

INFODENT™

I N T E R N A T I O N A L
C O N N E C T I N G D E N T A L B U S I N E S S W O R L D W I D E

Inside:



Focus on **India, Sri Lanka & Bangladesh**



Hot Topic **Is there an oral health crisis in the USA?**



Market Overview **The “basic 56” Principles for Startups**



Our High Quality makes us go further



Medesy new factory in an area of 20.000 sq meters to provide you with over than 3.000 Italian instruments

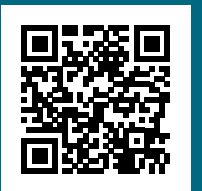
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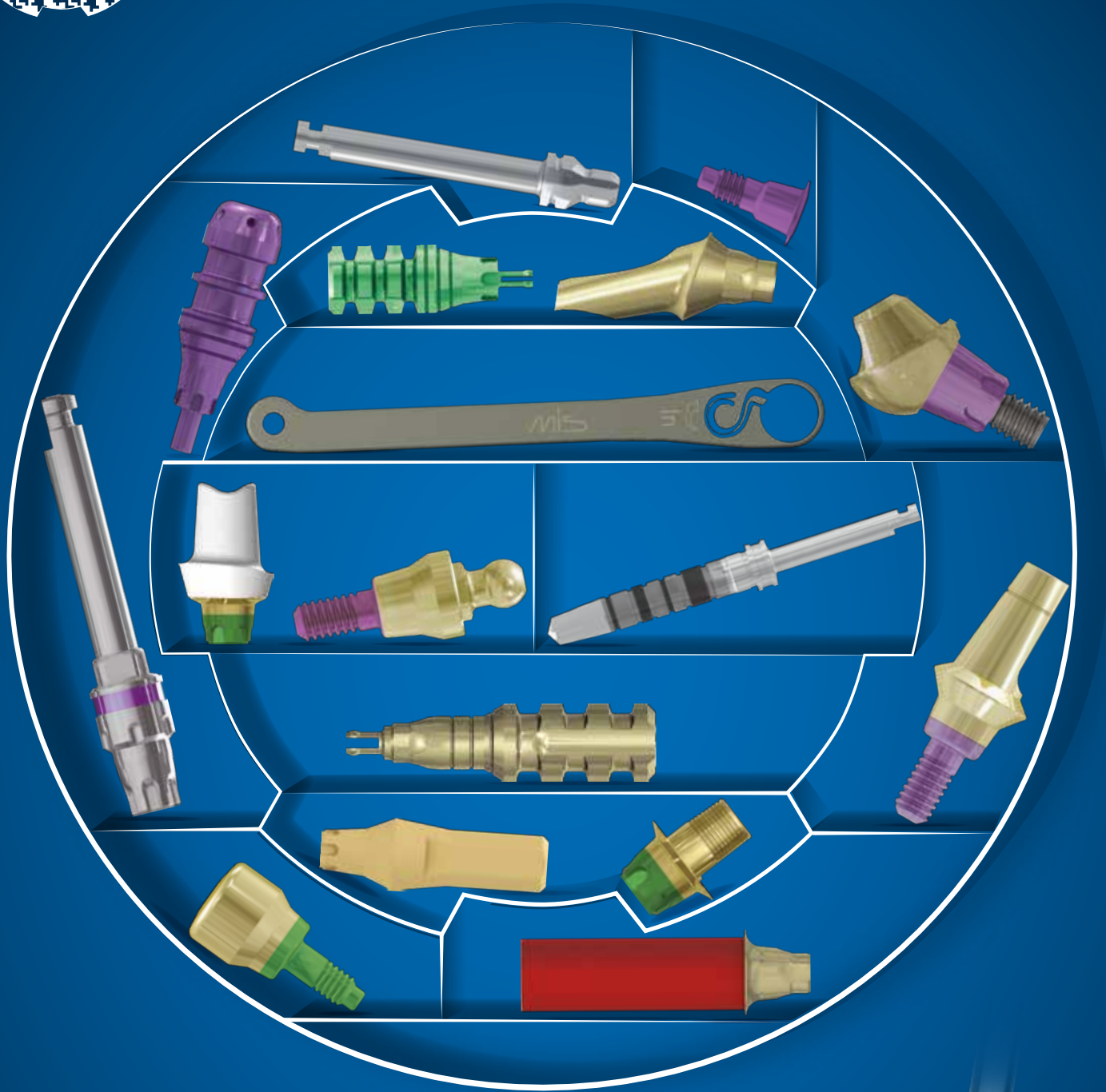
**HALL 10.2
BOOTH V-030**



DISCOVER OUR PRODUCTION CONTACT US AT:

MEDESY srl - Viale dell'Industria, 1 - Industrial Area - 33085 Maniago, PN - ITALY
www.medesy.it - info@medesy.it





COMPLETE IN EVERY WAY MAKE IT SIMPLE

The C1 Conical Connection implant system is suited for use with a comprehensive range of tools and complementary products engineered to make surgical procedures simpler and more efficient for high success rates and beautiful outcomes. To learn more about the C1 and MIS, visit: www.mis-implants.com

MIS[®]
C1



BLOSSOM®

A Partnership That Grows

www.blossom-disposables.com





Focus on India, Sri Lanka, Bangladesh

"The area known as the "Indian subcontinent" comprises India (and the island of Sri Lanka), Pakistan and Bangladesh. Covering an area approximately the size of Europe, it shows an impressive variety of cultures, languages and religion..."



Is there an oral health crisis in the USA?

"Despite the improvements in the overall healthcare status achieved during the last half century, many Americans still lack adequate coverage to treat their dental illness, and the question whether an oral health crisis is underway in the USA seems more than actual..."

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Medesy Srl, Italy
Tel. +39 0427 72786 – Fax +39 0427 71541
www.medesy.it – info@medesy.it

Paperboard

SW Gloves – Shen Wei, USA
Tel. +1 510 429 8692 – Fax +1 510 487 5347
www.shenweiusa.com – sales@shenweiusa.com

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*Quench
your hands.*

**NuSoft™
Formulation**



LUV™ Nitrile
Powder Free Exam Gloves

- NuSoft™ Formulation, Tangerine color with **Tangerine-Mint Scent**
- 200 Space Saver Pack

**Best
Selling
Nitrile**



AQUA SOURCE
Powder Free Exam Gloves

- 200 Space Saver Pack, Full-Hand textured grip, NuSoft™ softest nitrile formulation



**Best
Selling
Latex**



Silkcar™ Latex
Powder Free Exam Gloves

- Known for setting the standard for natural feel comfort and flexibility
- Offers superior donning and soothing comfort

Lanolin and Vitamin E

two ingredients proven to improve overall skin condition by significantly reducing itchiness and cracking of skin.
Experience this unique combination with one of Cranberry's Skin Health Series gloves today!
This series consist of Latex : Silkcare, Cyntek ; Nitrile : LUV, Aqua Source, Contour Plus



Editorial

Reinventing Marketing



Communication channels are currently facing a period of marked uncertainties, making it difficult to focus on current situations and to correctly foresee future perspectives.

We are confronted daily with a stressful environment which offers us no time to reflect and to think about tomorrow in a positive atmosphere.

On the other hand, times of crisis often open up new opportunities and motivate us further to look for newer and more concrete approaches.

The structure and size of the market is continuously being reshaped. In the future, there are likely to be less actors on the scene, but better qualified and organized participants to face the new-business on an international scale.

The main task of a marketing professional is to be sincere and to go beyond the patterns that communication itself has created: dreams, unfulfilled promises etc. As such, a sincere dialogue with the reference target becomes essential. This crisis brings with it new opportunities for growth and sales to those companies who recognize the potential of communications.

Infodent International operates as a counselling and business partner for Italian and international companies. Our "global" perspective allows Infodent to be a marketing leader in the international medical and dental marketplace. By attending all the main events in these markets, it gives us a deep understanding of what is going on in the different environments, and helps us discern direct and diverse feedbacks from the trade and our customers who we represent.

At Infodent we strive to create new opportunities for companies in terms of services and channels of communication. We create custom program with strategic insight and creativity using technology, social networking and unique search engine marketing.

Infodent International has created new ways to communicate with less resources in a consumer environment that is changing rapidly and radically. We focus on the creation of models and strategies, with greater ability than in the past, to captivate and have an impact on the consumer. This implies a new structure of communication, more complete, sophisticated, enveloping and engaging towards the reference target. Of course, these strategies are made possible by our high level of interaction and market penetration, which are not limited to the medical and dental trade sectors. We have learned to offer our partners all that we have achieved through many years of participation at countless international exhibitions and events.

Thus, we are capable of measuring results before and after we implement your custom-made communication strategies. These results allow us to continuously improve the unique strategy developed for your company. Our team members are aggressive and flexible so they can react positively and quickly for you as markets change.

In the difficult economic environment we are currently addressing, we prefer to think of "saturated or tired markets" as "opportunity" markets. With Infodent's interpretive counselling we can stimulate companies to create great value. That is our core mission: to use our advantages, knowledge, energy and passion to help our customers obtain their marketing and sales goals.

Baldo Pipitone
CEO Infodent S.r.l.
baldo.pipitone@infodent.com

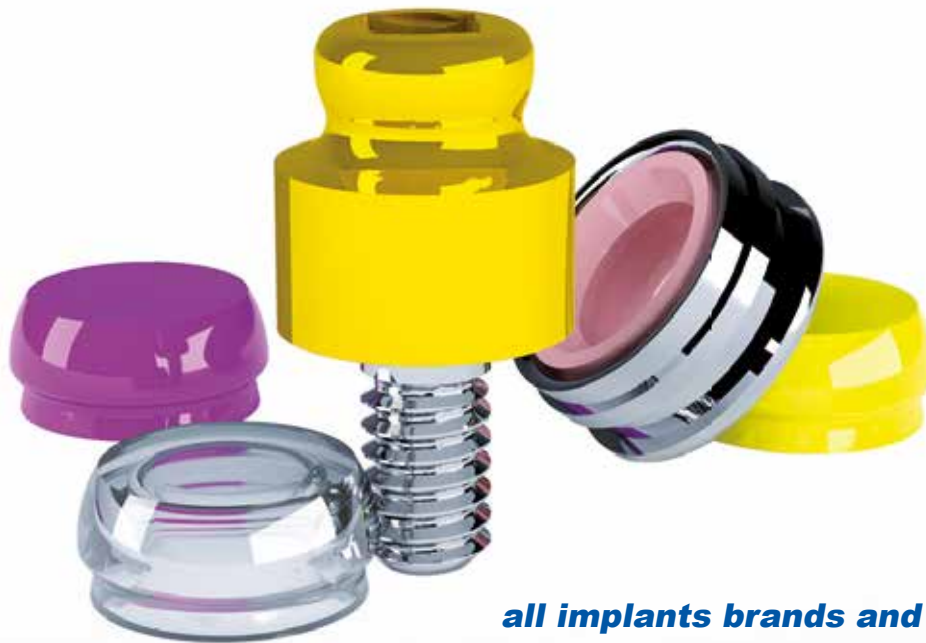
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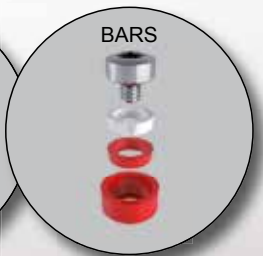
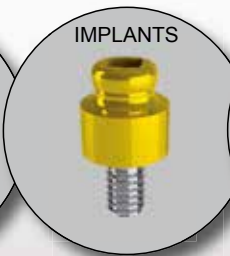


“the smallest and most stable titanium abutment”



all implants brands and platforms

**4in1
SYSTEM**



RHEIN83

Via E. Zago, 10/ABC 40128 (Bologna) Italy Tel. (+39) 051 244510 - (+39) 051 244396
Fax (+39) 051 245238 Numero Verde 800-901172 <http://www.rhein83.com> e-mail: info@rhein83.com

• Maestro 3D Open Dental Scanner

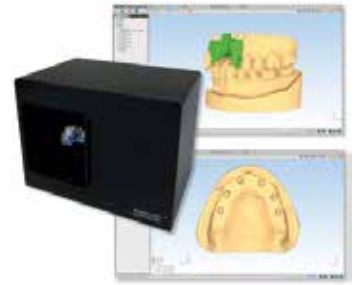


Maestro 3D is the scanner for dental applications. The system simplifies and automates the process of planning and production of personalized dental prostheses. Maestro 3D dental scanner allows the user to get in a simple and intuitive way, with a precision of 10 microns, the open STL files that will leave the user the free choice of the center of production.

Maestro 3D Easy Dental Scan is the scan control software of the dental scanner. **Maestro 3D Ortho Studio** is the software for orthodontics.

- Virtual Setup and Clear Aligner module: it allows to move the teeth of both arches evaluating distances and collisions and automatically build a set of virtual models ready to send to a 3d printer.
- The viewer version: is the software to view and inspect the models exported with Ortho Studio. (It's also available an Apple Ipad Viewer). **For more information contact AGE Solutions S.r.l.**

www.age-solutions.com - www.maestro3d.com // info@age-solutions.com



• The evolution of gloves starts with Cranberry Evolve300



In line with our product vision "Strong in Protection, Soft on Skin", we present you the thinnest yet durable nitrile gloves available in market. Cranberry relentless pursuit of innovation lead to the development of the latest ultralight-weight nitrile gloves, Evolve300!

Cranberry's EvoSoft Formulation gives the bare-handed feel with protection that every dental practitioner desires. The gloves conform to contour of your

hands providing the fit, feel and comfortable sensation. Best of all, Evolve300 gloves are free of natural rubber latex protein and offer outstanding protection, unmatched tactile sensitivity, while leaving NO nitrile odor on your hands.

Evolve300 is innovatively engineered with our "First Touch" technology ensuring ZERO skin contact exposure. It is packed in space saving box of 300 pieces that reduce waste materials and enhance supply chain saving! Evolve300 is the best option for the all dental practitioners, by combining great value with the performance and protection you demand.

www.cranberryusa.com // info@cranberry.com.my



• Super Endo Alpha A2 Cordless Heat Source



B&L Biotech has introduced the Cordless Alpha A2 Heat Source, a multitask, precision obturation instrument for warm Gutta Percha techniques. This well designed, ergonomic handpiece easily facilitates the Schilder warm vertical and Buchanan "continuous wave" techniques, among others, with 4 precise temperature settings. Powered by a state of the art, re-chargeable lithium

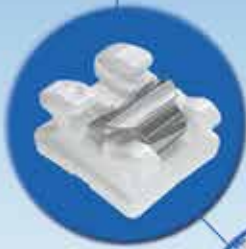
ion battery, the Alpha will last for days on a single charge and has a series of green LED's to monitor battery power remaining.

Of course, the cordless handpiece eliminates the cumbersome cord common to all other endodontic equipment, reducing operator clutter and enhancing its portability. Twelve different tips are available, including a wide range of pluggers in different diameters and tapers, heat carrier tips, and a unique tip for thermal testing tooth vitality. In addition, the Super Alpha has a 6 slot positions for easy and comfortable access for the operator.

bdshefsky@bnlbio.com // www.bnlbio.com



WOW Advanced (Active Ceramic Self Ligation)



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- CIM (Ceramic Injection Molding) Method
- Mechanical pattern base with special coating

YES Bracket (Active metal Self Ligation)



- Outstanding Super clip Flexibility for easier use
- Low profile design, Comfortable feeling
- Special Mesh base for great bonding



PERFECT CLEAR
(Sapphire Ceramic Bracket)



OK REAL RESIN
(Resin Bracket)



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(Standard & Cross Head)

Coated Arch Wire

Aesthetic harmony with Ceramic brackets

Tooth color coated
- **Perfect**



Rhodium coated
- **Gemma**



- Remarkable Aesthetic Elements
- Outstanding Durability
- Superior Sliding

Additional Hubit's Products



Facemask



Tube



Lingual Bracket

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DO YOUR HANDS DESERVE SUPERIOR PROTECTION & COMFORT?



ColorQ® VIP® Nitrile

- Left / Right Hand Fitted
- 2-Ply, Dual Color Nitrile
- Soothing Aloe Vera Coating

pH Natural® Nitrile

- pH Balanced Inner Coating
- Soft Nitrile Formulation
- Deep Blue Color

AloeSkin® Nitrile

- Soothing Aloe Vera Coating
- High Tactile Sensitivity
- Textured Fingertips

SW's VIP nitrile exam gloves are manufactured to perfectly form fit the left and right hand to reduce stress in long-term use. Since the gloves' form better matches the natural shape of the hand, left/right fitted gloves improve comfort and minimize hand fatigue. Compared to regular ambidextrous gloves, form fitted gloves allow users' hands to relax and perform in a way closer to that of ungloved hands. Coupled with the Aloe Vera coating, these gloves provide unparalleled comfort. In addition, VIP gloves feature a 2-ply construction, which is evident in the distinct inner and outer surface colors, for great durability and protection.

SW pH balanced nitrile exam gloves respect the natural balance of your hands in any work environment. A pH 5.5 coating lines the inside of these gloves and helps maintain your hands' natural pH and defenses. Common disposable gloves have a pH of about 7, which can interfere with the natural pH of our skin and cause irritation in long-term use. Skin irritation means more perspiration and discomfort in long-term glove wearers. A published clinical study conducted at Stanford University demonstrated the efficacy of this special pH 5.5 coating compared with standard powder-free latex gloves on skin pH, transepidermal water loss and skin irritation. *Contact Dermatitis*, 2006 Jul; 55(1):20-5.

Combining the health benefits of Aloe Vera with a high tactile sensitivity nitrile material, these gloves offer excellent protection and comfort. At SW, one gram of organic Aloe Vera is freeze-dried and applied on the inside of each glove. Our patented Aloe Vera gloves have been shown in published clinical studies to soothe dry and chapped skin. "Dry-coated AV gloves that provide for gradual delivery of AV gel to skin produced a uniformly positive outcome of improved skin integrity, decreased appearance of fine wrinkling, and decreased erythema in the management of occupational dry skin and irritant contact dermatitis". *Am J Infect Control*, 2003 Feb; 31(1):40-2.



SW GLOVES

33278 CENTRAL AVE., SUITE 102 UNION CITY, CA 94587 USA SWGLOVES.COM
PHONE: +1.510.429.8692 FAX: +1.510.487.5347 EMAIL: SALES@SWGLOVES.COM

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pH Balanced Exam Gloves

The new comfortable choice for long-term exam glove users.



VIP[®] Nitrile Exam Gloves

- pH Balanced
- Dual Color, 2-Ply
- Left / Right Hand Fitted



pH Natural[®] Proprietary pH balanced exam gloves have been shown in clinical studies* to reduce irritation in long-term glove use.
*Contact Dermatitis. 2006 Jul; 55(1):20-5.



Color-Q[®] dual color design for safe disposal of contaminated gloves and durable 2-ply construction.



VIP[®] Left / Right Hand Fitted for improved dexterity and reduced fatigue in long-term use.



swgloves.com/fitted



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TEHNODENT proudly celebrates 25th Anniversary this year.

More than ever, we are sure that our mission has proved as the right one: OUR QUALITY is YOUR SUCCESS.

www.tehnodent.com // office@tehnodent.com



• SW Gloves



Disposable Gloves for Improved Hand Health

For over 30 years, SW has produced superior quality gloves with innovations improving user comfort, protection and hand health. SW Patented Aloe Vera Coated gloves combine the known benefits of Aloe Vera with the softness and strength of our premium nitrile and latex. They have been shown in clinical studies to soothe dry and chapped skin. SW pH Balanced gloves are coated to match the skin's pH maintaining natural defenses. A clinical study demonstrates the efficacy of this coating compared with standard powder-free latex gloves on skin pH, transepidermal water loss and skin irritation.

SW VIP Hand-Specific exam gloves are made to form-fit the left and right hands. The closer match to the natural shape of the hand improves comfort and minimizes hand fatigue. Compared to regular ambidextrous gloves, SW VIP Hand-Specific gloves allow users' hands to relax and perform in a way closer to that of ungloved hands.

New AloeSkin Nitrile Gloves - High Tactile Sensitivity

AloeSkin Nitrile Exam Gloves have just been added to the SW line. They combine our patented Aloe Vera coating with a new lighter weight nitrile to maximize comfort and tactile sensitivity. The interior aloe vera coating is known to prevent irritation for greater comfort in long-term use. AloeSkin gloves are powder-free, ambidextrous and are made of premium nitrile with textured fingertips for a better grip. The new gloves are packaged 200 gloves per dispenser which uses less packaging material and also saves space.

www.swgloves.com/aloeskin // sales@swgloves.com Visit us at Medica, Hall 5, Booth G13



• **MEXPO INTERNATIONAL INC.: product quality, reliability and service**



For more than 24 years, MEXPO INTERNATIONAL INC. has been committed to product quality, reliability and service. Our BLOSSOM Brand has strong worldwide recognition in both the Dental & Medical markets. Our quality products, namely Latex Exam Gloves and Nitrile Exam Gloves, have been sold in over 100 countries. MEXPO INTERNATIONAL INC. is more than just a quality exam gloves provider; we are a partner you can trust to grow with you.



Some of our bestselling and specialty gloves include:

- a. Powder Free Avocado Green Soft Nitrile***
- b. Powder Free Lila Soft Nitrile Exam Gloves
- c. Powder Free Pink Soft Nitrile Exam Gloves
- d. Powder Free White Soft Nitrile Exam Gloves
- e. Powder Free Dark Blue Soft Nitrile Exam Gloves
- f. Powder Free Nitrile Exam Gloves with Aloe Vera
- g. Powder Free Latex Exam Gloves with Aloe Vera
- h. Powder Free Latex Exam Gloves with Aloe Vera + Vitamin E



***Our Avocado Green Nitrile Gloves has been rated an 88% (++++) by The Dental Advisor. For more details, please visit the following website: <http://www.dentaladvisor.com/blossom-brand-avocado-green-nitrile-examination-gloves> (QR CODE 1)
 In addition, Dr. Molinari has nominated our Avocado Green Nitrile Gloves as a 2013 "Clinical Problem Solver" due to their durability and tear resistance when donning. For more details, please visit the following website: <http://www.dentaladvisor.com/clinical-evaluations/product-awards/2013-clinical-problem-solvers.shtml> (QR CODE 2)
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• Dental Medrano

Dental Medrano, a company with social responsibility, during its 50 years, has been developing a mission, its obligation with dental health.

Dental Medrano represents a community of people, dedicated to work for dentistry with 70 families in direct way and more than 1,000 families and our future vision is that we will be more. To fulfill our mission, we imported best products available in the world, and we design, formulate and manufacture products with special dedication, those products are exported to 39 countries around America, Asia, Africa and Europe.

Our products and processes are certified under Quality System ISO 9001, ISO 13485, GMP (Good manufacturing Practices), that guarantee our commitment for a permanent dental health improving in all the population in Argentina and in the world.

• Dia-PT™ File



Dia-PT™ File is the nickel titanium rotary files with a uniform shape can be achieved superior flexibility and precision for successful procedures. Dia-PT™ File system can be shaped the root canal with only 4 files. Available sizes are D1, D2, D3, D4 and AsstD1/D4 and 4pcs of Dia-PT™ File are packed in a box.

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www.diadent.co.kr // diadent@diadent.co.kr



• Opteo Sensor by Owandy Radiology



The Opteo sensor is an innovative and functional imaging system that addresses the desires and demands of our clients. The sensor enables dental professionals to make immediate and safe diagnoses. Thanks to the intelligent A²-S (Automatic Activation System), the number of steps to capture an High Definition image is reduced and its quality is also guaranteed.

The integration of A²-S innovation improves sensor functionality and supports the dental professional in his daily activities. The Opteo sensor can capture and

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www.owandy.com // info@owandy.com



• We provide our customers with the best products in more than 90 countries worldwide



GUANGZHOU CONGHUA SHENGHUA INDUSTRY CO., LTD (3H DENTAL) was established in 1997. Specializing in the R&D and manufacture of dental products: curing-lights, scalars, glass optic fibers scalars tip etc. We had always adhered to the concept of "produce the goods that customers request," innovate continuously for excellence tailor-made products for users provide the customized OEM service, strive to the excellent quality. Provide the customers best products and services. We were accredited by ISO9001 and ISO13485 quality control system, Medical Device Registration Form and EU CE mark. All

products are in high quality but low price and exported to more than 90 worldwide countries. We owned the high-reputation by the users in the world.

info@shenghua-industry.com



QME, Your Guide into the Chinese Market!

Founded in 2004, QME has been focusing on dental product registration and related services in China. We have assembled a pool of skilled technicians, regulatory specialists and clinical experts and are capable of providing one-stop solutions for our clients. Thanks to our efforts of many years in medical device industry, we have successfully provided professional and efficient consulting services for hundreds of dental product manufacturers worldwide, including various renowned enterprises and leading brands. We are confident to be your helpful partner to start or expand your business in China.

Our services include:

- ◇ CFDA Registration
- ◇ Clinical Trials
- ◇ Regulation Consultation

Beijing QME Consulting Co. Ltd.

RmB-218A, JinTaiHuaYun Blds, WuGenLinHuTong11#, XiCheng District, Beijing, PRC.

Tel: 86-10-62253808 86-10-62238380

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- ✓ Least involvement of unnecessary tests

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- ✓ Proactive involvement
- ✓ Wholehearted customer care

2014 Currently, our experience covers over 90% of all kinds of dental products found in China.

2012 Orthodontic products, anti-carries materials, CAD/CAM, software, 3D printing, hemostatic materials...

2010 Dental units, handpieces, sterilizers, other dental equipment, endodontic materials...

2008 Resins, alloys, ceramics, other restoratives, dental instruments...

2006 Dental implants, root canal materials...

2004 Tooth whitening gel...



10
YEARS



www.qiminer.com

• MG InHex with Multi Task Abutment (MTA)

MTA®

MOZGRAU
IMPLANTES DENTALES

MG InHex with MTA has been developed by Mozo-Grau after analyzing the needs of the dental implantology field in collaboration with its Committee of Experts and Key opinion Leaders to adapt itself to the new market trends.

Like no other similar product in the market, all MTA's components (MTA abutment, security ring and impression coping) are fully maximized achieving all the functionalities of the elements used up till now (implant mount, abutment and impression transfer).

Thanks to MG InHex with MTA, clinical professionals will have a solution which allows them to do the impression procedure as well as to use the MTA abutment for temporary or permanent restorations with just one component.

All MTA product details are available at Mozo-Grau's Youtube channel.

www.mozo-grau.com // info@mozo-grau.com



• TRAUS - A desire for implant engine


SAESHIN

SAESHIN is an expert manufacturer of micromotor handpiece for dental and medical use, with a history going back over 37 years. With its good reputation in terms of product safety and excellent quality, SAESHIN has the biggest domestic market share and has been exporting its own brand name to about 120 countries. Based on its own technology in producing the high performance micromotor, SAESHIN developed the dental micromotor handpiece and implant engine set, "TRAUS" and "X-CUBE" for the first time in Korea and has been spreading its market worldwide. It's works like a dream.

www.saeshin.com // sales@saeshin.com

• Move into the new factory


MEDESY
The art of quality

Medesy is hugely investing in new technologically advanced machineries therefore a bigger factory became a must: during August 2014 we move to the new Medesy factory, where we have installed some last generation machineries and internalized the artisanal works that until now were made by Medesy's artisans in their own small factories. This way Medesy will increase its monitoring during

all phases of production, assuring you the production of highest quality instruments as well as fastest deliveries. The new building, in an area of 20.000 sqm, is divided into production area and administration area. There is an area dedicated to the exhibition room, to host seminars and as a lounge for our guests and employees. The move into the new building is another milestone in Medesy's history and a valuable commitment to the production location in north-Italy

info@medesy.it / www.medesy.it



• Impla-NX

MicroNX

Impla-NX is the brand of new implant surgery machine by Micro-NX.

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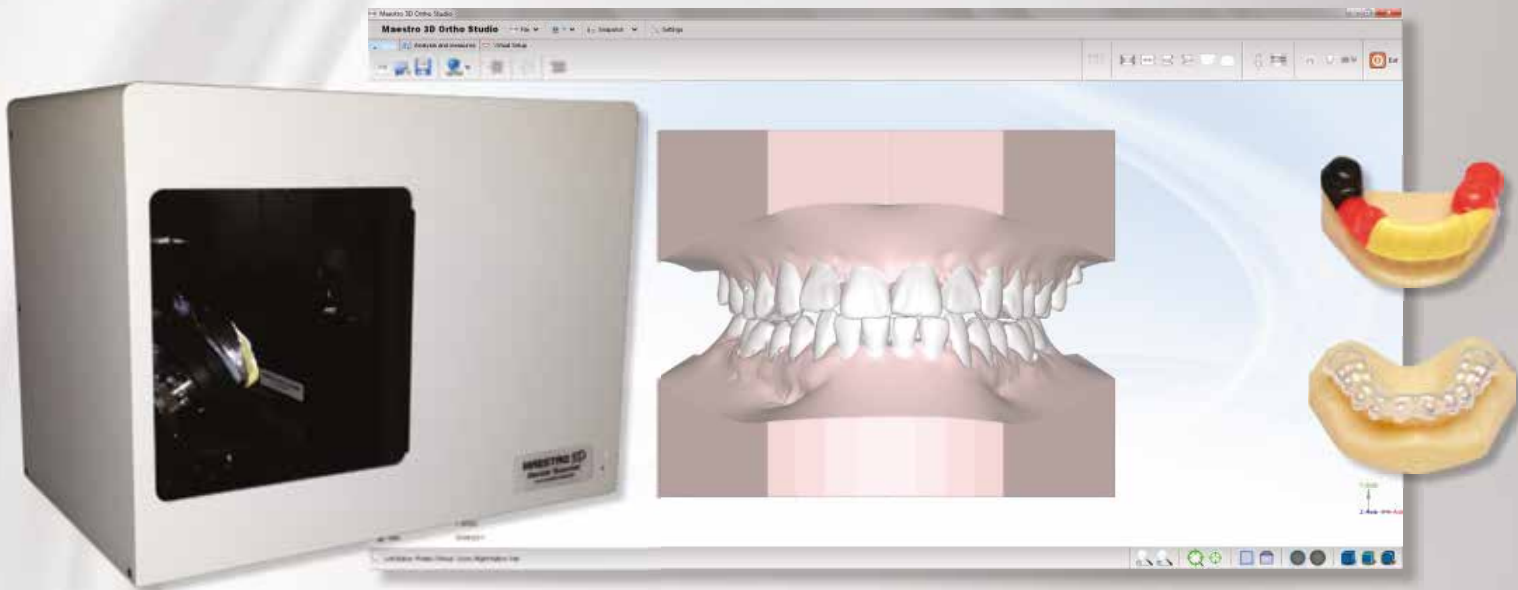
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Maestro 3D DENTAL System

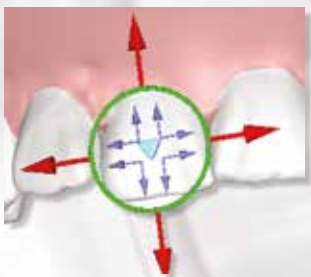
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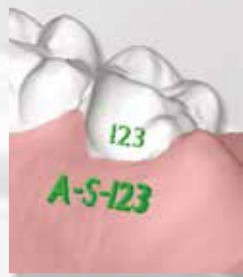


OPEN 3D DENTAL SCANNER

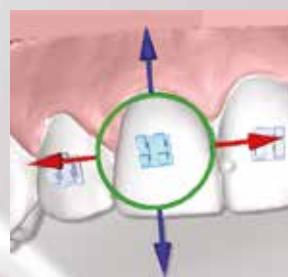
Attachment designer



Label designer



Brackets module



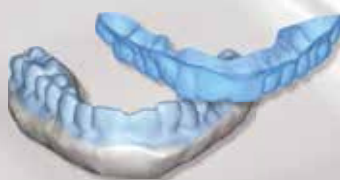
IPR
Interproximal reduction



Models Builder module



Clear aligner module



Crown & Bridge



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• Sabilex injection system- metal free dentures-flexible partials



Sabilex has been a leading manufacturer since 1951. High quality products, new technology and constant research have been the main concerns of the company to always achieve excellence and reliability.

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- Flexiacetal for the making of aesthetic retainers, frameworks and more

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dx

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Domina Plus B because not all autoclaves are created equals

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Designed for handpieces: The special thermal features of the chamber and the heating system enable a safe and fast sterilization of all handpieces without damages risks.

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• tcs®: Unbreakable Flexible Partial Dentures



TCS, inc., an ISO 13485:2003 Certified company was established in 2000 in USA and is now one of the leading manufactures of flexible partial material and equipment. tcs® Unbreakable is an extremely resilient high performing nylon material used for the fabrication of removable partial dentures. It offers the ideal degree of flexibility, uncompromising esthetics, and it has a lifetime warranty on breakage. Additionally, it is biocompatible making it ideal for patients that are allergic to monomer, offers non-invasive treatment, has low water absorption,

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• Milling-machine for guided surgery system



MARIOTTI & C Italy introduces the new milling-machine with guided surgery system. The BRAVO.6 is, at the same time, a complete manual milling-machine/parallelogram for the standard dental laboratory milling but, especially, it's a complete machine for the drilling of the surgical guides.

This system works with all the kind of implants thanks to the combination with a 3D software that gives the parameters to set in the 5 dimensions model-table. Available S3D, the 3D software for computer simulation, compatible with all the implant systems designed for guided surgery.

Main specifications: 2000÷30000 rpm micromotor with internal led light, power supply with speed and reverse display, dial gauge 0.01mm for vertical movement reading. The set included the 5D model-table with n.2 digital 0.001 micrometers for linear movements, n.3 rotations with 1° graduation, reference system for sure model positioning (3 rotations and 2 linear movements) and model base mold with fixing system.

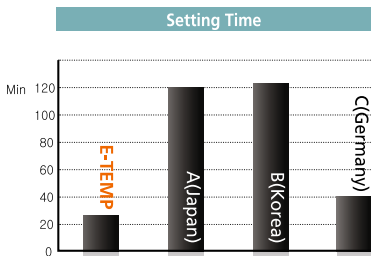
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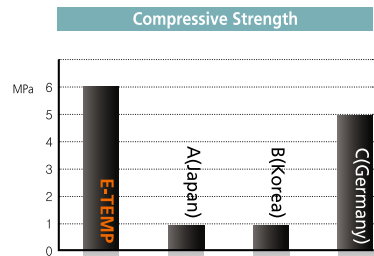
Temporary filling material with short setting time!



e-TempTM
Hydraulic Temporary Restorative



- This test is measured as the same condition at 37 degrees and 95% humidity in the laboratory(R&D DiaDent 2013)



- This test is measured as ISO 3107 regulations after the same setting time in the laboratory(R&D DiaDent 2013)

Benefits

- Temporary Filling Material for Standard Cavities.
- Easily setting initiated by saliva.
- Excellent adaptability.
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- Adheres to dentine, expands slightly during the setting and hardens rapidly to ensure hermetical seal.
- Improved the mechanical properties for the quick temporary filling.

• Perfection in Global Disinfection: Virofex



Virofex is a range of high level, alcohol free surface disinfection products specially formulated and designed for use on non-invasive medical devices in the dental environment. It is highly effective against Viruses, Bacteria, Spores, TB, MRSA and Ebola. The **Virofex Disinfection System Pack** provides a comprehensive method of disinfecting all surfaces and eliminates the need for bulky and dangerous 5 Litre refill container, saving on space, clutter and team effort, whilst simplifying an important stage in HTM cross-infection controls. The Virofex Pro Test is a

unique and comprehensive indicator for detection of Protein residues at low concentrations. By using **Virofex Pro Test**, protein residues are easily identifiable by visible colour change with results within 5 minutes. **Virofex Wipes**, the most recent edition to the Virofex range are alcohol free surface disinfectant wet wipes suitable for use on non-invasive Medical devices. With added detergent **Virofex Wipes** provides high-level disinfectant for up to 24hour residual action. **Virofex** is exclusively manufactured in the UK by Topdental Products Ltd.

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• Novobrush MicroTips



Novobrush MicroTips are high quality dental applicators "made in Germany" destined for the use in combination with the Novobrush MicroTip Handle. Novobrush MicroTip stems are complex pre-treated to ensure a maximum hold of flock-fibers. Novobrush MicroTips are a topseller useful for several dental fluids available

in both, medium and fine tip. Developed as very small disposable applicator MicroTips save up to 80% waste compared with common bendable applicators. The ergonomic Novobrush MicroTip Handle enables a reliable application. MicroTips are able to fit in the handle in a straight and angled position. Novobrush MicroTips are available in reclosable bags (supplied originality closed) as well as MicroTip-Kit. Private label is welcome.

MicroTips are a high quality Novobrush product as well as world-wide appreciated Novobrush BrushTips and Brush Applicators with pointed finish in unique Novobrush quality.

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• Capo Slow Flow - Easy handling of a flow combined with excellent physical properties of a paste



With this light-curing, Bis-GMA free composite you can perform minimally invasive restorations e. g. fissure sealing or cervical caries in the anterior and posterior tooth areas. The flowability of Capo Slow Flow together with its stability ensures pleasant handling and no dripping as well as enough time to model your restoration. This material can also be used in undercuts for a precise application. Benefit from a quick and economical work.

The filler content of 77 % (percentage by weight) and the different particle sizes provides exceptional physical properties such as minimized shrinkage and high Vickers hardness (794 MPa). Usually, you would only find such excellent values in high-end, paste composites.

Thanks to the special color particles, you will achieve convincing results which can be applied aesthetically to the natural dental color scheme, giving you long-lasting and durable fillings. Capo Slow Flow is compatible with most available composites as well as adhesive and bonding systems. Ask for your product brochure and get your sales folder!

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• X-LINEAR DC



Unlike BEST X-DC, 0.7mm focus, wireless and with all functions integrated into the engine bloc, X-LINEAR DC, ergonomically designed with an oval shape and available as upmounted or downmounted (picture shows the downmounted version), is equipped with a touch keyboard switch with preset programs along the R10 scale. With a 0.4mm focus, which allows to obtain high-resolution images of contrast, X-LINEAR DC has dual control (traditional wired + wireless). Both devices are prepared to work with any type of film, sensors and phosphor plates.

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• exceptionally fine ground particles allow an unbelievably smooth surface of the cast

* For detail information please see instructions for use.

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• Rhein'83 Cad Cam Threaded Interchangeable Attachments: Spherical Ot Cap And New Equator Profile



Rhein'83 company is always innovating according to the digital evolution in the dental world. Gianni Storni, chief director of the Rhein'83 research laboratories, recently developed a new line of CAD CAM threaded attachments.

Micro 1,8mm and Normo 2,5mm Ot Cap spheres together with the new low profile Equator are available on milled bars both with standard 2,0mm and with a special 1,6mm supported by a special titanium sleeve.

www.rhein83.com / marketing@rhein83.it

highlights





Virofex is a range of high level, alcohol free surface disinfection products specially formulated and designed for use on non-invasive medical devices in the dental environment.

High level disinfectant, effective against: Viruses, Bacteria, Fungi, Spores, TB, MRSA and Ebola.

Perfection in Global Disinfection



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Exclusively manufactured in the UK by Topdental Products Ltd
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• Astek Innovations



Astek Innovations is an award winning producer of dental products which are designed in the UK and distributed to over 60 countries. Several exciting products have been developed meeting differing dental needs and Astek's core values of quality, performance and value.

These include:

The award winning inSafe safety syringe system which provides complete protection from needlestick injuries, from the beginning of the medical procedure through to the disposal of the needle.

The disposable Pro-Matrix Band, which provides a one stop solution for amalgam or composite restorations.

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These innovations complement the established Pegasus brand, a range of dental consumables.

With experience in international logistics and accreditation requirements and a knowledgeable team Astek Innovations delivers excellent customer service.

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Class B autoclave designed and manufactured according to EN13060.

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The MTS (Memory Test System) is a technical backup which has been developed to assist the user with more reliable and faster diagnosis, reducing as a consequence the management costs.

10 different sterilization cycles and 2 test cycles ("Vacuum Test" and "Helix/Bowie&Dick Test"). It is possible to select both type-B cycles (6, with fractioned vacuum) and type-S cycles (4, with pre and post vacuum), according to the type of material to be sterilized.

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• DenTag - who we are



DenTag began manufacturing dental and surgical instruments in the early 1950s, and over this period has acquired extensive experience in this specialist field. Our core business continues to center on manufacture, and many new types of instruments with different characteristics have been added. The materials used – stainless steels, aluminum and titanium alloys – are

of the highest quality. For this reason research focuses specifically on the manufacture of instruments which are innovative in every way – in their shape, materials used and surface finish. DenTag testing procedures and final controls are made by expert craftsmen, trained in the company, as well as some production phases, sensitive in terms of quality. Demand for instruments with special shapes and in innovative materials is currently growing. For this reason, we are firmly convinced that versatility and continuous research into innovative production technologies will be the basis for our expansion.

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- Easily removable cover (wide-opening hinge). Easy to clean and easy access to the disc.
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5. Sanctuary Dental Dam has significantly less protein content, making it safer and more comfortable for the use of all.

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3. Sanctuary Non-Latex Dental Dam is manufactured using a specific casting procedure which allows for uniformed thickness along the entire piece. This makes it equally tear tolerant in any part of the dam which facilitates the ease and practicality of use.
4. This high tear tolerance allows the easy fixing of clamps. In addition, it is also powder free.

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3D Obturation

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 -Dr. Noah Chivian

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- R-080021 TEIDE 1 (analogic, 1 vibration mode)
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- R-080024 TEIDE CIMA (digital, 5 vibration modes)

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A randomized, controlled, double-blind study of the effect of wearing coated pH 5.5 latex gloves compared with standard powder-free latex gloves on skin pH, transepidermal water loss and skin irritation

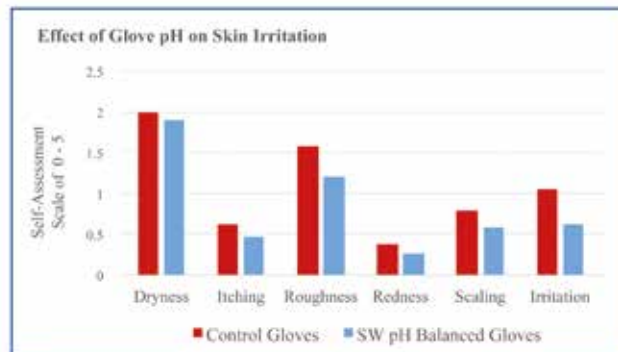
Abstract

Hand dermatitis is a common occupational disease. Altered skin pH plays an important role in the development of skin irritation. A glove that maintains tight control over skin pH may reduce hand dermatitis in glove users. The purpose of the study was to characterize the effect of glove wearing on skin pH, investigate the impact of study glove on skin pH compared with standard gloves and determine whether wearing study gloves reduced irritation. 20 healthy volunteers enrolled in a 4-week double-blind comparison of study and control gloves and served as their own controls. Gloves were worn 8 hr per day for 5 days per week. Skin pH and transepidermal water loss were measured during and 2 days after the glove-wearing period. The subject and an observer assessed the skin for irritation. The study glove maintained lower skin pH than the control glove ($P < 0.05$) and trended towards having less irritation. Observers noted increases in dryness and scale in both hands after 4 weeks but significantly less dryness in the study hand at week 4 ($P = 0.006$). Glove wearing increased skin pH and dryness. The pH 5.5 glove maintained lower skin pH levels than the control glove and may reduce irritation in long-term glove wearers.

Raeesa Mirza, Neda Maani, Cynthia Liu, June Kim and Wingfield Rehmus; Department of Dermatology, Clinical Trials, Stanford University, Stanford, CA, USA and Shen Wei USA Inc., Union City, CA, USA. Contact Dermatitis. 2006 Jul; 55(1):20-5. <http://www.ncbi.nlm.nih.gov/pubmed/16842549>

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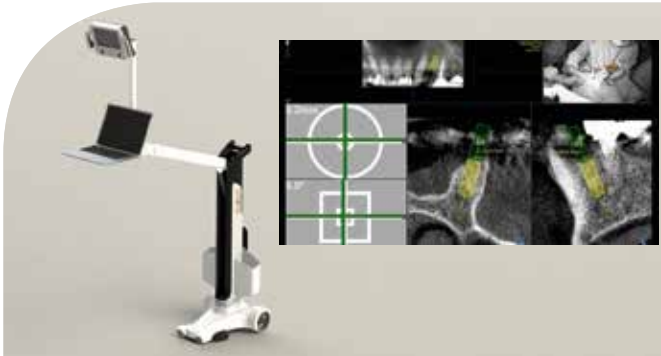
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- Increases surgeon's confidence.
- Maximizes flexibility. The plan can be modified at any time, even during operation.
- Attracts patients by providing a clear and visible competitive advantage



Dynamic navigation systems have been successfully tested since the early 2000s, and proven to provide these benefits in numerous papers. They have not gained widespread use, however, mainly due to their high purchase price and usage difficulties caused by their immature design. Navident is different. It is affordable, practical and robust.

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Navident consists of four main components:

1. A small, lightweight, notebook computer.
2. A handpiece attachment. The attachment consists of a universal handpiece-hugging removable metal clamp, and a specially marked plastic part, named DrillTag.
3. A customizable patient jaw attachment consisting of a stent part, named JawRef, and a matching specially marked plastic tag, named JawTag.
4. An optical position sensor which detects the special patterns printed on the DrillTag and JawTag and constantly reports their relative positions.

Minimal operational overhead.

To allow Navident to provide accurate guidance, the dentist fits the JawRef to the patient's jaw in a chair-side process. The patient is CT-scanned with the JawRef in place. The CT data is loaded into Navident and an implant placement plan is prepared.

Prior to start of drilling, JawRef is placed in the patient's mouth, the DrillTag is latched on the drill clamp. During surgery, Navident automatically infers the surgeon's intent from the handpiece's motions. When the drill bit approaches a pre-planned implant location, Navident provides a cross-hairs display that guides the hand motions of the surgeons towards precisely locating the planned entry point, adjusting the drill axis to the planned angle, and drilling to the planned depth.

Navident is cleared for commercial sales and distribution in Canada by Health Canada. Additional regulatory clearances for EU in progress; please contact Claron Technology. Navident is not cleared for commercial sale or distribution in the United States by the FDA.

Navident



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IAE steps into the dental market!

Company background

Industria Applicazioni Elettroniche", IAE, was founded in 1950 as manufacturer of high power electronic valves. The x-ray tubes production started in 1965, and by 1973 it was already the core of the manufacturing activity.

In the following years IAE strengthened its market position as a manufacturer of rotating anode tubes. In 1988, the company was ready to face a new challenge: developing more sophisticated technological applications and starting the production of CT tubes.

Today, IAE plays a leading role on the international market, covering 5% of the global production of x-ray tubes, and it is the major standalone manufacturer of rotating anode tubes in Europe.

IAE product portfolio ranges from special application tubes (for monoblocks, mobile systems and C-arms), to the over 100 inserts and housings for medium and high duty radiological systems, digital angiography and cardiac applications, to the complete units for mammography and inserts for CT scanners.

The wide production range makes IAE a strategic partner for all the main x-ray equipment manufacturers worldwide. With the addition of more than 30 different competitors' unit reloadings (all CE marked), IAE is also sure to satisfy at the highest level the market of service.

IAE Product portfolio:

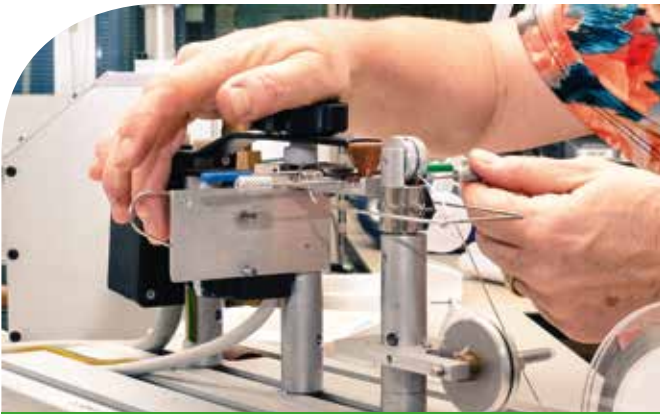
- CT 8%
- Angiography 9%
- Medium power 22%
- High-end 15%
- Special apps 31%
- Mammography 15%

Why do x-ray manufacturers choose IAE?

What really distinguishes IAE is the uniqueness of its production process. In particular, the manufacturing process of x-ray tubes must guarantee that every single component is performing at the highest level. This is necessary to ensure that the tube remains stable when high-voltage is applied, and to guarantee the correct dispersion of the great heat produced by its functioning, considering that 99% of the energy sent to the x-ray tube is converted to thermal energy and only 1% to x-rays.



Attention to details at each stage of the production process



Attention to details at each stage of the production process



Seasoning machine

To achieve the goal, it is therefore crucial to pay attention to the minimum details impacting on the end result, at each stage of the production process. This includes selecting the purest raw materials, that IAE buys only from certified and exclusive suppliers, some of them being the only existing producers for certain types of materials.

Every surface inside the x-ray tube must be appropriately treated to prevent any surface contamination and to maintain the high vacuum (in the range of 10⁻⁷ mbar), which is possible only if all impurities are eliminated. For this purpose, IAE has designed and developed an automatic washing and high-frequency degassing system, that ensures the highest performance and quality of the tube.

It is very important to note that all equipment and machinery used in the production process is tailor-made, based on an internal IAE project, grounded on decades of experience in the sector.



Glass machine



Glass machine



Vacuum furnace

The attention to the production process guaranteed by the internal design of key machines involved, are the main ingredients that established IAE as a leader in its sector. Therefore, IAE has become a preferred choice for the manufacturer that wants a quality solution and the tranquillity to use a performing, stable tube, with a long duration, different from lower-cost products that lack the same characteristics of reliability of the production process and pureness of materials and components.

An important advantage offered by IAE is the readiness to customization: it's not the customer who must adapt its machine to the tube, but rather, basing on the customer's machine, IAE can create a tailor-made tube, meeting 100% of the customer's needs. This is possible only because of the productive agility ensured by the internal design.

Attention to quality is a constant in IAE, allowing the company to obtain the certification of its quality management system in 1998 (ISO 9001:2008 and ISO 13485:2003). IAE products also bear CE, cCSAus and FDA marks.



Export and target markets of x-ray

IAE targets the market equipment manufacturers and companies operating in OEM maintenance, given the interchangeability of IAE tubes with the units of the most important competitors. Moreover, IAE is direct or indirect supplier of the major multinationals in the sector: GE, Philips, Siemens.

60% of production is exported: 30% to Europe, 20% to Asia and 10% to the Americas, through a global network of distributors and agents. Currently, IAE is significantly expanding its activity in the BRIC area.

The app "IAE" has helped increase the international visibility of the company, with more than 3,000 downloads in 92 countries.

Investing in innovation

IAE's focus on research and innovation has led to a fruitful cooperation with university institutions such as the "Politecnico" in Milan and the Department of Physics of the University of Trento. With the latter, IAE designed the machine for ionic implantation of spheres.

The collaboration with the universities also extends to education, as IAE organizes seminars on x-ray tubes technology during the graduation courses for x-ray technicians.



IAE is continuing to invest in the research for new materials and in the improvement of the production process, aiming at the increasing automation of its plants.

IAE introduces its tube for Orthopantomograph to the dental market

In 2014, on the background of its decade-long experience in the x-ray sector and thanks to the cooperation with OEM customers manufacturing dental equipment, IAE has invested in a new challenge once again: presenting its fixed anode tube for orthopantomograph and dental CT, for mobile equipment for human use and for veterinary use until a maximum of 5 kW.



Tube for Orthopantomograph

The production line for the dental sector will be officially launched in the dental show IDS in March 2015.

Now, the manufacturers of dental x-ray equipment have the chance to benefit from the know-how, the high-quality and performing technology developed by IAE in its 60 years of activity in the medical industry, as well as receiving a tailor-made product, created exclusively to meet their own needs.

A photograph of a girl in a white sari making Rangoli and decorating with oil lamps for Diwali. The scene is lit by warm, glowing oil lamps, creating a bokeh effect in the background. The girl is in the foreground, focused on her work.

Focus on India, Sri Lanka Bangladesh

.....
Author: Michela Adinolfi





The area known as the “Indian subcontinent” comprises India (and the island of Sri Lanka), Pakistan and Bangladesh. Covering an area approximately the size of Europe, it shows an impressive variety of cultures, languages and religion. The whole subcontinent has been shaped by a millennial history of migrations and conflicts, including the British colonisation and violent clashes of the two main religions, Islam and Hinduism. In the last half century, remarkable transformations have occurred in the economic systems of India and its neighbouring countries, followed by contradictory social developments. Still nowadays, significant cultural improvements cannot yet eliminate deep-rooted problems like the environmental consequences of intense industrial activity, the troubling inheritance of the Indian caste-system and the unceasing violence against women.

Hinduist statue in botanic garden
plasmatic / shutterstock

India

Lying in relative isolation from the rest of Asia, protected by the world's highest Himalayan mountain system, India has been the centre of many important civilisations since at least 2000 BC. The northern part of the country was home to the major ruling powers of India and today it is still the most populous region.

The southern area consists of a triangular peninsula, mainly occupied by the Deccan plateau, crossed by several rivers on both sides. The indigenous population of India that used to live in the central and southern regions was conquered by the Arian population as early as 1500 BC, introducing the social divisions that formed the basis of the rigid caste system still dominating the Indian culture.

The penetration of Muslim populations around the thirteenth century and the rule of Muslim kingdoms lasted until the British conquest that established a powerful presence in India. After the country gained independence in 1947, many Muslims moved from India into the Muslim states of West and East Pakistan (today Pakistan and Bangladesh), although still around 75 million Muslims remain in India. However, Hinduism remains the dominant religion, practised in its various forms by about 80% of the population.

Over the last decades India has gained a prominent role as one of the two Asian superpowers together with China. With its 1.02 billion people, or 16.7% of the world's population, India is now the second most populous country in the world. The United Nations estimates that by 2050 India will take China's first place, due to the faster annual population growth rate (2% compared to China's 1%).

The urbanization rate is still far from China's one, as India has the largest rural population with 857 million, while only about 32% of population live in urban areas.

Nevertheless, figures about Indian cities are still impressive. Just to cite some data from the latest census, in 2011 there were 53 cities over 1 million inhabitants, all together hosting 14% of the total urban population.

Out of these cities, Delhi, Mumbai and Kolkata have the largest population (over 18, 16 and 14 million inhabitants respectively). According to UN estimates, in 2030 Delhi population is projected to rise to 36 million.

Eight-largest Indian cities (over 5 million inhabitants)

Mumbai	18.4
Delhi	16.3
Kolkata	14.1
Chennai	8.6
Bangalore	8.4
Hyderabad	7.7
Ahmedabad	6.3
Pune	5.04

Source: Census of India 2011

Economic and social developments

India's economic development has followed a rather distinctive pattern, different from the intensive industrialization experienced in China, and more service-oriented.

Over the last three decades a series of economic reforms and liberalisations boosted GDP and average income growth, although with very wide gaps between the single States as they have considerable autonomy.

Currently India ranks as the tenth-largest economy in the world, the third by purchasing power parity (World Bank and IMF ranks). Despite the considerable achievements in several sectors, such as reduction of the infant mortality rate, increase of literacy rate and life expectancy, improvements in transport and industrial infrastructure, poverty reduction and social welfare haven't kept the pace of economic growth. In fact, still 32,7% of India's population (about 335 million people) live below the poverty line, calculated at \$1,25 per day; about 300 million people are illiterate; over 40% of children are below acceptable nutrition levels; and basic medicines are unavailable in about three on four villages.

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India's middle class – how large?

Many economic analysts over the last years have pointed at a "huge" Indian middle class as the driver for the future growth prospects, in the effort to bring foreign investments in the country. While it is undeniable that a considerable expansion of the middle-income group, many past and current studies about the Indian middle class (sometimes referred to as "neo middle class") do not take into account the structure of employment, that is still marked by a dualism between the informal sector, including self-employment and other subsistence employment, and the formal sector; whereas the majority of the workforce is under-employed and even some groups in the formally employed sector must still deal with poverty issues.

There is indeed a rapidly-growing number of people with rising incomes and significant spending power; but rather than a huge addition to the middle class, they represent a minority, facing a majority of people that are only slightly above the official poverty line counts.

Of course, this is not at all diminishing the importance of the Indian middle class, but how can it be concretely measured? Far from the early 1990s projections of 300 million people joining the group, an interesting chart from the 2011 census takes into account four basic assets such as television, computer/laptop, scooter/car and telephone/mobile phone. The percentage of population owning all of these assets is 4.6%, in other words around 50 million people.

According to the Mail Online India that reported about these charts in 2013, a so-called affluent belt, spread across the regions of Himachal Pradesh, Punjab, Haryana and Uttar Pradesh in the north, and some parts of Kerala, Tamil Nadu and Andhra in the south, while a "poverty belt" starts from the tribal belt of North-West India, which includes the Central India Tribal Belt, parts of Bihar, Orissa and the North-East. Moreover, the article claims inequality to be rising both between and within affluent and poor states, for instance, in Maharashtra and Bihar. Considering that around 30% of India's population live below the poverty line and 17.8% owns none of the specified assets, it is clear that measuring the middle-class isn't a straight-forward, merely income-related task, and that only focused estimates, narrowed on specific segments of households and taking into account the different regional averages, are able to give a more realistic account of the Indian middle class size.

Healthcare industry

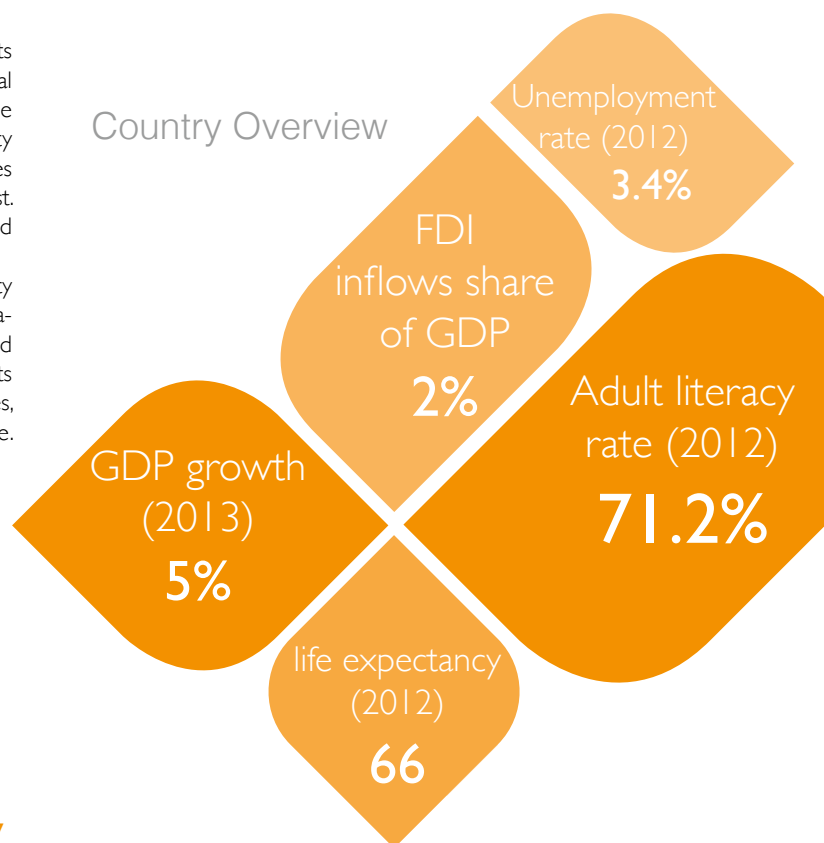
India's health system in figures

Total expenditure on health as % of GDP (2012)	4.1
Public health expenditure share of GDP (2012)	1%
Public health expenditure share of total health expenditure (2012)	33%
Private health expenditure share of GDP (2012)	3%
Number of physicians (2009)	757,377

Source: WHO

According to a report issued by the India Brand Equity Foundation, the size of the Indian healthcare industry contributes to around 5% of GDP and employs 4 million people. The Foundation indicates the well-trained medical workforce as one of the main assets of the country's health system, followed by the attractiveness of lower costs for most medical treatments compared to the more developed economies.

The estimated growth of the healthcare sector is an annual 15%, from US\$45 billion in 2008 to US\$78.6 billion in 2012. By 2017, the most optimistic forecasts expect almost two-fold increase to US\$158.2 billion. Similarly, per capita health expenditure is expected to rise from US\$57.9 in 2011 to US\$88.7 by 2015, favoured by rising incomes and better access to high-quality healthcare facilities. A leading role in this growth is assigned to the private sector, whose share in healthcare delivery is expected to increase from 66% in 2005 to 81% by 2015.





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Gross national
income per capita
(PPP international
\$2012)

3.910

Fertility
rate
(2012)
2.5%

GDP
(current US\$,2013)

**\$1.877 trillion
2013**

Population

Total 2013

1.252billion

Population
under 15

29.5%

Income level
Lower middle
income

Population
over 60

8%

Source: World Bank

Among the factors contributing to such projected growth, there are:

- Higher demand for better healthcare facilities at affordable prices from Indians with increased purchasing power: As health insurance adoption rises, growing segments of the population can afford high quality treatments.
- Growth of healthcare expenditure: although health spending still lies significantly below the average of the developed economies, total expenditure on health in India was over 4% of GDP in 2010 as compared to 2% in the year 2004 (World Bank 2012 data). Government spending on health is still less than 20% compared to 80% from private spending; however, it has increased to US\$83 billion under the 12th Five Year Plan, about US\$60 billion more than in the 11th Plan, raising public expenditure on health to 2.5% of GDP.
- Government Policies adopted to promote investment in healthcare sector and infrastructure:
 - 100 per cent FDI permitted for health and medical services under the automatic route.
 - Customs duty on all medical, surgical and dental equipments reduced from 7.5% to 5%.
 - Full exemption from excise duty/Countervailing Duty granted to six specified lifesaving drugs/vaccines.
- International dental manufacturers allowed to establish joint ventures and outsourcing facilities.
- Lower tariffs and higher depreciation on medical equipment and income tax exemption for 5 years granted to hospitals in rural and smaller urban areas.
- National Rural and Urban Health Missions are going to converge into the National Health Mission, with higher budget allocation (US \$3.9 billion in 2013-14), as part of government's commitment to raise public spending from less than 1% to 2-3% of GDP.

Healthcare investments

According to data released by the Department of Industrial Policy and Promotion (DIPP), hospital and diagnostic centres attracted over US\$2 billion foreign direct investment (FDI) between April 2000 and July 2014. Among the major investments there are:

- US\$ 4.9 million to set up a public stem cell bank;
- Constructing a modern women and children cancer hospital at Parel in Mumbai;
- BlackBerry plans to launch an integrated healthcare service to enable early detection of illnesses, in partnership with healthcare technology firm NantHealth;
- Public funded HIV preventive services to transport sector workers;
- Government of Odisha was required to allocate 25 to 30 acres of land for a satellite centre of the All Indian Institute of Medical Sciences (AIIMS) Bhubaneswar as a super specialty healthcare facility;
- A proposal was approved to set up the National Cancer Institute (NCI) worth US\$ 332.62 million in the Jhajjar campus (Haryana) of AIIMS, New Delhi.

Moreover, other public initiatives include:

- Free Drug Service and Free Diagnosis Service to achieve 'Health For All'
- Two National Institutes of Ageing to be set up at AIIMS, New Delhi and Madras Medical College, Chennai;
- A national level research and referral Institute for higher dental studies;
- AIIMS-like institutions in Andhra Pradesh, West Bengal, Vidarbha in Maharashtra and Poorvanchal in Uttar Pradesh;
- 12 new government medical colleges to be set up;
- 15 Model Rural Health Research Centres to be set up for research on local health issues concerning rural population.

Further developments in the healthcare infrastructure include the establishment of retail clinics, single speciality, secondary and tertiary care centres in tier II/III cities, due to tax incentives and rising demand coming from affluent Indian households across these areas.

Oral health industry

According to the Indian Dental Association, in 2012 there were over 180,000 dentists in India, including 35,000 specialists in different disciplines. The dentist-to-population ratio differs in urban and rural areas, with an average 1 : 9,000 and 1 : 200,000 respectively. 297 dental schools, 125,000 dental clinics and over 5,000 dental laboratories constitute the dental services network.

As more than 24,500 new dentists graduate every year, their number is expected to rise to 300,000 by 2018, while the number of dental specialists should grow to 50,000.

As regards dental technicians, since only 32 colleges offer such courses there is a shortage of dental technicians compared to the rapidly growing demand, but the number is increasing.

More than 90% of dental practitioners work in larger urban areas and play a determinant role in the purchase of dental devices and materials for hospitals, clinics and other healthcare facilities. Most dentists prefer to work in private dental offices as opportunities are less in the public sector.

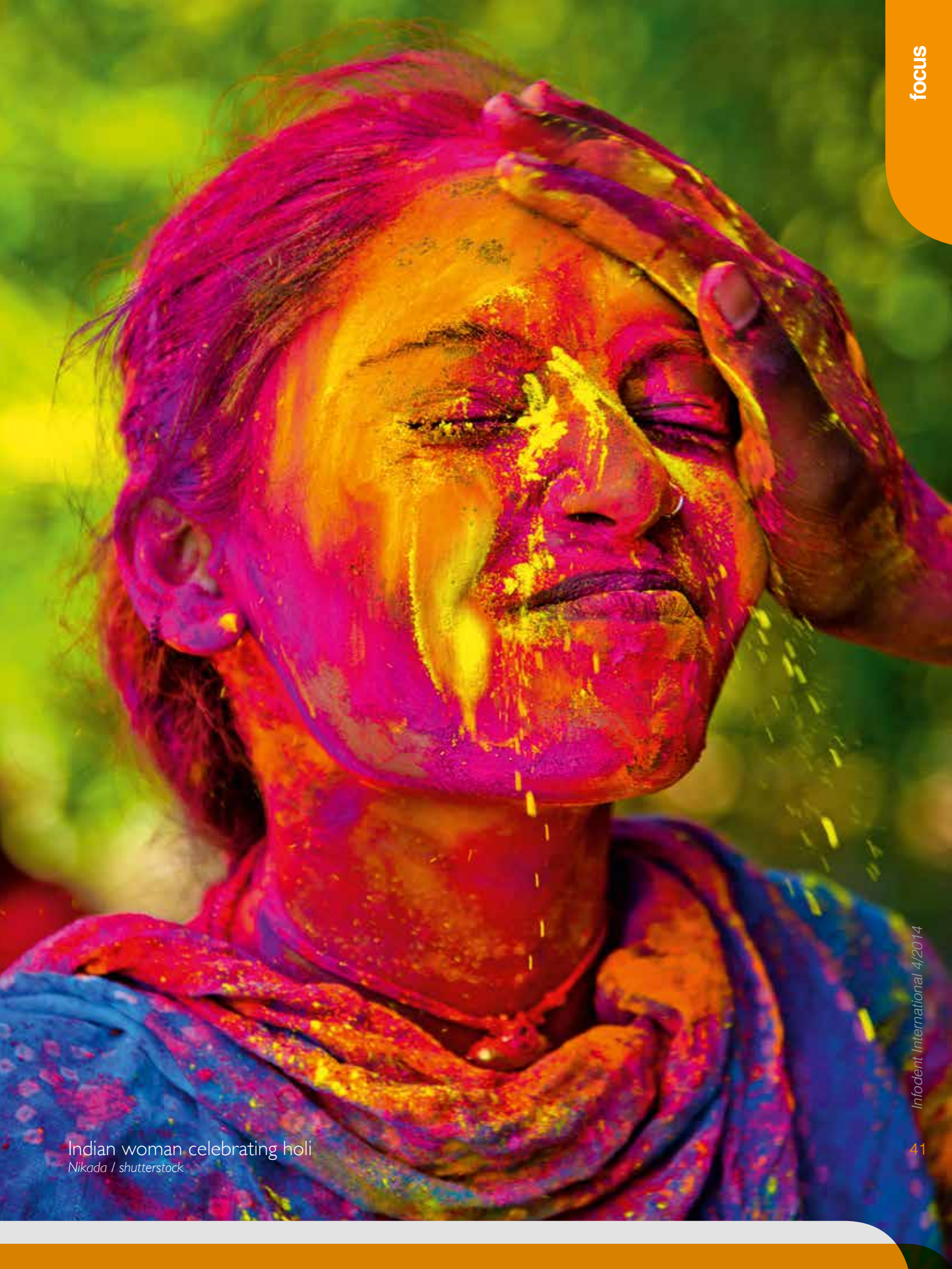
Moreover, the large majority (almost whole) of patients choose private practices since public facilities are often of poorer quality. In line with other countries, a growing trend is the establishment of group practices and dental clinics chains.

According to the Confederation for Indian Industries (CII), of the over 15,000 private hospitals and nursing homes in India, mostly located in the major cities, many also provide dental services and invest in sophisticated foreign medical/dental devices. Hospital chains belonging to private organisations have exclusive dental departments.

Due to the still unexploited potential, India's dental equipment market is seen as one of the most promising among the emerging economies, sized around US\$90 million. Several reports claim that the annual growth rate of the dental market may currently be around 10%, reaching US\$116.43 million already in 2014, and top 20% annual growth in the coming years, also in consequence of the investments coming to build dental specialisations departments in new hospitals, both for general and specialised care.

Several multinationals like KAVO G C, Ivoclar-Vivadent, Dentsply, 3M, Nobel Biocare, Sirona, Aceton, Ultradent, Coltene, Voco, SS White, Shofu and many others have set up offices in India, that is therefore becoming a main supplier of dental equipment and material to countries such as Sri Lanka, Pakistan, Africa and the Middle East.

The largest proportion of equipment and products, estimated at about 85%, are imported, mainly from Germany, USA, Italy, Japan and recently from China. The most important categories are consumable items, implants, X-Rays, dental units and imaging systems, with a significant growth in dental laboratory equipment and materials, dental drills, scalers and handpieces.



Indian woman celebrating holi
Nikada / shutterstock

Sri Lanka

Healthcare

Healthcare figures

Total expenditure on health as % of GDP (2011)	3.4
Private expenditure on health as % of total expenditure on health (2011)	55.4
Density of physicians per 1000 population (2006)	0.492
Density of nurses and midwives per 1000 population (2007)	1.93

Main healthcare issues

According to the WHO, Sri Lanka is on track for achieving most of the MDG targets, thanks to a continued commitment to health and education and an extensive network of public health units and hospitals, which are in general well staffed and equipped. Significant achievements have been made in nearly eradicating vaccine preventable diseases, except for dengue and some of the neglected tropical diseases. However, non-communicable diseases and particularly cardiovascular diseases, cancers, diabetes and chronic respiratory diseases are rising and account for about 70% of deaths in the country.

In the North and Eastern Provinces, the recent civil conflict has left several damages to the health system, that still needs large-scale interventions to recover.

The Health Sector Master Plan 2007-2016 stressed the need to focus on the achievement of the health-related Millennium Development Goals, including more investment in infrastructure, more equitable development of the lagging regions, and strengthened public services delivery especially in the North and the Eastern regions that were already lacking adequate investment over a long time.

Oral health

According to the last National Oral Health Survey, only about 3% of the 6 year old children have been treated for carious teeth, while 93% had unhealthy periodontal tissue and 48% has never received any type of dental treatment. More than 68% of the children of this age needed oral hygiene instructions and around 22% needed oral prophylaxis treatment.

On general terms, more than 60% of the population in all age groups were unaware of their oral disease status. The dental service delivery is mainly curative oriented and based on hospitals for specialist care and outpatient dental clinics for primary care. Oral health prevention and promotion has received very little attention so far.

Clinical preventive care is carried out by a limited number of Community dental clinics, adolescent dental clinics and school dental clinics, mainly targeting the young population. The only available dental auxiliary category, the School Dental Therapist also targets the children aged 3 to 13. It is therefore crucial for Sri Lanka to develop a substantial oral health promotion policy favouring preventive oral health care with adequate personnel.

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Country Overview

Total
Population
(2012)

21,098

Population
under 15 (2012)

25.15%

Population
over 60 (2012)

12.4%

Life
expectancy
at birth (2012)

75

Adult
literacy rate
91.2
(2010)

Poverty
headcount ratio
at \$1.25 a day (PPP)

4.1

(% of population)
(2010)

The stilt fisherman at work, Sri Lanka, Asia
hadynah Mortula / shutterstock

Source: World Bank, WHO

Bangladesh

As reported in a recent article by The Lancet, Bangladesh, the eighth most populous country in the world with about 153 million people, was recognised as an exceptional health performer with marked improvements in reduction of infants and children mortality, life expectancy, immunisation coverage, and tuberculosis control, despite a series of drawbacks including low healthcare spending, a weak health system and widespread poverty.

However, poverty and malnutrition remain major challenges, as the health care system, both public and private, is run by local entrepreneurs, different NGOs and international organizations. The Ministry of Health and Family Welfare is the leading public organization for policy formulating, planning and decision making with four Directorates providing health care services to the citizens.

Public health development policies have aimed at providing basic services to the entire population, particularly to the under served communities, including women, children, the elderly and the poor: Non government organizations (NGOs) are key sources of health services in both rural and urban areas, especially in providing family planning and maternal and child health services. More recently, NGOs have extended their range of services and are now the major providers of urban primary care. The Drug policy introduced in 1982 aimed to ensure the supply of essential drugs at all levels of health care delivery, at affordable price, and eventually resulted in a fairly advanced development of the pharmaceutical sector.

Medical industry

According to an Espicom report, in 2013 the Bangladeshi medical device market was estimated at US\$162.7 million, about US\$1 per capita. The market value is expected to rise to US\$243.6 million by 2018. Medical device imports increased by 25.4% in the same year and topped a record US\$156 million.

The annual import total reached US\$161.3 million in the 12 months to March 2014, with an increase on the previous year of 29.7%. As local medical equipment production is extremely limited and only includes basic medical supplies, exports accounted for only US\$3.7 million in 2013 and US\$4.1 million in the 12 months to March 2014 (+21.3%).

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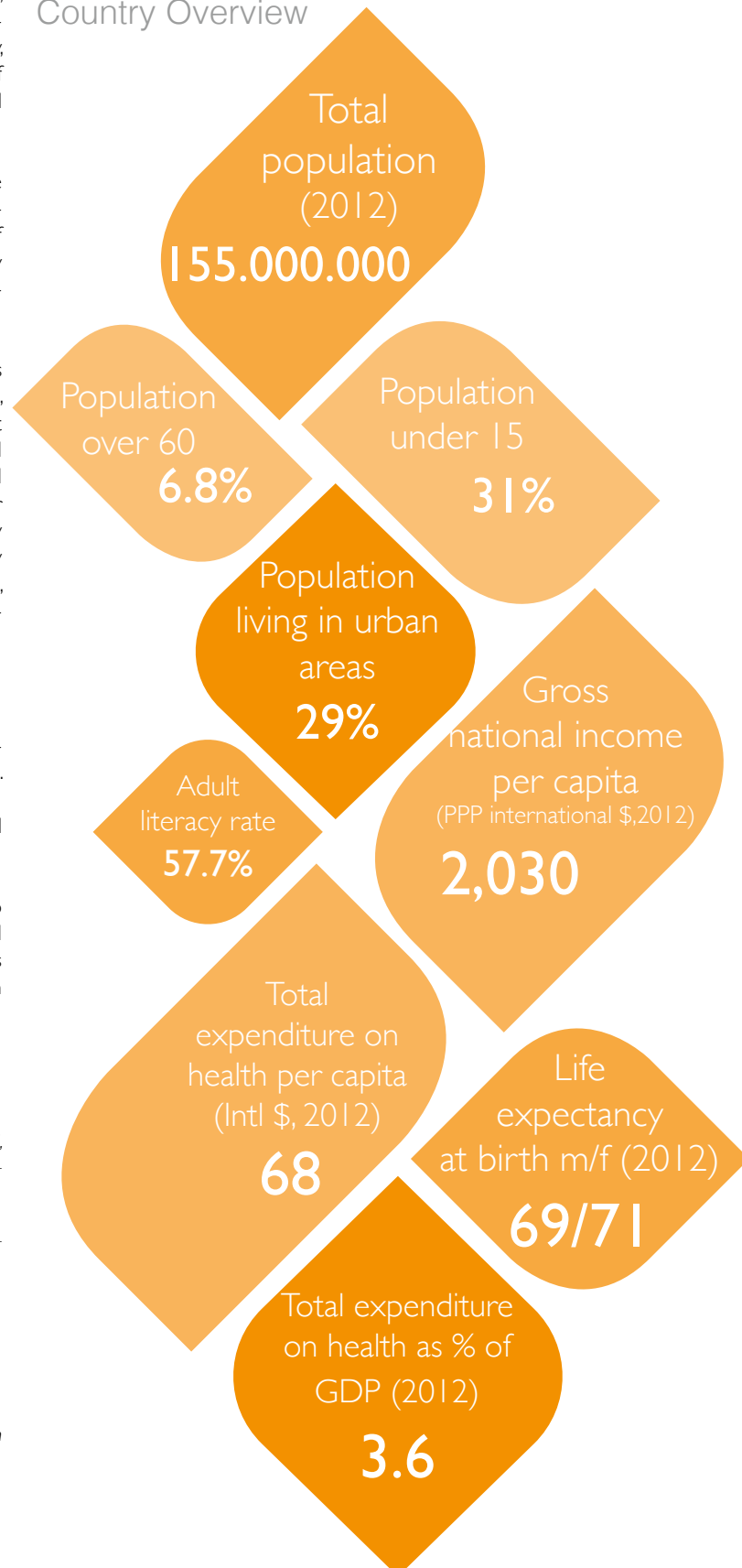
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Country Overview



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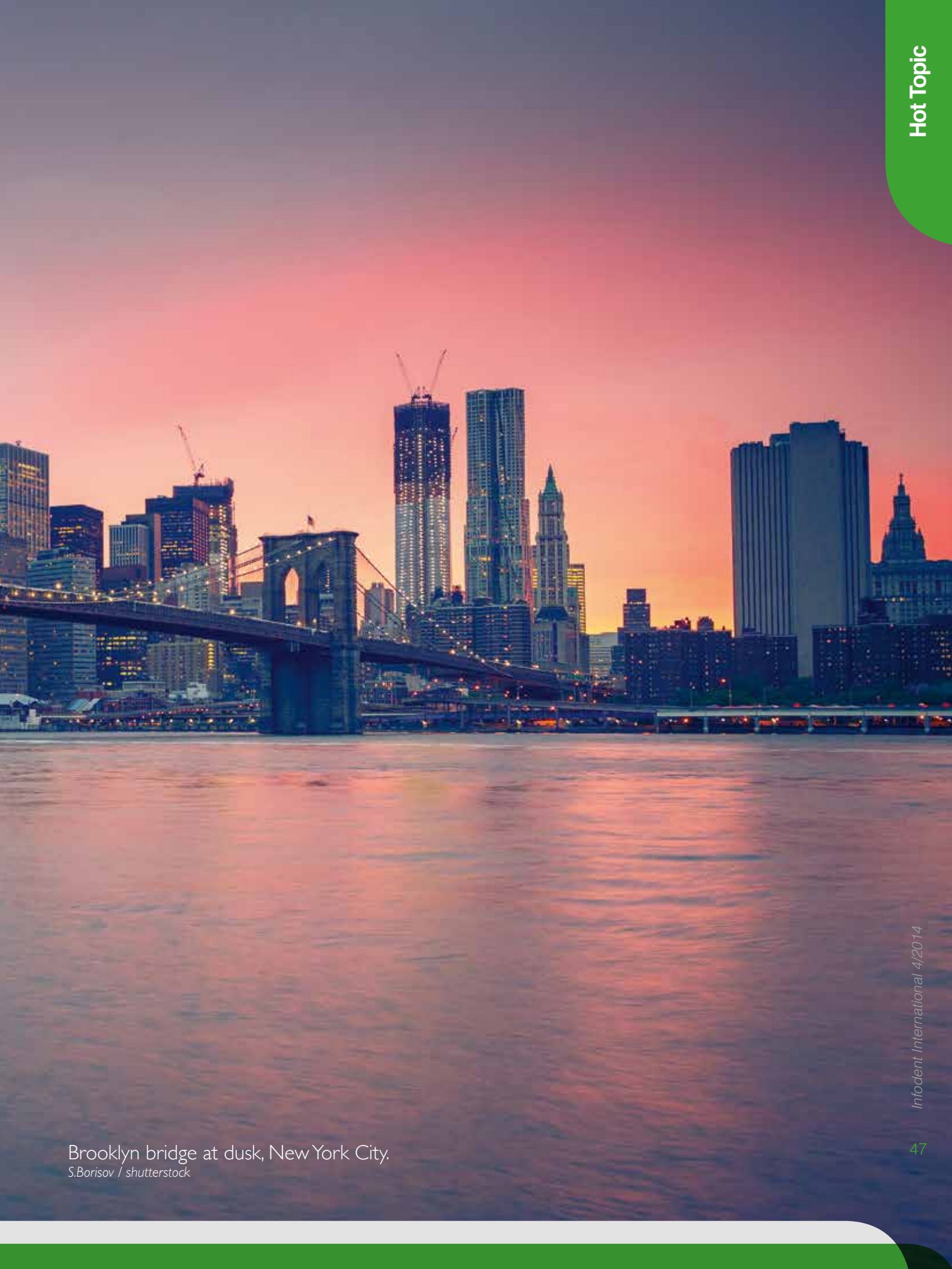


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Hot Topic

Is there an oral health crisis in the USA?

Author: Michela Adinolfi



Brooklyn bridge at dusk, New York City.
S.Borisov / shutterstock

Despite the improvements in the overall healthcare status achieved during the last half century, many Americans still lack adequate coverage to treat their dental illness, and the question whether an oral health crisis is underway in the USA seems more than actual after the healthcare reform passed, leaving many oral health coverage issues unsolved.

In October 2013 the CNN reported that only about 2% of older American adults have dental insurance of any kind. The Oral Health America's report "State of Decay: Are older Americans coming of age without oral health care?" pointed at the dental diseases that may be threatening the baby boomers generation, the majority of which kept their natural teeth, over the coming years. Low-income groups and racial and ethnic minorities are particularly vulnerable, as shown by a recent survey conducted by Harris Poll on behalf of the OHA.

The picture is not very encouraging, as 74% of those surveyed delayed care for financial reasons or due to lack of insurance coverage. According to these results, an income-based gap divides the American households who can afford to seek dental care from those earning less than \$50,000, including many urban residents and young adults (including students), who are more likely to skip or delay a dental visit.

As the percentage of working-age adults with dental benefits decline, the high costs of dental care, the low diffusion of dental insurance results in low access to better technology and preventive treatments.

These findings stress the need to prioritize policies that improve access to good oral healthcare. Last September, several oral health leaders gathered on Capitol Hill to discuss about the topic "Communities Matter: Does Your Neighborhood Determine Your Oral Health", an event hosted by OHA and Oral Healthcare Can't Wait, an initiative of the Dental Trade Alliance.

The meeting addressed disparities in dental care that affect lower-income communities across the country. According to Sen. Dick Durbin's intervention during the event, 45 million people live in one of the professional shortage areas in America, confirming the American Dental Association's claim that one of the main challenges to access dental care is the difficulty of getting to a dental office. Of course this is only one of the barriers singled out by the ADA; among the others, there are insufficient financial means, lack of priority given to dental care among other health problems and basic needs, as well as navigating government assistance programs.

During a previous encounter between OHA's staff with more than 50 members of the Senate and Congress, the organization asked for support of legislation guaranteeing dental benefit for children and older Americans, and interventions to prioritize oral health through preventative dental care programs, dental education assistance and dental training. Through the website toothwisdom.org, OHA has also provided a tool to facilitate patients in finding dental care in their own state and inform them about transportation options.

Although approximately two-thirds of Americans seek regular dental care, many of the remaining individuals and families, and particularly racial and ethnic minorities, people with chronic diseases or elderly and lower-income households must cope with a disproportionate incidence of dental disease. Dental provisions for low-income adults is not included in the Medicare nor in the Affordable Care Act, whose coverage is limited to less than 1% of dental services. It is also excluded from the Medigap insurance available to adults who wish to expand the range of benefits.

Therefore, even if many more people now have medical insurance, dental insurance is still very limited both in diffusion and duration, as it often ends with retirement. Moreover, even those who get a dental insurance may have limitations and obstacles due to other factors such as physical disabilities or other health problems.

As the percentage of working-age adults with dental benefits decline, the high costs of dental care, the low diffusion of dental insurance results in low access to better technology and preventive treatments.

The ADA reports that more than half of lower-income adults say they haven't seen a dentist in a year or longer, and lacking proper preventive treatment, more and more people seek care only in emergency cases. For instance, the number of emergency room visits for dental health of adults over 65 doubled from 1 million in the year 1999-2000 to 2.3 million in 2009-10. According to Dr. Charles H. Norman, president of the American Dental Association, in that year nearly 80% of emergency visits were for largely preventable issues like abscesses and cavities, representing a burden of over \$2 billion for the health system. And another problem is, most emergency rooms are not staffed or equipped to treat dental problems and can only provide pain relief and medications. When it comes to prevention, apart from the uneven implementation of state programs, there are also cultural, language or low literacy issues preventing many Americans from gaining greater oral health awareness.

For all of these reasons, a worrying share of the American population is neglecting their dental health, potentially impacting on the overall healthcare. From a geographic perspective, the OHA rank of all American states classified 17 of them as having a "poor" grade of oral healthcare: these are, starting from the poorest, Mississippi, Tennessee, Alabama and then Florida, Arizona, Louisiana, Delaware, Utah, Washington, Wyoming, Pennsylvania, Oregon, Montana, Kentucky, Maine, Virginia and California. The ranking takes into account factors such as edentulism, community water fluoridation, adult Medicaid coverage, access to dentists and a state oral health plan that addresses older adults.

Although many states' Medicaid programs are expanding to include some coverage for adult dental care, among these states such expansion still finds barriers. However, some states such as Minnesota and Maryland are performing well in terms of communities with fluoridated water, adult Medicaid dental coverage and state oral health plan, together with a perhaps related low rate of edentulism.

According to a Gallup survey in 2013, recording dental visits in the past 12 months, the results varied by geographic region. Eastern states have the highest share of visits and hold the top three positions in the state rankings. The Midwest ranks as the second area and four Midwestern states are included within the top 10 for 2013. Southern states lag a little behind, representing 8 of the bottom 10 states for dental visits.

Professionally Active Dentists by Specialty Field

Highlighted States: over 70% of population visited a dentist in 2013

Location	General Dentistry	Endodontist	Oral Surgeon	Orthodontist	Pedodontist	Periodontist	Other Specialties	Total	% dental visits 2013
United States	161,293	5,167	7,069	10,151	6,535	5,515	5,216	200,946	64.7
Alabama	1,754	60	80	133	97	54	55	2,233	59.7
Alaska	455	13	24	21	24	7	26	570	72.6
Arizona	3,045	112	113	183	146	101	67	3,767	59.3
Arkansas	1,030	22	43	59	46	19	15	1,234	56.1
California	26,207	814	817	1,437	841	800	724	31,640	64.6
Colorado	3,006	105	144	236	142	111	77	3,821	68.6
Connecticut	2,175	78	131	173	116	98	84	2,855	74.9
Delaware	342	11	24	17	15	18	6	433	70.9
District of Columbia	539	22	25	32	22	17	34	691	/
Florida	8,493	351	414	535	335	386	334	10,848	60.8
Georgia	3,747	123	194	261	221	156	143	4,845	60.3
Hawaii	863	38	29	44	43	28	34	1,079	68.8
Idaho	737	23	29	62	36	19	7	913	63.2
Illinois	7,380	200	274	420	205	218	149	8,846	66.0
Indiana	2,625	62	129	167	130	61	58	3,232	61.8
Iowa	1,378	40	65	82	52	27	71	1,715	69.3

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Professionally Active Dentists by Specialty Field

Highlighted States: over 70% of population visited a dentist in 2013

Location	General Dentistry	Endodontist	Oral Surgeon	Orthodontist	Pedodontist	Periodontist	Other Specialties	Total	% dental visits 2013
Kansas	1,243	36	55	79	35	33	23	1,502	68.0
Kentucky	2,154	42	105	130	98	66	50	2,647	58.6
Louisiana	1,860	55	90	144	81	50	46	2,326	55.3
Maine	555	16	32	43	16	16	15	693	64.3
Maryland	3,517	129	188	240	167	168	174	4,583	67.1
Massachusetts	4,250	206	198	295	229	273	308	5,759	74.5
Michigan	5,257	144	192	286	127	138	147	6,291	69.4
Minnesota	2,833	81	124	158	78	65	72	3,411	71.9
Mississippi	1,074	27	48	56	54	27	18	1,304	53.0
Missouri	2,527	64	107	168	68	61	55	3,050	59.0
Montana	521	12	26	34	16	14	8	631	65.2
Nebraska	1,041	30	38	54	47	30	27	1,267	68.8
Nevada	1,221	43	40	91	57	26	26	1,504	61.4
New Hampshire	673	26	40	52	29	29	18	867	68.4
New Jersey	5,841	188	291	404	282	266	203	7,475	70.5
New Mexico	885	26	34	55	37	27	31	1,095	61.0
New York	12,297	410	615	724	496	542	558	15,642	69.4
North Carolina	3,953	138	195	279	176	120	129	4,990	59.3
North Dakota	342	9	19	19	12	7	5	413	71.4
Ohio	5,059	150	222	334	174	149	131	6,219	63.6
Oklahoma	1,655	34	73	91	53	32	42	1,980	55.2
Oregon	1,537	35	36	53	50	38	31	1,780	66.1
Pennsylvania	6,563	228	347	442	239	257	197	8,273	66.9
Rhode Island	430	12	28	38	18	21	9	556	73.8
South Carolina	1,846	70	106	120	85	68	58	2,353	61.8
South Dakota	365	11	19	23	14	9	7	448	70.7
Tennessee	2,727	83	164	183	148	70	80	3,455	56.9
Texas	11,271	311	465	743	593	372	409	14,164	56.3
Utah	1,500	56	60	135	87	27	23	1,886	71.4
Vermont	301	8	19	22	10	11	3	374	70.1
Virginia	4,281	147	228	294	194	169	178	5,493	67.5
Washington	4,145	168	161	284	181	144	139	5,222	68.1
West Virginia	785	19	35	45	14	13	25	936	56.6
Wisconsin	2,736	75	124	161	88	52	85	3,321	72.4
Wyoming	272	4	10	10	11	5	2	314	63.9

Source: Kaiser Family Foundation, Gallup-Healthways
Residents of Southern states still least likely to visit dentist annually

On a national scale 64.7% of Americans in 2013 said they visited the dentist at least once in the past 12 months, not showing much variation from the previous year's 65.4% and the earlier averages recorded since 2008.

There are, nevertheless, some positive results recorded in the latest years, such as the increase in the number of federally qualified health centers that provide dental care and of the number of states having oral health plans in place (now 41 of 50). Moreover, legislation is slowly moving towards expanding the Affordable Care Act, Medicaid and veterans benefits to dental health.

Greater involvement at the community level is also emerging, for instance by creating emergency dental care referral programs, creating internal dental clinics where dentists provide treatments at reduced fees to qualified patients.

Greater involvement at the community level is also emerging, for instance by creating emergency dental care referral programs, creating internal dental clinics where dentists provide treatments at reduced fees to qualified patients. Besides the referral programs, there are also private practice dentists providing free treatment to patients who, in exchange, offer voluntary work in community related programs.

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The “basic 56” Principles for Startups

The following article features 12 of the 56 principles.

38

Business Start-up Checklist

A list of questions to consider before starting your business. Have you established relationships with advisors (i.e. lawyer and accountant)?

Have you chosen the form of business organization most appropriate for your need? Define Your Startup Sensitivities “Keep your friends close and your enemies closer.”

By identifying competitors’ strengths and weaknesses, one can better understand how to market one’s product as better. Why is their solution to the universal problem their product solves better than those before it?

39

Be creative.

Use spreadsheets, visual imagery or lists. Harness all of the information available on the product and its competitors, and study it. Look at each closely and determine strengths and weaknesses. If there are others who have an edge, then look at an angle where they are lacking.

Creating “the next social network for penguins” might be your ultimate passion, but be conscious of the fact that you’ve got a remarkably short span of time to engage writers when pitching them. Focus on the one (or two) strongest aspects of your value proposition (what your customers love about you most) and lean heavily on those hooks to gauge media interest.

40

Identifying the Right Writers for a Media List

The importance of identifying who will care about the product is not only relevant in terms of crafting positioning statements, but in identifying the right writers for a media list as well. Any media outlet employs a number of qualified writers capable of telling the story, but you should be careful to pitch only writers who will be the best fit for your product. Though time-consuming, this simple step should never be overlooked.

Determine key media outlets of interest then search for stories with similar themes or relevance to your own. Look at the writers who’ve covered those stories. Always pitch the right writer for your story. For example, if your product is exclusively for iPhone, don’t pitch a journalist who only reports on Android products.

41

“Build your network before you need them.”

~ Jeremiah Owyang, Partner and Industry Analyst at Altimeter Group

Once you have identified the writers to connect with, utilize social media to engage with them. Build relationships and ask of nothing. Set up private Twitter lists of the writers of interest, and actively respond to them and retweet their posts. Make friends with them!

42

Build relationships with writers

Relationships with writers are not always easy to build, but the effort to achieve them can mean great story coverage and the opportunity to be covered again in the future. Even if you are not in a position to leverage journalists or writers, you should still be connecting and making those relationships. In due time, they will always benefit you and your startup.

43

Creating a Press Kit

The key to a successful media launch is rooted deep within a killer media kit. Begin by identifying the items needed:

Media Advisory

Logos & Screenshots

Founder Bios & Photos

A media advisory should include all major points that are important to the product, the company and its success. It should include how the product is changing the world and why it is important. More importantly, it should be written and directed towards who will care. The “pitch” should be included in the headline and/or the first paragraph of the release. This is an excellent opportunity to use your positioning statements from earlier.

Include brief and necessary background information on the company and its founders. Enough to offer a taste of the team behind the product. By offering quick stats at the end of the media advisory, writers are given a brief snapshot of the company. Include: Company Name - Website - Twitter Handle(s) - CEO & Co-Founders - Launch Date (if applicable) - Fees (if applicable). Be conscious of time restrictions or sensitivities. Is there an embargo present or a set launch date and time?

44

Remember, most writers will merely skim a media advisory.

By ensuring that a media advisory is tight and effective, you’ll increase the chances of story coverage.

Always offer the media options to use as supplementary visuals to accompany the story. Include company logo(s) and relevant screenshots of the product. Anything that offers a glimpse of features and capabilities is appreciated.

Provide a brief biography of each founder and respective photos. What is the driving force behind the company and how have their beliefs shaped it to become the success it is now? Include any tidbits of information that writers could use.

45

An important takeaway is that your press kit can be your ultimate weapon in securing great coverage.

We recommend using a personalized Dropbox folder or Google Drive for each journalist you approach so that you can easily share by inviting them to the folder. It will also confirm when they join or view the folder – confirming interest – and hopefully that a story is about to be written.

46

Reaching Out to Journalists

Engagement with journalists prior to reaching out is key. When interacting with writers beforehand, you should request to send information on a story that may interest them. As previously mentioned, by building a relationship first, this request doesn't come off as insincere. Writers may still decline, but by continuing to build on the relationship created, you could potentially convince them to accept in the future.

47

Content Creation

With a blog setup and your PR in full swing, it's time to kick content creation into high-gear. Managing a blog and other forms of content can seem daunting, especially to not-so-great writers. Fortunately, four little steps will give startups the information they need to get serious.

48

Creating a Topic List

You've got a good looking blog designed and a great content promotion strategy, but something's missing. Oh right! The content. Before you dive right in and start writing, create a topic list. The perfect topic list is based on your core keywords for SEO purposes. Using your core keywords on your blog builds your startup's credibility with search engines. Start by brainstorming ten topic ideas around each of your core keywords. Where possible, use your keywords in the titles, but not where it feels unnatural.

With between thirty and fifty topics, you can start thinking about writing. But first, put all of these ideas into a calendar. When will each be published? Who will write them? Are any of them in progress? A blog calendar helps you track your topics from conception to completion. Gantt charts are often shrugged off, but for the purpose of properly managing an editorial schedule, they are extremely helpful. Check out the multitude of templates and spreadsheets available for free online like: 90-day calendar, a Google Doc template, or these free guides from Bob Angus.

Tip: Be sure to add descriptions to your topic ideas. You might not remember your main points when you go to write the post three months from now.

49

Knowing What Types of Content to Publish

There are four main types of content to be published (excluding blog content). Like social networks, each one has unique advantages and disadvantages. Consider your options carefully, always keeping your target market in mind. And remember: don't try to do a little bit of everything right. Offer a free eBook in exchange for a name and email address. Just like that, you have a new lead. You know they're interested in your product because they were interested in the eBook and now you have their contact information. Now, follow up. Ask their opinion of the eBook and open the door for conversation.

Webinar

50

Hearing your voice and engaging with you live gives your customers (and potential customers) a sense of ease. Webinars capitalize on this! Cross promote your webinar on your blog. Also, have someone on your team live tweet during the webinar using a custom #hashtag. At the end of the webinar, after providing real value to the attendees, post your contact information. It's a simple, interactive way to generate new leads.

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51

Newsletter

Email marketing is far from dead, despite what you might have read. Make subscribing to your newsletter quick and easy. Don't go overboard with your email blasts though because if you overuse the connection, you'll lose it. For the same reason, you'll want to ensure every newsletter offers real value and is not just an excuse to push a new product. Try offering a discount, a promotion, industry news, or a contest – whatever!

52

Video

If a picture is worth a thousand words, imagine how much a video is worth. Keep it simple by having an explainer video created or by shooting an introduction video. Put the video on your startup's homepage and/or blog. You might be camera shy, but statistics show that most people would rather watch than read.

53

Guest Blogging

Guest blogging is vital for startups. First of all, guest posting on a popular blog is a great way to build your reputation in the space. Second, having someone influential guest blog on your startup's blog is an easy way to drive traffic. Start by looking for outgoing guest blogging opportunities on the top blogs that are writing for your target market. Most blogs will accept guest posts openly, so look for a writers' page or contributors' page. If you're having trouble, track down the blog owner or editor on social media. Ask to email him a first draft of your blog post idea. Just make sure it's high-quality and 100% original.

Once you've built a reputation, it will be easier to find influencers willing to contribute to your startup's blog. Create a writers' page of your own or reach out to select influencers individually via social media or email. When the guest post is published, be sure to ping the contributor so she can promote the post to her whole network.

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Capturing Emails

Email subscription has been mentioned a few times already. Capturing emails can be divided into three categories: email submits, newsletter subscriptions and blog subscriptions. Email submits could come from eBook downloads or similar offers. Newsletter subscriptions are just that: people interested in reading regular updates and content from your startup. Blog subscriptions are straightforward as well.

Email submits and newsletter subscriptions are best managed by tools like MailChimp, which allows you to easily send well-designed custom emails to leads. Blog subscriptions, on the other hand, are best managed by tools like Feedburner, which allows you to automatically notify leads when you published new blog content.

Test and Iterate

By now, your marketing strategy is in full motion. Of course, no one gets it perfect on the first try and there's always room for improvement. That's where testing and iteration comes into play. Remember back to the core metrics and definition of success from earlier: Keep those two things in mind here.

55

Setting Up Analytics Tools

The key to measuring success is a great analytics tool. If you need a no-frills solution, check out Google Analytics. It will give you the basics and, over time, you will learn to master the somewhat complicated behind-the-scenes mechanics of it. If you want something more user-friendly and advanced, tools like metrics are always available. Your experience setting up your analytics tool will be different depending on the solution you choose. However, all analytics tools will have you insert a snippet of code on your webpages, which allows them to track visits and events. Be sure to look for analytics tools that are committed to preserve fast load times, like Measurely. Some codes leave visitors waiting for the website to load, which can increase bounce rate dramatically.

56

Measuring Against Benchmarks

Earlier, you recorded your baseline metrics, which you'll use as benchmarks going forward. Ideally, you're measuring week over week and month over month growth. If you make the mistake of waiting for solely month over month data, you could be too late. Each week, compare your core metrics to the week before. Some give and take is normal. Each month, do the same. Here, you should look for consistent growth. "If you can't measure it, you can't manage it." ~Peter Drucker, Management Consultant
When you see significant growth or decline, be sure to attribute it to some event(s). For example, a tweet that went viral or a newsletter that was a huge disaster. Isolate what you did differently and either replicate it or avoid it going forward. Don't just measure your data – act on it!

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Extra content

Brainstorming Creative New Ideas

While tweaking what you're already doing is great, coming up with brand new ideas is even better. It's not enough to only iterate and optimize what you've been doing. The most successful startups are always trying creative new things. Maybe a social contest, a funny video, a new online course, a clever PR angle – the list is endless.

Many of your new and innovative ideas can easily fail, but the few that succeed will be well worth it. Never get complacent! As a startup, the name of the game is agility, flexibility and thinking forward.

Best Practices

What are the industry experts saying? What are the top startups doing? Here are three startup marketing best practices.

1- Sell the Solution

Too many startups focus on the problem instead of the solution. It makes sense, of course. Founders design a solution for the problem, which makes the problem a founder's first love. Unfortunately, it's the solution that appeals to potential customers. Realistically, there are hundreds of products that could solve the problem of, for example, low productivity. What makes your solution the perfect choice?

2- Have a Compelling Story

Storytelling is a powerful sales tool. Just ask Seth Godin! If you have a compelling story, use it. How did you come up with your solution? Did you struggle in the beginning? Are you still struggling? Use your story to differentiate yourself from the competition. Startup marketing is all about the customer and establishing an authentic relationship. Having a relatable story to tell is a fast-track.

3- Use All Your Resources

Your team is arguably one of your biggest marketing tools. Their passion for what your startup is doing is called evangelism. Use it to your advantage. Send them out into the world excited to tell your startup's story to anyone they meet. But don't stop there. Ride the buzz from a trending topic by writing a blog post on it or creating a video about it. Run a contest around a major holiday to drum up some hype. Be sure you're not overlooking any marketing resources, big or small.

Conclusion

Startup marketing is a complex science. Some great ideas have failed due to a lack of media attention and customer awareness. Others have gone under thanks to a poor strategy. Still, other great ideas have spiraled to billion dollar fame! Well, founders everywhere can stop searching for that elusive secret to startup marketing success. It's simply the sweet spot between content marketing and PR.

Would you like to contact the Author?

Write to: ap@arianto.it

Antonio Pelliccia

Prof. Catholic University of Rome

Health Management

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Danaher Corporation

publishes the public tender offer for all publicly held shares of Nobel Biocare

Today Danaher Corporation published the public tender offer for all publicly held registered shares of Nobel Biocare Holding AG with a par value of CHF 0.40 each, as announced on September 15, 2014. The offer price is CHF 17.10 in cash per registered share.



The fairness opinion can be obtained from Nobel Biocare tel.: +41 (0)43 21 14230
e-mail: investor.relations@nobelbiocare.com
Downloaded from http://corporate.nobelbiocare.com/en/investors/offer_restrictions/default.aspx.

The offer prospectus including the report of the Board of Directors can be obtained from Credit Suisse AG, Zurich tel.: +41 (0)44 333 43 85
e-mail: equity.prospectus@credit-suisse.com
Downloaded from <http://phx.corporate-ir.net/phoenix.zhtml?c=82105&p=irol-irhome>.

On September 14, 2014 Nobel Biocare's Board of Directors unanimously decided (with one member not participating) to recommend that Nobel Biocare's shareholders accept the offer of Danaher. The Board of Directors of Nobel Biocare reviewed the offer in detail and determined that the all cash offer is in the best interests of Nobel Biocare, its shareholders, employees, customers and suppliers. The report of the Board of Directors regarding the offer has been published in the offer prospectus of Danaher today.



Indicative, further timeline of the transaction

- October 1, 2014: Publication of offer prospectus by Danaher
- October 16 – November 14, 2014, 4pm CET: Offer period
- November 17, 2014: Preliminary announcement of interim results
- November 21 – December 4, 2014, 4pm CET: Additional acceptance period
- December 05, 2014: Preliminary announcement of final result
- December 11, 2014: Settlement

N+I Swiss Capital AG provided a fairness opinion for Nobel Biocare's Board of Directors in which it confirmed that the offer price of CHF 17.10 in cash per registered share is fair and appropriate from a financial point of view. On September 29, 2014 the Swiss Takeover Board decided that the offer of Danaher is compliant with the statutory provisions relating to public tender offers.

Contact information:

Süha Demokan
Investor & Corporate Relations
Tel: +41 43 211 42 30, +41 79 430 81 46
suha.demokan@nobelbiocare.com



Sirona Dental Systems, Inc. Enters into Unprecedented Agreement with Boston University to Enable it to Become Nation's First All-Digital Dental School

Boston University Henry M. Goldman School of Dental Medicine Students to Learn about Complete Digital Workflow Process in Fully Equipped Operatories

LONG ISLAND CITY, N.Y., Oct. 10, 2014 - Sirona (NASDAQ:SIRO), the dental technology leader, today announced that it has recently entered into a unique digital dentistry agreement with Boston University Henry M. Goldman School of Dental Medicine (GSDM) that will enable GSDM to become the first all-digital school of dentistry in the nation providing dental students at GSDM the opportunity to learn about the current digital dentistry landscape in fully equipped operatories. Specifically, all dental students will have ready access to the latest digital equipment purchased from Sirona in order to experience a full digital dentistry workflow, including both dental and laboratory techniques and applications. The GSDM Patient Treatment Centers will now be furnished with equipment from Sirona's CEREC®, Schick, GALILEOS and inLab® product lines.

A digital dentistry task force was established to transform the dental school curriculum to a completely digital learning environment. The task force set out with a goal to provide students with all of the tools needed for comprehensive treatment plans and efficient delivery of the highest level of oral healthcare using digital dental technologies. It evaluated the necessary facilities, equipment and technical support required to create a seamless all-inclusive system. GSDM sought to make the digital conversion as user-friendly and seamless as possible. The findings of that task force led GSDM to enter into an agreement with Sirona that will enable GSDM to become the first all-digital school of dentistry in the nation. Sirona is able to offer an expansive leading product portfolio, strong technical support and seamless technology integration capabilities. Sirona's digital technology is used as an educational tool as well as for hands on clinical experience in the majority of dental schools.

"We are honored to enter into this first of its kind endeavor with Boston University," remarked Jeffrey Slovin, President and CEO of Sirona Dental Systems, Inc. "Students will get to experience the true workings of a current dental practice environment and we commend the University for leading the way towards educating its students using digital dentistry techniques. We are pleased to collaborate with Boston University in setting the stage for the future of dental education."



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Syrian-American Medical Society Foundation

The Dental Relief Project

When it comes to the supply of vital health related services for a refugee community, dental care is often overlooked. However, SAMS sees the importance and necessity of this aspect of healthcare. With the knowledge that dental health is closely linked to overall health and can often act as an indication of well-being (or lack thereof), SAMS is working to ensure that dental care reaches those refugee populations in Syria and surrounding areas. We hope to transition and expand our current clinics from temporary to permanent and encourage all communities to help us with this endeavor! Dental clinics require significant support, both from the dentists performing the procedures and the donors providing the supplies and equipment. SAMS establishes, supports, and completely funds these clinics. In addition to providing basic dental care, these clinics are able to employ Syrian dentists and other medical professionals, giving families an opportunity to improve their quality of life. Skill building employment can be even harder for refugees to find than basic employment and clinics can allow development in these areas.

History of Our Project

Our Dental Relief Project started in September of 2012 with just one portable dental unit and two suitcases of tools and materials. The clinic was the first ever dental relief facility for Syrian refugees in Turkey. Today, we support 21 clinics, operating through 17 dentists and 18 auxiliary staff, both in Turkey and within Syria. These clinics currently treat between 6000 and 7000 patients each month.

Where are SAMS clinics?

Turkey: SAMS established a dental program with several dental clinics, inside or near refugee camps, that are supervised and operated by a Syrian-American dental team. In 2013, the SAMS dental program received over 80,000 patients, and was averaging between 5,000 and 7,000 visits a month.

Syria: SAMS supports smaller dental clinic operations within Syria, many consisting of mobile units that are able to reach multiple villages and suburbs. Unfortunately, there is still much need for more clinics within Syria.

Looking Forward

With the completion of 3 dental relief missions in June 2014, SAMS continues to look towards the future with hopes for establishing more clinics. Current plans aim to target the Zaatari Refugee Camp in Amman, Jordan.

Clinic in Focus

One of SAMS largest operating clinics can be found in Kilis, Turkey. The clinic serves a total of about 100,000 displaced Syrians, and sees between 1400 and 1600 cases every month.

For more information and donation enquiries:

Syrian American Medical Society Foundation
3660 Stutz Dr. Ste. 100/Canfield, OH 44406
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Source:

Syrian-American Medical Society -
<https://www.sams-usa.net/foundation/blog/inside-sams-dental-clinics>

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Dentaid working in Uganda to improve oral health

Dentaid's charitable focus has always been to equip and resource local dental professionals to enable them to provide a dental service to some of the poorest communities around the world. Dentaid has been supporting oral health projects in Uganda in this way for many years. Since 2000, Dentaid has supplied 18 full dental surgeries and two mobile dental caravans, to different health centres and hospitals all over Uganda. More recently Dentaid have been supplying DentaidBoxes – a complete portable dental surgery in a wheelie bin – to oral health projects in some of Uganda's most remote communities.

Outreach Clinics

Over the years many contacts have been made with other organisations and local dental personnel working to improve the lives of the Ugandan people. Dentaid is now working with several of these to provide dental outreach clinics in different areas. Dentaid have equipped them with dental equipment, dental materials, funds and support from UK dental volunteers to enable them to provide quality dental care to those most in need.

Mbale slum area: In 2012 Dentaid supplied a dental surgery to Ugandan dentist Leonard Avaga who is working in conjunction with the charity JENGA (www.jengauganda.org). JENGA focuses on providing the essentials of life such as water, sanitation, health and education to the most needy communities and targets women, children and orphans.

Kampala: Sam Kisira, another Ugandan dentist, is currently working with the UK based charity, Retrak. (www.retrak.org). Retrak works with street children in Africa to give them a viable alternative to life on the street. Retrak's programmes include education, vocational training, health care, counselling and football.

Mbarara: The Costa Foundation (www.costafoundation.com) was set up in 2007 to eradicate poverty in coffee-growing areas. Their work has included setting up schools in rural, coffee growing communities. With funding from the Costa Foundation Dentaid have supported Joseph Opendi, another Ugandan dental officer; to carry out oral health promotion, education, screening and simple treatments in one of those schools; the Ndeija PEAS High School. It is hoped that this dental service will be repeated in each of their schools.

Ndeija High School is in an extremely remote coffee growing community and lacks dental care, therefore these visits from Dentaid UK are truly making a difference.

Ruhanga: Uganda Lodge (www.ugandalodge.com)

Set amongst the rolling hills of SW Uganda, Uganda Lodge has recently received a DentaidBox to help enhance the medical services they offer to the local community, to now include dental care. Dentaid's volunteers from the UK have visited the project and helped them to establish their dental programme.

Dentaid can only continue this vital work with the generous support of our donors. If you would like to contribute, Dentaid offers the opportunity to sponsor our portable dental equipment or sponsor local dentists to conduct dental outreach as described above.

For more information visit our website www.dentaid.org or email info@dentaid.org.

Find us on Facebook, www.facebook.com/dentaid.charity or follow us on Twitter www.twitter.com/dentaid_charity



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The advertisement features a collection of dental cleaning and sterilization products. On the left, under the heading "STERILIZATION", are several white "Sonic Wash" ultrasonic cleaners. On the right, under the heading "DISINFECTION", are various cleaning solutions: "Cleanmed Instruments" (a large blue jug), "Cleanmed Suction" (a large blue jug), "Cleanmed Hand Soap" (a small bottle), "Cleanmed Wipes" (a large white jug), "Cleanmed Ready" (a white spray bottle), "Cleanmed Ready Soft" (a white spray bottle), and "Cleanmed Impression" (a white spray bottle).

Cede 2014

The 24th CEDE exhibition has come to a close.

The exhibition took place at Poznań International Fair Grounds, between the 11th and the 13th of September 2014. 263 companies took part in this year's edition of CEDE and it was attended by 13,901 professionals from Poland, Ukraine, Germany, Lithuania, Italy, Sweden, Great Britain, Norway, Russia, Latvia, Ireland, France, Slovakia, Switzerland, Czech Republic, Armenia, Holland, Canada, Finland, Belarus and others.



This year's CEDE was dominated by final year dentistry students and young dentists. Their active participation in the Touch & Try Zone, in the consultation stations for doctors starting up their own practices, and in the charity event for dentists unable to practise because of personal circumstances, was noted by most of the visitors. And indeed it was young doctors – members of Be Active Dentist – who received the Audience's Grand Prix for the Active Workshops for Dentists programme. The vote casting was enabled exclusively through the CEDE 2014 mobile application, and only while the exhibition was open.

CEDE Exhibition is also a very broad scientific programme. 1,574 doctors took part in the lectures of the Congress of Dental teams, which were, true to their usual form, an integral part of the CEDE exhibition. Some of the sessions which proved to be most popular with the delegates were: 'Endodontic treatment of complex cases', 'Work rules in esthetic dentistry', 'Complex prosthesis treatment', 'Functional occlusion – a practical point of view', 'The dilemmas of prosthetic treatment' and 'How to maximise the profit of a dental practice'. The lectures were provided by Polish and International speakers. The lectures given in the DT Study Club Speakers' Corner were also very popular. This type of educational model, tried and tested in previous years, was also successful this year. In addition to presentations on the themes of esthetic dentistry and general implantology, aspects from the field of psychology, marketing and practice management were also very popular.

The CEDE mobile application is gaining in popularity. It is easy to use, intuitive and very helpful in constructing your own visit and lecture programme, which is crucial with such a high number of captivating events available during the exhibition.

CEDE is also a social event, and the biggest among many social attractions was a free 'get-together after work' concert of Ray Wilson. Over a thousand people gathered in a beautiful green space spread out between the exhibition pavilions and had a memorable evening lasting long into the small hours, singing along with the artist to old favourites by Genesis.

CEDE 2015 will take place between 10th and 12th September 2015. It is worth marking this date in your calendar today.

More information on CEDE 2015 will be available soon on www.cede.pl





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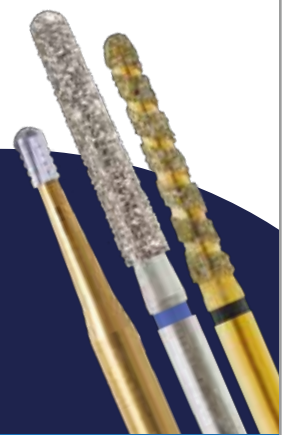


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FDI 2014

The FDI Annual World Dental Congress (AWDC) was a truly great event, with 19,437 participants, 1,836 accepted abstracts and a World Dental Show covering 4,405 square metres and featuring 220 exhibitors.

Held in New Delhi (Greater Noida), India from 11 to 14 September, it was inaugurated by the President of India, Shri Pranab Mukherjee. He called for "an oral health revolution similar to the Green Revolution and White Revolution that my country had,"

The AWDC saw FDI unveil its World Oral Health Day (WOHD) 2015 campaign under the theme 'Smile for Life'. It merges two concepts: 'a lifelong smile' and 'celebrating life', both reflected in the campaign materials available for download from www.worldoralhealthday.org. In 2014, WOHD celebrations took place in well over 100 countries on all continents.

The AWDC was also the venue for the launch of the FDI Data Hub for Global Oral Health, a unique, one-stop-shop for oral health and related issues. It also seeks to fill critical gaps in oral health data, to become the most comprehensive source of all available oral health information.



In addition, FDI presented for the first time its new brochure Dental Restorative Materials and the Minamata Convention on Mercury: Guidelines for implementation. Taking into account the broad range of opinion within the dental community worldwide, the brochure contains basic information on the Convention's provisions on dental amalgam as well as suggestions on how to comply.

The World Dental Parliament, FDI's governing body, welcomed five new members: the Moldavian Association of Stomatological Societies (MAS), the Palestinian Dental Association (PDA) and the Syndicat tunisien des médecins dentistes de libre pratique (STMDLP), the American Dental Education Association (ADEA) and the Balkan Stomatological Society (BaSS).



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Members adopted the FDI Strategic Plan 2014-2017. The result of a twelve-month reflection within FDI, it is considered both realistic and visionary, containing a programme of activities designed to ensure respect of the priorities and commitments laid down.

The New Delhi event also saw FDI Members approve six Policy Statements: 'Perinatal and infant oral health', 'Radiation safety in dentistry', 'Early detection of HIV infection and appropriate care of subjects with HIV infection/AIDS', 'Promoting oral health through water fluoridation', 'Dental amalgam and the Minamata convention on mercury', and 'Dental Implants'.

The 2015 FDI Annual World Dental Congress, 'Dentistry in the 21st Century', will take place in Bangkok, Thailand, from 22 to 25 September 2015.



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CDS 2014

Chinese Stomatological Association

The 16th Chinese Stomatological Association Annual Meeting (2014) and China Dental Show - 2014 China Oral Implantology Year

Grand Opening from September 25 to 28

The 16th Chinese Stomatological Association (CSA) Annual Meeting and China Dental Show (CDS) - 2014 China Oral Implantology Year will continue to be held at Shanghai Everbright Convention & Exhibition Centre, a grand gathering of the dental industry hosted annually by CSA.

The 2014 CSA Annual Meeting and CDS will attract nearly 500 dental enterprises from more than 20 countries and regions to attend, with thousands of kinds of products; moreover, over 300 domestic and overseas experts will bring 90 plus forums and on-site operations and demonstration activities to the meeting. More than 30,000 visitors are expected to take part in the event, so the overall size will hit a new record-high again.

Professional Forums and Plentiful Activities Help the Annual Meeting to Build a Comprehensive Platform for Academic Exchange.

The meeting covers the latest research results of clinical and basic disciplines involving all fields in stomatology across China and even the Asia-Pacific region, reflecting the most recent progress achieved in China's new clinical dental diagnosis and treatment technologies, new products applications, scientific researches, educations, industries, and standar-

dized clinical operation trainings, which will lead the future trend for the country's development in the stomatology industry. By combining the latest research progress in the current implantology, orthodontics and repair, the meeting will carry out extensive and in-depth academic exchanges at a high-level around the recent hot and difficult topics.

On the meeting, various on-site conferences and continuing education courses set a historical-high in both quantity and quality. 2014 is the last year of "Chinese Oral Implantology Year". The implantology feast throughout five days, and the main venue of implantology for Chinese Stomatological Association where a dazzling batch of domestic and foreign experts on-spot teaching offered rewarding experiences to the participants with fruitful results. In the evening of September 25, there was a highly-anticipated science & technology award-giving ceremony held by Chinese Stomatological Association that covers all disciplines of the stomatology industry this year; featured by broad perspectives of research and strong representativeness, another great initiative of China's stomatological industry.

Simultaneously, the contemporary international lingual invisible orthodontics senior seminar, personal development at private clinics and clinic management, and the final competitions of Kavo dream show, and twelve industry experts & micro-blog masters held face-to-face discussion on the hot topic together with their fan groups, those activities were all welcomed by the industry colleagues presented. Each venue was full of the audiences, where they behaved actively in the responses, and conducted intense discussions.

A Variety of Enterprise Products, Together with Comprehensive Activities in Learning, Exhibiting and Purchasing

Held simultaneously at Shanghai Everbright Convention & Exhibition Center (No. 66 Caobao Road, Shanghai), the 2014 CDS will attract approximately 500 famous stomatological producers from over 20 countries and regions, including China, Germany, USA, France, Italy, Korea, Japan, Austria, Switzerland, Finland, Denmark, Liechtenstein, Israel, Brazil, China Hong Kong, and China Taiwan, etc. With the exhibition area exceeding 25,000 square meters, the exhibits covering implanting, mouth restoration, Periodontal, orthodontics, digital medical treatment, endodontics, preventive health care and other fields, supported greatly by a large number of industry-leading enterprises as the exhibition partners; for example, KaVo Sybron, Nobel Biocare, 3M, Shanghai Yujing, Colgate-Palmolive, Miele, Planmeca, Focus Medical, DIO Implant, AFP, KangDa International Medical, Tian Ying, XuShen Medical, Xianyang North West Medical, GlaxoSmithKline, National Medicines Prospects Dental, Shanghai PINRUI Medical, Leiden Bio, Omni-Tight Medical Material Trading,



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Wonderful Unstopping On-site Activities, too many things for eyes to see

Meanwhile, the exhibition also provided new product release conferences, various operating experience activities, seminars, sales, and promotions to the visitors. For example, Kavo Group activity area, Carestream Dental's "Rui CS" new solution launching, Miele's new product release, Upcera's CAD/CAM digital oral presentation and oral scanning contest, Dentsply's Waveone & X-smart plus operating experience classes, Osteology Foundation China District Conference brought by Geistlich, the World dental Forum, learning experiences from periodontal regenerative therapy brought by Shanghai Sprme, Henry Schein's dental supermarket, Colgate's presenting cash coupons as gifts, and FOSHAN COXO Medical Instrument's offering free dental implanting machine, VIP Invited Buyers Club, KQ88 dental Lectures and so on, allowing you to learn the most recent techniques, visit the latest products and enjoy the attentive services while obtaining the biggest benefits with a plenty of experiences.

There will be over 30,000 dentists, dental hospitals and clinics principals, CEO of oral producers, leading technology experts, consultants, and dealers to visit this show and purchase products. This year, the organizers have particularly invited overseas buyers to attend the Show, set up an office in India, and cooperate with various foreign industry media, academic associations and chambers of commerce; especially the buyer groups from India and Pakistan who will organize hundreds of people to participate in the event. In addition, the stomatological associations and unions from Singapore, Indonesia, Bangladesh, Nepal, South Korea,



Japan, Hong Kong, Macao, and Taiwan will also send groups to attend the event. The annual CDS has been increasingly receiving close attention and active participation from dental professionals, where the rich academic conference contents and distinct positioning, along with the cutting-edge and leading products presented on the Show, has become a priority choice as the platform for dental healthcare workers, manufacturers, buyers and other professionals to learn new knowledge, exchange information and cooperate in business.

You may login in www.chinadentalshow.com for more information on exhibition and industry news.

A Brief Introduction on the Organizers



Chinese Stomatological Association

Chinese Stomatological Association (CSA) is a national academic voluntary nonprofit organization of scientific and clinical practitioner of stomatology as well as enterprises and institutions and social organizations relevant to stomatology, which is the link and bridge between the government and the scientific and clinical community of stomatology, and is also the social force developing the stomatological science for China.

www.cndent.com

Reed Sinopharm Exhibitions Co., Ltd.

Reed Sinopharm Exhibitions Co., Ltd. (known as "Reed Sinopharm"), is the largest organizer of pharmaceutical and healthcare events in China. The company is a joint venture between Sinopharm, China's largest state-owned pharmaceutical group, and Reed Exhibitions, the world leader in organizing events. As a leading exhibition and trade fair organizer in China's pharmaceutical industry, Reed Sinopharm always adheres to the philosophy of "serving whole industry, seeking mutual development".

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Denta 2014

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DENTA represents the best platform for presenting the most recent technologies developed in the field, for entering new markets and also for purchasing products and equipment at special prices, offered only during the exhibition.

“For any company, participating at trade fairs and exhibitions is one of the most important steps for development. Furthermore, taking into consideration the current economical state, we strongly recommend you to start communicating, cooperating, creating new projects. And DENTA is the place to create a perfect smile for the dentistry domain” says Catalin Trifu, General Manager, ROMEXPO S.A.

At DENTA, companies from Romania and abroad exhibit equipment, accessories, materials, oral hygiene products and dentistry chemical-pharmaceutical products.

During DENTA, will be organized a wide range of conferences and seminars held by important authorities in the field, during which the knowledge and the new technologies will blend in unique sessions.

Save the date: 20th – 22nd of November 2014 – DENTA - Dentistry and dental technologies international exhibition!

For further details, please visit: www.denta.ro



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Winner of the Apex Brasil's Award for Excellence in International Trade

Bio-Art was the prizewinner in the medium-sized company category of the Apex-Brazil Award for Excellence in Exporting held in May of 2014. The winner case was "The client's voice: a story of success, great determination and single-minded persistence", which has told how the Company conquered the North American market with its products, highlighting the vacuum plasticizer for trays, thus opening room to actuate and grow in every continent.

The prize occurs every two years and is the most prestigious award for International Trade in Brazil. It has the purpose to recognize those innovative actions that effectively has contributed for the active insertion of Brazil in the international market. "It is a great honor to receive it, mainly when it is taken into account both the level of the competitors and the high qualified jury", it was said by the Company's CEO, Maria Isabel Piccin.

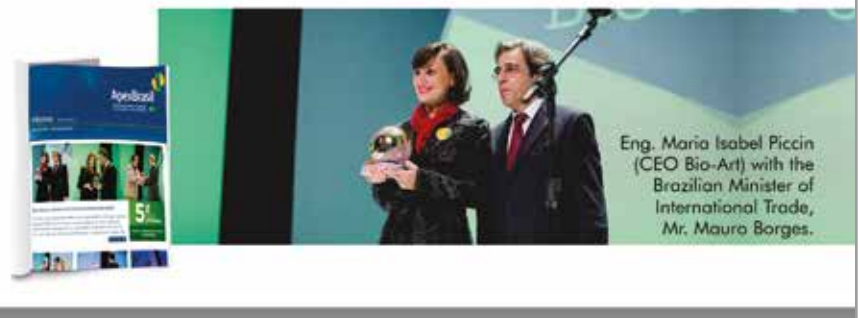
According to her, the case of success is a reflection of the culture the enterprise has been implementing since its foundation 37 years ago by Germano José Piccin, who always heard the client to innovate the processes. "To develop the project demanded a lot of persistence and determination in overcoming

barriers in order to adjust the product to the market up to the step of negotiating the contract. It was five years of hard and strategic work, which culminated in 2012, with the signature of a contract with the greatest company from the dental industry in the world, Dentsply. Added to this, the case demanded a lot of love, since without it, the result would not be the same", Maria Isabel emphasized.

With the project, Bio-Art has doubled the sales of the PlastVacP7 device within the period of one year and nine months after the contract was signed, thus placing Bio-Art, current worldwide leader in semi-adjustable articulators, among the three major companies around the world in the manufacturing and trading of vacuum equipment, aggregating value to the brand. Nowadays, the Company exports to over 60 countries globally.

"The international market, despite of being very competitive, brings excellent results for those working with creativity and quality. For us, it is equivalent to 37% of our invoicing, without counting the image returning, an enhancement of knowledge and the commercial experience attained", it was emphasized by the entrepreneur.

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Eng. Maria Isabel Piccin
(CEO Bio-Art) with the
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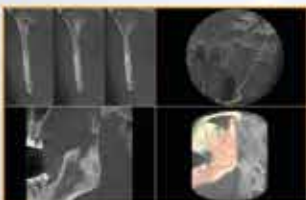
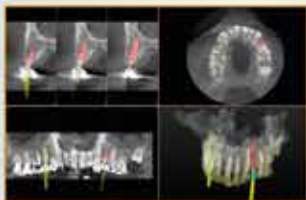
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Display advertising:

Foreign Market:

Ms. Silvia Borriello: silvia@infodent.com

+39 0761 352 198

Mr. Riccardo Bonati: riccardo.bonati@infodent.com

+39 0761 352 198

Italian Market:

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- **Publisher-Editore:** Baldo Pipitone
baldo.pipitone@infodent.com
- **Editorial Director- Direttore Responsabile:** Arturo Chiurazzi
a.chiurazzi@panoramadentale.it
- **Editor - Redazione:** Lara Pippucci / lara@infodent.com
Paola Uvini / paola@infodent.com
- **Editor- Redazione:** Michela Adinolfi
michela@infodent.com
- **Art Director- Responsabile Grafica:** Karlen Zamora Zúñiga
karlen@infodent.com
- **Exhibition Manager- Responsabile Fiere:**
Alessia Murano / alessia.murano@infodent.com
Silvia Borriello / silvia@infodent.com
- **Advertising Foreign Markets-
Vendita spazi pubblicitari aziende estere:** Riccardo Bonati
riccardo.bonati@infodent.com
- **Advertising Italian Market-
Vendita spazi pubblicitari aziende italiane:** Daniela Fioravanti
daniela@infomedix.it
- **Account Dept.- Amministrazione:** Nadia Coletta
nadia@infodent.com



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