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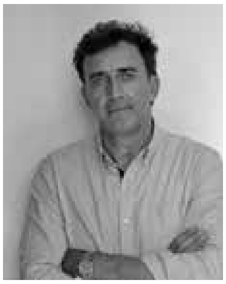
IDS 2017 • Infodent Booth • Hall 4.1 Booth B090 C091

MOBILE MARKETING, A NEW BUSINESS REALITY



A massive use of smartphones and the way they have influenced our everyday life is shifting technological focus towards those that use them: the users!
An always more advanced mobile technology as well as the user's lifestyle and the enterprise's strategic targets are for sure the three areas that need to go hand in hand to create a winning, long-term strategy. And only if the strategy is successful, a mobile ecosystem makes sense, economically, within the enterprise. In fact, costs within an enterprise are not the main obstacle to mobile success, but instead users have become always more demanding on the contents of interest (Contents Marketing) and always less willing to accept irrelevant information, unwanted interruptions or annoying sales approaches that are not in line with their interests or tastes.
Computers have led us, through the internet, to shared information, digital social relations and to e-commerce but with discontinuity and from a distance. On the contrary, people are now connected to the mobile device for most of the day; but most of all, they know they can connect anytime! Such awareness leads to important benefits for the enterprise; the device becomes more real, influential and present in one's life than any other physical object that we might own. Mobile makes technology: PERSONAL; CONTINUOUS, PHYSICAL and CENTRAL. As a consequence it strongly impacts on the radical revision of business models and faster than the Web, changing the organization of many enterprises, or even creating new start-up models.
Massification doesn't work any longer in the era of mobile. Mobile devices are no longer passive monitors accepting any kind of branding, but on the contrary! The users expect the App to recommend restaurants, films, music and anything that can satisfy their preferences according to their lifestyles as well as advertisement that can help them in everyday choices. ONLY when the user finds important and useful information will he/she be willing to give his/her own data to the enterprise. From mass media or "marketing push" we are very fast moving towards relation marketing, based on the permission that users give us to enter into their daily life.

In order to do this we need to be capable of letting them give us permission to use their data: this is the biggest challenge in **"MOBILE MARKETING": "knowing in advance what consumers are looking for"!!!**

Mobile devices are no longer passive monitors accepting any kind of branding, but on the contrary!

Obtaining users' attention and involvement must be the main target of an enterprise's presence in mobile ecosystem, otherwise they will ignore and cancel us: users must not be obliged to see something they do not want to see or read; this will only speed up their departure: being useful at the right time, in the right place and in the right way. Mobile gives us only one chance of making a good FIRST impression: THE USER IS AT THE CENTER, NOT TECHNOLOGY!

We have created an Infodent App by keeping all this well in mind! Presented for the first time at the upcoming IDS, the **Infodent App**, innovative and versatile, will be used by business people interested in having on-the-spot figures on the dental market of the country they are visiting; or might want to localize the closer dealer, manufacturer or dentist in the city they are staying... for a quick visit! Not sure about a trade show, when, where and how big it is? The Infodent App will give you an immediate reply... and much more!
Find out more at our **IDS booth: B090 C09, Hall 4.1** - We can be your strategic turning point!

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

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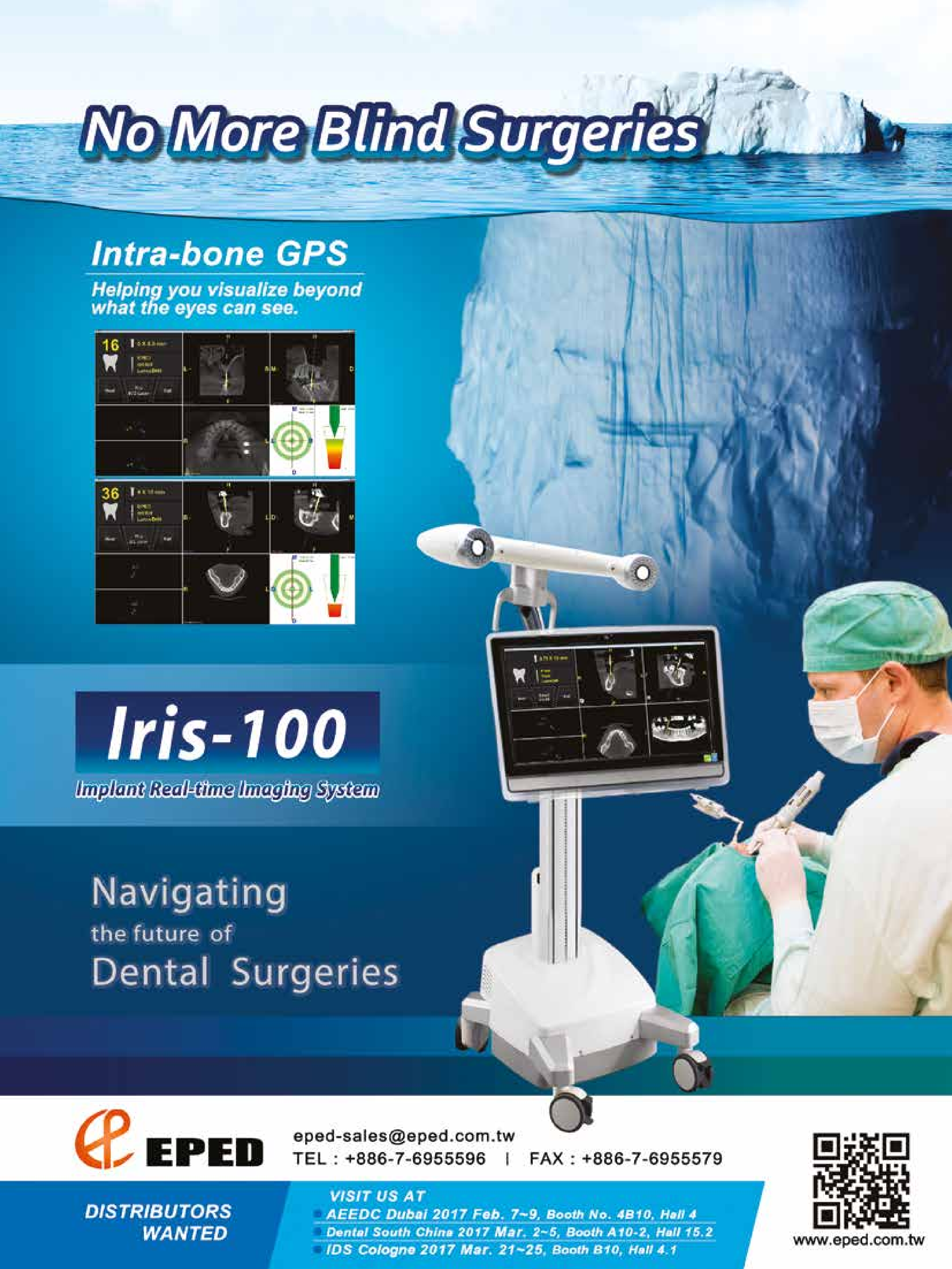
We are excited to develop an innovation in our Infodent magazine. Starting from the upcoming issue our focuses are changing, nevertheless remaining loyal to our articles on the economic and medical markets as well as worldwide industry news.

FOCUS ON THE GERMAN HEALTHCARE SYSTEM

"According to the Euro health consumer index, which placed it in 7th position in its 2015 survey, Germany has long had the most restriction-free and consumer-oriented healthcare system in Europe…"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Sanctuary™

The world's first powder-free Sanctuary dental dam offers better comfort, making it a better alternative compared to ordinary dental dam.

1. Guarantees minimum expansion of 10 times from any hole punched, significant tensile strength above 20MPa and a low modulus level which are crucial for an efficient application of the dam

2. Developed for the ease of use. It is powder free and mint scented making the procedure more comfortable for the patient.

3. Available in both latex and non-latex.

4. Now available in Sanctuary Black Latex Dental Dams which provides a better contrast and a distinctive photography outcome for dental study on the particular tooth or teeth during hands-on procedure.

www.sanctuary-dental.com // info@sanctuaryhealth.com.my ***Visit us at: Dental South China 2017, Booth No. B18, Hall 16.2 - Pacific Dental Congress 2017, Booth No. 1354 - IDS Germany 2017, Booth No. F008, Hall 03.2***

• Sanctuary Dental Dam Kit

Sanctuary™

A new introduction into the market, Sanctuary Dental Dam Accessories offers innovative characteristics and further facilitates the use of Sanctuary Dental Dam.

1. Sanctuary Dental Dam Clamps are engineered with "flexible but strong" concept, using a double vacuum-melted and martensitic age-hardenable alloy - the Stainless Steel Grade 465, which has achieved tensile strength above 2000 MPa. This assures the clamps allow a good retention of its original shape through repeated usage.

2. Sanctuary Dental Dam Punch is engineered to withstand the repetitive stress in application during every punch; developed for the purpose of durability in obtaining a perfect punch hole on a dental dam.

3. Sanctuary Dental Dam Forceps is light weight with easy gripping handle designed to allow for easy placement of any clamp size with infinite precision.

4. Sanctuary Dental Dam Frames are made from high grade stainless steel and come with two sizes 105 mm and 129mm.

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HDR system is professionally designed & manufactured by Handy team. Thanks to Handy's advanced CMOS technology and skilled production process, every HDR sensor is guaranteed to bring high definition images to simplify our clients' daily dental practice. In a very short time, the digital radiographs will be shown on the PC for instant diagnoses with more detailed and accurate information. HDR system helps dental professionals work more efficiently and facilitate communication with patients by showing those sufficient "evidences".

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• TrollFoil Articulating Foil – simple perfection

TrollFoil has been on the market for 20 years, proving itself with dentists every day. The double-sided foil is only 8 microns thick, and it has no problem marking wet or dry surfaces. It marks very accurately, even if it´s a highly polished restoration.
It marks excellent on ceramic. TrollFoil is mounted in its own frame, no forceps needed.
TrollFoil can be used under a wide variety of clinical situations, including wet or dry teeth, limited opening, limited vestibular space, and metal and non-metallic restorations. You are able to verify occlusal contacts for an entire quadrant. TrollFoil is available in blue or red.
TrollDental is headquartered in the heart of Scandinavia. As a family owned Swedish company we follow the Scandinavian tradition of design and engineering. We develop and manufacture products that are highly functional and elegant.
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www.trolldental.com // info@trolldental.com
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Dia-Duo is new developed Cordless Obturation System included Duo-Pen Warm Vertical Compaction device and Duo-Gun Backfill Obturation device.

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• Most powerful highspeed handpiece with 28W by MK-dent

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• 2.5mm Extra-Short Oralplant: the shortest implant in the world that is farsighted in implantology!

Oralplant Suisse is the company that holds the research, development and manufacturing rights of this formidable Extra-Short Implant called Tuber-Plant SC. Oralplant implantology is based on the extensive osteointegration capacity of the TPSS (Titanium Pull Spray Superficial) surface treatment which for 25 years has confirmed the excellent reactions for maintenance of osteointegration on Oralplant medical devices; the conviction of professionals and researchers working with it on a daily basis is to be in the presence of an implant surface, that can be applied to other solutions in osteointegrated implantology in the future.

Oralplant, osteointegrated implantology of excellence since 1991, is constantly searching for techniques addressed to implant insertion in the most extreme bone conditions. From the beginning it designed and manufactured Tuber-Plant, osteointegrated medical device with 7mm lenghts and various diameters, reaping significant success. Case studies over the years showed that it was still possible to reduce the length, in fact, 6, 5 (ref. Figure 1), 4.5 and, more recently, 3.5 and 2.5 mm (ref. Figure 2) unique in the world implants were invented.

Despite the last three lengths have insertion difficulties, Oralplant surgical protocol and instruments have also been able to provide these implants, defined as Extra-Short, with simplicity as well as predictability, obtaining osteointegration success on a par with its medical devices with greater lenghts. This is testified by the randomized study on Extra-Short and Short implants, published during the 5th Oralplant National Conference in Venice on 6th and 7th May 2016, which involved 126 Dentists and demonstrated that, all the 487 devices inserted from 2010 obtained an implant success rate of 94.87%. The remaining 5,13% are composed of 13 failures due to insertion in conditions not suitable for osteointegration and 12 unjustified failures, therefore, considering the last two data, the effective success rate of Extra-Short and Short implants is 97.47%.

www.oralplant.com // info@oralplant.ch *Visit us at IDS 2017, Hall 4.1, Booth B090 C091*

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HUBIT

As a leading Korean manufacturer of orthodontic products, we have offered innovative products to achieve our mission with excellent know-how and accumulated experience. Our complete line of orthodontic supplies includes WOW Advanced Ceramic Self-ligation, YES Metal Self-ligation, Perfect Clear Sapphire Bracket, OK Real Resin Bracket, Chois Lingual Bracket, Tubes, Hooks, Screws, Coated Arch Wires, Facemask and other related items.

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• Madespa Enlarges ITS Ventura Dental Gypsum Line

ventura

Backed up by our experience of more than 50 years in the manufacture of dental gypsums, we have been able to develop and complete our VENTURA range of gypsums, with the aim of offering the most suitable gypsum for each type of use. Gypsum is a chemical compound subjected to the most different and confusing statements by experts. Our experience and control and production equipment allow us to identify the raw materials needed and make the best formulation in order to obtain dental gypsum of the highest quality. Madespa has currently undertaken a significant investment in a production equipment and has also developed a complete testing and quality control laboratory, thus enabling us to build up and improve a comprehensive range of products, all under ISO 9001 requirements.
The fact of working closely with dental casts users allows us to manufacture the best products for the most demanding needs.

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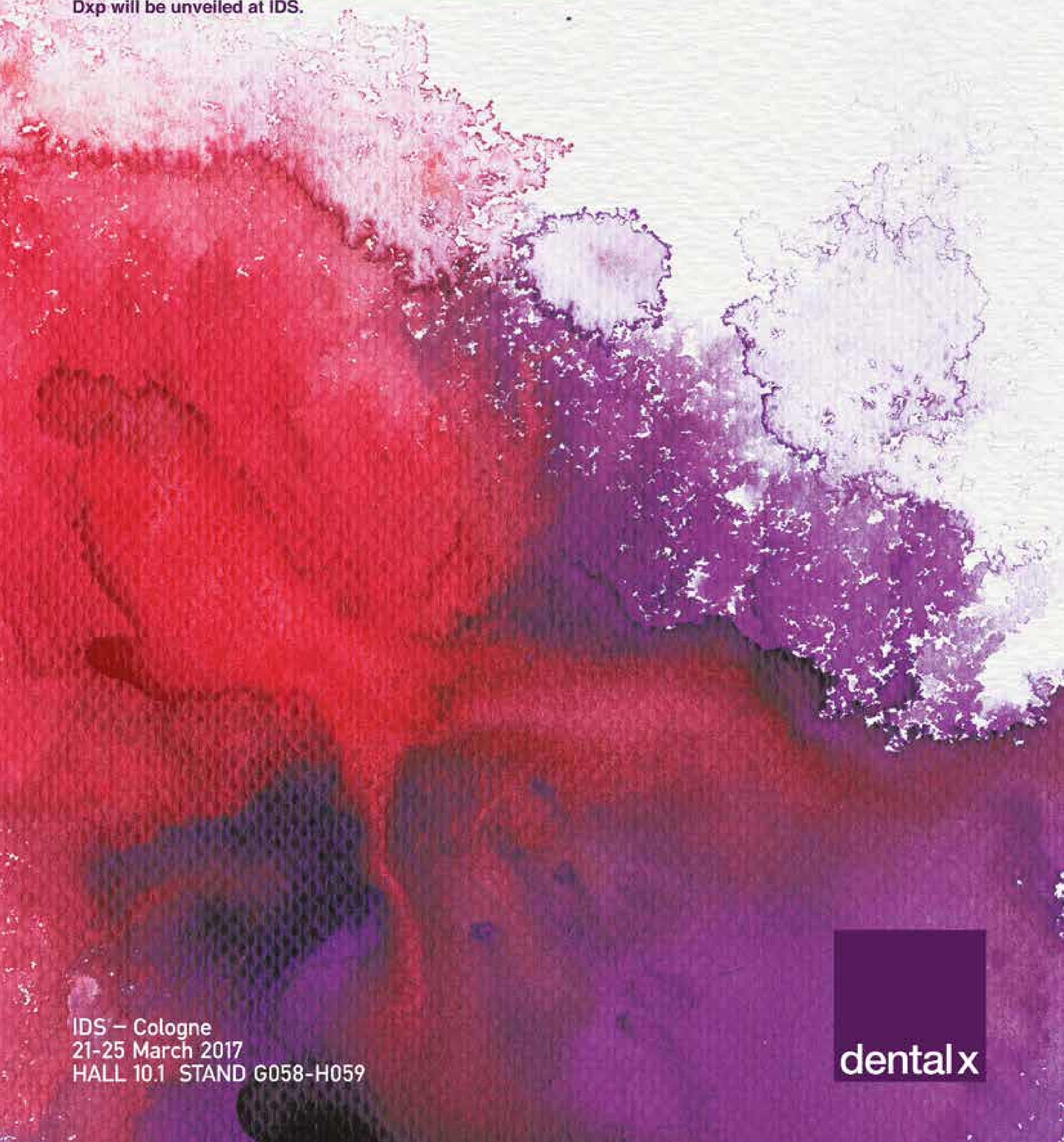
Dxp will be unveiled at IDS.



• Villa presents the new 3D CBCT unit Rotograph Prime 3D

Rotograph Prime 3D is a new 3D CBCT panoramic unit, designed as a comprehensive diagnostic tool which provides any Dental Practice an easy transition to the most advanced imaging technologies through a truly affordable investment. Its peculiar and refined design highlights its excellent functionality in its unique mechanical structure, made of a lightweight compact body, which enables an innovative wall-mounting installation also in the narrowest spaces. The outstanding versatility of Rotograph Prime 3D is possible thanks to its Flat Panel sensor, able to perform 2D and 3D acquisitions at high resolution. In addition to the several 2D projections, able to satisfy the clinical needs of dental panoramic X-ray, the equipment allows users to select different acquisition volumes, each one optimized to examine a particular anatomic region of interest defined by size and resolution. From the wide volume dedicated to the complete patient's dentition up to volumes centred on each jaw or on well defined portions of them, the operator always selects the correct volume in order to focus the exam on the anatomical region of interest, minimizing the dose to the patient while granting the highest image quality at the same time. Rotograph Prime 3D is offered with the new and powerful Villa 3D Planner software for implant planning, which features tools to trace the mandibular nerve, accurately position the implant selected from the software's library or custom created through a simple procedure, and to obtain on request the STL file for the realization of a precise surgical guide.

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The company is certified with EN ISO13485, with approximate 1000 m3 modern production plant and a large number of advanced manufacture equipment and precise detection equipment. Adhering to Germany advanced design concept, reasonable process flow and strict quality control, the products are certified with CE0197, and have been sold to more than 100 countries and regions worldwide with a high reputation of quality.

Taking "quality makes brand"as the company mission, providing customers excellent technology support and satisfying after-sales service, Younity has been devoting itself to the development of human oral cause.

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The MTS (Memory Test System) is a technical backup which has been developped 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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www.ires.dental // info@ires.dental *Visit us at IDS Cologne, Hall 4.1, Booth E018 - F019*

• Beyes High Speed Handpiece

AirLight M800 - The truly innovative design of this handpiece incorporates a highly efficient micro generator to power its LED. It eliminates the need of fiber optic system from dental delivery unit. This cutting edge technology allows the operators to have a clearer illuminated operative field to reduce fatigue.
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About Beyes - Beyes is the largest Canadian dental handpieces manufacturer with its corporate office located in Toronto. Beyes has revolutionized the dental industry with groundbreaking advancements for the precision dental instrumentations such as air driven high speed and low speed handpieces. It has received countless awards in North America due to its premium quality and advanced technologies.

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• TDK

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- Different balances of flexibility and stiffness
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- Fully automatic injection machine

At Deflex Global we are expanding our commercial network in numerous markets and in search of new distributors. We represent a leading brand in the dental market, currently exporting to more than 35 countries around the world. We always offer the greatest quality, along with modern presentations, and excellent service.

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SIMPLE : ReadeR is the smaller and intuitive scanner available in the market: we simplified the design to gain higher functionality. Connect Reader directly to your computer and start scanning!! Once you insert the plate into the slot, ReadeR automatically recognizes the plate's size and starts working. Three LED lights will indicate the status of the process. Reader has an inner power supply adaptor to work from 100 to 240V. With a clean and modern design, Reader does not need big spaces for installation. The whole system is wonderfully compact, measuring just 17 x 19 x 30 cms

FAST: ReadeR delivers highly precise digital images to any PC in 20 seconds.

AFFORDABLE: ReadeR is a cost-effective option for any practice. Get clear HD images using the same plate, with no film processing extra cost. It perfectly fits with your traditional AC or DC X-Ray generator, providing high quality images.

http://www.trident-dental.com // info@trident-dental.com *Visit us at IDS 2017, Hall 11.3, Booth D068 E059*

• TCS Thermoplastic Resins

TCS, An ISO 13485:2003 and NS-EN ISO 13485:2012 Certified Company was established in 2000 in USA and is now one of the leading manufacturers of flexible partial and full denture resins and equipment. UnbreakableTM (nylon) and iFlexTM (polyolefin) are extremely resilient high-performance materials used for the fabrication of RPDs, they both offer uncompromising aesthetics and functionality. These materials are lightweight, durable, and can be repaired and rebased. UnbreakableTM is guranteed unbreakable, has very low water absorption and has a proven history of success. iFlexTM is clinically unbreakable, stain-free, has virtually no water absorption, is easy to finish and polish, and is slightly more translucent than UnbreakableTM. KaradentTM is a microcrystalline polymer ideal for full dentures, clear clasps and frameworks. The concept behind KaradentTM was to combine the unbreakable strength of nylons with the simplicity of acrylics. KaradentTM is available in stanard pink and clear shades.

www.tcsdentalinc.com // abraham@tcsdentalinc.com *Visit us at IDS 2017, Hall 4.1, Booth B090 C091*

• LEDEX WL-070+ Dental Curing Light

LEDEX WL-070+ is a visible curing unit programmed for polymerization of dental light cured materials by dental professionals.

1. Wireless charging stand

No need to plug in the cable; No pogo pin required.

2. Built-in intensity indicator

Easy to interpret due to the built-in intensity indicator.

3. Simple operations

Clear display with simple functions, including standard mode and ramp mode.

4. Cure fast in 10 secs

Having the high power 5W LED, this device can cure the composites over 3mm in 10 secs.

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Topdental are a UK based manufacturer, developer and designer of high level infection control chemical disinfectants, our products are classified under the Medical Device Directive of up to Class IIb of the Directive. We supply a range of fully branded products under the Bossklein, i-RANGE and Virofex brands and also specialize in Private label for most of our product range.
Topdental are an innovation company with many unique products in the range, including the worlds only colour change high level disinfection powder, allowing the user to know when the mixed solution is no longer effective. We supply on a global basis and are currently seeking agents for both Bossklein brand and Virofex.
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Tribest Focus on Infection Control items, and gives you the complete infection control scheme with fullset of series products, which enables you to know infection control concept easily, and enjoy one-stop products and services.
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Nekrashevich M.P., Director of "EntiDent" OOO, dentist.
Stolin, January 2017.

Effective repair of grinder tooth defects using Competence universal® composite

The correct choice of materials for work is extremely important for every specialist insofar as it substantially affects the success of their professional activities.

Composites have been the main form of filling material for repairs to defects in dental hard tissues of various etiologies for a long time now.

Analysis of the composites on the market shows that overall they have similar properties and composition, and only differ from each other in certain minor quantitative indicators for one or other component. But it is precisely these small differences, together with cost, which determine the choice of the individual dentist.

It is quite evident that in such situations the successful repair of tooth defects directly depends on the experience and skills of the dentist, and also on their ability to follow the exact protocol used for working with a specific composite. A simple and intuitive work protocol, versatility and reliability - these are the key requirements for successful materials today.

In this publication, we will look at a clinical case using Competence universal® light-curing hybrid composite manufactured by Willmann & Pein GmbH, Germany.

A 33-year-old patient came in complaining of a chip to the material in tooth 1.6 and its sensitivity to thermal stimuli. On closer examination, a clear failure of the hermetic properties of the old restoration was revealed (photo 1). Replacement of the old failed restorations with new ones was recommended to the patient.

Before isolating the operative field using the dental dam system, plaque was cleaned from tooth surfaces using a brush with Vision Prophy Paste®.

After removing the old restorations and carious dental tissue (photo 2), abrasive preparations were carried out using aluminum oxide, which increases the surface area for adhesion and effectively cleans out the cavity (photo 3).

For the adhesive preparation we used a classic protocol involving fifth generation bonding agent (photos 4 and 5):

1. Extra Gel® etching gel is applied. It is abundantly rinsed with water for 30 seconds.
2. The tooth cavity is dried.
3. C-Bond® multi-purpose adhesive is applied twice. It is blown with air until a uniform film is formed on the surface of the cavity.
4. It is polymerised for 20 seconds.
5. Competence Flow® composite material is introduced. It is photo polymerised (photo 6).
6. The matrix is installed and the proximal wall is reconstructed (photos 7 and 8).
7. The grinding surface is repaired using Competence universal® light-curing hybrid composite material (photo 9).
9. Shaping and polishing (photo 10).
10. The look of the finished restoration (photo 11).

Please note that this restoration was carried out using only one shade of Competence universal® A3 light-curing multi-purpose hybrid composite.

To improve the performance of the material it is recommended to warm the syringe with the composite a little. When warmed up, the material is more ductile, the layers of composite stick together more easily and there is no lengthy grinding of new portions toward one another.

One special feature of Competence universal® is the colour contrast before and after polymerisations, which allows for better control of the borders of new portions of unpolymerised material and simplifies restoration modelling.

Polishing the material presents no difficulties; a smooth and glossy surface can be obtained using any polishing system.

Willmann & Pein GmbH
Schusterring 35
25355 Barmstedt/Germany
Fon: +49-4123-9228-0
Fax: +49-4123-9228-49
info@wp-dental.de
www.wp-dental.de

Conclusions

Competence universal® from Willmann & Pein GmbH is a multi-purpose hybrid composite for performing restorations of all classes. The clinical case cited, along with my previous experience of working with this material, has shown that Competence universal® has excellent performance parameters, is user-friendly, and provides predictable long-term results helping to solve of the everyday tasks of restorative dentistry.

The possibility of obtaining high quality aesthetic restorations with the use of a single shade allows for a material increase in the effectiveness of the dentist's work and reduces time and costs for the dental clinic.

• Midmark Newmed - QuikSteam™

Midmark, a leading global manufacturer of medical, dental and veterinary equipment, is delighted to announce the launch of its new innovative, QuikSteam™ patented technology to its range of tabletop sterilisers. Thanks to the cutting edge research and development of our talented and experienced R&D engineers, all Midmark Newmed Class B sterilisers are now able to achieve Class B cycle times up to 20% faster. The results are crystal clear. Midmark Newmed sterilisers fitted with QuikSteam™ technology also benefit from even lower energy consumption - truly focusing on saving your practice time and money. Providing optimal steam to instrument contact, Midmark Newmed sterilisers also prolong and preserve the life cycle of today's ever more specialized and expensive dental instruments. This also ensures that even the most difficult to reach areas of intricate handpieces and complex instruments are exposed to the right conditions for sterilisation to occur. Coupled with our extensive distribution and service channels, Midmark will provide you with first class rapid technical support and advice. Unsurpassed reliability and a high uptime ensure a streamlined and consistent instrument turnover for you and your staff, eliminating any bottlenecks in your workflow. As one of the world's leading brands for benchtop sterilisers, Midmark sterilisers are renowned for their ease-of-use, reliability and low cost of ownership.

If you would like to know more about QuikSteam™ and the Midmark range of sterilisers, call +39 0522 875 166 or e-mail newmed.sales@midmark.com.
Alternatively, you can view our full range of sterilisers at www.midmark.co.uk

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• Biotech Dental launchs DentoSmile transparent braces in the international market

Biotech Dental launchs DentoSmile transparent braces in the international marketSince its creation in 1987, Biotech Dental is committed to develop a strong relationship of trust with dentists and dental technicians. Allow practitioners to offer the best products at the best prices for their patients: this is the first objective of Biotech Dental. With our expertise and our know-how, we have chosen to be pioneers of this development through innovative technologies. We are launching DentoSmile transparent braces in the international market. Removable orthodontics devices intended to correct misaligned teeth by using gentle forces, they consist of a series of transparent tailor-made braces made from maxillary and mandibular impressions. Worn daily for periods of about two to three weeks, they will gradually straighten your teeth (around 0,2 millimeters). Braces must be imperatively worn 22 hours a day minimum, for periods of about two to three weeks to ensure optimal results. The average duration of treatment varies from 6 to 18 months.

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• Cordless Obturation Device's Simplicity, Durability, Ease of Use and Comfort Cited

Offered by B&L Biotech, the Superendo Beta device is designed for warm gutta-percha techniques such as backfilling a canal with warm vertical obturation or performing a complete fill (injecting from the apex up). Perfectly complementing B&L's Alpha II heat source, it provides simplicity, durability, ease of use, and comfort in a cordless injectable obturation gun. The new up and coming Beta Mini, with its compact size, is designed for easier grip and effortless squeeze of gutta-percha, and its handpeice is lightweight and ergonomic for users with large or small hands. Among its unique features is a patented 360 degree swivel needles, allowing users to change the angle of entry to any canal.

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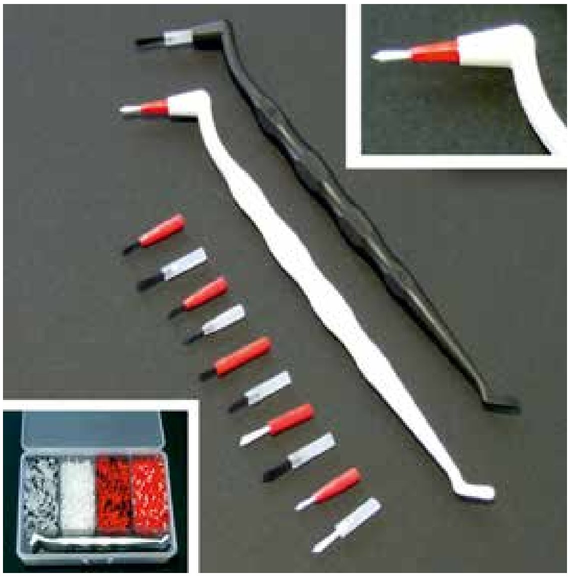
• Novobrush BrushTips



Novobrush BrushTips are "Made in Germany" dental applicators of unmatched quality. Intended for use with the Novobrush BrushTip Handle, BrushTips are a top selling product useful for a wide array of dental fluids. The pointed tuft ends enable precise application and are available in both, medium and fine tips. Through our innovative, miniature design, our disposable BrushTips reduce waste by up 80% when compared to common bendable applicators and brushes. The ergonomic NovobrushTip Handle enables consistent and reliable application. Novobrush BrushTips are available in re-closable bags, BrushTip-Kits, or custom packaging. A full automatic packaging line including printer completes our excellent service. Private labelling is welcomed.

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• Rocanal: A Pharmacodynamic System For Root Canal Therapy

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The new Best-X-DC configuration includes the palmtop TIM - X for the control of exposure parameters.
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Extended service life of parts that require autoclave sterilization: motor, cable and connector. New special motor protection for sterilization. Multifunction foot-control with accurate variable speed pedal, reverse, irrigation pump, programs change.
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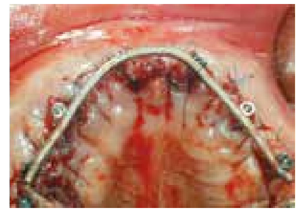

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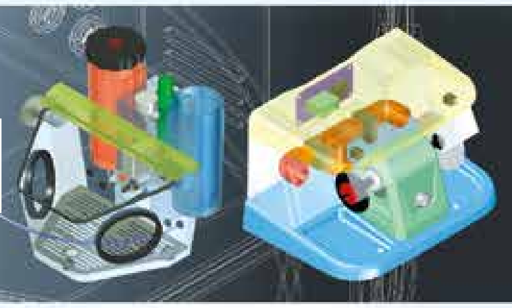

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The arrival of new technologies and the increasing sophistication of the techniques have finally made space one of the most valuable resources among professionals in the Dental Sector. The only way to arrange so many different machines and devices is to reduce their size. Nevertheless, reducing the size does not mean simplifying: the aim is to achieve small machines, but with the same o even better performance than their elder sisters. The new Plutón sandblaster and Gorbea polishing box are good examples.

Pluton sandblaster R-080253

Mini size, surprising performance

Inox

NEW

Small sized, but with similar features to those of the bigger models.

- Two high capacity tanks
- Blasting pressure up to 6 bars
- Stainless steel body
- High power LED light
- Wide window

Weight	7.000 kg
Air consumption	80 l/min.
Working pressure	2 a 5 atm.

Promotion products; ask your dealer

Gorbea polishing mini - box R-080508

- Brushes not included

NEW

Gorbea, concentrated power

Polishing mini-box of professional performance:

- High torque engine
- Variable speed up to 7,000 rpm
- Connection to exterior suction
- LED light
- Protection screens
- Safety switch
- Excellent stability

Voltage	230 V, 50-60 Hz
Power	200 W
Speed	2000 - 7000 rpm
Height of centre of shaft	140 mm

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• Premium coated drills for dental implants

Carmex Precision | Medical Drills

For the need of increasing the apex stability of the dental implant and decreasing the cutting temperature during drilling the bone we have developed drills with unique multi-layer coating.
The drills are manufactured from high quality surgical materials coated by **Dark Grey** coating DNT².
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The depth marking is very clear due to high contrast between the coating and the drills' material. The **Dark Grey** is antireflective.
Ordering code and lot numbers are marked by laser and in addition to that, diameters are defined by color coding.
The drills are suitable for use with all types of dental implants and are the best choice for immediate implanting after extraction.
Diameter range 1.2mm to 8.0mm.

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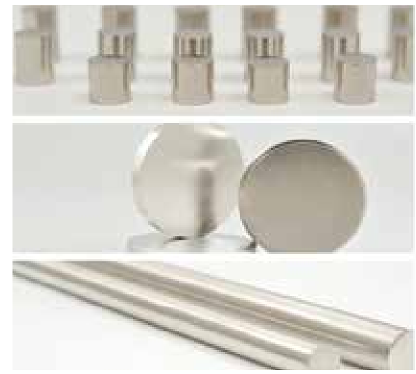

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• DenMat® Holdings, LLC Launches Vizilite®PRO Oral Lesion Screening System

DenMat® a leading manufacturer in innovative esthetic dentistry and advanced oral health solutions, is proud to introduce the latest innovation in light-based fluorescence technology: Vizilite®PRO. For over 10 years, clinicians have been using fluorescence technology as a means of enhancing the visualization of the oral mucosa to help enable the earliest possible discovery of potentially malignant and cancerous lesions. A Vizilite PRO screening is easy and painless for the patient. Once the clinician activates the device, five powerful shortwave, violet output LED's generate biofluorescence to enhance the oral cavity without needing to dim the opertory lights. Abnormal tissues will appear as dark area among the bright fluorescence of surrounding tissues. Best in class technology, cordless with ergonomic handle, custom battery pack is protected from overcharging. A fully charged battery can perform over 100 one minute examinations. Vizilite®PRO is the latest innovative pillar of DenMat's Soft Tissue Management system.

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Since its creation Ziacom Medical has developed its activity on two pillars: to offer quality products at competitive prices and expand its scope in a global market. Over ten years later, it has consolidated its position as a manufacturer, expanding its activity to countries such as Turkey, Iran and Colombia. For this reason, Ziacom maintains a constant search for distributors worldwide. Ziacom manufactures and markets several lines of implants, both external and internal connections that respond to the different needs of implantologists experts. Similarly, its catalog includes all components and instruments necessary for an effective surgical practice. The list of services includes guided surgery, through its Zinic 3D software, CAD-CAM, 3D printing projects, and research and development of next-generation biomaterials.

www.ziacom.es // marketing@ziacom.es; export@ziacom.es

• New Product! Suni Introduces the d'vinci Handheld X-Ray

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www.suni.com // marketing@suni.com ***Visit us at: IDS, USA Pavillion, Hall 04.2, booth K060 L061***

• Apixia Digital Imaging Introduces Next Generation Digital X-Ray PSP Scanner

Industry, CA—Apixia Digital Imaging has introduced the industry's next generation Phosphor Plate Scanner for convenient in-operatory acquisition of digital x-rays. The Apixia PSP Scanner packs tremendous imaging power into a unit smaller than a typical coffeemaker.

Imaging with PSP plates offers all the flexibility and patient comfort of film, combined with the immediacy and environmental benefits of digital radiography. Images are scanned and plates automatically erased for the next use in less than 10 seconds. Included is easy-to-use imaging software with unlimited licenses at no additional cost. For more information visit www.apixia.com

www.apixia.com // pascal@apixia.com // sales2@apixia.asia
Visit us at: IDS 2017, Hall 4.2, Booth G77

The Healthy Start System is Effective in Addressing Sleep-Disordered Breathing in Children

Sleep Disordered Breathing in children is a much more critical and common problem than what has been previously thought. SDB can manifest itself in a variety of outward symptoms that can be easily over-looked, misdiagnosed, and most unfortunately left untreated. The Healthy Start system is a non-invasive, non-pharmaceutical; natural form of treatment that uses a series of specially designed appliances to promote proper breathing habits. The Healthy Start also addresses mouth breathing, snoring, open-bite, cross bite, narrow palate, improper jaw development, speech difficulties, thumb/finger sucking, and improper swallowing. The Healthy Start also treats orthodontic problems such as crowding, overbite, overjet, gummy smiles, and class III corrections. Early intervention is critical when addressing sleep issues. The optimal age for a Healthy Start patient is between 2 to 12 years of age. The first step to identifying outward symptoms of SDB is by having a parent complete the Healthy Start Sleep Questionnaire requiring a parent to identify a series of 27 potential outward symptoms. With each symptom identified, a numerical number would be required from 1 to 5 indicating its severity. A recent study of 501 Healthy Start patients from the ages of 2 to 19 found that 9 out of 10 children display at least one symptom of Sleep Disordered Breathing (Stevens and Bergersen, 2016). This study also found that between 4 and 12 years of age, 92.6% of symptoms did not self correct while 30% worsened with age. The four most common symptoms found amongst this sample include mouth breathing, snoring, talking in sleep, and teeth grinding (Stevens and Bergersen, 2016). The dentist is well positioned to be able to utilize the Healthy Start system of appliances to address the root cause of Sleep Disordered Breathing and correct or improve many of the outward systems. The Healthy Start system consists of a series of oral appliances that are worn initially a nighttime and then with the progression of additional appliances can be required to wear up to two hours per day. The initial Healthy Start appliance begins to address these habits. The Habit Corrector appliance is worn every night with the goal of keeping the appliance in the mouth all night long. Mouth breathers wear the appliance while sleeping and with consistent nighttime wear, the mouth breathing is eliminated and converted into nasal breathing which occurs when the appliance is regularly worn every night. A study is currently underway, evaluating the speed of habit correction. A follow-up sleep questionnaire is filled out after the first three months of treatment. The same parent who initially filled out the questionnaire fills out the follow-up questionnaires. The results after three months of treatment are provided. The 61 follow-up questionnaires provided evidence that out of the total number of symptoms analyzed 88% of symptoms corrected with 46% of the patient's symptoms completely eliminated, while 42% were reduced.

To correct or modify these sleep symptoms, particularly before a child enters school can be a life saving procedure and one that can greatly improve the child's well-being in school and their normal social interaction with other children. To alter even a single symptom, such as prolonged bed-wetting can dramatically change a child's life. It is essential that treatment to alleviate SDB symptoms in children begin as early as possible to ensure permanent dental changes in a growing child and the correction and promotion of proper oral habits in order to provide a long healthy life for these young children.

Come learn more about Healthy Start during the IDS at the Speaker's Corner on Wednesday, March 22, 2017 at 11:00 am in Passage 4/5 or at our booth in Hall 3.2, Aisle F, No: 055.

www.thehealthystart.com
844-KID-HEALTHY
info@thehealthystart.com

References:

Stevens, B, Bergersen E.O. The Incidence of Sleep Disordered Breathing Symptoms in Children From 2 to 19 Years of Age. *Journal of the American Orthodontic Society.* 2016; 24-28.

Focus

The German Healthcare System

According to the Euro health consumer index, which placed it in 7th position in its 2015 survey, Germany has long had the most restriction-free and consumer-oriented healthcare system in Europe, allowing patients to seek almost any type of care they wish whenever they want it. However, although providing very high quality healthcare, it is also one of the most expensive among the systems and keeps undergoing reforms to reduce costs and maintain or improve quality.

Author: Silvia Borriello

Photo Dusseldorf, Germany, © Shutterstock

Quick Facts

Population
82.2 mn
Dec. 2015

Foreign Population
8.7 mn
Dec. 2015

Life Expectancy at Birth
81.02
2015

With Migrant Background
17.1 mn
2015

Persons in Employment
43.7 mn
3rd quarter 2016

GDP
3 355 772
Million current USD, 2015

Capital
Berlin

GDP per capita
44,859
USD, 2013-2015

Economic Growth (GDP)
0.2%
3rd quarter 2016

Urbanization
75.3%
Share of urban population in the total population, 2015

VAT/Sales tax
19%
on purchases. Reduced to 7% on certain items and services

Germany has the world's oldest national social health insurance system, with origins dating back to Otto von Bismarck's social legislation, which included the Health Insurance Bill of 1883, Accident Insurance Bill of 1884 and Old Age and Disability Insurance Bill of 1889.

Mandatory health insurance originally applied only to low-income workers and certain government employees, but has gradually expanded to cover the great majority of the population. The system is decentralized with private practice physicians providing ambulatory care and independent, mostly non-profit hospitals providing the majority of inpatient care.

Publicly Financed Health Insurance. *With its universal multi-payer healthcare system Germany ensures free healthcare for all via health insurance funds.*

Health insurance is mandatory for all citizens and permanent residents of Germany. It is provided by competing, not-for-profit, nongovernmental health insurance funds or "sickness funds" (there were 124 as of January 2015) in the Statutory Health Insurance system (SHI), or by substitutive Private Health Insurance (PHI). **Coverage is universal for all legal residents. All employed citizens (and other groups such as pensioners) earning less than EUR54,900 per year (as of 2015) are mandatorily covered by SHI, and their dependents (nonearning spouses and children) are covered free of charge.**

About 86% of the population receives their primary coverage through SHI and 11% through substitutive PHI.

Individuals whose gross wages exceed the threshold (over Eur54,900), as well as the previously SHI-insured self-employed, can remain in the publicly financed scheme on a voluntary basis (and 75% do) or purchase substitutive PHI, which also covers civil servants. The sickness funds are mandated to provide a unique and broad benefit package and cannot refuse membership or otherwise discriminate on an actuarial basis. **About 86% of the population receives their primary coverage through SHI and 11% through substitutive PHI.**

The remainder (e.g., soldiers and policemen) are covered under special programs. Visitors are not covered through German SHI. Undocumented immigrants are covered by social security in case of acute illness and pain, as well as pregnancy and childbirth. **Statutory Health Insurance, which provides a standardized level of coverage, is funded by a combination of employee contributions, employer contributions and government subsidies on a scale determined by income level.** As such, the social insurance premium is not dependent on an individual's health condition, but on a percentage of salaried income (currently 15.5%, 7.3% of which is covered by the employer), shared between employee and employer. Out-of-pocket spending accounted for 13.6 % of total health spending in 2013, mostly on nursing homes, pharmaceuticals and medical aids (Federal Statistical Office, 2015).

Co-payments, which exist for medicines and other items, are relatively low compared to other countries; they include outpatient prescriptions, inpatient hospital (for e.g. accommodation and meals) and rehabilitation stays as well as prescribed medical devices. SHI-contracted physicians are not allowed to charge above the fee schedule for services in the SHI benefit catalogue. However, a list of "individual health services" outside the comprehensive range of SHI coverage may be offered to patients paying out-of-pocket.

Private health insurance (PHI): In 2014, 8.8 million people were covered through substitutive private health insurance (Association of Private Health Insurance Companies, 2015). There were 42 substitutive PHI companies in June 2015 (of which 24 were for-profit) covering the two groups exempt from SHI (civil servants, whose healthcare costs are partly refunded by their employer and the self-employed) and those who have chosen to opt out of SHI.

According to the Principle of solidarity: In the German healthcare system, statutory health insurance members mutually carry the individual risks of loss of earnings and the costs of medical care in the event of illness.

Everyone covered by statutory insurance has an equal right to receive care – regardless of their income and premium level. Premiums are based solely on income. This means that the rich can help the poor, and the healthy can help the ill.

However, these premiums are only based on a percentage scale up to a certain income level. Anyone earning more than this amount pays the same maximum premium.

All of the PHI-insured pay a risk-related premium linked to health status and age, with separate premiums for dependents; risk is assessed only upon entry and based on an individual agreement between the insurance company and the insured person defining the set of covered services and the percentage of coverage.

Government regulates PHI to ensure that the insured do not face large premium increases as they age and are not overburdened by premiums if their income decreases.

PHI also plays a mixed complementary and supplementary role, covering minor benefits not covered by SHI, access to better amenities and some co-payments (e.g. for glasses, coverage abroad and additional dental care or more sophisticated dentures).

The federal government determines provider fees in substitutive, complementary and supplementary PHI through a specific fee schedule. There are no government subsidies for complementary and supplementary PHI. In 2013, all forms of PHI accounted for 9.2% of total health expenditure (Federal Statistical Office, 2015)

Social Security Contributions Often Higher Than Taxes

Case I: Family of 4 (single earner, married couple, and 2 children), income gross: € 3,000

	EMPLOYEE	EMPLOYER
Gross income	3,000 €	
Contribution old age pension	298.- €	298.- €
Contribution health insurance	246.- €	219.- €
Contribution long-term care	29.- €	29.- € (children)
Contribution unemployment insurance	45.- €	45.- €
Contribution accident insurance	0	48.- € (industrial sector)
TOTAL social security contribution	**618.- €**	**639.- €**
TAX	**240.- €**	

Case II: Single, income gross: € 10,000

	EMPLOYEE	EMPLOYER
Gross income	10,000 €	
Contribution old age pension	547.- €	547.- €
Contribution health insurance	private	
Contribution long-term care	private	
Contribution unemployment insurance	83.- €	83.- €
Contribution accident insurance	0	160.- € (industrial sector, no limit)
TOTAL social security contribution	**610.- €**	**770.- €**
TAX	**3 800.- €**	

Source: _Understanding_the_German 2010 -httpswww.goinginternational.eunewsletter2013nl_03SpecialDE_EN_Understanding_the_German.pdf

Healthcare Provision Germany has a strong healthcare system in terms of infrastructure, hospital beds and trained staff. In 2015 it counted 499,351 beds in 1,956 hospitals, around 2,000 medical supply stores, 1,240 rehabilitation centers and 21,062 pharmacies. One out of six jobs in Germany is linked to the healthcare sector as the well-established infrastructure makes the healthcare industry the largest employer in Germany with currently 6.8 million employees. **With one of the highest population densities within the European Union, the proportion of physicians in the population is around 3.4 per 1,000 inhabitants.**

The number of physicians rose again in 2013. **Of a total of 470,422 physicians living in the Federal Republic at the end of 2013, 357,252 were professionally active. Of these, 181,012 were working in hospitals and 145,933 in a practice (primary care).**

The healthcare system is divided into three main areas: outpatient care (primary care), inpatient care (the hospital sector) and rehabilitation facilities

Publicly owned hospitals make up about half of all beds, while private not-for-profits (Charity-run or church-run hospitals) account for about a third.

-Outpatient care or Ambulatory care - businesses of self-employed professionals. There are private practices and statutory healthcare fund practices; both in general medicine and for specialized medical care. **Private practices only treat patients with private health insurance or self payers. "Panel doctors", i.e. doctors who have been recognized by the Association of Statutory Health Insurance Physicians as service providers to patients with SHI, are entitled to treat both types of patients.** Most people go to see their family doctor *(Hausarzt)* first. In Germany, general practitioners, internists and pediatricians are considered to be family doctors. These doctors can refer patients to the right kind of specialist or patients can go straight to specialists without a referral. In 2014, 48% of self-employed SHI-accredited physicians in ambulatory care were practicing as family physicians and 52% as specialists. There were about 2,000 multispecialty clinics in 2014, joint practices and medical care centers with two or more doctors or other healthcare professionals working together which can often offer services that are usually only available in hospitals, like special examinations or day surgery. Panel doctors only receive a lump sum per quarter per statutory healthcare patient they treat. This lump sum is distributed by the Association of Statutory Health Insurance Physicians and costs exceeding this lump sum are not reimbursed and must be borne by the physician. Private patients, accounting for roughly 10% of all patients, are charged on a fee-for-service basis with doctors and dentists earning roughly twice as much on the same service when treating private patients.

-Inpatient care (Hospital Care) - Most hospitals in Germany treat all patients regardless of whether they have statutory or private health insurance. **Publicly owned hospitals make up about half of all beds, while private not-for-profits (Charity-run or church-run hospitals) account for about a third.**

The for-profit hospitals in Germany are largely comprised of hospital chains, with Asklepios, Sana, Helios und Rhoen being the dominate chains. **The number of private, for-profit hospitals has been growing in recent years (now around one-sixth of all beds). Hospitals also provide certain highly specialized services on an outpatient basis.**

Total Hospital Beds and Average Length of Stay in Steady Decline

YEAR	NUMBER OF HOSPITALS	BEDS PROVIDED	NUMBER OF CASES	LENGTH OF STAY (AVERAGE DAYS)	% OF BED OCCUPANCY RATE (AVERAGE)
1995	2,325	609,123	15,931,168	11.4	82.1 %
2010	2,064	502,749	18,032,903	7.9	77.4 %
2011	2,045	502,029	18,344,156	7.7	77.3 %
2012	2,017	501,475	18,620,442	7.6	77.4 %
2013	1,996	500,671	18,787,168	7.5	77.3 %
2014	1,980	500,680	19,148,626	7.4	77.4 %
2015	1,956	499,351	19,239,574	7.3	77.5 %

Source: https://www.destatis.de/EN/Homepage.html

Rehabilitation Clinics - For-profit companies dominate this sector. About 56% of the roughly 1,240 rehabilitation clinics are held by private owners, 26% by independent charitable organizations and 18% by public entities. **In contrast to hospitals, rehabilitation clinics do not typically receive public grants and are therefore particularly exposed to competitive pressures.** In order to save costs, the responsible payer generally prefers the rehabilitative care to be prescribed on an outpatient basis in the primary sector. Nonetheless, given the aging population, the long-term prospects for rehabilitation clinics are favorable. At present, rehabilitation clinics are increasingly providing the post-operative care following the hospital discharge. This is a result of the introduction of the diagnosis related groups and the incentive of the hospitals to discharge their patients as soon as possible.

now at 30% of hospital total in Germany, as well as the over 60 university hospitals with specialized departments, seek price-competitive state-of-the-art technologies and equipment offering proven cost savings.

The Healthcare Industry

The German healthcare industry offers high growth potential and provides opportunities for medical technology imports. The Federal Ministry of Economics anticipates that by 2030, an additional two million people will be employed in the industry. Current austerity measures are likely to hit the pharmaceutical industry harder than the medical device industry, which continues to be a job engine and is expected to achieve steady growth over the next five years with annual growth rates of 3-4%.

Not only is Germany the third largest market in the world after the United States and Japan but also by far the largest European market - twice the size of the French market and three times as large as those of Italy, the United Kingdom, and Spain.

Health expenditures in Germany as share of GDP and in millions of Euro (absolute and per inhabitant).

	2000	2005	2010	2011	2012	2013	2014
Total expenditure on health in mill. €	213,804	241,932	290,252	295,510	302,907	314,666	327,951
Share of GDP in %	10.1	10.5	11.2	10.9	11.0	11.2	11.2
Health expenditures per inhabitant in €	2,601	2,934	3,550	3,681	3,766	3,902	4,050

Source: https://www.destatis.de/EN/Homepage.html

Health Sector Turnover Medical technology is set to remain a German domain, at least until 2020. **Germany has a long history of producing high quality medical equipment, with a particular emphasis on diagnostic imaging, dental products and optical technologies.** Not only is Germany the third largest market in the world after the United States and Japan but also by far the largest European market - twice the size of the French market and three times as large as those of Italy, the United Kingdom, and Spain.
Accordingly, German healthcare expenditures are comparatively high but also increasingly cost-contained. In 2014 total expenditures increased 4% to 327,951 billion € roughly 11.2% of GDP. **In per capita terms, expenditure is estimated at 4,050€, exceeded only by Denmark, the United States, Switzerland and Norway.**

Approximately 76.5% of healthcare expenditure is sourced from the public sector mostly from statutory health insurances (58%).
As public health insurance funds continue to record deficits and public hospitals are operating at a loss, health reforms and cost-cutting measures keep the market tight and increase pressure on prices. Hospitals in the public sector are therefore pressed to maintain existing equipment rather than investing in new units. Private hospitals,

The German market accounts for 40 % of the entire EU market for medical devices. Apart from a handful of large producers, headed by Siemens, B. Braun and Fresenius, 95% of the German medical technology industry is characterized by small and mid-sized companies or sub-groups of larger companies. 95% of all companies employ less than 250 employees and rarely does one company represent more than 2% of the entire sector. In addition, foreign industry giants such as Philips (NL), Hitachi (Japan) and Toshiba (Japan), GE Medical (USA), 3M Healthcare (USA), Medtronic (USA) and Johnson & Johnson (USA) are only a few of the many German subsidiaries of foreign medical device suppliers.
As a result of a low-growth domestic market, the German medical technology industry has to rely heavily on export markets for continued growth. On average, German medical technology companies export between 60% and 65% of their products. In 2014 foreign sales rose by 2% and the exports reached 68% of local production. **Next to a strong German manufacturing base, imports supply around three-quarters of the German medical market ($16.7 billion).** Between 2007 and 2011 medical device imports recorded a CAGR of 6.6% in Euro terms. Suppliers of innovative and price-competitive products can compete strongly on the German market.

The German Medical Equipment Market (Billion Euros)

	2013	2014
Market Total Total Market Size = (Total Local Production + Total Imports) – (Total Exports)	30.4	31.0
Local Production	29.8	30.6
Exports	20.5	21.2
Imports	21.1	21.6

Source: http://2016.export.gov/industry/health/healthcareresourceguide/eg_main_092308.asp

Most medical equipment imported into Germany is either sold direct through a local subsidiary, through medical distributors with an established distribution network or through appointed agents or manufacturer representatives. A representation or distributorship agreement may be harder to arrange but the German associate will, in fact, purchase the product which is to be sold, thus sharing the marketing risk. Finding a mid-size distributor covering all of the German, or German-speaking, market has become harder since large manufacturers have increasingly purchased the good distributors off the market to gain access to established distribution channels, rather than developing those themselves. **As Germany's healthcare market is very decentralized and regional, it may therefore be a viable alternative to seek regionally active and well-established dealers/distributors for northern, southern and eastern Germany with defined territories.**

One third of sales are generated by devices that are less than three years old and approximately 9% of all sales are reinvested in research.

Current Market Trends - Demand for medical supply will mainly be driven by demographics and a substantial increase in the number of patients. **Germany's population still accounts for 20% of the total population in Western Europe and is increasingly aging.** By 2050 the 65+ age group is forecast to expand to 23 million, up from an estimated 17 million in 2012. The German medical technology industry is a highly innovative and dynamic sector. One third of sales are generated by devices that are less than three years old and approximately 9% of all sales are reinvested in research. **The German healthcare system is also among the best in the world regarding the uptake of new technologies.** More than two thirds of German physicians are seeing innovation as the key element in maintaining the high standards of the German healthcare system.

ORAL CARE

- Based on statutory sickness insurance paid for by employers and employees
- Costs of oral healthcare totally or partially reimbursed by the insurance scheme
- Fees negotiated between insurance agencies and dental associations
- Very little Government involvement
- Very small public dental service

The delivery of oral healthcare in the statutory system is organized by the federal dental authority (KZBV) nationally and locally by the regional dental authorities (KZV) in partnership with the sick funds. There are 17 KZVs within the 16 German Länder, (one for each state, with two for North Rhine-Westphalia, the largest state). They represent all dentists who are entitled to give treatment to patients within the framework of the statutory health insurance system.

	2014	2013	2012
Total Expenditure on Health (million Euro)	327,951	314,666	302,907
Oral Health Expenditure (million Euro)	7,136	7,010	6,983

Source: https://www.destatis.de/EN/Homepage.html

Membership of a statutory sick fund entitles all adults and children to receive oral care from the statutory health insurance (SHI) system within the legally prescribed standard package of oral healthcare. In a typical year approximately 75% of adults and children use the SHI system.

Dental treatments exceeding the pre-defined scope of necessary care as well as dental prostheses are subject to co-payments. Persons aged less than 18 are entitled to full compensation for all medically necessary conservative and surgical dental treatment as well as necessary orthodontist care. They are also entitled to receive certain prophylactic treatments free of charge.

Dental fees both inside and outside sick funds and insurance based care are regulated and they are not nationally standardized. Negotiations between the national association for dental care (the KZBV) and the major sick funds establish the standard care package for people insured with legal sick funds. It is then up to the regional associations and sick funds to decide the monetary value of each point for payments in each region. For private patients, the levels of private fees payable are regulated by federal law.

Active dentists	70,740
Active dental offices	47,805 *aprox.*
Population to (active) dentist ratio	1,162
Members of Dental Association:	100%

The national federation of Chambers is known as the Bundeszahnärztekammer (BZÄK) and all dentists must be a member of the local Chamber.

In recent years, **although small reported unemployment, the number of active dentists has increased: there are 70,740 practicing dentists, of which 52,484 work as contract dentists to the SHI in their own practices.**

In Germany dentists who practice on their own or as small groups, outside hospitals or schools, and who provide a broad range of general and specialist treatments are said to be in Free Practice.

The majority of them work in this way, which represents around 90% of all dentists registered and practicing. Most of those in free practice are self-employed and earn their living through charging fees for treatments. **Very few dentists (less than 2%) accept only private fee-paying patients.** Once registered with a KZV, a dentist in free practice may treat legally insured persons and claim payments from the sick fund via the regional KZV.

A change of legislation has led to an increase in the number of dentists employed in a practice rather than running their own practice. Since 2007, the employment of dentists has been facilitated and for the first time the establishment of branch dental practices and practices where members with a variety of qualifications of the medical or dental profession work together in different locations have been allowed. **This means, that the establishment of mega-dental surgeries and practice chains with international investors has been facilitated and has increased in number.**

Number of schools	30
Number of graduates (2015)	1,747

All dental schools are publicly funded and are part of the Colleges of Medicine of Universities. There is only one private dental school offering undergraduate training, in Witten-Herdecke.

Specialists:

Orthodontics	3,443
Oral Surgery	2,552
Dental Public Health *estimated*	460

Auxiliaries:

Dental Technicians	68,000
Dental laboratories	8,493
Assistants	182,000
Hygienists	550

All figures estimated

The use of dental specialists and the development of dental auxiliaries are both well advanced in Germany. Specialists work mainly in private practice, hospitals and universities while those specialists in Dental Public Health are largely located in the public dental service or are employed directly by the sick funds. There is a public dental service that oversees and monitors the healthcare of the total population and care provided is restricted to examination, diagnosis and prevention.

Three dental specialties are recognized throughout Germany (the specialty "Periodontology" is only recognized by the dental chamber in the region Westfalen-Lippe). **There are no limitations on the ratio of specialists to other dentists in Germany and there is no compulsory referral system for access to them.**

Auxiliary personnel can only work under the supervision of a dentist, who is always responsible for the treatment of the patient. They cannot practice independently.

Dental technicians are also not permitted to treat patients. They are trained for 3 years. After a successful examination conducted by the Chamber of Handicraft they are awarded a registerable qualification. However, only those who run a technical laboratory register (with the dental technicians' guild).

A dentist may employ a dental technician directly in his practice, but most use independent laboratories. They produce prosthodontic appliances according to a written prescription from a dentist. They do not deal directly with the public.

The Dental Industry

The German dental manufacturing industry is composed of mainly small and medium-sized businesses, many of which are owner-run, with a strong export orientation and a good development of delivery services.

The manufacturing industry spans more than 60,000 products covering the complete spectrum of dentistry, from

Since 2007, the employment of dentists has been facilitated and for the first time the establishment of branch dental practices and practices where members with a variety of qualifications of the medical or dental profession work together in different locations have been allowed

diagnostics through preventive medicine, to restoration of teeth, orthodontics, dentures, conservative and surgical treatment, dental prophylaxis, periodontal therapy, endodontics, implantology and aesthetics. Minimally invasive treatment methods are improved by German dental industry products.

Dental Production in Figures

Year	**Total Turnover** in Billions Euros	**Export Share** in Billions Euros	Employees
2010	4,01	2.34	17,992
2011	4.109	2.435	18,147
2012	4.369	2.684	18,488
2013	4.506	2.765	19,305
2014	4.637	2.895	19,625

Source: Certified Revenue Survey by the VDDI of its members

In 2015, the Association of German Dental Manufacturers (VDDI) alone employed more than 20,000 people, at home and abroad, 2% above the figures from previous year.

In 2010 the total number of employees in the dental sector amounted to 410,000 and is expected to reach 486,000 by 2030. In 2015, the Association of German Dental Manufacturers (VDDI) alone employed more than 20,000 people, at home and abroad, 2% above the figures from previous year. **While the number of employees in Germany remained constant, additional jobs have been created in foreign branches.** The German dental industry is the largest market in Europe, followed by France, Italy, Spain and Great Britain. **Total revenue from dental products among the 200 members of the German Dental Industry Association (VDDI) reached almost 5 billion Euros in 2015 a plus of 6.7% over the previous year, of which EUR 3.1 billion came from exports, which grew7.4 %, and EUR 1.8 billion from domestic revenue, a rise of 5.6%. Growing domestic and foreign demand all point to a bright future thanks to health awareness, cosmetic treatments, digital technology and a stellar global reputation.** Per capita, the country spends more on teeth than any other country in Europe apart from Switzerland, which makes Germany an attractive location for foreign dental industry players. The biggest dental market in Europe is expected to keep expanding due to a growing awareness of preventative and corrective treatment, as well as an increased focus on cosmetic dentistry. **Economies of scale and increased industry activity, especially in the lower-price implant segment, cater to an expanding community of price-sensitive patients.**

During the last century, the country's manufacturers have attained a reputation for excellence and German dental companies' continually increasing competitive ability has consolidated their high-level position within the global market, turning them into market leaders in many parts of the world with a considerable export quota of 62%. Apart from a slight weakness shown in East European markets due to a significant decline in sales in Russia, the 2015 export business saw an increase mainly in the Far and Middle East as well as North America with Western Europe remaining the strongest market. Export growth is forecast mainly for Asia, Latin America and Europe and is likely to be boosted by the steadily rising standard of living in emerging countries such as China, India, and Brazil. Within Europe, there is scope for market growth in France, Spain, and Italy, where dental awareness has yet to catch up with other countries. **Dental products represent 17% of the entire medical technology sector manufactured in Germany and the dental market will continue to increase by at least 4% per year (estimate) at least until 2018.** Growth potential lies in continuing to fill the gap in unmet medical and cosmetic treatment needs. In recent years, dental instruments and dental prostheses have delivered the strongest growth, 3-D technology, is growing, with rising sales of intraoral 3-D scanners, as well as equipment for making dental impressions in the laboratory. Software packages permitting a fully digitized workflow are in particular demand, beginning with planning operations and including personalized manufacturing. CAD/CAM technology enables the creation of accurate prosthetic and implant structures — more automated than before and at a lower cost. In addition, new high-performing ceramic materials such as zirconium oxide and lithium silicates have come on the market, offering improved aesthetic results and greater durability. Cosmetic considerations by the patient are a key driver of growing dental awareness, together with an increased need for oral health, is creating increasing demand for dental implants and veneers. The market is also being boosted by a growing tendency among health insurance companies to finance preventative treatment in the form of teeth cleaning by dentists or dental hygienists. This thriving market is also a major draw for companies from abroad. Germany will continue to have a very strong dental market for the foreseeable future, particularly in digital technologies and advanced materials. Likewise the growth opportunities in the German market are quite strong compared to other countries specifically for digital products due to the strong adoption of digital tools among dental professionals and the ever increasing demand for excellent quality without sacrificing delivery time.

The German Dental Industry in Figures

Total Number of Dental Dealers	167	**% of Market Share**
Solely Full Service Dental Dealers	50	57%
Solely Mail Order, Tele-Sales, Catalogue Houses	16	10%
Specialized Dealers (Laboratories or Orthodontists)	137	5%

Source: ADDE, 2016 Survey of the European Dental Trade

In spite of a small increase within the last five years, the percentage of dental and laboratory consumables and equipment, supplied from outside the country directly to the dentist, bypassing the local dealer network is still very small, accounting to 4% (compared to 3% from 2010).

Manufacturers supplying directly to dentists (%)

2010 *approx.* 20%   **2015** *approx.* 22%

% of Total Sales Retail Business value purchased by the dentist via e-mail/Internet - Germany is witnessing a relevant increase in retail business value purchased by e-mail/internet by the dentist as well as an increase in finished laboratory work supplied from outside the country.

2010 *approx.* 12%   **2015** *approx.* 27%

% Finished Laboratory Work Supplied from Outside the Country

2010 *approx.* 15%   **2015** *approx.* 15%

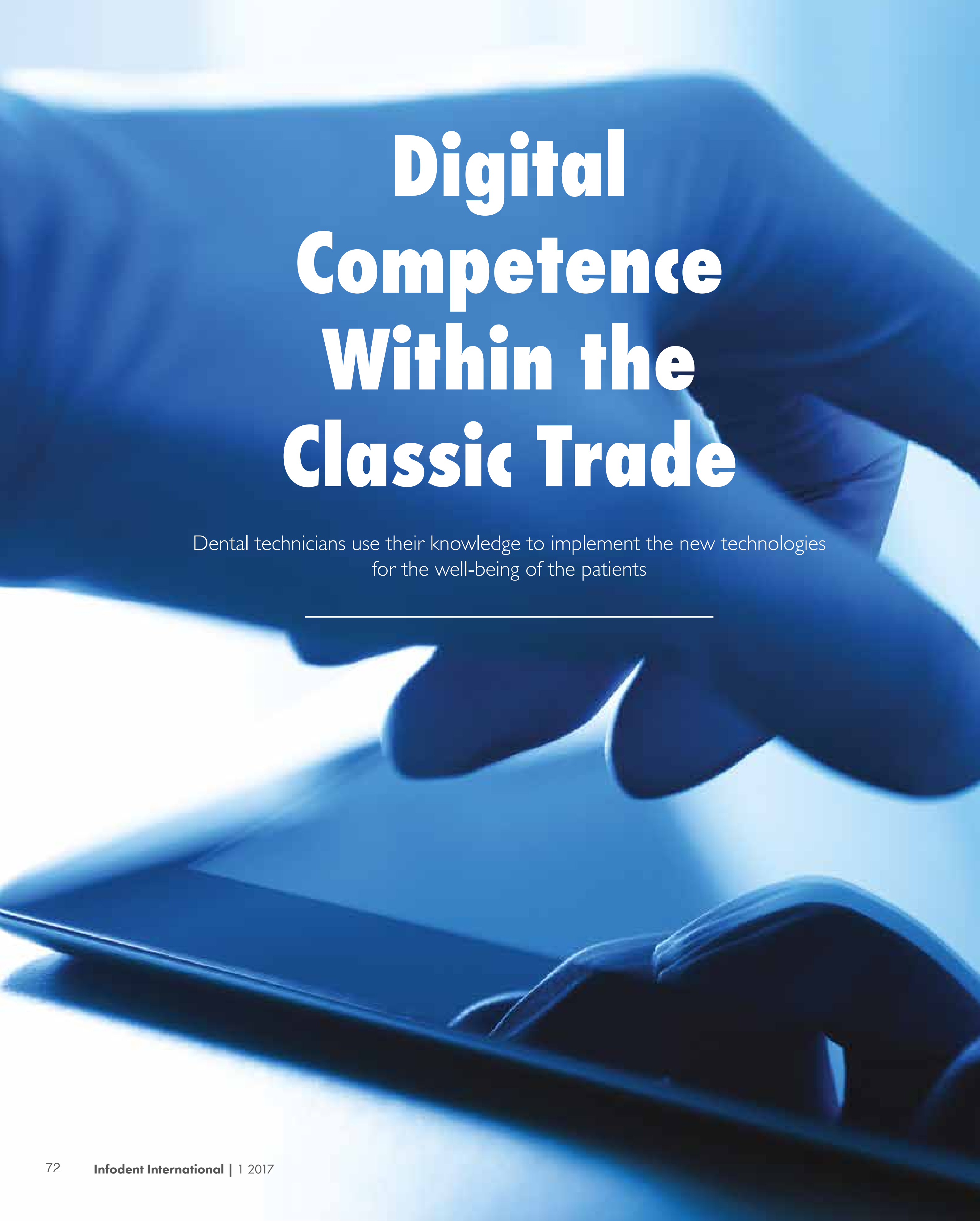
Source: ADDE, 2016 Survey of the European Dental Trade

Sources:

- *The VDDI – The Association of the German Dental Manufacturing Industry was founded in Berlin on 24th June 1916. Today the membership of VDDI comprises almost 200 German manufacturers of dental-medical and dental-technical products. The VDDI is domiciled in Cologne since January 1969: http://www.vddi.eu/index.php?id=startseite0&L=1*
- *"ADDE, 2016 Survey of the European Dental Trade"- The Association of Dental Dealers in Europe is a trade organization working actively in the dental field. Today ADDE represents the interests of more than 1,100 dealer companies: http://www.adde.info/en*
- *Germany Trade & Invest (GTAI) - the economic development agency of the Federal Republic of Germany: https://www.gtai.de/GTAI/Navigation/EN/Meta/Press/Markets/Markets-germany/Issues-2016/markets-germany-2016-01,t=with-a-flawless-smile,did=1383728.html*
- *Council of European Dentists "Manual of Dental Practice 2015"- The Council of European Dentists (CED) is a European not-for-profit association which represents over 340,000 dentists across Europe. It was formerly called the EU Dental Liaison Committee (EU DLC), but its name was changed in May 2006. The association was established in 1961 and is now composed of 32 national dental associations from 30 European countries, http://www.cedentists.eu/about.html*
- *The German Medical Association: http://www.bundesaerztekammer.de/weiteresprachen/english/healthcare-system/*
- *http://2016.export.gov/industry/health/healthcareresourceguide/eg_main_092308.asp*
- *https://www.ncbi.nlm.nih.gov/pubmedhealth/PMH0078019/*
- *https://www.destatis.de/EN/Homepage.html*
- *_Understanding_the_German 2010 -httpswww.goinginternational.eunewsletter2013nl_03SpecialDE_EN_Understanding_the_German.pdf*
- *The Commonwealth Fund: "International Profiles of Health Care systems, 2015"*
- *https://www.statista.com/statistics/295444/germany-gross-domestic-product/*

Germany will continue to have a very strong dental market for the foreseeable future, particularly in digital technologies and advanced materials.

Photo Frankfurt, Germany, © Shutterstock



Digital Competence Within the Classic Trade

Dental technicians use their knowledge to implement the new technologies for the well-being of the patients

The International Dental Show (IDS) is unparalleled as a global event for the dental industry. Not only the figures of the largest leading trade fair in the world prove this, both the visitors and the exhibitors confirm that IDS is the place for benchmarking for the entire dental industry. The further developments and innovations in the section of the manufacturing technologies and materials can be examined carefully here every two years.

As a trade fair for the national and international dental industry, IDS is primarily an exhibition that highlights the developments in the products and processes within the dentist and dental technology sectors. In the case of all of the technologies, materials and treatment methods exhibited, the main focus always lies on the patients or the care of the patients.

Parallel to the technological developments, all of the industry participants are observing a growth in the awareness for health among the population. This also applies for oral health and the expectations thereof. Patients have in the meantime increased demands in dental care with dental prostheses. For example, the treatment should on the one hand be comfortable and less time-consuming, on the other hand, the patients want to be able to choose the suitable care solution for themselves - in terms of both quality and price - from a variety of alternative treatment options.

Photo Mr. Uwe Breuer, President of the Association of German Dental Technicians (VDZI)

On the contrary the dynamic technological developments in the dental industry will in future demand an even closer collaboration between the dentist and master dental technician in order to continue to increase the care quality together using the new possibilities available.

More than half of the Germans currently require false teeth. A survey by the Association of Private Health Insurance Companies came to this conclusion. 54% of the people questioned, who don't have any dental prostheses yet, assume that they will require dental prostheses later on. Hence, more and more German citizens are taking out private additional dental insurance to secure such possible future treatment. In 2015 it was around 15 million people in total. The intensive professional and quality-oriented collaboration between the dentist and the master dental technician is a guarantee for the universal dental care of the patients in Germany. Hereby, with his experience and knowledge, for instance in the area of the growing care field of implantology, the master dental technician supports the dentist already during the planning of the individual patent work. The dentist and the master dental technician form the professional expert team and thus guarantee the optimal care of the patients on a daily basis. No technological development is perceivable that could question this close professional collaboration. On the contrary the dynamic technological developments in the dental industry will in future demand an even closer collaboration between the dentist and master dental technician in order to continue to increase the care quality together using the new possibilities available.

The profession of the dental technician

In the meantime, many technologies, such as new scanning technologies, open CAD/CAM systems, processing machines, rapid prototyping methods and new material developments are being implemented in the master dental technician laboratory. As a result, the procedures in the laboratory are changing of course. In this way, in addition to the classic methods for new treatments, the digital production technology, in particularly for crowns and the production of bridges, are gaining in significance and are also replacing the partial steps of the production.

However, the classic, manual production methods still outweigh the others. The basic knowledge gained during the vocational training is an indispensable pillar of the dental technician profession. This is the only way that the entire spectrum of dental prosthesis solutions can continue to be offered for patients individually. Technical aptitude, intuition, the ability to concentrate, comprehensive anatomical and medical knowledge, expertise in physics and chemistry, visual perception and aesthetic judgment - all of these qualities still characterise the dental technician. A knowledge of biomimetics and biomechanics, knowledge and experience about the behaviour and the specific application limits of new complex material technologies become more and more important too. Increased competence in laboratory management is also indispensable. For example, this encompasses professionally informing and advising the dentist and the patient. Beyond this, it is necessary to optimise the interfaces of the dental treatment activities on the one hand and the dental planning and production services on the other. Several issues are currently being discussed in the public media with a view to the trade in general and dental technology in particular: Which influence is the digitalisation having on the profession of the dental technician in Germany and how are the work procedures in the laboratory changing? Is it possible to produce dental prostheses using a 3D printer even without the dental technician?

This question was posed for all new production methods, for instance one only has to think about the dissemination of the digital milling technology. Today, there is a shortage of qualified dental technicians. The professional requirements placed in dental technicians regarding their knowledge and abilities have become wider and more diversified. Dental prostheses are and will remain to be more than a workpiece - they are instead a medical product that is individually produced for the individual patients. Which is why this handicraft is considered to be a risk-intensive dental technician skill and is quite rightly subject to the state licensing procedure. And this must remain the case in the future too. Training young dental technicians assures this, which is essential for a wide offer of dental technology services, whether classic or digital.

The delegates from 18 member guilds of the VDZI have drawn up the corresponding vocation educational policy decisions in a comprehensive position paper. A diversified qualified further education concept as well as the conceptual networking of the trade's own training and further education centres are to ensure that the skilled workers or master craftsman's diplomas of the dental technology trade are more quality assured and more comparable with each other. Furthermore, it is a central professional and educational policy task for the dental technician trade to secure the quality of the training and improve the professional perspectives of young people.

The training of the apprentices in the CAD/CAM technology section has been successfully implemented. In order to be able to convey comprehensive theoretical knowledge and practical skills to all of the prospective dental technicians independently, the inter-company training of apprentices has been offered by the guilds and the Chamber of Trade for the past four years.

Furthermore, co-operations between the master laboratories are important for the safeguarding of an extensive offer of the entire diversity of dental technology services. Here, the VDZI recommends that the dental laboratories engage in closer networking among each other. In this way, it can especially be logical for smaller laboratories to join forces for example to offer navigated implantology services and CAD/CAM produced superstructures.

Economic situation in the dental technology trade

The 71,000 practising dentists in Germany can fall back on the practical and local services of 8,300 professional dental technology laboratories. In the year 2015, 65,663 people (dental technicians, dental technology assistants and further laboratory workers) were covered by statutory health insurance by the trade association (BG ETEM/Trade Association for Electrical Engineering, Textile and Precision Mechanics) responsible for the dental technology trade, around 35,000 of whom are skilled dental technicians employed full-time in the production area. 6,000 apprentices alone are learning this profession in the companies.
In total, over 5,600 young people are training to become dental technicians. As such the dental technology trade is training well above the average number of people compared to the economy as a whole.
In the year 2014, around Euro 7.1 billion was spent in the Federal Republic of Germany on dental technology services including the materials. In 2014, the turnover of the dental technology laboratories was approx. Euro 4 billion.

VDZI exhibition stand and the Gysi Prize for young talents

The German Association of Dental Technicians is representing its member guilds and the master dental laboratories with its own exhibition stand at IDS 2017 again. In Hall 11.2, Aisle S 10/12, laboratory owners and employees from the laboratories, but also dentists and their employees can inform themselves about the profession-related and economic offers. At the exhibition stand divided up into two parts a particularly focus will once again be placed on the theme that is important for dentists and patients, namely quality assurance in the dental technology trade. Here, interested parties can learn everything about the industry-specific quality assurance concept, QS-Dental. Furthermore, it is a matter particularly close to the hearts of the VDZI, to offer the skilled and dedicated young members of the dental technology trade their own platform at the largest dental show in the world. By organising its famous competition for young professionals, the Gysi Prize, the VDZI is once again setting a positive signal for the vocational training as a dental technician. The participants in the Gysi Prize will be festively celebrated in Cologne on 23 March.

In 2014, the turnover of the dental technology laboratories was approx. Euro 4 billion.

Source:
Statement by Uwe Breuer, President of the Association of German Dental Technicians on the occasion of the European Trade Press Conference for the International Dental Show (IDS) 2017 on 6 December 2016 in Cologne

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In Preparation for IDS 2017

100 Years of the VDDI - 93 Years of the International Dental Show

Dr. Martin Rickert, Chairman of the Executive Board Association of the German Dental Manufacturers e.V (VDDI), on the occasion of the European Trade Press Conference last December in Cologne

IDS 2015 was once again an impressive milestone in a very long success story.

We would like to inform you about the progress of the preparations for the 37th IDS from 20 to 25 March 2017. As you know, IDS takes place in Cologne every two years and is organised by the GFDI Gesellschaft zur Förderung der DentalIndustrie mbH, the commercial enterprise of the Association of German Dental Manufacturers (VDDI) and is staged by Koelnmesse GmbH, Cologne.

IDS 2015 was once again an impressive milestone in a very long success story. With the 37th IDS next year, we also want to continue on the success series of the previous 36th International Dental Shows and have together with Koelnmesse come up with many things in order to further improve the quality of stay for the exhibitors and visitors as well as enabling you a fast orientation around the grounds that are in the meantime larger than 21 football pitches. Once more the event will cover the comprehensive spectrum of the dental world - from the dental and dental technology section, infection protection and maintenance, through to services, information, communication and organisation systems as well as organisation tools. This year (2016) we have a special reason for taking a look back on the history of our industry and its dental show. Our Association of the German Dental Manufacturers e.V. (VDDI) was initiated exactly 100 years ago. It was founded on 24 June 1916 in Berlin. The aim of the founding members was to find new markets and sales opportunities for dental products in the extremely difficult geopolitical and economic times of the First World War. The idea of organising a dental show was clear from the very start, in order to jointly present the products of the manufacturers to the trade audience for their appraisal.

Photo Dr. Martin Rickert

Our industry was aware that only products that offer a real usage and added value to the users will be successful. Six years after the foundation of the association, it succeeded in staging the first dental show in 1923 in the middle of the year of hyperinflation in Germany. Our industry already invited manufacturers from abroad to exhibit at the dental show at an early stage, so that the dental show in 1928 was the first show with international participation. We have a brochure that lists the milestones of the history of the association and IDS in compact form. What began 94 years ago on 350 square metres with around 30 exhibitors, has today developed into the largest dental show in the world. The coming IDS is the 37th IDS. Over the course of time, the national trade show has become THE international trade fair of the worldwide dental industry that meets up in Cologne every two years to compare its achievements. **In many ways IDS is comparable to the Olympic Games**, which we experienced earlier this year in Rio de Janeiro. **In the same way that the athletes of the Olympic and Para-Olympic Games prepare themselves intensively and for years in order to present their best performances over the course of the World Games, the dental manufacturers prepare themselves for IDS.**

Manufacturers develop their product innovations in the years between IDS in order to present them at the central marketplace of IDS in Cologne to the trade audience from all over the globe for their critical appraisal. The trade fair teams of the exhibitors are as equally motivated as the Olympic athletes; they too want to show top performances every day throughout IDS, in order to impress their customers with new products, system solutions and services. It is this exuberance that makes IDS so special. Exhibitors, specialised dealers and trade visitors from all work areas of the dental industry travel to Cologne for IDS with high expectations. The IDS visitors are highly motivated, they are experts in their specialised field, they are purchasing decision-makers and marketing experts. The dentists and dental technologists from all over the world want to inform themselves first-hand about the trends of the dental world, they talk with developers, manufacturers and service providers and receive all of the significant information that assists them to shape the future of their practices and dental laboratories. The manufacturers receive very important tips and impulses from the professional opinions of the users regarding their product innovations. The customers need this information, because they have to decide which products make them successful on the health market. As manufacturers we are a significant and essential part of the dental health industry and have a high responsibility for our products vis-à-vis our users, dentists, dental technicians and patients. There are comprehensive rules for the development and production, above all also for the use of medical products.

The new EU medical product law poses the manufacturers with difficult tasks.

The EU recently initiated a new medical product law, which intends to further increase the responsibility of the manufacturers and users, it is expected to be passed in the course of the coming year and will come into effect after a three-year transitional period. The effects on us manufacturers will in some cases be severe, especially for our industry that comprises mainly of small and medium-sized companies that have to accommodate a significant increase in red tape with documentation obligations and additional monitoring and controls. This will particularly face the small companies with difficult tasks in the future, they will have to make additional resources available and bear the growing expenses for them.

The new manufacturer obligations include a comprehensive risk management system, stricter regulations for clinical evaluations and more rigorous monitoring at the manufacturers and on the market. Furthermore, the demands for the conformity assessment are being stepped up and annual monitoring audits as well as random audits at least every five years are being introduced. The companies visited have to bear the in some cases significant costs for the audits in full. The numerous reports and plans that the manufacturers have to draw up in the course of an active "Post Market Surveillance" (PMS) system are a further major challenge. All of these plans and reports are part of the "Clinical Evaluation Plan" and PMS plan connected with the risk management. The provision states: *"The manufacturers have to plan, set up, implement, document, maintain and update an active monitoring system for each product that is suitable for the risk class and type of product after its introduction onto the market, which is an integral part of the manufacturer's quality management system."*

In future, the medical technology manufacturers will have to set up and provide resources and budgets for the fulfilment of the new demands and formalities. From the industry's point of view, this is a fatal development, since it could become more difficult or even impossible for some innovative companies to carry on offering already launched products or even introduce new products onto the market at all. Our industry is to a large extent a speciality industry that produces and offers a wide variety of around 60,000 products and system solutions, which the users also need, since we the patients are simply

Our Association of the German Dental Manufacturers e.V. (VDDI) was initiated exactly 100 years ago.

The dentists and dental technicians are moving closer together due to the "digital working method".

unique. We see this diversity in products becoming threatened, yes there are voices from within our association that even say that the existence of companies could be endangered mid-term as a result of the additional high bureaucratic and financial burdens. Regardless of these future challenges, we continue to work on our aim to provide dentists, dental technicians the best products and system solutions also in the future, which they need for their work with the patients. Our member companies have had to overcome many challenges in the past, we want to and will succeed in doing this in the future too!

This brings me to the dental future trends at the 37th IDS 2017

What current developments are there among the dental products? Which trends will shape IDS 2017? For me, the International Dental Show in Cologne will answer no lesser question than what form the work worlds in the practices and the laboratories will take on tomorrow and how we dentists and dental technicians can seize the opportunities that are already visible now.

This specifically applies to the digital processes. In the field of implantology they have already significantly contributed towards exploiting the healing potential of the body to a maximum through optimised planning. For this purpose, different image data is superimposed, for example X-rays, perhaps DVT, CT, intra oral scanners or scanned model data and used for a backward planning of the desirable end situation through to the implant positions and details of the surgery. The dentists and dental technicians are moving closer together due to the "digital working method". **The production of drilling templates can as of late take place more and more often in the laboratory or in the practice. This saves time and increases the value chain. In the guided surgery or guided bone regeneration sections, patient-individual bone blocks will most certainly play a bigger role after IDS 2017.** They are industrially manufactured per CAD/CAM, so that the surgeon can insert them to fit exactly - with increased chances of success for instance for augmentations or osseotransplantations!

Implantology has long since been considered to be the flagship discipline for the implementation of digital technologies. We can see how far these have pushed forward in the spectrum of dentistry in a field that some people initially considered to be rather difficult terrain: orthodontics. Here one has to traditionally take a long-term view. One can quite rightly pose the question here: How does this fit in with the fast pace of digital technologies? My answer: Wonderfully! Since, in my experience especially dentists, who are extremely farsighted, filter out the best solutions for their practice from the manifold offer at the International Dental Show particularly well.

We are currently experiencing enormous progress: with virtual models for orthodontics, depending on the software today not only diagnostic issues can be processed and a virtual set-up created, but also more and more often orthodontic appliances can be planned, such as for example fixed devices. The orthodontist decides here to what extent he takes responsibility for the process through to the production of the transfer tray or partly or completely passes on the tasks as part of the service to a service provider - in line with his own preferences.

In addition to this, at IDS 2017 the largest orthodontic challenge for the digital technique will increasingly come under focus: removable devices such as stretching plates, activators, etc. We see the path clearly before us: The treatment is planned on the monitor, then the plastic parts are milled or pressed, the brackets are formed using a bending robot and the expansion screws are selected as finished parts. **We will now see how far these individual parts will be more efficiently put together using digital technology compared to conventional techniques.**

One production process is guaranteed a promising future - I have already mentioned it: 3D printing. As such, we currently find ourselves in a similar situation as with the zirconium oxide technology at the time, when it was in its initial stages. Initially large industry machines produced dental technology items and the laboratories were able to order them from external service providers. Later, in-house production also became attractive. In this way, a combination between central manufacturers, cooperative laboratories that carried out contract manufacturing for other laboratories established itself. **Currently, some laboratories are asking themselves about the optimal implementation of 3D printing: Alongside drilling templates, different splints, dental technology models, individual impression trays and plastic base casts for the metal cast depict the most frequent indications.** Whether they are ordered from an external service provider or produced in one's own firm, is determined by the individual circumstances and preferences of each individual company, whereby own manufacturing principally allows immediate production. Experience shows that the dental industry often implements today's ideas for useful products as a pioneer - even faster than originally imagined. So, I now already allow myself to contemplate that **with**

Photo From left: Dr. Markus Heibach, Executive Director of VDDI and CEO of GFDI, Uwe Breuer, President of the VDZI, Katharina C. Hamma, Chief Operating Officer of Koelnmesse GmbH, Dr. Martin Rickert, Chairman of the Board of Directors VDDI, Dr. Peter Engel, President of BZÄK, Dr. Marco Landi, President of the Council of European Dentists(CED)

the aid of 3D printing even individual endodontical instruments will become reality in a not too far away future. The dentist will perhaps even be able to produce them himself in the practice in future.

> The amount of materials for preservative and prosthetic dentistry is becoming more diversified.

This corresponds to the patients' growing wish to preserve their own teeth up until an advanced age. **Thanks to the progress of the past years, there have been shifts in the borders in the field of endodontics: What was considered to be a healing attempt or even a "risk" five or ten years ago, has often become a challenge today that can be mastered.** Among other things ever more flexible and shatterproof nickel/titanium alloys are responsible for this. At the same time, one needs less and less filing for endodontic treatment and still achieves the desired success. Today, the endo success rates are between 50 and 95% - also thanks to a closer interlink between the root canal treatment and the subsequent restoration of the crown.

Bulk filling composites are often ideal for this purpose, because a secure filling is also possible for an endo-typical big C factor. In the case of more strongly damaged teeth, ceramic comes into play. In general the following applies: **The amount of materials for preservative and prosthetic dentistry is becoming more diversified. There are composites that are suitable for both direct and indirect provisions, and beyond this thanks to 3D printing new plastics such as polyether ether ketone, PEEK and possibly other related substances will soon be making their way onto the dentistry scene.** At the same time **the aesthetic possibilities of well-known materials are also improving.** For example, zirconium oxide, which is of late available in a wide selection of colours and thus more frequently allows a monolithic provision or facilitates the production of an individual aesthetics.
It goes without says that I can't mention all of the interesting innovations in this short space of time, there are simply too many of them!

But it doesn't just suffice to develop innovations and introduce them onto the market, because our buyers decide themselves whether and how our products can be useful in their daily work for the well-being of the patients. Depending on the main focus of your practice or specialisation in the dental laboratory, you make considerable investments, which aim to facilitate your work or indeed make new appliances possible. Most dentists and dental technicians are prepared to make these investments, if there is a reasonable expectation that they will also amortise themselves in the foreseeable future through their services for the patients.

Here our demand to the politics is to allow innovations to reach the practice and laboratory more quickly, among others to push them being included and billable in the billing catalogues of the health insurance companies.

The Spoken Word Takes Precedence!

Comments by Katharina C. Hamma,
Chief Operating Officer of Koelnmesse GmbH,
on the occasion of the European Press Conference last December,
in preparation for IDS Cologne

Over the course of five days, we will then inform the decision-makers from the dental profession, the dental technology trade, dental specialised trade and dental industry close-up about the latest products, developments and trends of the industry. International research departments and development laboratories face the direct competition here. They present their latest product and process developments. The digitalization is a universal key theme here: IDS 2017 is the real hub of an excellently networked industry that understood at an early stage how to take advantage of the digitalization. As such, IDS is in the best hands at the Cologne trade fair location. Strong digital brands like gamescom and dmexco attract hundreds of thousands of visitors to our fair grounds every year. We also exploit the numerous new opportunities that the digitalization brings with it for all other events within our portfolio. Digitalization is

Photo Katharina C. Hamma

not an end in itself hereby, but should above all create added value for the visitors and exhibitors. And so, the visitors, exhibitors, can fall back on the numerous digital services that will allow you to prepare yourself optimally for IDS in advance and exploit your time optimally at the trade fair. **These include an own free IDS app, which you can already download now. It not only contains the list of exhibitors, but thanks to an innovative navigation system, it also guides the visitors through the halls to the desired exhibition stands in a target manner.** The app also contains information on the supporting programme and on-site services. **Yet another digital service available is Business Matchmaking 365, a communication and business platform, which enables visitors and exhibitors to get into direct contact with each other. This is already possible in the run-up to IDS, but also to contact people after the event.** In the run-up to the event, visitors can also e-mail exhibitors via the online schedule planner to request meetings, while the online route planner compiles a personalised visit plan, including an optimal route through the trade fair halls.

IDS is the most important barometer for the latest developments and trends on the dental markets

And we also have a further special service for media representatives: **Our online novelty database, which is appreciated by journalists worldwide, because it presents the new products of IDS on the Internet in a compact and clearly arranged format.** In 2015, it was around 820 products, news items and innovations that the dental world presented alone in the online new products database to journalists on the IDS website. This figure also proves that IDS is the most important barometer for the latest developments and trends on the dental markets and as such quite rightly does justice to its claim to be the innovation trade fair worldwide. It will be available from January 2017 onwards.

A special atmosphere prevails at IDS. We want to continue writing the success story of IDS. I am sure that we will do so, because I am delighted to be able to report very good news for the coming IDS in March 2017: The application deadline is over, the planning of the hall layout is well advanced, so I already have the concrete figures for you today: **In total, over 2,000 companies have already registered, around 70% of which are from abroad - which is an indication of the high level of internationality of IDS. We are expecting more than 2,400 exhibitors in total from around 60 countries. The most strongly represented countries among the exhibitors are Italy, the USA, South Korea, Switzerland, France, Great Britain and China. These also include numerous foreign group stands again. We will be completely covering five halls, namely Halls 2, 3, 4, 10 and 11. Due to the high demand, we are additionally opening a further floor of Hall 5. This corresponds to a gross exhibition surface of over 160,000 m².**

Naturally, we want to further top the number of visitors. **In 2017, we are hoping to welcome 150,000 trade visitors.** The excellent development of IDS over the last ten years, but also the results of an independent exhibitor and visitor survey give us reason for this optimism. It clearly underlines the satisfaction of the IDS visitors in 2015: More than three quarters of those questioned are planning to visit the International Dental Show again in March 2017. **Overall, 95% of the visitors questioned would recommend visiting IDS to their business partners. The reason for this satisfaction was above all the comprehensive spectrum of products and the high amount of new products at the trade fair.** This level of internationality and quality on the supply and demand side is what makes IDS the most important, global dental trade fair brand.

The "Dealer's Day" on the first day of the trade fair, 21 March 2017, also contributes towards this. This **concentrates on dental specialised traders and importers.** The "Dealer's Day" offers all parties involved the opportunity to hold exclusive sales discussions at the stands of the exhibitors undisturbed. This is no doubt also one of the keys to success for the strong growth rates that have been recorded in the attendance figure since IDS 2011: **IDS 2015 particularly recorded strong growth in the number of visitors from the Near and Middle East, Eastern Europe, the United States and Canada, Brazil as well as from Asia, particularly from China. The business development in the European market, primarily in Italy and Spain, has also increased noticeably.**

Even if we are clearly placing the focus on the business and the product information at the stands of the exhibitors again in 2017, **we are also offering an interesting supporting programme at IDS again,**

which accompanies the comprehensive live demonstrations and presentations at the stands. It offers additional impulses as well as further possibilities for initiating business and gaining information. Here we rely on a mixture between trusted and fresh ideas: **The "Speakers' Corner" has been well established for many years: From 21 to 24 March, the format offers the exhibiting companies of IDS the opportunity to engage in dialogue with the visitors in the form of specialised lectures on current developments in the dental industry and product presentations.**

On 25 March we will be conducting the IDS Career Day for the second time. Here, we offer exhibitors the opportunity to position themselves as attractive employers in the form of short lectures and personal job interviews in their bid to win over the best employees. Once again this time, the programme is to lead the guests beyond the fairgrounds: **In the scope of the so-called "Know-how Tours", a small group of interested people will visit modern Cologne dentist surgeries. Visiting dental laboratories is also planned.** Afterwards, there will be the opportunity for a professional exchange in a casual, relaxed atmosphere. Two daily tours at least, each comprising of a group of around 15 to 20 persons, are planned after the trade fair on the second and third day. These are just a few of the key items on the supporting programme of IDS 2017. Further information about all the details will be posted shortly on the IDS website.

Source:
European Press Conference for IDS 2017, on 6th December 2016 in "the View" in Cologne

Photo Cologne, Germany, © Shutterstock

The international exhibition BULMEDICA / BULDENTAL will be held from 17 to 19 May 2017 at Inter Expo Center

Until 30 January the exhibitors will enjoy a 10 % discount on unbuilt exhibition space

The specialized international exhibition BULMEDICA / BULDENTAL will be held from 17 to 19 May 2017 at Inter Expo Center - Sofia. During the 51th edition of the forum Bulgarian and foreign companies will build their booths, presenting the latest technologies, equipment, products and methods of medical treatments. The format of the exhibition suggests an increase in the number of companies and visitors in 2017, while the exhibitors can benefit from a 10% reduction for unbuilt exhibition space until 30 January 2017.

In the course of its operation within more than half a century, the forum BULMEDICA / BULDENTAL has became a leader in this sector. Each year within three days the exhibition attracts hundreds of exhibitors and thousands of visitors. The event is unique for its comprehensive character, bringing together manufacturers of technologies, products and software for the medical and specialized audiences. Bulgarian and international experts organize conferences, company presentations and seminars, while the physicians and researchers have the opportunity to make their first professional steps, conducting workshops and free consultations.

Due to all these features, BULMEDICA / BULDENTAL is said to have made a significant contribution to the quality of healthcare in Bulgaria and for the novelties in the sector, which is directly related to the activities of all physicians and healthcare professionals.

The event is organized under the patronage of the Ministry of Health in Bulgaria with the support of professional organizations such as Bulgarian Medical Association, Bulgarian Dental Association, Bulgarian Union of Dental Technician, the Association of Dental Dealers in Bulgaria and Bulgarian Pharmaceutical Union.

In 2016, there were presented 150 innovative products

More than 13,000 visitors have attended the 50th jubilee edition of the exhibition in 2016. Experts in the field of healthcare and dental medicine had the opportunity to review products by more than 800 companies from 40 countries. Among the direct exhibitors who outnumbered 200, there were companies from Bulgaria, Germany, Russia, Greece, Israel, Italy, China, Pakistan, Romania, Poland, Slovenia, Taiwan, Turkey. The highlights also included demonstrations of mini-invasive and non-invasive technologies. There were demonstrated over 150 innovative solutions for the healthcare sector.

The exhibition annually undergoes dynamic development – for yet another year it was attended 24 Bulgarian and 22 foreign companies, taking part for the first time. During the forum, there was organized a training by Dr. Arthur Krigsman, who is among the world's best pediatric gastroenterologists and students from the "Skin Care" specialty at the Medical College "Y. Filaretova"- Medical University - Sofia, that hold free consultations for cosmetic care. The young researchers held a two-day satellite symposium, related to clinical evidence of the relationship between the condition of the gastrointestinal system and the development of autistic children.

Bulmedica / Buldental - 51st International Specialized Exhibition for medical and dental industry
Dates: 17 - 19.05. 2017
Organized by: Inter Expo Center
Sofia, Bulgaria
T: + (359 2) 9655 279
e-mail: iec@iec.bg; glubenova@iec.bg
website: http://bulmedica.bg/en
Venue: Inter Expo Center
147, Tsarigradsko shose blvd
Sofia, Bulgaria

DenTech China

DenTech China 2016

Being the pioneer event of its kind with the first launch in 1994 in Shanghai, DenTech China has witnessed a significant growth.

DenTech China and its co-locating activities offer a wealth of networking opportunities with industry leaders and key decision-makers. It is now the must-attend event for dentists seeking continued accredited education and international buyers, traders as well as distributors looking to source high quality and cost-efficient products and equipment produced in China and across Asia Pacific.

DenTech China 2016 –The 20th China International Exhibition on Dental Equipment, Technology & Products, played host to over 700 exhibitors from 25 countries, with 4 national and country pavilions. This edition attracted 86, 500 visits with 22.1% from abroad.

DenTech China 2016 gathered together elite exhibiting companies from ***Australia, Brazil, Canada, Denmark, Finland, France, Germany, Italy, Japan, Korea, Liechtenstein, Malaysia, Thailand, Pakistan, Mexico, Poland, Sweden, Switzerland, Singapore, Turkey, UK, USA, Mainland China, Hong Kong and Taiwan.*** Three country pavilions are also presented by the Association of German Dental Manufacturers (VDDI), the American Dental Trade Alliance (DTA) and the Korean Dental Trade Association (KDTA).

Attendance from Asia-Pacific and Europe were up significantly in particular that the European market is rebounding and keen on investing in manufacturing technology. Both exhibitor and visitor number reached historically high as the China dental industry is growing dramatically. DenTech China 2016 featured more than 150 sessions of conferences and workshops. Topics covered from dental education to on-site operation presentation. Whoever you are a professor in university, a dentist from your own clinic, a dealer looking for cutting edge products or a practitioner wish to learn more, you can always find what you need in the event.

750+Exhibitors, 150+Seminars, 70,000+Visits,
4 National Pavilions, 50,000 Square Meters
DenTech China 2017 will be held from 25 to 28 October at the Shanghai World Expo Exhibition and Convention Center.
Stay tune for more updates.

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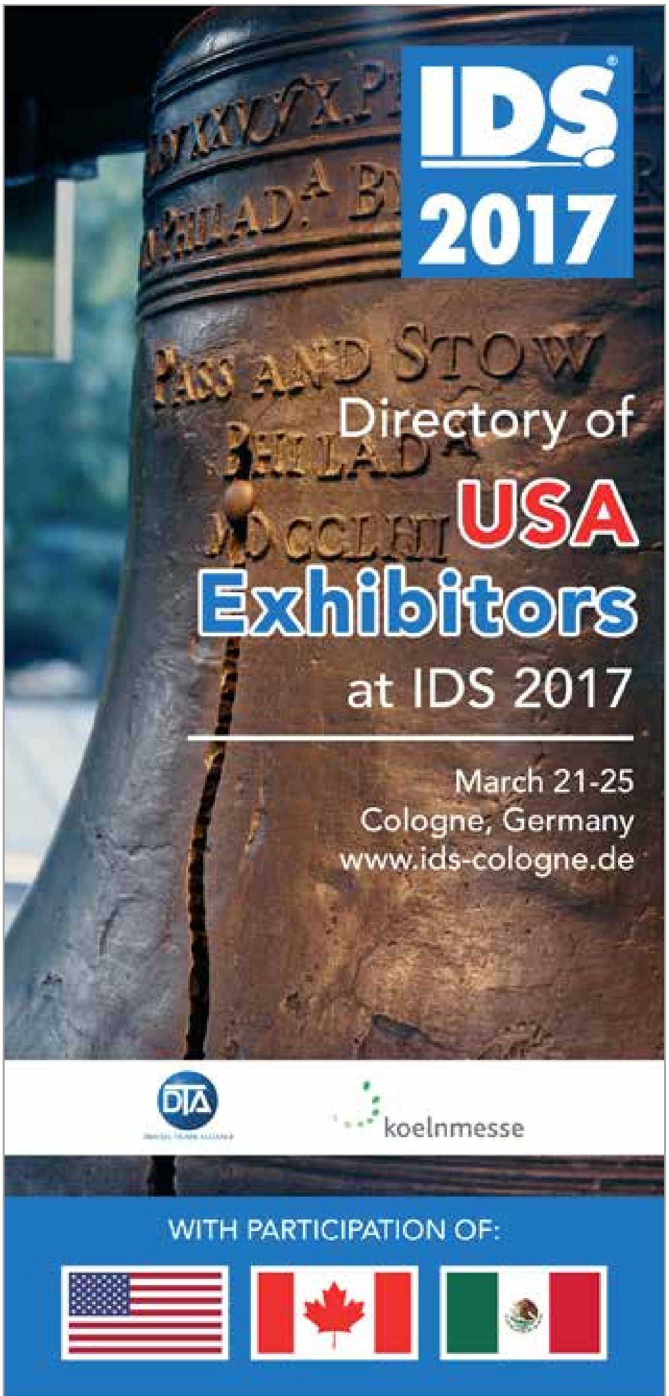

IDS 2017

North American companies back at IDS, Cologne with record breaking numbers

January, 2017 Chicago/Cologne
When it comes to dental innovation and dental export promotion, U.S. companies take top rank in the global marketplace. This year, the North American dental industry is back in Cologne with virtually all major players and many new-to-market companies underlining the strong con dence the industry consistently places in the powerhouse called IDS Cologne which will take place from March 21-25, 2017.

Attendees will have access to products from well over 200 North American suppliers (198 U.S, 15 Canada, 4 Mexico) who will show everything from Abrasives, Dental Materials, Dental Chairs, Implants, Filling Materials, Orthodontics to Lighting and Laser Devices. This year 125 exhibitors and co-exhibitors will display their products in 3 USA pavilions in IDS halls 4.2, 2.2 and 5.1. U.S. and Canadian manufacturers and service providers can also be found as independent exhibitors in each of the ve multi-level IDS halls.

The powerful North American presence at IDS re ects a strong, international demand for high quality and reasonably priced products. The U.S. Pavilions are organized by Koelnmesse, Inc. based in Chicago with the sup- port of the Dental Trade Alliance (DTA).

A comprehensive directory listing all U.S. Exhibitors will be available at all IDS info counters and around the USA pavilions, as well as online. Exhibitors can be searched by products or hall location. The directory also serves as a follow-up tool to reach exhibitors after IDS has concluded.

International dealers and dentists with interest in North American products are encouraged to visit the USA pavilions in halls 4.2., 2.2 and 5.1.

For more information please contact:
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Fluoridex is Now Available Exclusively from DenMat!

January 04, 2017 Lompoc, CA - DenMat, a leading manufacturer of innovative esthetic dentistry and advanced oral health solutions, has acquired the Fluoridex brand and product portfolio from Philips Oral Healthcare, the makers of Sonicare. Originally a Discus Dental product, Fluoridex is a premium line of prescription-strength fluoride toothpastes and a mouthrinse, indicated for the treatment and prevention of dental caries, and available exclusively through dental professionals.

As of January 3, 2017, the entire Fluoridex line, including sales, marketing and manufacturing, have been transferred to DenMat. DenMat's Fluoridex products are identical to the previous Philips products, including the same formulas, ingredients, and raw materials such as tubes, bottles and caps. DenMat's global headquarters in Lompoc, California has begun distribution of Fluoridex for US-based customers, and DenMat will utilize the same Canadian distribution facility that has managed Fluoridex order-fulfilment in Canada for the past 10 years.

A Loyal Following

The Fluoridex product line was launched by Discus Dental in 1998 in an effort to provide dental professionals with a prescription-strength solution that could immediately be dispensed to high risk and/or immunocompromised patients, ensuring compliance and improved oral health. Robert Cartagena, DenMat's Chief Operating Officer and former Chief Operating Officer for Discus Dental, explains the history behind and the relevance of this product line for dental practices: "Fluoridex has a long history of brand preference and customer loyalty. Simply put, patients love the taste and the ease of use of Fluoridex products, while clinicians love the fact that their patients are more likely to be compliant with treatment if they have immediate access to the proper oral care solutions. We're thrilled that the same great Fluoridex products introduced by Discus Dental are now available exclusively from DenMat," says Cartagena.

Formulas Patients Need; Tastes They Love

Fluoride, the active ingredient in Fluoridex products, has been shown to prevent and control dental caries, and to enhance enamel remineralization. Fluoridex toothpastes contain 1.1% neutral sodium fluoride, concentrated at 5000 parts per million — more than four times the active ingredient of non-prescription brands. As an adjunct for patients with tooth or gum sensitivity, Fluoridex Daily Renewal Rinse contains concentrated 0.63% stannous fluoride. Fluoridex is recommended for a wide range of patients, including those with current and recent caries, xerostomia, orthodontic appliances, extensive restorations and those over the age of 65. A recent study shows that nearly twice as many patients reported they would brush daily with Fluoridex rather than competing toothpastes.

The New Era

- Daily Defense Toothpaste - inhibits bacterial activity and enhances remineralization
- Sensitivity Relief Toothpaste - includes 5% potassium nitrate for sensitivity relief
- Sensitivity Relief SLS Free Toothpaste - includes 5% potassium nitrate for sensitivity relief, without added sodium lauryl sulfate (SLS)
- Enhanced Whitening Toothpaste - provides the anti-caries benefits of professional-strength fluoride, plus silica to help remove surface stains without the use of hydrogen peroxide
- Daily Renewal Rinse - offers prescription-strength caries protection and dental desensitization for patients with sensitivity

"Fluoridex is a natural fit within DenMat's growing oral hygiene portfolio, and further strengthens our value proposition to help dental practitioners grow their practices," explains Matt Whelan, Chief Sales and Marketing Officer for DenMat. *"These products perfectly complement the latest and greatest Rotadent® power toothbrush – Rotadent ProCare™ – which we introduced in 2016. Together, Rotadent ProCare and Fluoridex offer dental professionals a unique pairing of premium homecare solutions, with proven track records of compliance, not available through retail distribution."*

Rotadent is the only power toothbrush clinically proven to be as effective as brushing and flossing combined, making it a true one-step system designed to simplify and streamline homecare. Learn more about Fluoridex and Rotadent ProCare at one of DenMat's Soft Tissue Management® Continuing Education courses across North America.

Source: Extracts of Press Release from DenMat's website.
For full press release: https://www.denmat.com/r_dm_press_release

Hu-Friedy Announces Acquisition of J. Palmero Sales Company

CHICAGO *(January 13, 2017)*
Hu-Friedy, a global leader in the manufacturing of dental instruments and products, today announced the acquisition of J. Palmero Sales Company, a family-run dental products company located in Stratford, Connecticut. Palmero, which was founded in 1931 by Joe Palmero, offers a wide range of infection prevention and safety products for the dental office.

"We believe we can add considerable value to the Palmero business by developing a strong marketing and sales strategy, and we will help their brand become even more successful in their market segment."

The acquisition represents a continuation of Hu-Friedy's strategy to expand into product categories and markets that align with growth objectives. Over the last three years, the company has acquired multiple brands, including J and J Instruments, Julius Wirth and Karl Schumacher. As Hu-Friedy continues to be the leader in infection control management, acquiring Palmero augments the company's product line and represents a sound strategic fit.

"J. Palmero is a family-owned company, and we are proud to have been entrusted to carry on and build upon the legacy of the Palmero brand," said Ron Saslow, CEO of Hu-Friedy. "This acquisition plays an important role in driving our continued growth, while expanding the range of infection prevention and safety products we offer to the global dental market," continued Saslow. "We believe we can add considerable value to the Palmero business by developing a strong marketing and sales strategy, and we will help their brand become even more successful in their market segment."

Karen Neiner, Vice President of Corporate Development and Professional Relations at Hu-Friedy will lead this new venture as President, while continuing in her current role. As with previous acquisitions, Hu-Friedy and Palmero will operate mostly independently with separate brand identities, value propositions and operations.

Hu-Friedy is proud to celebrate this accomplishment as it helps support the organization's mission of improving lives by advancing dental performance – smile after smile.

About Hu-Friedy

Founded in Chicago in 1908, Hu-Friedy Manufacturing Company, LLC helps dental professionals perform at their best by producing dental instruments and products designed to function as an extension of each practitioner's particular skill. Its products, hand-crafted by highly-skilled artisans, are known for their precision, performance, longevity, reliability and quality.

Headquartered in Chicago, Hu-Friedy products are distributed in more than 80 countries and the company maintains offices in Germany, Italy, India, China and Japan.

Source: Press release from Hu-Friedy's website. For more information, visit http://www.hu-friedy.com.

DENTAID improves oral health in Europe's poorest country

INTERNATIONAL dental charity Dentaid is offering retired dentists, dental nurses, therapists and hygienists the chance to join an oral health education team in Moldova.

The eastern European country bordering Romania and Ukraine is Europe's poorest nation with many people living in poverty. Dentaid is working alongside Moldovan dental professionals to offer oral health education programmes in special schools, nurseries, state schools and centres for vulnerable people.

UK dental professionals are being invited to join a week-long volunteering trip in Moldova between May 13th and 20th 2017. The trip will involve working alongside a charity in the capital city of Chisinau and travelling to the impoverished region of Nisporeeni.

"Nisporeeni is the poorest region of the poorest country in Europe" said Dentaid's Moldova trip leader Dermot O'Brien.

"Dentaid sent a volunteering team to Moldova for the first time last year and they did a great job delivering oral health education sessions and providing training for Moldovan dentists who were very receptive".

"Sadly the dentists are hampered by poor quality antiquated equipment and Dentaid is fundraising to provide a new surgery which would bring great benefit. We are working with the chief dental officer for the region who is committed to bringing affordable dentistry to the people who really need it."

Retired dentists are also welcome to join the trip and although volunteers only have permission to carry out limited dentistry, suitably qualified people will be able to undertake topical fluoride application and other preventative techniques. However the main focus of the trip is helping to improve oral health in Moldova by teaching children about looking after their teeth. Dentaid also runs toothbrushing programmes at schools the team visits which include centres for deaf and disabled children.

"The volunteers found it very rewarding last year," said Stan. *"Of course our long term wish is that one day Moldova will have a dental service similar to ours, but in the meantime this is our opportunity to target the dental needs of the poorest people in Europe."*

Dental nurses, hygienists, retired dentists and therapists who would like to join Dentaid's volunteering experience in Moldova next May must raise £900 which will pay for flights, accommodation, food, travel and make a contribution to Dentaid's on-going work in Moldova.

To find out more about the trip visit www.dentaid.org and follow the links to volunteer and Moldova.

Alternatively call Dentaid on +44 (0) 1794 324249 or email info@dentaid.org

For press inquiries contact press officer at Dentaid Jill Harding on +44 (0) 1794 324249 or jill@dentaid.org

...the main focus of the trip is helping to improve oral health in Moldova by teaching children about looking after their teeth.

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About Beyes - Beyes is the largest Canadian dental handpieces manufacturer with its corporate office located in Toronto. Beyes has revolutionized the dental industry with groundbreaking advancements for the precision dental instrumentations such as air driven high speed and low speed handpieces. It has received countless awards in North America due to its premium quality and advanced technologies.

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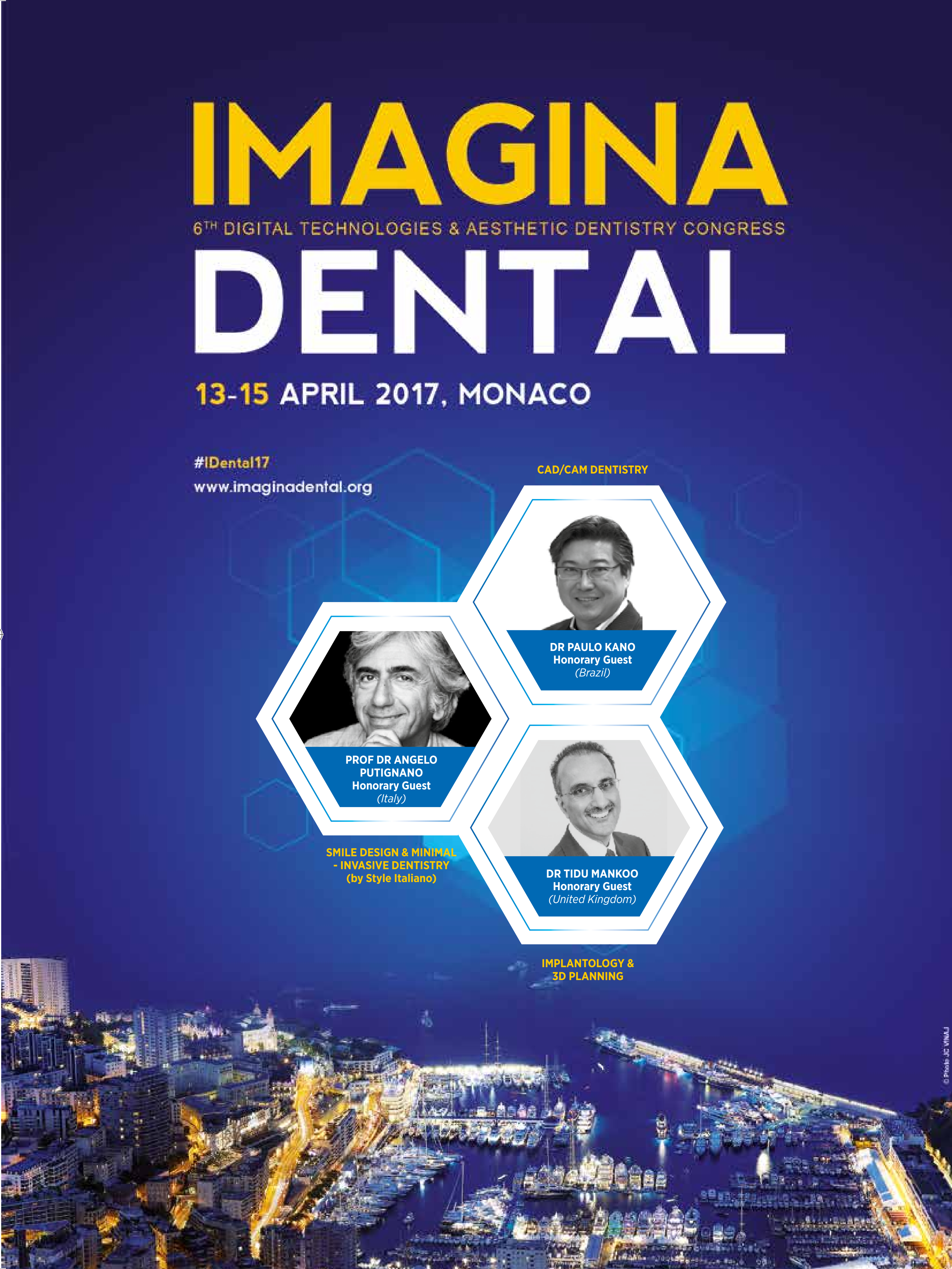
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No pain and no fear

Redesigning the rapport between the pedo patient and the dentist at the Italian Dental Association's Congress in Chia, Sardegna, Italy

Dental emergencies, painless techniques and new materials: these are the themes that will be discussed during the course held on **June 15 from 9-12** as part of the **Italian Dental Association's 9th International Congress held from 15-17 June 2017 in beautiful Chia, Sardegna.** The course will be hosted by top lecturers Luis Karakowsky from Mexico, Maria el Khoury and Jean Claude Abou Chedid from Lebanon and Roberto Olivi Mocenigo from Italy will look at today's pedodontics based less on therapeutics and more on prevention and conservation than ever before. During the course Karakowsky, director of the program of Pedodontics at the Università Tecnologica of Messico will explore new horizons in pedodontics.

Says Enrico Lai, the organizer of the event, *"Each participant will learn about new materials used in pedodontics as well as about the goals of using a conservative approach in treating the occlusal surface of permanent molars and the new generation of materials used in performing pulpotomies and pulpectomies in deciduous teeth".* Following Karakowsky, Maria el Khoury, assistant in the department of radiology at St. Joseph's University together with Jean Claude Abou Chedid, from the Department of Pedodontics at the same University, will discuss the management of dental emergencies in children.

They explain that *"The general dentist as well as the pedodontist has or will encounter endodontic and traumatic dental emergencies in their practices. Diagnosing different clinical situations distinguishing them instantly and access their level of urgency is paramount".*

The course is structured to teach the practitioner how to swiftly make an accurate diagnosis, control pain and perform the appropriate therapeutic procedure by treating or prescribing accordingly.

Finally Roberto Olivi Mocenigo, member of the Italian Society of Orthodontics and private practitioner in Modena, Italy where he limits his practice exclusively to the treatment of children, will discuss modern painless techniques. He says that *"The task of a pedodontist before performing any therapy is to create children who, in the future, who become adults without a life-long fear of the dentist by using techniques of Applied Psychology. Coupled with research it allows us to operate effectively and painlessly"* he continues *"A great help is the technique of 'conscious sedatio' using nitrous oxide. This method provides anxiolysis and can be used in our practices on children of any age without risk. The technique allows one to work on a a conscious child allowing them to be a participant during treatment and gradually helping them to overcome their dental fears, transforming the difficult child into a helpful and cooperative patient".*

"Even the use of the new painless electronic syringes can help overcome the initial stage of anesthesia that worries many dentists

"A great help is the technique of 'conscious sedatio' using nitrous oxide. This method provides anxiolysis and can be used in our practices on children of any age without risk. The technique allows one to work on a a conscious child allowing them to be a participant during treatment and gradually helping them to overcome their dental fears, transforming the difficult child into a helpful and cooperative patient".

who are not used to treating children helping them to reduce stress for the patient, the parents and the dentist".

Diagnostic techniques based on laser technology such as Diagnodent and Diagnocam can help to diagnose the carious lesion earlier allowing the use of painless ozone therapy to block the progression of the lesion and allow healing to occur without the use of rotary instruments which has until now been considered impossible.

This is possible because ozone is one of the strongest oxidizing agents present in nature, and thanks to its very high disinfecting power, it can destroy bacteria in 10 to 60 seconds by creating a violent repositioning of calcium fluoride ions present in the saliva thus arresting the caries.

Lasers (both the erbium-YAG and the diode) provide the opportunity perform painless conservative treatment and surgical procedures such as frenectomies with almost no bleeding or the need for sutures. All of this and much more await you at the 9th International Congress of the Italian Dental Association from June 15-17, 2017 at the beautiful Chia Laguna Resort in Cagliari, Sardegna ITALY.

The pre-congress courses, all of the symposiums and lectures are ADA CERP certified (www.ada.org/cerp) and participants can earn up to 20 CERP ADA credits. So enjoy and earn while you learn! The cost of registration for the three days of the congress is €300 plus VAT.

Info: Press Office AIO - Italian Dental Association - Mauro Miserendino 0039(3)292223136


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March

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• **02-05/03/2017**

Dental South China 2017

(Guangzhou, China)

Organised by: Guangdong International Science & Technology Exhibition Company
Address: c/o Department of Science & Technology of Guangdong Province, 171 Lianxin Road, Guangzhou, 510033, P.R. China
Phone: +86 20 83549150 - 83558271 - 83561174 - 83517102 - 83547321Fax: +86 20 83549078
E-mail: dental@ste.cn
www.dentalsouthchina.com

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• **14-16/03/2017**

Dental-Expo Omsk 2017

(Moscow, Russia)

Organised by: Dental-Expo Central Office: Moscow, Ulica B. Yakimanka 38A
Postal address: 119049 Moscow, P.O. box 27, ZAO "DE-5"
Phone: +7 495 921 40 69
Fax: +7 495 921 40 69
Email: info@dental-expo.com
www.dental-expo.com

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• **21-25/03/2017**

IDS 2017

(Cologne, Germany)

Organised by VDDI - Verband der Deutschen Dental-Industrie e.V.
Aachener Str. 1053-1055 - 50858 Koeln
Phone: +49 221 50 06 87 -0
Fax: +49 221 50 06 87 -21
E-mail: info@vddi.de
www.vddi.de, www.ids-cologne.de

Infodent Booth: B090 C091 Hall 4.1

April

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• **03-05/04/2017**

Dental 2017

(Dubai - United Arab Emirates)

Organised by: Madridge Conferences
16192, Coastal Highway
Sussex 19958, DE
USA
Phone: +1 302 231 6959
Email: contact@madridge.com
dental@madridge.com
www.madridge.com

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• **13-15/04/2017**

Imagina Dental 2017

(Monaco – Germany)

Organised by: Monaco Mediax
4, bd du Jardin Exotique
98000 Monaco
Monaco
Phone: +377 93 10 40 60
Fax: +377 93 50 70 14
Email: info@monacomediax.com
www.monacomediax.com
http://www.imaginadental.org

April

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• **17-20/04/2017**

Dental Salon Moscow 2017

(Moscow, Russia)

Organised by: Dental Expo
Postal Address
119049 Moscow, P.O. BOX 27, ZAO "DE-5"

Currier Address
B.Yakimanka 38A, 1 staircase, 2 floor
(Metro "Oktyabrskaya", "Polyanka")
Phone: +7 495 921 4069
Fax: +7 495 921 4069
Email: info@dental-expo.com

Director of Moscow exhibitions: Natalia Khokhlova
Email: rus@dental-expo.com

Venue: International Exhibition Center "CROCUS EXPO" - Pavilion 2 Halls 7, 8
Moscow - Russia

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• 21-22/04/2017

DH - Dental Hygienist Expo 2017

(Verona – Italy)

Idea - Igienisti Dentali Associati
Via Sinni, 24/F
75100 Matera (MT) - Italy
Phone: +39 339 6753859
Email: nazionale.idea@gmail.com
Venue: Verona Palaexpo
Verona, Italy

• 21-25/04/2017

117th American Association of Orthodontists - AAO Annual Session

(San Diego - USA)

AAO - American Association of Orthodontists
401 North Lindbergh Boulevard
St. Louis, Missouri
USA 63141-7816
Tel: +1 314 993 1700
Toll free: 800 424 2841
Fax: +1 314 997 1745
E-mail: info@aaortho.org
Website: www.aaomembers.org
Venue: San Diego Convention Center

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• 27-28/04/2017

UDA 2017 - Utah Dental Association Convention

(Utah – USA)

Utah Dental Association
1151 East 3900 South Ste 160 Salt Lake City, UT 84124-1255
Phone: +1 801 261 5315
Fax: +1 801 261 1235
E-mail: uda@uda.org
Website: www.uda.org

Venue: Salt Palace Convention Center
Salt Lake City, Utah - USA

https://uda.org

Medical aesthetics

Facial wrinkle treatment in dental practices with plasma gel

Aesthetics - a business, gaining more and more importance in peoples' daily life and society. It is therefore not surprising that even dentistry practices have to take account of this demand. In order to remain competitive, it is not only of great importance to be able to offer individual treatment concepts and a modern practice equipped with the latest technology. Decisive factors for success are additional services in the field of holistic aesthetics. Nowadays, dermal fillers are frequently demanded by clients.

Plasma gel: a serious alternative to hyaluronic acid

Plasma gel, with all its benefits, is the latest innovation of facial augmentation and satisfies all requirements to modern injections. The only filler, which is a 100% endogenic and hence tolerated by the body. In comparison to hyaluronic acid, plasma gel does not cause fibrotic tissue. Applications with plasma gel improve the skin naturally and support a visual regeneration of the skin - with a long-term effect. The results are unique which makes plasma gel a superior autologous product.

The production of plasma gel is carried out by medical staff, who after taking the blood, processes it into gel.

Significant for the efficiency and quality of the plasma gel is the selection of the right and high quality materials and equipment, as well as a certified user protocol for the production of the filler. These elements are well-matched to ensure achieving the best possible results.

The effect

As a training institute we have tested various systems at home and abroad. Meanwhile, we use a worldwide recognized user protocol for the manufacturing of plasma gel. Therefore we have shifted our focus from the PRP (platelet-rich plasma) to the concentrated growth factors (CGF) (Massimo et al/2006). Unlike with other protocols, here specifically thrombocytes and CD34+ stem cells are taken, which later are added to the plasma gel. The effect is caused by the thrombocytes: As soon as the biphasic platelets get activated by thrombin, they release growth factors which are significant for cellular proliferation and collagen synthesis (Rodella et al/2011).

The injection of plasma gel affects the skin in two ways: an instant effect due to the addition of the filler - as well as rejuvenating the skin (Dong et al/1995).

The production

Specific centrifuge tubes, made of borosilicate glass manufactured by the company Silfradent, deliver high-quality results and do without citrate as an anticoagulant. Studies have clearly proven the increased yield of growth factors with the use of sodium heparin ((G Valacchi and V Bocci/1999).

The first step is to centrifuge the tubes filled with the blood. The latest technology in this field is the MEDIFUGE MF 200, offered by the company Silfradent. By centrifuging at different times and speeds, particles of various sizes can be separated. This technique is called differential centrifugation and differs from conventional methods. In the next step, parts of the plasma are transformed into a filler gel. For this process we use a device for denaturation (A.P.A.G.) by the brand Silfradent. The preset programs simplify the usage. Furthermore it is built with anti-static and anti-magnetic materials.

The injections

A vital factor for a visual skin aging is the facial volume loss, reduction of fat tissue and muscles. With a deflated support system, skin starts to sag. Modern wrinkle treatments no longer only inject single wrinkles - a three-dimensionale recontouring of the face ensures an optical balance. Anatomists have defined so-called "sweet spots": facial areas, when being injected, have the greatest impact. Injections in deep compartments prevent a migration of the plasma gel in surrounding tissues and a lifting effect occurs, while blunt cannulas are used superficial to volumize.

age 78 yrs. full-face-approach
Before and two weeks after the first treatment; significant reduction of nasolabial-/marionette lines as well as overall tightening. In the next edition, we will see the woman after the second treatments within 8 weeks.
Enough time to recognize the enhancing effect due to CGF.
Additionally, we will demonstrate the production of plasma gel as well as injection techniques.

Katrin Rotter-Böttger – Training-Institut
www.plasma-gel.de
In cooperation with Silfradent/Italy.

May

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• **04-06/05/2017**

ODA 2017 - Ontario Dental Association Annual Spring Meeting - 148th Edition

(Toronto – Canada)

Ontario Dental Association
4 New Street
Toronto, ON M5R 1P6
Phone: +1 416 922 3900, toll-free +1 800 387 1393
Fax: +1 416 922 9005
Email: info@oda.ca or webmaster@oda.ca

Venue: Metro Toronto Convention Center
222 Bremner Blvd, Toronto,
ON M5V 3L9, Canada

http://www.oralhealthgroup.com/features/oda-148th-annual-spring-meeting/

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• **11-13/05/2017**

FDM 2017 - Forum Dental

(Barcelona - Spain)

Organized by : Fira de Barcelona
Av. Reina M. Cristina, s/n
08004 Barcelona - Spain
Phone: +34 902 233 200
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- **Doctor by Infodent**

China is finally closer with this new B2C scientific magazine - in English and Chinese, of course - aimed to the most influential Chinese decision makers (hospitals directors, buyers, opinion leaders, trade and dentists) to connect the West with the East.

- **ImplantBook**

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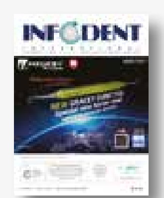

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