

DENTAL TRIBUNE

The World's Dental Newspaper • Middle East & Africa Edition

PUBLISHED IN DUBAI

www.dental-tribune.me

January-February 2020 | No. 1, Vol. 10

ENDO TRIBUNE

Bioceramic dispersion root filling

►A1-2

LAB TRIBUNE

The gold standard: IPS e.max Press – one material for virtually all indications?!

►B1-2

IMPLANT TRIBUNE

3D digital dentistry imaging helps to push boundaries

►C1

ORTHO TRIBUNE

SureSmile learning app honored with AXIS award for learning technology

►D1

HYGIENE TRIBUNE

Dentaid – improving the world's oral health

►E1-2

"Clinical education is key to us. Providing dental professionals with essential knowledge is one of our main goals"

By Dr. Dobrina Mollova

DUBAI, UAE: Dental Tribune MEA had the pleasure to interview Don Casey, CEO of Dentsply Sirona and Walter Petersohn, CCO of Dentsply Sirona during their visit to Dubai recently. The interview took place at the beautiful Dentsply Sirona office in Business Bay which is equipped fully to provide outstanding training

to dental professionals from around the Middle East region.

Dr. Mollova - DTMEA: A warm welcome to the Middle East. Is this your first-time visiting Dubai, particularly the Dentsply Sirona Office – Middle East?

Don Casey: Yes, this is my first visit to Dubai. The Dentsply Sirona office here is beautiful, showcasing our

products and offering outstanding training facilities to our customers. We really appreciate the partnership that we have with CAPP in terms of focusing on clinical education. It is a team effort to help dental professionals practice with new equipment in new ways.



► Page 31

Dentsply Sirona CEO, Don Casey (right) and CCO, Walter Petersohn (left).

AD

NextDent
by 3D SYSTEMS

Visit Us:
Booth 6F-06

**High-speed 3D printing
Redefining digital dentistry**

Certified and Biocompatible materials

3D Middle East General Trading - 3D Systems Distributor
www.3d-me.com | +97144433938 | info@3d-me.com

Transforming treatment for the better with digital dentistry

By 3D Systems

Capabilities in dentistry have evolved at an astonishing rate over the past several years, and the transformations are by no means slowing down. The introduction of synergistic technologies such as intraoral 3D scanning, computer aided design (CAD) software, 3D printing, and materials science are creating new treatment and business opportunities for dental professionals with equally positive impacts on patients. Offering unprecedented speed, accuracy and cost-effectiveness, the digital dentistry workflow is not theoretical; it is in use in labs and clinics around the world, and it is gaining traction daily.

Generally speaking, a complete digital dentistry workflow includes methods for digitizing patient information, precisely manipulating that digital information, and transferring digital information back into the physical world in a suitable material. Many dental offices have now adopted intraoral 3D scanning, which satisfies the first step of the workflow and gives patients a more comfortable alternative to traditional impressions.

For the design and fabrication stages of the workflow, access points vary. Some dentists prefer to outsource these operations to a lab, where digital design and fabrication methods are becoming an increasingly popular choice for fast, high quality and cost-effective dental models and restorations. Other clinics find it more cost-effective, productive and valuable to have a complete digital workflow available for immediate use on site. For both labs and offices, digital production has become far more obtainable through the emergence of easy to operate dental 3D printers like the NextDent 5100, which offers high print speeds, a small footprint, and high material versatility. The NextDent portfolio includes 30 unique biocompatible and CE-certified materials, making it capable of addressing a broad range of clinical needs.

► Page 27

CEREC Primemill makes excellence easy

CEREC takes another big step forward with the introduction of CEREC Primemill, a brand-new grinding and milling unit from Dentsply Sirona.

By Dentsply Sirona

Fabricating chairside restorations is about to get easier and significantly faster. Thanks to state-of-the-art technology, a wide range of restorations can now be manufactured with more speed and outstanding results. Together with CEREC Prime-scan and the CEREC Software, CEREC Primemill forms a modern setup for achieving predictable results with a completely new chairside experience – for both the user and patient. CEREC Primemill, Dentsply Sirona's new grinding and milling machine, ensures producing impressive restorations with precise margins and a very smooth surface which results from the high-speed-setup with two spindles and four motors. CEREC Primemill features a powerful 7-inch touch interface, an integrated camera for scanning blocks with compatible data matrix code and an RFID scanner for reading tool information. It also works with a wide range of materials. The new design offers significantly smoother operation.

"CEREC Primemill is a real game changer in the whole workflow," said Dr. Gertrud Fabel, dental practitioner in Munich (Germany) and key opinion leader for Dentsply Sirona. "Everything works significantly faster than before, the quality of the restorations is convincing due to the very fine margins and smooth surfaces, and handling is more than simple: the team can provide perfect support and thus accelerate the entire workflow to make it even more pleasant for the patient."

Guided operation for maximum convenience

When developing the new CEREC Primemill, special attention was paid to its user-friendliness: The large touch interface guides the user through all workflow processes. Each workflow step is displayed in order and shows, for example, which tools are used for the selected material and machining option. The tools are outfitted with a color code depending on the material to be processed and are therefore easy to distinguish. Each tool also contains a small radio frequency identification (RFID) tag that can be read by an integrated scanner in the CEREC Primemill. The machine informs the user about the tool's status and if or when it should be replaced with a new one. The new user guidance makes it even easier to delegate the operation of the machine.

For additional convenience, material blocks with a compatible data matrix code can be scanned with the integrated camera. With this the block information including type, size, color and zirconia enlargement factor are recorded. The unit's LED light strip also informs the user about the unit's status including a moving blue progress bar which changes to green when the manufacturing process is finished. In addition, the interface guides the user through routine maintenance procedures and thus facilitates the easy upkeep of CEREC Primemill.

More esthetic, faster and simply excellent

With CEREC Primemill, restorations, especially those made of zirconia,



Fig. 1: CEREC Primemill: fast fabricating speed, excellent quality and easy to handle.

can be milled even faster thanks to new tools and improved technology. The time required to fabricate a zirconia crown has been reduced by more than half: It can be cut from around 10-12 minutes to as little as 5 minutes using our new Super Fast mode.

The results speak for themselves. Using newly developed, very fine tools (0.5 mm) in the Extra Fine milling mode, the unit achieves a high level of detail for occlusal fissures as well as interdental areas on bridges, enabling users to achieve predictable, first-class results.

Superior chairside experience

The entire CEREC system takes on a new dimension with CEREC Primemill. For those customers who now want to step into the chairside CAD/CAM world and want to use CAD/CAM technology in their practice, with the all-new CEREC they get a full system with great flexibility for reliable results. Users who are already successfully using CEREC in their practice will appreciate the system with the new level of speed, high level of quality, and convenience provided by CEREC Primemill.



Fig. 2: Familiar usage of the touch interface. Easy and guided processes speed up the workflow.

"It was important for us to create real added value with CEREC Primemill, both for the CEREC newcomer and for those who have been passionate CEREC users for years," explained Dr. Alexander Völcker, Group Vice President CAD/CAM & Orthodontics at Dentsply Sirona. "We have noticeably increased the process speed while delivering outstanding restoration results. The variety of applicable materials leaves nothing to be desired and operating the unit has never been easier. The complete system does not require any data

imports or exports. All processes are coordinated with one another and fully validated for an excellent and seamless chairside experience." **DTI**

Due to various certification and registration periods, not all products are immediately available in all countries.

For more information on Primemill or CEREC please reach out to your local Dentsply Sirona representative or visit our website www.dentsplysirona.com



Fig. 3: The renewed CEREC system. CEREC Primemill proves to be a real gamechanger.

IMPRINT

PUBLISHER AND CHIEF EXECUTIVE OFFICER
Torsten R. OEMUS

CHIEF CONTENT OFFICER
Claudia DUSCHEK

DENTAL TRIBUNE INTERNATIONAL GmbH
Holbeinstr. 29, 04229 Leipzig, Germany
Tel.: +49 341 4847 4302
Fax: +49 341 4847 4173
General requests:
info@dental-tribune.com
Sales requests:
mediasales@dental-tribune.com
www.dental-tribune.com

DENTAL TRIBUNE MEA EDITION EDITORIAL BOARD

Dr. Aisha SULTAN ALSUWAIDI, UAE
Prof. Paul TIPTON, UK
Prof. Khaled BALTO, KSA
Dr. Ninette BANDAY, UAE
Dr. Nabeel HUMOOD ALSABEEHA, UAE
Dr. Naif Almosa, KSA
Dr. Mohammad AL-OBAIDA, KSA
Dr. Meshari F. ALOTAIBI, KSA
Dr. Jasim M. AL-SAEEDI, Oman
Dr. Mohammed AL-DARWISH, Qatar
Dr. Dobrina MOLLOVA, UAE
Dr. Ahmed KAZI, UAE
Dr. Munir SILWADI, UAE
Dr. Khaled ABOUSEADA, KSA
Dr. Rabih ABI NADER, UAE
Dr. Ehab RASHED, UAE
Dr. Mohd Dashti, Kuwait
Aiham FARRAH, CDT, UAE
Retty M. MATTHEW, UAE

PARTNERS

Saudi Dental Society
Saudi Ortho Society
Lebanese Dental Association
Lebanese Orthodontic Society
Qatar Dental Society
Oman Dental Society
Kuwait Dental Association
American Academy of Implant Dentistry
International Federation of Dental Hygienist
British Academy of Restorative Dentistry
British Academy of Dental Implantology
AALZ - Aachen Dental Laser Center
Singapore Dental Association
Saudi Dental Hygienist Society

DIRECTOR OF mCME

Dr. Dobrina MOLLOVA
mollova@dental-tribune.me
Tel.: +971 50 42 43072

DIRECTOR

Tzvetan DEYANOV
deyanov@dental-tribune.me
Tel.: +971 55 11 28 581

EDITING & DESIGN

Kinga MOLLOV
kromik@dental-tribune.me
Tel.: +971 56 23 70 721

PRINTING HOUSE & DISTRIBUTION

Al Nisr Printing
P. O. Box 6519, Dubai, UAE
800 4585/04-4067170

Material from Dental Tribune International GmbH that has been reprinted or translated and reprinted in this issue is copyrighted by Dental Tribune International GmbH. Such material must be published with the permission of Dental Tribune International GmbH. Dental Tribune is a trademark of Dental Tribune International GmbH.

All rights reserved. © 2020 Dental Tribune International GmbH. Reproduction in any manner in any language, in whole or in part, without the prior written permission of Dental Tribune International GmbH is expressly prohibited. Dental Tribune International GmbH makes every effort to report clinical information and manufacturers' product news accurately but cannot assume responsibility for the validity of product claims or for typographical errors. The publisher also does not assume responsibility for product names, claims or statements made by advertisers. Opinions expressed by authors are their own and may not reflect those of Dental Tribune International GmbH.



CEREC Primemill

Excellence made easy.

The new CEREC Primemill is uniquely equipped for superior chairside dentistry. Our fastest milling unit ever, it's also the easiest to use and compatible with the widest range of materials. Above all, it empowers dentists to deliver consistently excellent treatment for multiple indications.

The CEREC Primemill seamlessly combines with the highly accurate CEREC Primescan and new CEREC Software 5 to redefine performance in daily practice. Join us at your local CEREC event and test it yourself.

The all-new CEREC. **Now is the time.**

Learn more at: dentsplysirona.com/cerecprimemill



The 100k foot VALO™ curing light drop test: behind the scenes

The True Story of One VALO Curing Light's Journey to Space

By Daniel Lewis, USA

There's a deflating helplessness all golfers know, when you take two shots to get the ball on the green, then another two, three, or four shots to reach the bottom of the cup. Those final few feet between tee box and pin routinely humble the most optimistic golfer.

Ultradent teed-off on a celestial par-5 when we launched a VALO Grand dental curing light into space in May of 2019. Our version of the putting green was a mountain covered in loose shale where the VALO Grand light landed. We eventually "sunk the put" by finding the curing light... but we took several attempts to do it.

The Vision to Send a VALO Light to Space

The 10th anniversary for a product like the VALO curing light can't be a simple wine and cheese party. The line has set the bar for curing lights for a decade—we had to set the bar with a celebration. "This is the kind of thing where I didn't ask a lot of permission," jokes Ultradent's Mike Simmons, a cornerstone architect of the VALO Light to Space initiative.

Simmons brought the idea to the table, but he credits the inspiration to a friend. "He had two very sick daughters with a rare immune deficiency. One of their brothers donated his bone marrow to his sister...and they had a hero party for him, where they sent a bobblehead of him to space on a weather balloon and captured it with GoPros."

With this concept in mind, Simmons began formulating a plan to mark the VALO curing light's decade on the market with a true out-of-this-world event. His team eyed May 1, 2019 for liftoff—10 years to the day of the VALO curing light line's debut. They had roughly 90 days of runway to execute the mission and found the process of entering Earth's atmosphere relatively uncomplicated.

They devised a payload that would carry a VALO Grand curing light—along with a bobblehead of Ultradent Founder and CEO Dr. Dan Fischer—to 100 thousand feet of altitude, while also filming every angle of the flight and fall.

The cargo consisted of a Styrofoam box, four GoPro cameras, the VALO Grand curing light, and the Dr. Fischer bobblehead—all carried into space by a standard weather balloon purchased on Amazon.

The heftiest complication came from the fuel needed to power the 100k foot journey. "We're in a national helium shortage," says Simmons. Just finding a vendor who would sell helium became a difficult endeavor, but a supply was eventually secured. "We may have overpaid for that," he chuckles.

Helium in tow, Simmons' team narrowed their focus on the May 1, 2019 sendoff.

"The amount of preparation just for [launch day] was pretty crazy. I don't think either of us were breathing," jokes Oliver Brown, Ultradent's Brand Manager for the VALO cur-



Logo and title excluded, the above is a non-doctored image of a VALO Grand curing light as it ascends through Earth's atmosphere.



The VALO Light to Space payload box, prior to launch



The predicted flight path for the payload



Moments prior to liftoff on Ultradent's lawn



Successful launch



Waiting for the GPS pings to start again



Simmons ponders as he awaits a GPS ping



The point on the left marks where the payload landed, roughly 70 miles from the anticipated landing spot of Flaming Gorge Reservoir.



Ultradent's Mike Simmons packs cargo for the (first) overnight trip into the Uinta mountains.

ing light line. "People were saying 'what's gonna happen? What are you gonna do with this thing?' And I'm like, 'we're just...gonna...launch it,'" he adds with a shrug and a smile.

Countdown

Marketers don't tend to moonlight as physicists, but Simmons, Brown, and others involved in the launch ran countless simulations to predict the balloon's flight path and eventual landing spot for the payload. Fortunately for the "mathematically

limited" folks of the world, there are websites that do the heavy lifting on these calculations and limit the potential for human error.

"We felt like we had a pretty good idea where it would come down," says Simmons. "All of the predictions we ran [...] told us we were going to pick it up at Flaming Gorge Reservoir, up over the Uinta [mountain range] and down around Flaming Gorge."

When May 1 rolled around, weather

was a large concern and the unpredictability of spring in Utah loomed over liftoff. Atmospheric conditions were favorable for the liftoff, despite frost on the ground the morning of the launch.

Dr. Fischer emblazoned his signature across the VALO Grand dental curing light and the team attached it to the outside of the cargo box opposite the bobblehead, both in frame of their own GoPro. Handwarmers were added to the payload to battle frigid at-

mospheric temperatures that could derail video efforts.

Ultradent's front lawn was converted to a launchpad and employees made up the peanut gallery. Dozens came out to watch the liftoff, accompanied by their own festive balloons to release alongside the main payload.

Following a "10, 9, 8, 7..." countdown necessary for all space travel, the balloons were released, with the weather balloon and its cargo quickly ascending beyond its party-favor brethren.

"We were on cloud nine as soon as we saw it go up into the sky," says Brown. "Now we know how NASA feels," adds a smirking Simmons.

Up, Up and Away

As the VALO Grand curing light climbed and slipped from view Simmons, Brown, and crew piled into a vehicle to trail the balloon. "We had the perfect day planned. We had this van, we had the video crew with us. We were going to follow the pings on our phones and laptops," Simmons says.

"When we got in the minivan to start driving there, we were so excited, thrilled, anxious, just to get to Wyoming," Brown adds.

The GPS pings were in line with the predicted flight path, and the team followed the digital footprints.

"It was following the trajectory of the prediction calculator exactly. We were like, 'ok this might be too good to be true,'" says Simmons. "Then we lost it."

The halt of pings didn't alarm the team – they anticipated losing communication with the payload when it reached 40–50 thousand feet of elevation. They expected to pick up the pings again once the balloon popped and the cargo descended back toward Earth.

The crew pulled into a roadside diner and bunkered down, eating lunch to anxiously pass the time waiting for the next GPS ping.

"We had lunch with our laptops open, thinking 'OK anytime now,'" Simmons recounts. "A couple hours later we're just sitting there, and there's nothing. We knew the total flight time would be somewhere between 2.5 and 3.5 hours. And we gave it...probably 4.5 hours, maybe 5 hours...just waiting, waiting, waiting. We ordered dessert, and still, nothing. We kinda just licked our wounds and went back to Ultradent."

"There was a totally different feel in the van on the way back. Everybody was quiet, nobody was really talking. People were making occasional jokes, trying to cheer each other up... but we were all just like 'ohhh nooo,'" says Brown. "Just a real quiet ride back. I think we stopped to film a train. Like, 'Oh that will make up for it, look at this train we saw.'"

Opalescence™
tooth whitening systems



AEEDC
Ultradent
Booth 5C06
Come and
visit us!



30

YEARS OF
OPALESCEENCE



We're celebrating 30 years of
brightening smiles!

Save on your favorite
Opalescence whitening products today at
ultradent.com/opalescence



Beverly Hills formula set to dazzle this 2020



By Beverly Hills Formula

For Irish oral care brand, Beverly Hills Formula 2019 can be seen as their most successful year yet and the past twelve months will certainly prove difficult to beat. The brand saw their business grow phenomenally, particularly in Middle Eastern Markets which boasts an extremely loyal following. The brand credit their 2019 success to a number of factors – their commitment to providing top-class at-home teeth whitening with formulations that are yet to be replicated, and their drive to bring first to market products that wow both consumers and dentists alike. The brand has always ensured that they stay well ahead of competitors and are certain that they will see even more success this coming year.

If 2019 was anything to go by, this year is set to be monstrous for the brand. Not only are they entering the new year with a number of prestigious accolades under their belt, they will also be showcasing some of their most ground-breaking products yet, one of which is set to be released imminently.

This year, the ever-popular oral care brand will be exhibiting at the

AEEDC Dental Exhibition in Dubai, which takes place from February 04-06. The team are really excited to be heading back to what is seen as one of the most prestigious dental exhibitions worldwide. The exhibition offers Beverly Hills Formula the opportunity to meet with dentists and suppliers who attend from countries all over the world, whilst also allowing the brand to showcase their latest products and innovations. Their stand, adorned in their trademark bold and daring colours, is always a must-visit for many attending over the weekend.

The brand will be bringing along their most prestigious ranges, including the NEW Professional White Range and Perfect White Range. The Professional White Range, which was launched in 2019, consists of Advanced Black Pearl whitening toothpaste, Advanced Silver whitening toothpaste and Advanced Sensitive whitening toothpaste.

As well as this, the brand will also be showcasing the ever popular and iconic Perfect White Range. The range consists of the first to market activated charcoal toothpaste, Perfect White Black, as well as Perfect White Gold, Perfect White Black Sen-

sitive and Perfect White Optic Blue. Two high performing gold and black mouthwashes also form part of the range which has soared in popularity and doesn't look to be slowing down any time soon.

This year, Beverly Hills Formula will ensure that all eyes are on them as they are set to launch their best ever whitening toothpaste. Set to join the Perfect White Family in 2020 is Perfect White Extreme Whitening. Their latest product offers immediate optical whitening results and perfect stain removal whilst still being kind to teeth. The ground-breaking amethyst formula provides a whitening effect that is visible after just one use whilst hydrated silica and advanced pyrophosphates ensure excellent stain removal whilst working to lighten and brighten teeth. The product offers a first to market formulation which also works off light reflection to further enhance whitening results.

Beverly Hills Formula are excited to embark on another ground-breaking and hugely successful year and look forward to kicking this off at the AEEDC Dental Exhibition. Be sure to check them out at stand SRD08 – there is truly something for everyone. [DTI](#)

DTI looks back on a successful 2019

By Dental Tribune International

LEIPZIG, Germany: There is seldom a quiet news day in the dental industry and it has been a pleasure for the DTI team to bring you, throughout 2019, the stories that mattered as well as a suite of continuing education (CE) opportunities and events. As 2020 approaches, we look back on some of the milestones that DTI reached as a publisher and industry partner during the last twelve months, and we also look ahead excitedly at what promises to be another engaging and prosperous year in dentistry.

Back in February, DTI shared with readers that the industry was in good shape. The global market for restorative dentistry products was experiencing strong growth, driven by more dental implants being placed, a higher market penetration of CAD/CAM-produced prostheses and final abutments, and thriving technological developments in segments such as intra-oral scanners and clear aligners. Dental practices were reporting smoother operations owing to advances in practice management, and the importance of oral care was increasingly being put in the international spotlight. As DTI worked to bring these developments to you in print and digital media, we had some developments of our own.

An expanding international network

The thirty-eighth International Dental Show (IDS) took place in Cologne in March and DTI held its Annual Publishers' Meeting in the scenic western German city during the build-up to the event. Over two days, 75 members of the DTI network had the opportunity to meet, share their successes and discuss the latest projects being undertaken by the publishing group. One of the highlights was an introduction to Dental Tribune Algeria, a new licence partner and the first in North West Africa, led by Dr Ouahes Aziouez. In March, DTI Algeria published the first of its quarterly French-language *Dental Tribune Algeria Edition*. The title focuses on the Maghreb region and the first issue was also the official newspaper

of this year's instalment of the Dentex Algeria dental show.

Something to Smyle about

A completely new facet of DTI's media portfolio was also revealed at the publishers' meeting: the glossy lifestyle-meets-prevention title, *Smyle* magazine. Published in collaboration with the Berlin-based Luna Media Group, *Smyle* combines lifestyle, beauty and wellness with a patient-oriented focus on dentistry and oral health.

Two issues of *Smyle* have already landed in dental offices throughout Germany, Austria and Switzerland. The next issue will hit the shelves in early 2020 and plans are being finalised for an English-language international edition.

E-learning remains a talking point

The online e-learning platform DTI Study Club was a hive of activity throughout 2019 and this format of free and easily accessible online CE opportunities for dental professionals remains one of our fastest growing platforms.

In the e-learning space, DTI also continued to work closely with dental companies on bespoke educational projects and a number of Campuses—customised e-learning platforms—were developed. A good example of developments in this segment was DTI's work with the Straumann Group: in October, the company expanded its global educational online platform, the Straumann Campus. The website now offers up to 60 webinars per year, in five languages, to its international users. The webinars are free of charge and the overall aim of the platform is to build a true global e-learning community.

Another obvious highlight from DTI's work in e-learning was the world's first 24-hour webinar in dentistry. Deriving from the EMS Swiss Dental Academy Campus, the webinar included 31 speakers from 16 countries and attracted over 15,000 participants.

In the mix at dental trade fairs

As is the case every two years, IDS dominated conversations among dental professionals in 2019—in all dental markets. Official figures released after the event confirmed its international relevance: 73% of exhibitors and 62% of visitors came from overseas, and 166 foreign countries were represented in the halls.

Over the course of the show, the OEMUS MEDIA and DTI media lounge was the scene of a number of social occasions attended by key opinion leaders, including one that honoured a man who has dedicated his life to advancing dentistry. The Channel3 Evening was attended by more than 80 industry professionals and the P-I Bränemark Award for Lifetime Achievement in Dentistry was presented for the fifth time. This year, it was awarded to Prof. Jörg Strub of the University of Freiburg in Germany. Dr Kenneth Malament accepted the accolade on behalf of the esteemed professor and he reminded the gathering of Strub's friends and colleagues that "[He] is an individual who has put his whole life into dentistry—there is simply no one like him". Malament continued, "He is the best of his generation." Being part of this recognition of Strub's achievements was a clear highlight of 2019 for the DTI team.

IDS aside, readers will agree that the wider dental trade fair calendar did not disappoint. DTI helped to keep scores of visitors and exhibitors informed with the more than 65 today show daily newspapers that were published by the DTI network during the year. Available in print and digital editions, today show dailies joined CE magazines to keep you informed.

DTI's CE magazine archive grew to include 50 different titles during the year. *CAD/CAM – international magazine of dental laboratories* evolved into a magazine dedicated to dental laboratories, and the title *digital – international magazine of digital dentistry* will focus specifically on the topic of digital dentistry next year.



DTI held its 15th Annual Publishers' Meeting from 10-11 March in Cologne. (Image: Tom Carvalho, DTI)

DDS.WORLD: the new digital marketplace

One of the most exciting developments of 2019 came in the third quarter when DTI expanded into the dental marketplace with its new online sales platform, DDS.WORLD.

DDS.WORLD has been designed to meet the needs of the entire dental team by simplifying access to the products, equipment and supplies that keep dental practices running. The portal also gives manufacturers and dealers the opportunity to list their products in a highly targeted environment and to communicate discounts and promotions to dental professionals.

Roll on 2020

One of the things that we are particularly excited about in 2020 is our expansion into the Scandinavian dental media market. From January, the new licence partner DentaNet will provide dental professionals in Denmark and Norway with local editions of Dental Tribune and much more. Various digital and print products—such as webinars on DTI Study Club in English, Danish and Norwegian—will help to tailor CE opportunities to dental professionals in both countries and the regional Dental Tribune websites in Danish and Norwegian have already been launched.

There are a number of projects yet to be revealed, so stay tuned for an even greater focus on e-learning and other educational opportunities.

ROOTS Summit 2020 is taking place in Prague from 21-24 May and the line-up of speakers, workshops, and opportunities to engage with new equipment and protocols looks very



Dr Kenneth Malament (left) accepted the P-I Bränemark Award for Lifetime Achievement in Dentistry on behalf of Prof. Jörg R Strub, with Mark Ferber (middle), founder of Channel3, and DTI CEO Torsten Oemus. (Photo: Luke Gribble, DTI)

promising. The event will bring endodontists and general dentists together and registrations are open—see the event's website for information on the programme and registrations.

DTI will be on-site at all of the major dental events next year, and our today show dailies will keep you informed at leading events, including AEEDC Dubai 2020 (taking place from 4-6 February at the Dubai International Convention and Exhibition Centre); IDEM 2020 in Singapore (taking place from 24-26 April at Suntec Singapore Convention and Exhibition Centre); and the FDI World Dental Congress 2020 in Shanghai (taking place from 1-4 September at the National Exhibition and Convention Centre).

As we stand on the threshold of a new decade, it is exciting to imagine what the '20s could hold in store for dental practice, international dental markets, dental technologies, and oral care. The DTI team would like to take this opportunity to thank all of our readers and industry partners for their continued support. We wish you and your families a happy and safe holiday season, and a "good slide" into the new year, as the saying goes in Germany. [DTI](#)

Beverly Hills Formula

PERFECT WHITE TOOTHPASTE

Cutting-Edge Oral Care Products From The Teeth Whitening Experts

Visit Stand
SRD08

- Formulated to achieve great stain removal results without damaging the enamel
- Developed to help you achieve professional results in the comfort of your home

Toothpaste Stain Removal
Leading Dental School (UK)



PROFESSIONAL
WHITE



Purity Laboratories Ltd

Unit P1/P2, North Ring Business Park, Swords Road, Cloughran, Dublin 9, Ireland. Tel: +353 1 842 6611. Info@beverlyhillsformula.com. Web: www.beverlyhillsformula.com



#beverlyhillsformula



@BHF_Whitening



Beverly Hills Formula

Midline diastema closure using the front wing technique

By Dr. Walter Devoto, Italy

About the Case

A 35-year-old female patient expressed a desire to optimize existing composite restorations on her maxillary central incisors, which had been placed 15 years previously to close her diastema. Then, a silicone key had been used for guidance. No tooth preparation was carried out, as the composite was bonded to the tooth structure.

Challenge

The surface of the restorations showed slight discolorations which were removable by pol-

ishing. The shape of the teeth was acceptable, but not perfect. A decision was made to retreat her in a non-prep, single-shade approach. The main goal was to create a more natural shape. The front wing technique invented by the StyleItaliano team was used. This approach involved freehand modeling of the vestibular part of the tooth, which was easily accessible. Afterward, material was added to the palatal side, and anatomical matrices were employed for shape optimization.

Outcome

The technique worked beautifully to close the diastema. Despite freehand modeling, it

was much easier and more precise than using a palatal silicone index. In addition to the natural shapes that were achieved, 3M Filtek Universal Restorative blended well with the surrounding dentition, making the restorative work indistinguishable. [D1](#)

About the author

Dr. Walter Devoto graduated with honors in dentistry and dental prosthesis in 1991 at the University of Genoa, Italy. He is particularly interested in the fields of conservative dentistry and esthetic



dentistry and runs his own private practices in Sestri Levante and Portofino. In addition, he is collaborating with diverse prestigious dental offices throughout Europe, which specialize in esthetic dentistry. He has worked as a teacher and demonstrator at the University of Genoa and as a lecturer at the universities of Siena and Madrid. Now, he is a lecturer at the International University of Catalonia, Barcelona, Spain, and visiting professor at the Aix-Marseille University in Marseille, France.



Case Overview



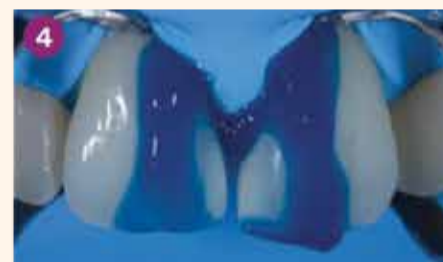
INITIAL SITUATION: 15 years after the initial non-prep treatment, the restorations were still intact, but there was room for improvement in regard to shape, especially in debris the vestibular area.



To ensure esthetic results and create favorable conditions for bonding, surfaces were roughened and discoloration and debris removed with 3M™ Sof-Lex™ Extra-Thin Finishing and Polishing Discs.



The surface was cleaned and slightly roughened for etching and bonding. The selected treatment approach worked without tooth preparation.



Enamel was etched with 3M™ Scotchbond™ Universal Etchant. After 15 seconds, etchant was removed by rinsing with water, and 3M™ Scotchbond™ Universal Adhesive was applied.



The preferred material for the single-shade technique was 3M™ Filtek Universal Restorative™ shade A1. The composite has a universal opacity and lending a chameleon effect.



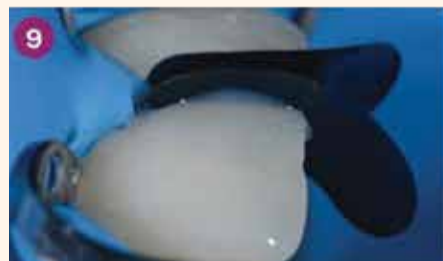
After application of the first layer of composite, the diastema was closed from the vestibular surface. Vestibular wing was filled and cured on the palatal side.



Two anatomical matrices were used to close the diastema, create natural shape and ensure tight contact between central incisors.



Matrices in contrasting colors were used. A drop of uncured flowable composite between each matrix and tooth helped hold matrix in place.



Composite material was applied to fill space between each incisor and adjacent matrix. Matrix shape helped establish tight contact points and desired anatomical form.



After light curing, composite was added from the palatal side. First matrix on right central incisor was removed.



Removal of second matrix revealed a natural shape. Composite excess was easily removed from the incisal edge.



Restoration surface was polished with 3M™ Sof-Lex™ Pre-Polishing Spiral (beige) of the 3M™ Sof-Lex™ Diamond Polishing System.



Restorations received final polish with 3M™ Sof-Lex™ Diamond Polishing Spiral (pink) of 3M™ Sof-Lex™ Diamond Polishing System.



New composite restorations blended well with natural surface of central incisors.



FINAL RESULTS: Anterior restorations were naturally shaped and virtually indistinguishable from natural tooth structure. The composite blended in perfectly with the color of the surrounding teeth.

Refer to Instructions for Use (IFU) for complete product information.

3M

Filtek™

Universal Restorative



**What if a composite
could make your
busy days easier?**

