The right dental unit—also for left-handed users

By Renate Vries

Renate Vries has been a dental hygienist for over 20 years. Currently, she works at Tandartspraktijk Linde, a small clinic located in the town of Zwolle in the north-east of the Netherlands.

“We have a very tight-knit, small team. There are three of us. It’s really enjoyable! I like people and having people around me,” says Vries.

In addition to spending time with her colleagues, Vries is able to spend ample time with patients every working day, and helping them is perhaps the single most rewarding aspect of her job. “Not only can I help their teeth, but I can also help them be relaxed and more comfortable during treatments. When patients do not feel anxious during treatments, they keep coming back,” Vries adds.

Vries’s affection for dentistry is one that runs in the family. “My dad was a dentist and my older sister is also a dental hygienist. When I was in high school, I visited her school and thought it was very interesting. I knew that I could help people,” she states.

Ambidextrous dental units living in a world designed by right-handed people can present certain problems for left-handers. This is also the case in dentistry, as dental units have often been manufactured to fit the needs of right-handed users exclusively.

Planmeca has been an industry leader in introducing dental units designed for ambidextrous use. These dental units can be converted quickly from right-to-left-handed dentistry with ease. This is a great advantage for dental units that have several users and is something that Vries also greatly appreciates.

“I’m very happy with our Planmeca Compact i Touch dental unit. As a left-handed user, it is very easy for me to adjust the unit and work with it. There is also a lot of space for my legs under the patient chair,” she says.

Working with Planmeca dental units has shown Vries that they are also extremely comfortable for patients—so comfortable that they do not want their treatments to end, she jokes.

“Every patient says, ‘I don’t want to get up. I just want to lie here!’—the chair is so soft and comfortable,” Vries says, laughing.

Setting an example

Vries already has extensive experience working with Planmeca dental units, and she regards the company as setting something of a benchmark in the field. “I have a lot of history with Planmeca. It is such a great company, and I think it has been a very good example for others,” Vries states.

The company that started small in 1971 has steadily grown into one of the biggest in its field over the course of several decades. Planmeca’s 50th anniversary is fast approaching, of several decades. Planmeca’s 50th anniversary is fast approaching.

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EMS Platinum Sponsor of FIRST ARAB PERIO 2020

**01 ASSESS**
- Probe and screen every clinical case
  - Healthy teeth, cavities, gingivitis, periodontitis
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  - Start by rinsing with Bacterin® Pro mouthwash

**02 DISCLOSE**
- Make biofilm visible
  - Highlight to patients the disclosed biofilm and their problematic areas with EMS Biofilm Disclosure
  - The color will guide biofilm removal
  - Once biofilm is removed, calculus is easier to detect

**03 MOTIVATE**
- Raise awareness and teach
  - Emphasize prevention
  - Instruct your patients in oral hygiene
  - EMS recommends Philips Sonicare toothbrushes, interdental brushes and Airfloss Ultra

**04 AIRFLOW®**
- Remove biofilm, stains and early calculus
  - Use AIRFLOW® for natural teeth, restorations and implants
  - Remove biofilm supragingivally up to 4 mm using AIRFLOW® Plus 14μm Powder
  - Also remove biofilm from gingiva, tongue and palate
  - Remove remaining stains on enamel using AIRFLOW® CLASSIC Comfort Powder

**05 PERIOFLOW®**
- Remove biofilm in 0.4 to 9 mm pockets
  - Use PERIOFLOW® Plus Powder on natural teeth in deep pockets and root furcations and on implants
  - Use new and thinner PERIOFLOW® Nozzle

**06 PIEZON® PS**
- Remove remaining calculus
  - Use the minimally invasive EMS PIEZON® PS Instrument supragingivally up to 10 mm
  - Clean >10 mm pockets with mini currette
  - Use EMS PIEZON® PI Instrument around implants up to 3 mm subgingivally and on restorations

**07 CHECK**
- Make your patient smile
  - Do a final check for remaining biofilm
  - Ensure calculus is fully removed
  - Accurately diagnose caries
  - Protect with fluoride

**08 RECALL**
- Healthy patient = happy patient
  - Schedule recall frequency according to risk assessment
  - Ask your patient if he or she liked the treatment

GUIDED BIOFILM THERAPY®
Align Technology launches iTero Element 2 intraoral scanner in the Middle East

The introduction of the iTero Element 2 scanner showcases Align’s commitment to advancing digital dentistry in the Middle East

By Align Technology, Inc.

Align Technology, Inc. (NASDAQ: ALGN), a global medical device company engaged in the design, manufacture and marketing of the Invisalign system, the most advanced clear aligner system in the world, and the iTero Intraoral scanning systems and services, has announced the launch of its iTero Element 2 intraoral scanner in the Middle East market.

Offering a fully optimized workflow, the iTero Element 2 scanner and the Invisalign system complement each other to help dental practices grow by offering Invisalign and the Invisalign system.comprehensive workflow, the iTero Element 2 scanner integrates The brand’s most luxurious product yet - Perfect White Gold, containing real Gold Particles. Gold is known for its antibacterial properties and the brand were the first to use this in a toothpaste – resulting in a top-class whitening product which aims to soothe and care for gums, help tissue regeneration as well as giving consumers the all-important Hollywood smile.

NEW Perfect White Extreme White, containing Hydrated Silica, Advanced Pyrophosphates & Cetraria Islandica Extract is designed to provide natural whitening and plaque protection, perfect stain removal whilst ensuring it is free from all the bad including parabens and other ingredients that cause abrasion in teeth and gums. The brand has worked tirelessly to perfect the formula, and are confident that this is one of their best tooth whitening formulas yet.

Perfect White Black, containing Activated Charcoal - known for its key of tannins, Perfect White Black Sensitive, designed to whiten teeth and to ensure rapid sensitivity action, and Perfect White Optic Blue, which gives immediate optic whitening results, also to be found in the range. The brand will be releasing the much anticipated 900g Toothbrush, containing five times more filaments for extra stain removal. This high-quality brush is gentle to gums and enamel whilst ensuring a deep clean every time.

Our Perfect White Black and Perfect White Gold Mouthwash have set themselves apart from their competitors and has worked hard to become the go-to oral care company in the Middle East.

For more information contact:
Beverly Hills Formula
Unit 7, 1st Floor North Ring Business Park Swords Road
Dublin, D18 NH79
Tel: +353 1 842 6611
Fax: +353 1 842 6647

For additional information about the Invisalign system or to find an Invisalign provider in your area, please visit www.invisalign.com
For additional information about the iTero digital scanning system, please visit www.itero.com

Beverly Hills Formula set for excellence once more

By Beverly Hills Formula

Beverly Hills Formula are not afraid to think outside the box, and their success is attributed to the fact that they can bring their bold ideas to life, resulting in highly innovative and effective teeth whitening products that any competitor is yet to match. The brand has recently returned from another stellar year at the AEIDC in Dubai where they showcased their stylish range of products to dental experts from across the globe. Those who visited the stand were treated a sneak peak of what’s to come this year, and needless to say, our smiles will shine brighter than ever before.

Fans of the iconic Perfect White Range will be delighted to know that the brand are set to expand to this, with a number of must-have products set to hit shelves later on in the year. The Perfect White Range has become synonymous with excellence, innovation and top-quality.

Launched in 2012, the brand became an overnight success thanks to a number of never before seen formulations. The brand was first to market with Activated Charcoal - known for its key of tannins, Perfect White Black quickly became the range’s hero product thanks to its effective-ness at removing stains.

The brand’s most luxurious product yet - Perfect White Gold, containing real Gold Particles. Gold is known for its antibacterial properties and the brand were the first to use this in a toothpaste – resulting in a top-class whitening product which aims to soothe and care for gums, help tissue regeneration as well as giving consumers the all-important Hollywood smile.

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Offering a fully optimized workflow, the iTero Element 2 scanner and the Invisalign system complement each other to help dental practices grow by offering Invisalign trained doctors an integrated digital platform.

The iTero Element 2 scanner was engineered for greater performance with 2X faster start-up* and 25% faster scan processing, compared to the

*iTero Element scanner**. The scanner provides doctors with the high-definition colour imaging precision, intuitive charade visualization and patient communication tools that enable efficient workflows for a full range of case assessment, restorative and orthodontic treatment.

Markus Sebastian, Align Technology Senior Vice President, Managing Director EMEA said: "As doctors continue their growth in the region and want to become more digitized, they need a powerful technological tool that will benefit dentists and patients alike.

The launch of the iTero Element 2 in the Middle East exemplifies Align Technology’s commitment to continued innovation and investment in advancing digital dentistry. As one of the most digitally advanced regions in EMEA, I am confident that this state-of-the-art scanner can become a game-changer for Invisalign doctors across the Middle East."

Thanks to increased digital capabilities and convenience, the iTero family of scanners are more than digital impression-taking devices. With unique features, such as the iTero TimeLapse Technology, dentists and orthodontists can track and show patients how their teeth have moved over time, how gingival recession is progressing and more importantly - do so in real time. This allows them to provide their patients with a holistic understanding of their dentition, visualise their treatment outcome, make real-time adjustments to simulations and easily project corrections and extractions.

The iTero Element 2 scanner re-torological workflows include crowns, bridges, implant abutments, onlays, inlays and veneers. The newly launched iTero scanner also allows greater mobility from practice to practice, without the need to plug in for power or reboot with its lithium-ion battery***.

The iTero Element 2 is now available in the UAE, Saudi Arabia, Bahrain, Kuwait and Qatar. For more information, visit http://www.itero.com/products/itero_element_two.

"Based on comparison of 40 start up times between each: iTero Element and iTero Element 2.

*** With a fully charged battery, the user can scan for 30 minutes without having to plug in for power.

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For additional information about the Invisalign system or to find an Invisalign provider in your area, please visit www.invisalign.com
For additional information about the iTero digital scanning system, please visit www.itero.com
Healthier gums. Gently does it.

**Helps reduce gingivitis up to 2X better than a manual toothbrush**

Provides superior plaque removal and gum care in an easy-to-use power toothbrush, while offering you the most comfortable brushing experience.

**UV sanitizer**
help disinfects brush heads.

HX6859
Hu-Friedy Black Line surgical collection: a growing passion for innovation

By Hu-Friedy

More than six years have passed since the initial launch of the innovative Hu-Friedy Black Line Surgical Collection. Its black coated instrument design and meticulously handcrafted to meet the always increasing clinicians’ needs, have provided clinicians valued and customized across the globe a new and reliable solution to enhance their performance in surgical procedures, by offering a variety of unique points of performance and clinical benefits.

Always with a future-oriented vision and approach towards innovation, Hu-Friedy is proud to continue investing in the request of precision and handling, always with the focus on the patient satisfaction, by extending and enriching its Black Line Surgical portfolio.

New solutions for the ever advancing clinical needs

The Hu-Friedy Surgical Black Line aside put into the providing efficiency and performance across a wider range of clinical applications - implant and periodontal surgery, microsurgery,atraumatic extractions and tunneling techniques.

The inclusion of a wider line of products utilizing the performance engineered coating is crucial in bringing a greater advantage to the professional and enhancing their work - shares Francesco Merletti, EMA Surgical Product Manager. “We were asked about possible additions to the line in the future, which clearly meant that the value and advantages offered through the Black Line concept were deemed successful and beneficial by our audience. We are now happy and proud to share that the family is growing.”

The original portfolio included section of periodontal, periodontal knives, periostomes, lanterning elevators, surgical curettes, bone chisels, sinus lift instruments and SuperCut scissors, and has now expanded and added additional categories, like Lanterning, Hybrids, syndromotomes and retractors, all improved by the innovative performance engineered coating.

Moreover, due to the special surface performance engineered coating, the working tips remain hard and smooth for optimized edge retention. Try our expanded collection and experience a higher level in surgical treatments.

What KOL think about it

Hu-Friedy is enthusiastic and proud to share how much the quality, features and the clinical advantages of the Black Line Instruments are appreciated and recognized among our Key Opinion Leaders, who have been enjoying working with them since their initial launch and who are providing us a precious support in delivering a genuine message of value. “I love the Black Line instruments - share Dr. Isvan Urban, whose famous ‘Mini Me’ is now also available in the black version - and in addition to their perfect quality they are super cool.”

Prof Christian Makary is also a big supporter of the Hu-Friedy Black Line. “The black, matte and non-reflective working ends ensure better visual acuity and reduce vision discomfort making surgeries less challenging. Black Line Instruments are also very efficient and well designed. Their engineered coating allow better control and precision during their prolonged edge retention and enhanced lubricity giving the surgeon a ‘new instrument feeling’ at every surgery.”

To learn more about Black Line, visit www.hu-friedy.eu or contact your local distributor.

CFREc software wins Red Dot Design Award for outstanding user experience

By Dentsply Sirona

The redesigned user interface of the CEREC software from Dentsply Sirona won a coveted Red Dot Award for Brands and Communication Design in November. The software is the cornerstone of CEREC – the state-of-the-art CAD/CAM system that enables dentists to complete restorations – from digital impressions to the finished crown – in just a single session.

The new digital user interface, enhanced help functions, and the intuitive Touch Pad make it easier than ever before.

The “Rebrush CEREC” Software project from Dentsply Sirona and Ergosign was awarded a coveted Red Dot: Brands & Communication Design Award in the “Interface and User Experience Design” category in Berlin.

From the 8,976 applicants, the jury chose the high design quality and intuitive user interface of this project.

Teams from Dentsply Sirona and Ergosign accepted the award on November 1st. This is recognition of the outstanding work and remarkable creativity that our teams have put into the providing efficiency and performance across the CEREC range.

We are proud of having created a new software design with our colleagues at Ergosign that makes CEREC even easier, faster, and more intuitive to use than before. We warmly congratulate all involved in this success.”

Just 5 clicks from the digital impression to the crown

The jury was especially impressed by the intuitive and visually appealing user interface and intelligent automation of the CEREC software. It allows dentists to design high-quality, esthetic crowns easily with just 5 clicks, produce them in one of the CEREC milling units, and insert them in the same session.

After making the digital impression with the Phoenician intraoral scanner, the preparation margin is then automatically marked but can be modified manually at any time.

This, in addition to functional aids within the software and a changed biogenetic algorithm with improved consideration of the molar tooth’s features, leads to initial proposals that require practically no modification. Numerous feeds back and help functions shorten the learning curve and enable the CEREC software to be operated easily from the start. Examples of the help functions are the color analysis function for support when selecting the suitable tooth color and the virtual articulator to determine functional contacts for an ideal static and dynamic occlusion.

The Red Dot Award: Brands & Communication Design 2019

The Red Dot Award is one of the largest design competitions in the world. The Brands & Communication Design award was initiated in 1993 as the “German prize for communication design.” Since then, the award has been given every year to the world’s best brand designs and the most creative projects of designers, agencies, and companies in the categories “Brands” and “Communication Design”. Around 1,400 international guests celebrated the winners at the Red Dot Gala on November 1st in the Konzerthaus Berlin. After the awards were presented, winners and guests had the opportunity to experience the winning projects up close at the Designer’s Night in iwerk.

To learn more about CEREC, visit www.dentsplysirona.com/en

For more information contact:
Isabella Rocchietta and Francesco Merletti talking about Black Line.