most attractive of the treatment options. Coloured o-tied brackets and shaped brackets were rated as the least attractive.

A clear majority (86.9 per cent) said that clear aligners were the most acceptable of the pictured appliances for placing on themselves, and that clear aligners were also the preferred treatment option for the participants' children (84.9 per cent). The least acceptable for placement were shaped brackets: only 24.1 per cent of participants rated these as the most acceptable option to have placed for their own treatment, and only 36.2 per cent rated them as the most acceptable option to have placed on their children.

The least acceptable of the appliances were coloured o-tied brackets, at 4 per cent. When it came to cost, which the authors identified as a factor in participants' responses, the majority said they were willing to pay more for orthodontic treatment using the aesthetically preferred clear aligners and lingual brackets, but that they were not willing to pay more to have these appliances placed on their children.

In discussing the findings, the authors wrote: "Our findings showed that our participants were willing to pay more to have aesthetically pleasing, least visible appliances placed for them rather than the standard metal braces." They speculated that this willingness to pay could indicate the participants' perception of the impact of orthodontic appliances on aesthetic appearance and possibly how they are perceived in social situations.

They added that participants' unwillingness to pay more for what they had identified as the more aesthetically pleasing treatment option for their children was perhaps due to a perceived lower level of judgement being placed on children by themselves and their peers. "[The results] may mean that parents perceive that it is not necessary for their children to have the most aesthetically pleasing appliance. Parents may feel that their children will not suffer from negative self-perception or judgement in social situations as it is perhaps more common to see children wearing visible braces than adults," the authors wrote.

The study, titled "Adult perceptions of different orthodontic appliances", was published online on 13 December 2019 in *Patient Preference and Adherence*. ◀

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The success of World Oral Health Day in Lebanon

An interview with IADS Prophylaxis Officer Julien Issa. By FDI World Dental Federation.



▲ To inspire his patients to look after their oral health is one of Issa's main motivations.

Julien Issa is a Lebanese dental student and the newly elected prophylaxis officer of the International Association of Dental Students (IADS). Wanting to harmonise his passion for science and art, Issa decided to embark on a career in dentistry. Through his studies and formative experiences at university, Issa has developed a steadfast commitment to preventive oral healthcare. He has also become the go-to World Oral Health Day enthusiast in his community.

FDI sat down with Issa to learn about his role in the success of the Lebanese Association of Dental Students' World Oral Health Day celebrations over the past two years. From dressing up as FDI's oral health mascot, Toothie (yes, really!), and distributing toothbrushes far and wide, Issa shares his experiences and reflects on his goals for the 2020 "Unite for Mouth Health" campaign.

Mr Issa, could you please tell us a little bit about your background and how you became involved in IADS?

Before becoming the IADS prophylaxis officer, I was an active member of my local association, the Lebanese Association of Dental Students (LADS). I was a member for several years and prophylaxis was my main interest. World Oral Health Day activities were my number one priority (and still are today!). So, I built upon my enthusiasm for prophylaxis as a member, and then I was elected the national prophylaxis officer. In that role, I worked mainly on the LADS-organised 2018 World Oral Health Day campaign. This year, I was elected the prophylaxis officer of IADS.

LADS won the World Oral Health Day Award for Best Social Media Campaign in 2018. What was your role in this achievement?

I was responsible for social media during the 2018 campaign. In 2018, I was one of the co-leaders organising World Oral Health Day for LADS. I was also the LADS social media officer, so I worked together with the LADS prophylaxis officer at that time to make everything perfect.

Using the FDI-provided materials for World Oral Health Day really helped us to stand out and have amazing social media posts to compete with other associations for the World Oral Health Day Awards.

For the 2019 campaign, I re-created Toothie! I made Toothie to get kids excited about their oral health. Although in 2019, we didn't only focus on kids: we also focused on pregnant women. We ran a workshop, teaching

brushing and flossing; we also focused on the importance of maintaining overall health, for example through regular exercise and eating healthy food.

The 2020 campaign centres on a worldwide pledge campaign to "Unite for Mouth Health". What do you think dental students should pledge in 2020?

I will tell you what I think as a dental student and as a prophylaxis geek! As the IADS prophylaxis officer, I pledge to spread awareness about oral health as much as I can.

Why is World Oral Health Day important to you?

World Oral Health Day should not only be important to me; it should be important to all dental students. As dental students, we cannot practise dentistry outside of our university clinics, so we need to find other ways

If you say "World Oral Health Day" to my colleagues at university, they say "Julien".

It is so valuable for us to have an on-the-ground perspective of World Oral Health Day. How did you engage with your local community? How did you organise yourselves?

The second time that LADS participated in World Oral Health Day activities was in 2018. A small group of us made a big effort to attract

them about how to take extra care of their oral health during pregnancy. We also did specific outreach activities for elderly people and people with special needs. And we tried to cover all of Lebanon as much as possible, from the south to the east. We visited schools, community centres and even a refugee camp.



▲ This is how Issa and his team celebrated World Oral Health Day in 2019. (Images: © Julien Issa/FDI)

volunteers from our local association to participate, which, as you know, is difficult, as we have a lot of exams and things to do as dental students. It was a challenge for us, but we made it.

How did you choose the places where you targeted your activities?

The first thing we did was to read the member toolkit on the World Oral Health Day website. There were some points in the toolkit that really inspired us. For example, FDI suggested collaborating with other health professionals, so we reached out to a local medical association that was organising their own event. We asked

to spread awareness about oral health. World Oral Health Day is a great way to do this. I believe that prevention is better than treatment. Let's prevent before we treat caries or any other oral health problem.

What are your goals as this year's IADS prophylaxis officer?

I will do my best to motivate other student dental associations to



▲ Toothie is the FDI's mascot for World Oral Health Day and an important part of the campaign.

As a dental student, I pledge to motivate my patients, my colleagues and everyone I meet to take care of their oral health.

them if we could contribute an oral health element, and they agreed!

We also distributed World Oral Health Day posters in Arabic so that people could have instructions at home on how to brush and floss daily. And we didn't focus only on

participate in World Oral Health Day with the goal of increasing the number of associations participating. I will support them, together with the entire prophylaxis team. We want to support our member associations to do and give more for World Oral Health Day 2020! ◀

Digital technologies and biomaterials in customised therapies for bone reconstruction

By Dr Carlo Mangano, Italy.



LECTURE INFORMATION

What?

"Digital technologies and biomaterials in customized therapies" by Dr Carlo Mangano

When?

6 February, 9:45–10:30

Where?

DDS Forum, Hall A

simpler, are less invasive, involve less risk of complications, and reach their goal within the shortest time frame.

The ideal bone substitutes should have biocompatibility, excellent osteoconductive properties and appropriate strength, and they should be able to form a suitable shape easily and to replace the bone completely within a short period. Calcium phosphate-based materials have been considered for use as bone graft substitutes in the treatment of bone defects for over 30 years, in orthopaedic, dental and maxillofacial surgery. In the last

several years, the application of digital technology in dentistry has become widespread, and considerable progress has been made in the development of CAD/CAM techniques. More recently, attempts have been made to fabricate custom-made scaffolds, allowing bone grafts to be tailored for specific applications or even for individual patients, using computer-assisted methods.

The same concepts are applied to produce dental or maxillofacial implants by direct laser metal forming, an additive manufacturing procedure. It is a time-saving procedure in which a high-power laser beam is directed on to a metal powder bed and fuses particles according to a programme in a CAD file. Apposition of subsequent layers gives shape to a 3D form that requires minimal post-processing. It is now possible to fabricate dental, maxillofacial and orthopaedic implants directly from CAD models.

The presentation describes new protocols for the manufacture of custom-made calcium phosphate or titanium scaffolds using 3D printing

procedures to augment or repair bone defects and minimise surgery when severe atrophy is present. ◀

ABOUT THE AUTHOR



Dr Carlo Mangano

is a top expert in the field of implantology and, besides

working in his private practice in Italy, he is an adjunct professor at the Gabriele d'Annunzio University of Chieti–Pescara and Vita-Salute San Raffaele University in Italy. He frequently contributes to publications and presents lectures at international congresses. As a member of the Italian Academy of Osseointegration, Mangano participates in many educational extracurricular activities, and from 2020 to 2021, he will serve as the president of the Digital Dentistry Society. In the last 15 years, he has focused on 3D printing of biomaterials.

■ Augmentation of an insufficient bone volume is indicated before or in conjunction with implant placement to gain long-term functioning and an aesthetic outcome. Autogenous bone block grafting is the accepted standard of care. These tissue transplants, however, have limited availability and require an additional procedure,

posing the risk of morbidities. A variety of bone substitute materials, such as allogeneic or xenogeneic materials, are available for ridge augmentation, but the risk of disease transmission needs to be considered. In modern implant dentistry or maxillofacial surgery, priority should be given to those interventions that are

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3DISC	SR H01
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Goldschlägerei Wilh. Herbst	7 E01
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BEGO Medical	7 E01
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Čeda Press	SR E09

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Clinical Surgical	2 B14
COHO Biomedical Technology	SR J09
Coltene—SciCan	8 F02
Coltène/Whaledent	8 F02
Copega	4 C13
CORICAMA	833
Corlison	SR C14
Corpus Vacuum & Suction Systems	3 A10
COXO Medical Instruments	2 A06
Cranberry International	2 F16
CROIXTURE	SM D03
CROSS PROTECTION	SM 06
CRUXELL	3 G06
Cryogenic General Trading	3 E10
CSM Implant	3 F01
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CURAUM	3 C04
CyberMed	SR 33
D	
D+Z—Drendel+Zweiling Diamant	7 D10
DB Orthodontics	3 E07
DDS	3 A17
DealiveryM	SR F10
Denbio	3 B24
DENFLEX	302
Denjoy Dental	2 A10
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