

# DENTAL TRIBUNE

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## Marketing cooperation agreement between King's College London and CAPP Events & Training signed

By Dental Tribune MEA / CAPPmea

CAPP has been appointed by King's College London as a marketing partner for the Fixed & Removable Prosthodontics MCLinDent programme. The four-year, blended learning programme is complemented with face-to-face training blocks in Dubai, UAE. The master's degree programme is delivered and awarded by King's.

The Fixed & Removable Prosthodontics MCLinDent is a comprehensive restorative dentistry master's level programme, designed to advance skills in complex multi-disciplinary dental problems. A key feature

of this innovative blended learning programme is the face-to-face teaching block which takes place in each of the first three years. Students can choose to attend this in either London or Dubai, at state-of-the-art clinical training facilities in both locations. Designed for practicing dentists, students will use the skills learned in their own practice throughout the course. This course is mostly delivered online, so students can study anywhere in the world with minimum disruption to their

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professional and personal life while benefitting from world-class teaching.

The course director is Professor Brian Millar, Professor of Blended Learning in Dentistry at King's College London and Consultant in Restorative Dentistry. He is a specialist in Prosthodontics and in Restorative Dentistry with 42 years' experience in clinical practice.

The signing of the Agreement was completed online by Professor Mike

Curtis, Executive Dean of the Faculty of Dentistry, Oral & Craniofacial Sciences representing King's, and Petar Mollov, Marketing Director and Shareholder representing CAPP Events & Training.

Further information about the Fixed & Removable Prosthodontics MCLin-Dent can be found on the following website:  
<https://www.kcl.ac.uk/study/post-graduate/taught-courses/fixed-and-removable-prosthodontics-mclin-dent>

### More About King's College London

King's College London's Faculty of Dentistry, Oral & Craniofacial Sciences is one of the foremost dental schools in the world. Recently ranked first in the world in dentistry by the QS World University Rankings 2020, the Faculty aims to maximise impact on health and wellbeing by integrating excellence across four areas:

- Education / teaching
- World-class science
- Clinical approaches
- Patient care

The Faculty's mission is to understand disease, enhance health and restore function. Their vision is to be world leading in dental, oral and craniofacial education, research and clinical care.

The Faculty's international reputation attracts students and staff from across the globe. The largest dental academic centre in the UK, they teach over 700 undergraduate students, 140 graduate taught students, 300 distance learning students and 110 graduate research students. The Faculty is shaped by a diverse student and staff population which adds strength to its standing.

The faculty has over 85 academic staff and is organised into three research priority areas:

1. Development, Regeneration, Repair & Tissue Engineering
2. Immunity, Infection & Host-Microbe Interactions
3. Clinical, Translational & Population Health
4. The research areas complement the teaching and clinical service initiatives.

As well as excellent research facilities, the Faculty has internationally recognised education programmes. With highly skilled teachers and supervisors, there are exceptional facilities, including access to over 300,000 patients each year across world-famous hospitals, Guy's & St Thomas', and King's College Hospitals for hands-on clinical training. They are one of the most comprehensive dental academic health science centres in Europe.

Further details of the faculty may be found on its website: [www.kcl.ac.uk/dentistry](http://www.kcl.ac.uk/dentistry) **DT**



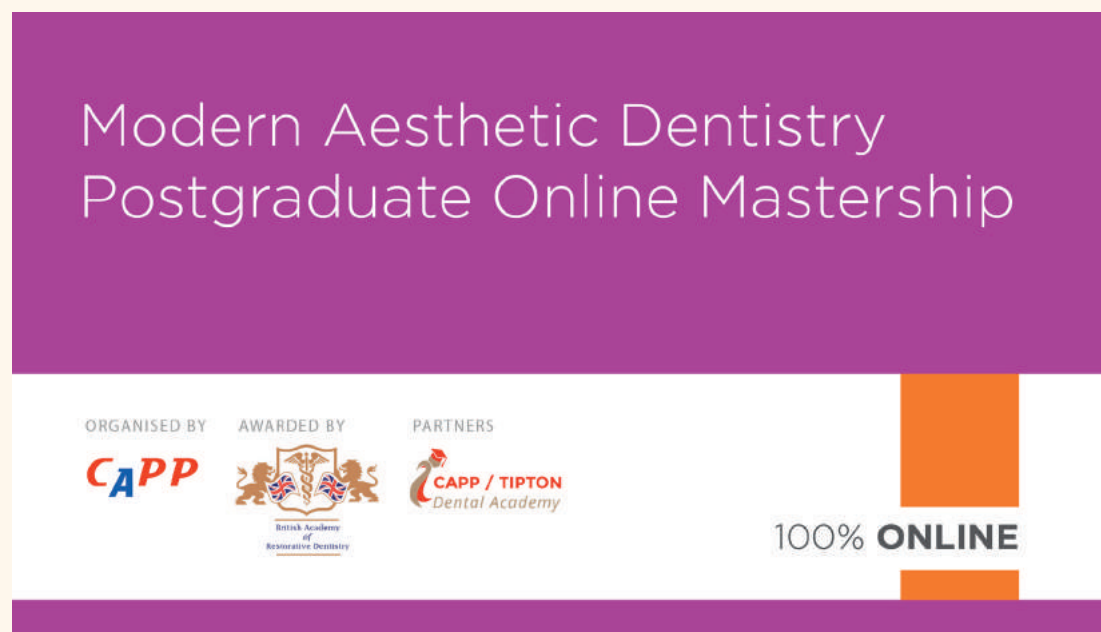
# CAPP in partnership with BARD launches its first ever 100% online post graduate programme

The Modern Aesthetic Dentistry Postgraduate Online Mastership delivers the highest quality education online giving the opportunity to the participants to learn the latest tips and tricks in aesthetic dentistry and apply them instantly in a real life clinical setting

By Dental Tribune MEA/CAPPmea

The Mastership is delivered virtually and therefore it is 100% free from travel and the participants will learn from the comfort of their own home.

The online programme is split into 9 modules and covers Treatment Planning, Smile Design, Composites Tooth Preparations, Veneers, Occlusion, Digital Dentistry, Orthodontics and Facial Aesthetics Botox & Fillers. Power-learning short sessions is a new key element to get across educational materials to everyone in a simple, quick and understandable manner. Therefore, the classes are short and focused (30-60 min each), so that everyone attending can always fit them into their busy daily schedule. The programme targets GP Dentists, Dental Students, and other Specialist Dentists. In addition the Modern Aesthetic Dentistry Postgraduate Online Mastership is accredited by American Dental Association (ADA C.E.R.P) with regards to CME points. The course is non-commercial and non-sponsored educational programme. The speakers are not sponsored or have any commercial interests with any company. The programme delivers only high quality and evidence-based education.



The programme faculty lead is Prof. Paul Tipton from the UK who is an internationally acclaimed Specialist in Prosthodontics and has worked in private practice for more than 30 years. He is the President of the British Academy of Restorative Dentistry (BARD) and is the founder of Tipton Training Ltd, and the author of over one 100 scientific articles for the dental press.

The Online Mastership degree is awarded by the British Academy of Restorative Dentistry (BARD). After completion of this programme, the participants will have the possibility to join the face-to face Restorative Aesthetic Dentistry Certificate & Diploma in Dubai, UAE. The payment for the online programme will be deducted from the total amount paid for the face-to-face programme. **DT**

For further information, please contact:

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# Ivotion Digital Denture solution wins 2020 ACP Product Innovation Showcase Award

By Ivoclar Vivadent AG

Ivoclar Vivadent's Ivotion Digital Denture System was awarded the 2020 American College of Prosthodontics (ACP) Annual Session Innovation Award at the ACP 50th Annual Awards Ceremony November 6, 2020.

Held virtually November 1-7, 2020, the ACP Annual Session "Evolutions and Revolutions in Prosthodontics" showcased the latest dental products and materials from 11 companies in its virtual Product Innovation Showcase. Attendees were invited to explore each of the latest product innovations on display by exhibitors and vote on which stood out as their favorite. Attendees chose the Ivotion Digital Denture System as the top choice.

"This is a wonderful accomplishment and a testament to the innovation of our organization," said Dr. George Tysowsky, Senior Vice President of Technology and Professional Relations. "The American College of Prosthodontists is a highly respect organization that guides dentistry around the world. We are very appreciative of this honor."

The Ivotion Digital Denture System is a revolutionary complete digital workflow for the production of high-quality, removable prosthetics. Combining the Ivotion bicolored single monolithic milling solution with the PrograMill milling unit, Ivotion offers seamless and efficient production of upper and lower dentures in a single uninterrupted milling process. The Ivotion monolithic disc combines high-quality PMMA cross-



linked tooth material with a premium denture base material in a single bicolored milling disc for fast and predictable production that eliminates the time-consuming manual tooth-bonding process. The Ivotion disc's Shell Geometry three-dimen-

sional dental arch structure defines the transition between the tooth and base sections of the milling disc for a stress-free, high strength, and homogenous transition. The exclusive Ivotion CAD design integrated into the 3Shape Dental System 2020 CAD

software allows full patient-specific customisation of the removable prosthetic to meet patient needs. The denture arch milled in the PrograMill milling unit requires only polishing before delivery. [DT](#)

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By Mectron Spa

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## Revolutionize workflow with Beautiful Injectable X



By SHOFU

Shofu's next generation universal bioactive injectable composite – Beautiful Injectable X streamlines restorative workflow by offering "Inject as you Shape" convenience that saves time and boosts efficiency. Unique NST technology imparts remarkable strength, durability with predictable aesthetics. Proprietary nano S-PRG fillers impart anti-plaque and anti-carries benefits for additional protection and clinical longevity.

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at the restoration site. Use of custom-made, transparent disposable Barrier Sleeves with the ergonomically designed Beautiful Injectable X syringe enhances cross infection control during restoration. Special syringe design prevents oozing and minimal residual paste in the tip for greater savings.

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Beautiful Injectable X comes in 2 distinct viscosities (2.2 gm syringe):  
– Beautiful Injectable X – Universal Restorative  
– Beautiful Injectable XSL – Self-leveling high strength Flow [DT](#)

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# CEREC Primemill now even more versatile and comfortable for excellent in-house milling quality

By Dentsply Sirona

A new update for the CEREC system: The CEREC Primemill milling and grinding unit, which was introduced one year ago, continues to win over users with its quick and easy fabrication of chairside restorations. Dentsply Sirona constantly strives to improve its solutions by taking advantage of initial feedback from its customers. With a few additions, CEREC Primemill now delivers even more added value to the entire CEREC workflow in terms of materials, performance and ease of use.

CEREC Primemill took the CEREC system to a new level of quality when it was launched one year ago: Chairside dentistry is now faster, offers a wide range of materials, is easy to work with and ensures excellent results. CEREC users in around 50 countries are already taking advantage of the benefits of working with the new unit.

Dentsply Sirona recently introduced the CEREC SW 5.1.3 update, which includes 17 newly validated materials for the CEREC Primemill including PMMA for surgical guides and bridge blocks for grinding processes. With this update 49 different materials from nine different manufacturers are now validated for the unit. Restorations can now be made with ease from a wide range of materials including feldspar, hybrid and glass ceramics, lithium disilicate ceramics, zirconia, PMMA and composites.

Through these enhancements, the company has improved the ease of use, functionality, and stability – based on valuable insights gained from an intensive feedback exchange with the first users. The results were essentially achieved by updating the software. The close cooperation with our partners in dental offices pays off, especially with new technologies, and helps to optimise new product solutions for daily use in practice. The update requires a pre-installed version of CEREC SW 5.1.2.

For new CEREC users, CEREC Primemill, and in particular the zirconia workflow, represents an excellent start to the chairside treatment. Dr.



The all-new CEREC grows with its possibilities: The milling and grinding unit CEREC Primemill is now even more versatile and easy to operate.

Petra Volz, dentist from Garmisch-Partenkirchen (Germany), became a CEREC user in 2019. She reports that the new CEREC is a real asset for her practice: "I always want to offer my patients masterly dentistry at the highest level of dental technology. The entire CEREC system including CEREC Primemill is a perfect example of this. My patients are delighted with how quickly they can be provided with a zirconium crown, for example, and only need to come to the practice once. This is currently very important to many patients."

## CEREC Primemill offers excellent results, quickly and easily

The feedback provided by customers shows that CEREC Primemill helps advance treatment quality, particularly in terms of accuracy, speed and ease of use. Users report that from their experience they can arrange patient appointments differently because the workflow has become much faster. This is also supported

by the fact that work steps that do not take place directly on the patient can be delegated. Ultimately, dentists gain more exclusive time for their patients to make them feel comfortable.

For Dr. Josef Kunkela, dentist from Jindřichův Hradec (Czech Republic), there are two aspects in particular that convince him about CEREC Primemill: remarkable accuracy and precision in the occlusal fit and an aesthetic result that is virtually impossible to distinguish from the natural tooth. "I achieve these aspects with CEREC Primemill. I see impressive results along the margins and a smooth surface. And all of this is accomplished at a surprising speed."

Dr. Karyn Halpern, a dentist from Port Jefferson (New York, USA), can hardly imagine everyday practice without CEREC Primemill: "Thanks to new tools and improved technology we experience a smart workflow with a really fast milling process. The

CEREC Primemill allows a full-surface glass-ceramic crown to be fabricated chairside in a single session very quickly and efficiently while meeting high aesthetic demands."

## Further improving profitability with CEREC

In addition to the developments in the clinical area, there are also advantages in profitability. These include saving time in the grinding and milling process itself compared to previously available units. With CEREC Primemill, restorations, especially those made of zirconia, can be milled even faster thanks to new tools and improved technology, which ultimately also has a time saving impact on the entire workflow. The ability to grind or mill restorations with high accuracy and precision including the milling of zirconia crowns in Super Fast mode in as little as about five minutes opens the door for even more efficient fabrication of ceramic restorations.

CEREC Primemill has also received the Red Dot Design Award for Product Design in 2020. The jury was particularly impressed with the dynamic design and the intense black-and-white contrasts highlighting the efficiency and precision of the grinding and milling machine. The Red Dot Award is one of the most prestigious design competitions in the world.

"We have developed another component of the CEREC system and thereby established a new setup that is seamlessly integrated – both in terms of design and functionality," said Dr. Alexander Völcker, Group Vice President at Dentsply Sirona CAD/CAM. "We are proud of our CEREC Primemill grinding and milling unit because it is both perfect for the present and prepared for what we have planned – we have just shown this by adding further features with the newest update. This system simply grows with its possibilities and is ready for the new dimension – the all-new CEREC." <sup>DT</sup>



Dr. Petra Volz: The CEREC system with its clear and easy-to-use workflows is a perfect fit for my practice, and my patients appreciate my new CAD/CAM treatment offering.



Dr. Josef Kunkela is impressed by the processing speeds and accuracy of the restorations.



Dr. Karyn Halpern can hardly imagine her practice without CEREC Primemill. The milling and grinding unit revolutionized her workflow once again.

For more information about the full Dentsply Sirona portfolio, please contact your local representative

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# A new, fresh design in soft-tissue retraction

By Tanna Bowen, USA

While all patients do their best to maintain good dental hygiene, a long dental procedure is nearly inevitable. The cheek retractors needed for lengthy chair time—and the resulting anxiety, muscle fatigue, and pinching—are just not up to the task. There are a lot of patients who can finally opt for a better experience.

If presented with the Umbrella soft tissue retractor, a patient need not cringe to prepare for insertion. Whether it's orthodontic adjustments, tooth extractions, or a full set of veneers: the relief will be. Patients will feel it was fitted just for them.

"Some retractors ask too much from the muscles, the ligaments, and at the end of the procedure you get this fatigue," says Dr. Rafael Beolchi, DDS, MSc, of São Paulo, Brazil. "There is no muscle fatigue with Umbrella."

## A clinical viewpoint

Dr. Beolchi has encountered countless cheek retractors during his more than 20 years of experience in aesthetic and cosmetic dentistry. "When we're relaxed our teeth are not in contact. Our relaxed position in the mouth is when the mandible is open maybe 2–3 mm. Periodontal ligaments are not being stimulated which is good, and all the muscles are relaxed." The innovative design of Umbrella immediately convinced him—because it mimics that relaxed posture for the patient.

"[...] I usually take baby steps when I test a new product. But I had a big case (etching, bonding, composite, etc.) where I used Umbrella and this case was huge—six upper anteriors, six lower anteriors—full veneers in one single day. The patient went from eight in the morning until noon, took a lunch break, then from maybe 2:00–7:00 p.m. So, the patient was with Umbrella for a total of nine hours... It was very, very

comfortable for the patient and very, very stable."

Dr. Beolchi goes on to explain, "In the first years of dental school, in clinical teaching, the first thing I learned was that the mouth is the most tactile region we have. It is natural for the patient to keep on pushing with the tongue—to feel and react. Umbrella is one of the few retractors that a patient doesn't fight. [...] It is not an unconscious threat and I haven't seen gagging in my patients."

## Years of development

Alleviation of gagging is a significant win for any doctor. Patients have that instinctual reaction; and it calls for an instinctive solution.

The balance of easy placement with carefree stability—so the patient has a serene, relaxing experience—is no meager task. It took years of work by Ultradent's R&D team to replicate an architecture that adapts to different anatomies. That's what gives the instant custom feel when placed.

Plus, an Umbrella retractor opens the space between the teeth, lips, and cheeks in a way that encourages saliva to accumulate away from dentition—thus improving access for HVE and decreasing concern of contamination.

"There is room for everything you need; it is open, it is wide, so it's easy to do suction," Beolchi says, noting the additional benefits of Umbrella retractor's built-in tongue guard: "And another thing the awesome, awesome tongue retractor it comes with—we didn't even notice it at first. It was that comfortable for the patient." The tongue guard on the Umbrella retractor was of particular importance when the R&D team was approaching design.

Patients often comment that they don't know where to place their tongue; and clinicians end up fight-



ing the tongue during the procedure. The Umbrella retractor's tongue guard guides the patient's tongue into place, eliminating any confusion.

## Ease of Placement, Easy on the Patient

The Umbrella soft tissue retractor offers stable access, easy placement, and extreme comfort. A perfect balance.

"Most practicing dentists will take care. It is only good for me if it is good for the patient. The procedure flows—it becomes a joyful procedure. It becomes a pleasure in doing if it is calm," Beolchi says. "All of the retractors on the market are disrespectful for the mouth. This one isn't. Umbrella asks nicely and, better than that, it's like a spa session. Because at the end there's no problem. It was nothing."

Patients no longer have to feel the anxiety of opening wide—there's a cheek retractor that respects the mouth and the access needs of the clinician. [DT](#)



*The Umbrella soft tissue retractor has been developed for the caring clinician. It's a more comfortable retraction for your patient and maintains optimal, stable access to the working environment.*



For more info about new Umbrella retractor, please contact your exclusive distributor in your country  
[sophia.yadi@ultradent.com](mailto:sophia.yadi@ultradent.com)

# HuFriedyGroup hosts virtual brand introduction to over 400 distribution partners

Kickoff event celebrates the coming together of Hu-Friedy with existing Cantel Dental Brands to form HuFriedyGroup

By HuFriedyGroup

On January 13, 2021, HuFriedyGroup held a digital kickoff event to officially launch their new brand to over 400 distributor partners throughout Europe, the Middle East, and Africa. At the event, Andy Xilas was also formally introduced as the new President of HuFriedyGroup effective January 1, 2021.

As the Dental Division of Cantel Medical, HuFriedyGroup is the result of a careful brand integration process bringing together Crosstex, Omnia, Accutron, SPSmedical, Palm-ero Healthcare, J&J Instruments, and

Hu-Friedy following the acquisition of Hu-Friedy by Cantel Medical in late 2019. Cantel Medical acquired Hu-Friedy in order to provide the dental industry with a "Complete Circle of Protection," and the HuFriedyGroup brand represents the culmination of those efforts by combining all product and service offerings under one roof.

At the recent digital event, distribution partners were provided the opportunity to "virtually meet" members of the HuFriedyGroup and Cantel Medical executive teams

through a talk show format in addition to attending two keynote speaker sessions focused on the future state of the dental industry post-COVID-19.

Keynote speaker Dr. Tali Chackartchi, Member of Department of Periodontology, Hebrew University, Hadassah Institute of Dental Medicine, provided an overview of the challenges of practicing in a pandemic from the dentist's point of view, while PhD Professor Bernd Schmitt, Faculty Director, Center on Global Brand Leadership at Columbia Business School,

discussed customer behavior changes in 2021 and beyond.

Fabio Molinaro, VP & Commercial Managing Director of HuFriedyGroup EMEA remarked, "As the new HuFriedyGroup, we are uniquely positioned through our expertise on products and solutions to emerge as an essential global partner in the area of infection prevention within the dental community. Holding this event digitally provided us with an opportunity to present the new brand, vision, and strategy behind HuFriedyGroup to our EMEA distri-

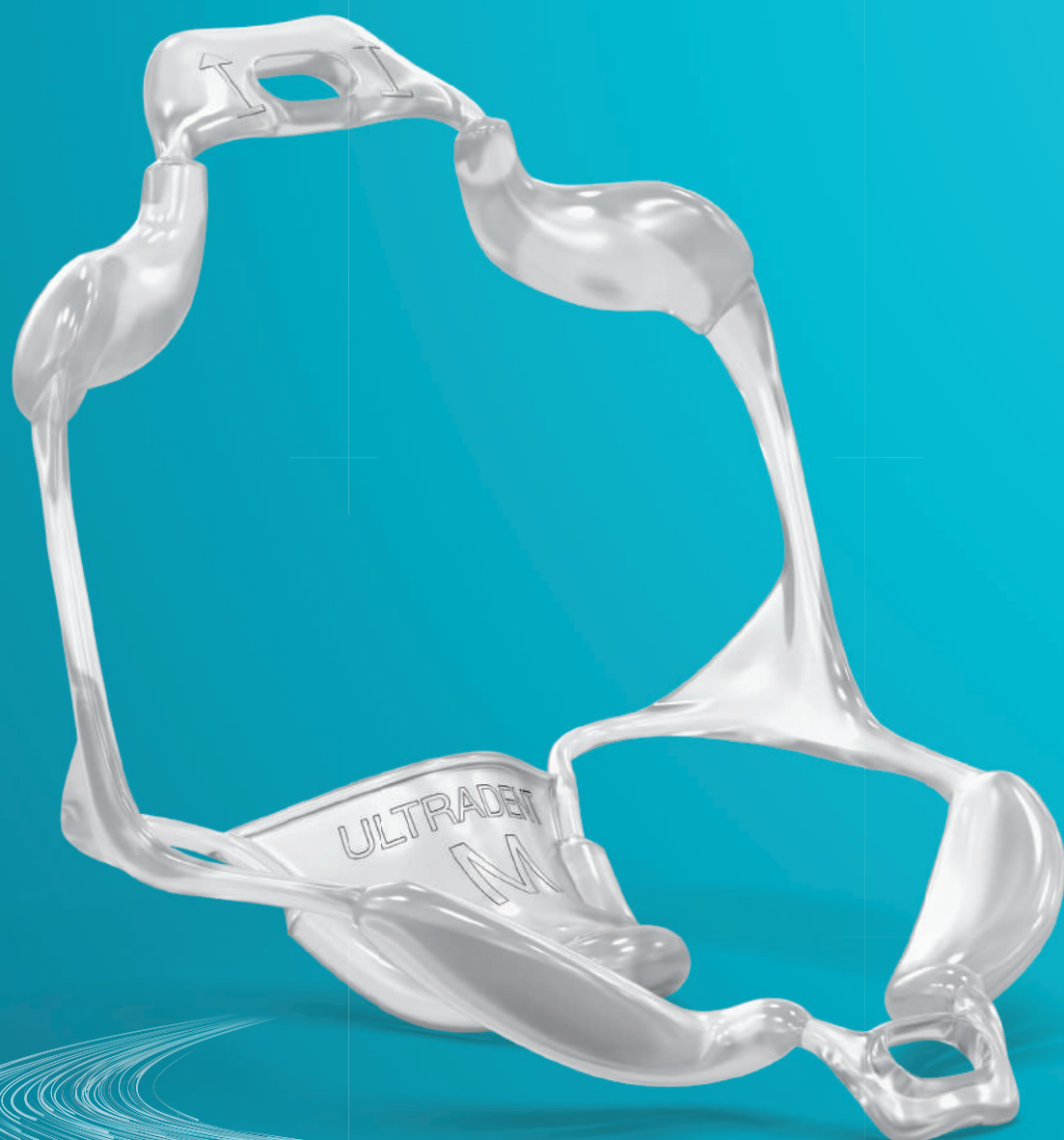
bution partners, while maintaining social responsibility during the current pandemic."

Andy Xilas, President, HuFriedyGroup, added, "Our mission is to provide unique solutions that will enable dental professionals to improve clinical outcomes, reduce risk, drive compliance, and enhance patient and staff safety. We are thrilled about our ability to combine our product portfolios, services, and communities to provide a 'Complete Circle of Protection' approach for both our partners and customers." [DT](#)





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