

# DENTAL TRIBUNE

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

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March-April 2018 | No. 2, Vol. 8

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Understanding sonic-powered irrigation

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## Pierre Fauchard Academy honours new members

By Versailles Dental Clinic

On 24 February, during the outstanding meeting organised by Dr Dominique Caron, Chairman of the Pierre Fauchard Academy (PFA) for the Gulf Cooperation Council (GCC) and Medical Director of the Versailles Dental Clinic, seven new members from Pakistan and the Asia-Pacific region were inducted to the PFA.

Fellowship in the PFA is by nomination only and is designed to honour past accomplishments in the field of dentistry, and to encourage future productivity. Professional leaders select new members, based on the following criteria: contributions to dental literature, service to the profession of dentistry, and service to the general community that brings credit to dentistry.

An exciting programme designed by Dr Dominique was part of the event. Dr Caron himself delivered two lectures during which cutting-edge technologies in dentistry and new methods of enhancing the health of the population were discussed. Representatives from the company, Invisalign, demonstrated the latest iTero intraoral scanner offer-

ing a 3D model of the patient's mouth and a digital result of the orthodontic treatment, all in under five minutes. Additionally, the accelerator that facilitates the remodelling of bone to save 50% of the usual treatment time, was shown.

With support from ResMed's Narval, the participants in the event could find out more about how to significantly reduce snoring and sleep apnea symptoms and improve their patients' quality of life.

Special thanks to Dr Mohammad Altamash for his renowned support in Pakistan; Dr Armyl Banez, chairman of the Asia-Pacific region; and to the President of the PFA, Professor Richard Sawers. Also, our gratitude goes to Dr Voss who was a delight during the event and Dr Dobrina Mollova, whose outstanding reputation reaches well beyond the United Arab Emirates, all the way to Paris in France. The PFA honoured Dr Mollova, founder, owner and Managing Director of the Centre for Advanced Professional Practices in the Middle East and Africa as well as in Asia, and Director at the Dental Tribune in the Middle East and Africa, for contributing to ethics and better practice by organising



The new fellows with the board of PFA and Dr Dobrina Mollova

outstanding conferences and exhibitions, as well as training of the highest quality and standard, in the United Arab Emirates and GCC countries.

**About the Pierre Fauchard Academy**

The PFA is named after Pierre Fauchard of France (1678-1761), who is recognised as the "Father of Modern Dentistry" for raising dentistry to a pro-

fession. He wrote a book named "Le Chirurgien Dentiste ou Traité des Dents", which was the first true textbook of dentistry. The Constitution of the PFA laid out a series of objectives honouring Dr Best's focus on integrity and ethics. An objective adopted by the academy awards distinguished members and role models for their contributions to the field of dentistry. [DT](#)



Dr Caron, Chairman of Pierre Fauchard Academy (PFA) during his lecture on sleep apnea



Cedric Laiier, Manager of NARVAL-RESMED GCC and Dr Caron congratulating the new fellows

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From left to right: Dr Dominique Caron, Chairman of PFA-GCC, Dr Richard Sawers, World President of PFA, Dr Mohammed Altamash, highly important support in Pakistan, Dr Olivier Voss, representative of French Academy and Dr Dobrina Mollova, Founder, Owner and Managing Director of CAPPmea and Dental Tribune MEA



President, Richard Sawers giving new fellows their insignia and diploma

# Annual Health Awards 2018

By Dental Tribune MEA / CAPPmea

The second edition of the Annual Health Awards 2018 were held in a glittering ceremony at Grand Hyatt on 26th February 2018, Dubai, UAE. Jointly organized by Dubai Health Authority (DHA) and the Health Magazine, the event was the region's most comprehensive health awards for the healthcare sector – bringing together more than a thousand healthcare leaders from the UAE's public and private sector.

His Excellency Humaid Al Qutami,

Chairman of the Board and Director of DHA presented the awards to 35 winners in 23 categories including public and private sector organizations individuals as well as 17 legendary dignitaries recognising their pioneering roles in shaping the healthcare industry in the region. The event was also attended by all the big names in healthcare industries as well as Bollywood film stars like Sanjay Dutt. Dr Thumbay Moideen, the Founder and President of Thumbay Group, was also present. The 35 awardees were selected by a Jury headed by Dr Ajit K. Nagpal,

from over 200 nominations and applications from both public and private sectors in UAE.

Dr Shallen Verma, Specialist Periodontist and Implantologist, Head of dental department of City Centre Clinic, won the prestigious award for Distinguished Medical Specialist (individual category).

He has made the dental fraternity proud by being the only dental specialist in the specialist category to win this award. [DU](#)



Specialist Periodontist and Implantologist, Head of dental department of City Centre Clinic



## Final Programme Day 1



09:00 - 09:45

**Eric Berger, DT, France**

Aesthetic Restorations CAD/CAM: Indication and Selection of Materials



09:45 - 10:30

**Dr. Roberto Molinari, Italy**

Esthetic Digital Process: Lab Side Protocols



10:45 - 11:30

**Prof. Dr. Ahmed Adel Abdel Hakim, Egypt**

The Ultimate Esthetic Experience



11:30 - 12:15

**Dr. Francesco Garino, Italy**

The Digital Revolution with Intraoral Scanner



14:00 - 14:45

**Prof. Khaled Balto, KSA**

Digitalized Endodontics: Clinical Applications and Beyond



14:45 - 15:30

**Prof. Ross Hobson, UK**

Improving Planning and Predictability Using Digital Workflows in Ortho-restorative Cases



15:30 - 16:15

**Prof. Dr. Ahmed Adel Abdel Hakim, Egypt**

Laser Dentistry



16:15 - 17:00

**Dr. Hyun-Ki Roh, South Korea**

Making Virtual Patient for Digital Dentistry



17:00 - 17:45

**Jürgen Feierabend, MDT, Germany**

Improving Patient Care Through Modern Technology

## Final Programme Day 2



09:00 - 09:45

**Dr. Jakob Zwaan, The Netherlands**

Innovative Protocols and Products in Digital Dentistry



09:45 - 10:30

**Prof. Daniel Wismeijer, The Netherlands**

3D Printing in the Full Digital Workflow



10:30 - 11:15

**Dr. Roberto Molinari, Italy**

Esthetic Digital Process: Chairside Protocols



11:30 - 12:15

**Dr. Pawel Szuba-Paszkiwicz, Poland**

Digital Prosthodontics - Planning & Scanning Full Protocol and Case Reviews



12:15 - 13:00

**Aiham Farah, CDT, Syria**

With 100 Million Restorations Globally... Still to Learn About e.max



14:15 - 15:00

**Dr. Hyun-Ki Roh, South Korea**

Clinical Use of Surgical Guide



15:00 - 16:00

**Dr. Richard W. H. Pollock, UK**

CAD/CAM Simplified - The Complete Restorative Tool



16:00 - 16:45

**Dr. Jan Paulics, Denmark**

New ways to engage you patients and get treatment acceptance for implant surgery and guided prosthetics



16:45 - 17:30

**Dr. Eduardo Mahn, Chile**

Dynamic smile analysis, tooth form selection and the sense for esthetics

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# 3M™ RelyX™ Ultimate Adhesive Resin Cement – Posterior Crown

A case study by Dr Carlos Eduardo Sabrosa, DDS, MSD, DScD featuring 3M™ RelyX™ Ultimate Adhesive Resin Cement.



Fig. 1: Initial Situation with a molar tooth in need of endodontic treatment and subsequent crown placement.

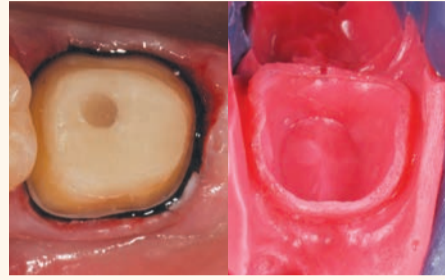


Fig. 2: Tooth preparation after post placement and core build up with a low shrink composite. Retraction in place. Impression with polyether impression materials.



Fig. 3: Temporization with 3M™ Protemp™ 4 Temporization Material.



Fig. 4: Fabrication of Lithium disilicate crown (IPS e.max® CAD).



Fig. 5: Tooth preparation after removal of the temporary restoration and mechanical cleaning of the tooth (e.g. pumice paste). Note the healthy gingiva.



Fig. 6: Tooth preparation after rubber dam placement for isolation.



Fig. 7: Apply 3M™ Single Bond Universal Adhesive to the bonding surface rubbing it in for 20 seconds.

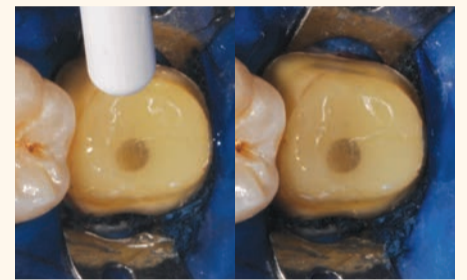


Fig. 8: Gently air thin adhesive with oil-free air for five seconds until the solvent is evaporated and no more ripples are observed.

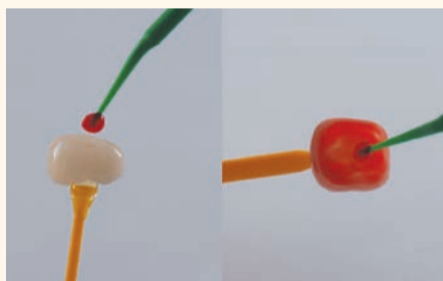


Fig. 9: Etch the crown with hydrofluoric acid after try in and rinse with water. Air dry with oil-free air.

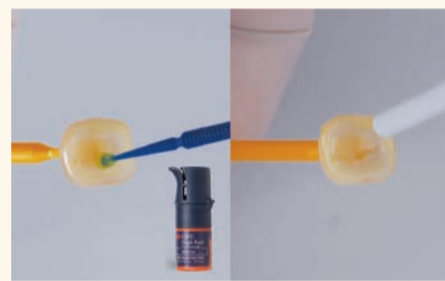


Fig. 10: Apply 3M™ Single Bond Universal Adhesive to the bonding surface and rub it in for 20 seconds. Air thin with oil-free air for 5 seconds until the solvent is evaporated and no more ripples are observed. Avoid pooling.



Fig. 11: Dispense 3M™ RelyX™ Ultimate Adhesive Resin Cement directly into the crown. Firmly seat the crown under finger pressure.

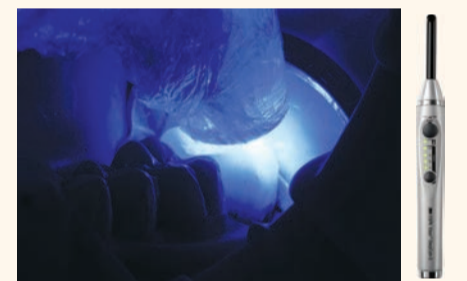


Fig. 12: Tack cure for 1-2 seconds. (!) Tip: Do not exceed recommended tack cure time, otherwise clean-up will be difficult. For a controlled time, use 3M™ Elipar™ S10 LED Curing Light or 3M™ Elipar™ DeepCure-S LED Curing Light tack curing function.



Fig. 13: Remove excess cement with a scaler. (!)Tip: Hold the crown in place.



Fig. 14: Light cure for 20 seconds per surface. Finish and polish as needed.



Fig. 15: Immediate final clinical situation.



Fig. 16: Beautifully healed gingiva after three months.

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© 3M 2018. All rights reserved. Dr Sabrosa has received an honorarium from 3M Oral Care.



**Dr Carlos Eduardo Sabrosa, Brazil**

Dr Sabrosa is an Associate Professor at the State University of Rio de Janeiro Dental School. He received his DDS in 1992 from the State University of Rio de Janeiro Dental School and the Clinical Advanced Graduate Studies (CAGS) in Prosthodontics from Boston University Goldman School of Dental Medicine in 1996. He earned the Steven Gordon Research/Clinical Award in 1995 and 1996 and the Tylman Research Grant Award in 1993 from the American College of Prosthodontics. Dr Sabrosa also received his MSD and DScD in Prosthodontics/Biomaterials from Boston University Goldman School of Dental Medicine in 1997 and 1999 consecutively. He has a private practice, focused in Oral Rehabilitation and Implantology, in Leblon, Rio de Janeiro, Brazil.

## 3M Oral Care at AEEDC, Dubai, 2018

### By 3M

On 6-8th of February 3M Oral Care took part in AEEDC 2018 and welcomed visitors from different countries at the booth to share the most up-to-date scientific information and 3M procedure solutions for dental and orthodontic professionals. Several Procedure Areas dedicated to Dental and Ortho products were designed to demonstrate the most unique features of 3M products to the visitors.

The Direct Procedure area was equipped with MARC® patient simulator allowing to provide the real-time analytical feedback for 3M™

Elipar™ DeepCure S curing light performance with the combination of Filtek™ Z350XT Universal nanocomposite or Filtek™ Bulk Fill Posterior restorative.

The Indirect Procedure area was dedicated to 3M dental cements which dental professionals around the world have relied on for nearly 50 years. And as a visualization of the outstanding performance, 3M™ RelyX™ U200 Self-Adhesive Resin Cement, the world's most clinically proven self-adhesive resin cement, was selected to demonstrate the bond strength to zirconia using special device with the weight exceeding 20 kg – with no failure in 3 consecutive days!

In the Orthodontic procedure area Clarity™ Advanced ceramic brackets, Victory™ series metal brackets complemented with APC™ Flash-Free adhesive coated appliance solutions, which altogether allow to grow orthodontic practice with esthetics and efficiency, were demonstrated.

In the Educational Area doctors

could test various dental and orthodontic products and during the live product demonstrations, which were carried by 3M Scientific Affairs and Educational Manager Dr Rasha Ahmed, they had chance to learn more about the peculiarities of cementation, impressing and direct procedures. And at the Interactive photo shooting area visitors enjoyed taking live photos which were instantly shared via email with the participants.

For more details please contact 3M Gulf at [www.3MGulf.com/espe](http://www.3MGulf.com/espe)



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# W&H supports everyday heroes

## By W&H

W&H's new image campaign "From a patient to a fan" will be turning a spotlight on dentists and dental professionals. These everyday heroes ensure their patients are in safe and reliable hands whatever the treatment situation. They show great dedication to their work and time and again 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's why they are always gaining new fans and succeed 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 results. W&H supports the practice team in its daily tasks and, with its innovative product portfolio, is a cornerstone of its success. "The daily challenges faced by the practice team are our motivation. As a solutions provider, our products help ensure that the workflow in the dental practice is as smooth as possible", states W&H Managing Director Peter Malata.



Fig. 1: Dr X. Pert  
Because you always know what to do!

From a patient to a fan.  
With first-class dental solutions from W&H for every challenge.

"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."



Fig. 2: Dr Sue Perstar  
Because your career is your calling!

From a patient to a fan.  
With first-class dental solutions from W&H.

The new campaign aims to portray W&H in an eye-catching manner and to 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 become the living embodi-



Fig. 3: W&H Managing Director Peter Malata

ment 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.

Together we make it happen: the new W&H image campaign will be on show across all W&H channels from March 2018. [DT](#)

## Single visit dentistry: Solving dentists' needs

### By Dentsply Sirona

Successful dentists are business thinkers and doers. They invest to achieve their treatment goal in the best way possible, thereby also increasing the cost effectiveness of their practice. They also meet patients' needs using modern treatment methods and, in doing so, secure their competitiveness. Many of these dentists rely on CEREC.

We decided to ask four dentists what is most important to them in daily practice, to see how CEREC can aid them and become the perfect partner for clinical success.

#### Cost-Effective Work

##### The Need

It's important to me that the practice is successful in the long term. Success today does not guarantee success tomorrow. I am aware that I have to make investments and safeguard the capacity of my practice and my practice laboratory. In this

regard, I want to be convinced that I am using future-proof technologies.

#### Modern dentistry requires a practice with modern equipment – but it has to make sense financially.

For all our passion for the job and the desire to continue improving the treatments we give our patients, purchasing modern equipment for the practice and the associated practice laboratory is an investment that has to pay for itself and yield a profit.

#### CEREC Solving The Need

- Single-visit dentistry is valuable to patients: 50% of patients are prepared to pay more, two-thirds would consider traveling further, and another two-thirds of patients would even change their dentist. 85% of patients want single-visit dentistry. With CEREC you meet this need.  
- You have full quality control of the whole process, from scanning to completed restoration leading to clinically reliable results and no expensive surprises.

- CEREC increases your profits as you manufacture in-house!  
- CEREC allows you to expand your range of indications: restorations, implantology, and orthodontics – equipping you for the future.

#### A Modern Practice

##### The Need

Patients want to know they are being treated with modern methods  
Patients react positively when they sense that their dentist is moving with the times, especially in this digital age.

#### The design of a practice creates more than just an initial impression

Patients feel at ease in a stylish environment and are much more open to treatment proposals, particularly of an aesthetic nature. The design influences the success of the practice.

#### My patients should be able to trust me in every respect

Trust is created when they can be sure that my manual skills are combined with the latest technology.

#### CEREC Solving The Need

- CEREC represents modern dentistry. CEREC treatment will more than meet your patients' expectations of modern treatment and increases trust.  
- Set yourself apart from the

competition with CEREC. Other dentists in your area also carry out good work. CEREC and the associated patient benefits as well as the other options give it its unique selling point.  
- With CEREC you will be considered an innovative, modern, and advanced dentist.

#### Focus On The Patient

##### The Need

Patients should enjoy going to the dentist

These days it is rare that my patients only come to me when they are in pain. They come for check-ups, prophylaxis appointments, and for aesthetic problems.

#### My patients should feel at ease – this is important to me in my practice.

In order to make the treatment as comfortable as possible for my patients, I invest in modern practice fittings: comfortable chairs, soothing music during the treatment or in the waiting room, gentle anesthetic, and treatment methods that minimize stress for our patients.

#### CEREC Solving The Need

- Give your patients a more comfortable treatment with CEREC. The digital impressions replace the uncomfortable tray impression, annoying temporaries can be avoided, and your patient is given anesthetic only once.  
- With CEREC you can optimally integrate your patients into the treatment. Digital planning of the restoration allows the patient to see what will be done, thereby creating transparency. The patient can also watch you grind/mill the planned restoration.

#### Enjoy The Craftsmanship

##### The Need

Work with skill in a small space

Working with manual dexterity in a space as small as the oral cavity is something of an art. It is very challenging but exciting and I enjoy it.

#### Further develop your manual dexterity

Dentistry is changing – new materials, new methods, changing patient needs. Continuously exploring and improving my own skills keeps my job exciting.

#### I value the diversity in my job

Every patient is different and presents the dentist with different tasks. It is good to know if you can give a suitable (treatment) answer to almost every question. It is up to you to keep this up by continuously adding to your treatment spectrum.

#### CEREC Solving The Need

- With CEREC, you can increase the craftsmanship of your work, making it all the more enjoyable. This enjoyment carries over to your practice and your patients.  
- Showcase your own skills in prosthetics. With CEREC, you are responsible for the quality of your results.  
- Expand the range of indications with CEREC, for example, in implantology. With CEREC you can scan, design, mill, and place implants all in a single visit. You can map the entire implantology process in your practice and place implants on your own. [DT](#)

#### References

1. Exevia GmbH – German dental patient survey, November 2015.  
Source: <https://www1.dentsplysirona.com/en/solutions/topics/single-visit-dentistry-with-cerec>



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By Kulzer

## More gain, less pain

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you. It allows greater control and accuracy during application. Its unique green colour makes it easy to apply, easy to detect and easy to rinse clean.

GLUMA Desensitizer – Two styles, one solution against hypersensitivity. [DTI](#)

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GLUMA® Desensitizer

# BEAUTIFIL II LS

By Shofu

Beautifil II LS breaks new ground in direct resin technology with its extremely low polymerization shrinkage and related stress while exhibiting superior aesthetics, optimal mechanical properties, ease of handling and polish, lasting natural lustre and remarkable abrasion resistance for universal application.

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match for a wide spectrum of simple to complex, challenging cases.

Beautifil II LS exhibits additional anti-plaque benefits and sustained fluoride protection to all your restorations. [DTI](#)

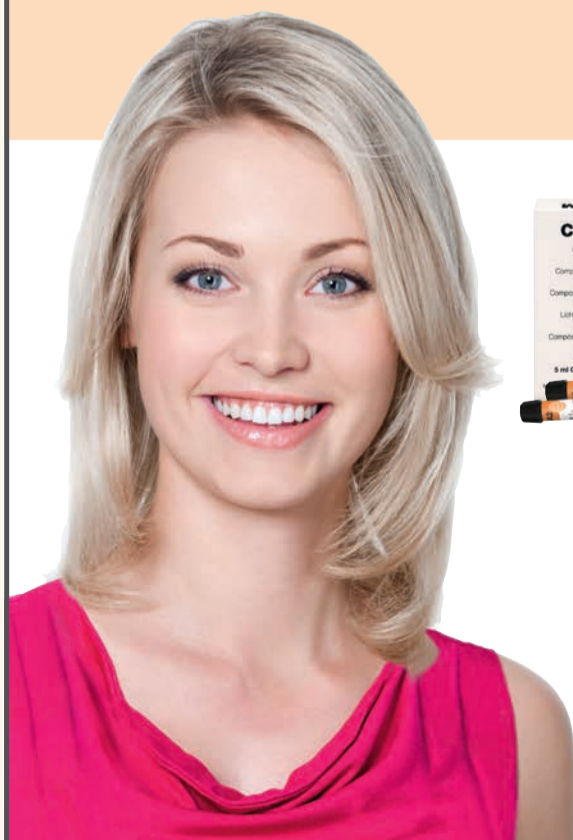
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# Ivoclar Vivadent's growth continues

By Ivoclar Vivadent AG

Ivoclar Vivadent ended the 2017 business year with a turnover of 809 million Swiss francs. Sales increased by 4.5% compared with 2016. The growth rate in local currencies amounted to 3.3%.

Ivoclar Vivadent sales rose by 1.5% in Europe and 3.9% in North America. Two-digit growth (14.7%) was achieved in Latin America, while Asia/Pacific saw an increase of 9.7%. The strongest growth was registered in Brazil, Greater China, Russia and Mexico with over 20% each. "We are very pleased with this performance, but this trend is not new," comments CEO Robert Ganley. "The company has been investing in the emerging markets with much success for many years."

## Several growth drivers

The products and systems focused on dental practices continued to be the growth drivers. The categories of Direct Restoratives and Professional Care grew by a combined rate of 7%. Sales of restorative materials increased by around 4% and the turnover of clinical accessories rose



Ivoclar Vivadent significantly increased its turnover in 2017

significantly (27%). Furthermore, the category of Fixed Prosthetics showed considerable growth where sales increased by almost 6%. Apart from the All-Ceramics segment, the cementation products recorded par-

ticularly strong growth rates in this category.

## 129 new full-time positions

At the end of 2017, the Ivoclar Vivadent Group had 3,596 full-time

employees worldwide. A total of 129 positions were added during the year. The new job opportunities were created in various subsidiaries and regions including recent acquisitions.

## Outlook for 2018

In 2018, Ivoclar Vivadent will again focus its efforts on the market expansion and the development of digital technologies for the benefit of dentists and dental technicians. The extensive range of CAD/CAM products introduced under the new Ivoclar Digital brand at the International Dental Show (IDS) in 2017 will continue to play a major role. Mr. Ganley summarized the company's digital direction: "As one of the recognized global leaders in esthetic dental solutions we are now driving the development of digital esthetics. It is an exciting time to be in the dental industry".

## Renewed multi-million investments planned

Ivoclar Vivadent plans to invest around 82 million Swiss francs in projects around the world in 2018. Thirty-nine million Swiss francs are earmarked for investments at the company headquarters in Schaan, Principality of Liechtenstein. Furthermore, several of the company's production facilities will be expanded and upgraded. [DT](#)

# Professional germ control for high caries risk patients

By Ivoclar Vivadent AG

The protective varnish Cervitec Plus is available again

Cervitec Plus is a protective varnish containing 1% chlorhexidine and 1% thymol. The varnish offers professional germ control in cases of high caries risk. It provides advanced protection for susceptible areas and is therefore suitable for maintaining the high quality of precision restorations. The protective varnish is now available again.

The Cervitec Plus varnish system features a clinically proven combina-

tion of active ingredients, including chlorhexidine and thymol. It protects exposed root surfaces and reduces the bacterial activity on teeth. The clear varnish is applied exactly where it is needed. Teeth and dental restorations receive long-lasting protection.

## Advanced protection for risk areas

Cervitec Plus offers advanced protection for particularly susceptible areas: for example, exposed root surface, proximal surfaces and areas around implant-supported restorations as well as crowns and bridges.

## The product family is complete

The protective varnish enhances the Cervitec family of products, which includes the protective varnish Cervitec F, the oral care gel Cervitec Gel and the mouthrinse Cervitec Liquid. All the mentioned products significantly contribute to keeping teeth, crowns, bridges, implants and removable dentures in good condition for a long time.

Cervitec Plus is available in an economical dispensing tube as well as in individual single dose units. [DT](#)

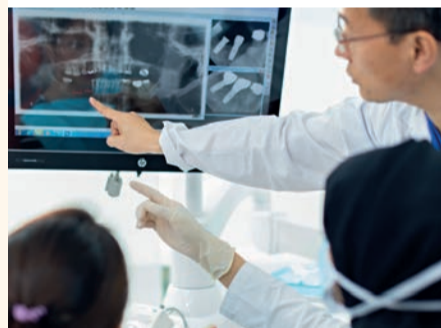
Cervitec® is a registered trademark of Ivoclar Vivadent AG.



Cervitec Plus: Tube and single dose unit with applicator

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