CEREC Primemill makes excellence easy

CEREC takes another big step forward with the introduction of CEREC Primemill, a brand-new grinding and milling unit from Dentsply Sirona.

By Dentsply Sirona
Fabricating chairside restorations is about to get easier and significantly faster. Thanks to state-of-the-art technology, a wide range of restorations can now be manufactured with more speed and outstanding results. Together with CEREC Primescan and the CEREC software, CEREC Primemill forms a modern setup for achieving predictable results with a completely new chairside experience—for both the user and patient.

CEREC Primemill, Dentsply Sirona’s new grinding and milling machine, ensures producing impressive restorations with precise margins and a perfectly smooth surface which results from the high-speed setup with two spindles and four motors. CEREC Primemill features a powerful 7-inch touch interface, an integrated camera for scanning blocks with computable data matrix code and an RFID scanner for reading tool information. It also works with a wide range of materials. The new design offers significantly smoother operation.

‘CEREC Primemill is a real game changer in the whole workflow,’ said Dr. Gertrud Fabel, dental practice manager in Munich (Germany) and key opinion leader for Dentsply Sirona. ‘Everything works significantly faster than before, the quality of the restorations is convincing due to the very fine margins and smooth surfaces, and handling is more simple than ever: the team can provide perfect support and thus accelerate the entire workflow to make it even more pleasant for the patient.’

Guided operation for maximum convenience
When developing the new CEREC Primemill, special attention was paid to its user-friendliness. The large touch interface guides the user through all workflow processes. Each workflow step is displayed in order and shows, for example, which tools are used for the selected material and finishing option. The tools are outfitted with a color code depending on the material to be processed and are therefore easy to distinguish. Each tool also contains a small radio frequency identification (RFID) tag that can be read by an integrated scanner in the CEREC Primemill. The machine informs the user about the tool’s status and if or when it should be replaced with a new one. The new user guidance makes it even easier to delegate the operation of the machine.

For additional convenience, material blocks with a compatible data matrix code can be scanned with the integrated camera. With this the block information including type, size, color and zirconia enhancement factor are recorded. The unit’s LED light strip also informs the user about the unit’s status including a moving blue strip for orientation and manufacturers’ product results. The workflow guides the user through routine maintenance procedures and thus facilitates the easy upkeep of CEREC Primemill.

More aesthetic, faster and simply excellent
With CEREC Primemill, restorations, especially those made of zirconia, can be milled even faster thanks to new tools and improved technology. The time required to fabricate a zirconia crown has been reduced by more than half. It can be cut from around 10 to 12 minutes to as little as 5 minutes using our new Super Fast mode.

The results speak for themselves. Using newly developed, very fine tools (0.5 mm) in the Extra Fine milling mode, the unit achieves a high level of detail for occlusal fissures as well as interdental areas on bridges, enabling users to achieve predictable, first-class results.

Superior chairside experience
The entire CEREC system takes on a new dimension with CEREC Primemill. For those customers who now want to step into the chairside CAD/CAM world and want to use CAD/CAM technology in their practice, with the all-new CEREC® they get a full system with great flexibility for reliable results. Users who are already successfully using CEREC in their practice will appreciate the system with the new level of speed, high level of quality, and convenience provided by CEREC Primemill.

It was important for us to create real added value with CEREC Primemill, both for the CEREC owner and for those who have been passionate CEREC users for years,” explained Dr. Alexander Völcker, Group Vice President CAD/CAM & Orthodontics at Dentsply Sirona. “We have noticeably increased the process speed while delivering outstanding restoration results. The variety of applicable materials leaves nothing to be desired and operating the unit has never been easier. The complete system does not require any data imports or exports. All processes are coordinated with one another and fully validated for an excellent and seamless chairside experience.”

Due to various certification and registration periods, not all products are immediately available in all countries.

For more information on Primemill or CEREC please reach out to your local Dentsply Sirona representative or visit our website www.dentsplysirona.com.
CEREC Primemill
Excellence made easy.

The new CEREC Primemill is uniquely equipped for superior chairside dentistry. Our fastest milling unit ever, it’s also the easiest to use and compatible with the widest range of materials. Above all, it empowers dentists to deliver consistently excellent treatment for multiple indications.

The CEREC Primemill seamlessly combines with the highly accurate CEREC Primescan and new CEREC Software 5 to redefine performance in daily practice. Join us at your local CEREC event and test it yourself.

The all-new CEREC. Now is the time.

Learn more at: dentsplysirona.com/cerecprimemill
The 100k foot VALO™ curing light drop test: behind the scenes

The True Story of One VALO Curing Light’s Journey to Space

By Daniel Lewis, USA

There’s a deflating helplessness all golfers know, when you take two shots to get the ball on the green, then another two, three, or four shots to reach the bottom of the cup. Those final few feet between tee box and pin routinely humble the most optimistic golfer.

Ultradent teed-off on a celestial par 5 when we launched a VALO Grand dental curing light into space in May of 2019. Our version of the putting green was a mountain covered in loose shale where the VALO Grand light landed. We eventually “unk the put” by finding the curing light... but we took several attempts to do it.

The Vision to Send a VALO Light to Space

The 100th anniversary for a product like the VALO curing light can’t be a simple wine and cheese party. The line has set the bar for curing lights for a decade—we had to set the bar with a celebration. “This is the kind of thing where I didn’t ask a lot of permission,” jokes Ultradent’s Mike Simmons, a cornerstone architect of the VALO Light to Space initiative.

Simmons brought the idea to the table, but he credits the inspiration to a friend. “He had two very sick daughters with a rare immune deficiency. One of their brothers donated his bone marrow to his sister...and they had a hero party for him, where they sent a bobblehead of him to space on a weather balloon and captured it with GoPros.”

With this concept in mind, Simmons began formulating a plan to mark the VALO curing light’s decade on the market with a true out-of-this-world event. His team eyed May 1, 2019 for liftoff—-yes to the day of the VALO curing light line’s debut.

They had roughly 90 days of runway to execute the mission and find the process of entering Earth’s atmosphere relatively uncomplicated.

They devised a payload that would carry a VALO Grand curing light—along with a bobblehead of Ultradent Founder and CEO Dr. Dan Fischer—to over 100,000 feet of altitude, while also filming every angle of the flight and fall.

The cargo consisted of a Styrofoam box, four GoPro cameras, the VALO Grand curing light, and the Dr. Fischer bobblehead—all carried into space by a standard weather balloon purchased on Amazon.

The heftiest complication came from the fuel needed to power the 100k foot journey. “We’re in a national-helium shortage,” says Simmons just finding a vendor who would sell helium became a difficult endeavor, but a supply was eventually secured. “We may have overpaid for that, he chuckles.

Helium in tow, Simmons’ team narrated their focus on the May 1, 2019 sendoff.

“The amount of preparation just for [launch day] was pretty crazy. I don’t think either of us were breath- ing,” jokes Oliver Brown, Ultradent’s Brand Manager for the VALO curing light line. “People were saying what’s gonna happen? What are you gonna do with this thing? And I’m like, ‘we’re just...gonna...launch it,’ he adds with a shrug and a smile.

Countdown

Marketers don’t tend to moonlight as physicists, but Simmons, Brown, and others involved in the launch ran countless simulations to predict the balloon’s flight path and eventual landing spot for the payload.

Fortunately for the “mathematically limited” folks of the world, there are websites that do the heavy lifting on these calculations and limit the potential for human error.

“We felt like we had a pretty good idea where it would come down,” says Simmons. “All of the predictions we ran... told us we were going to pick it up at Flaming George Reservoir, up over the Uinta (mountain range) and down around Flaming Gorge.”

When May 1 rolled around, weather was a large concern and the unpredictable winds in Utah loomed over liftoff. Atmospheric conditions were favorable for the launch, despite frost on the ground the morning of the launch.

Dr. Fischer emphasized his signature across the VALO Grand dental curing light and the team attached it to the outside of the cargo box opposite the bobblehead, both in frame of their own GoPro Handwarmers were added to the payload to battle frigid atmospheric temperatures that could derail video efforts.

Ultradent’s front lawn was converted to a launchpad and employees made up the peanut gallery. Dinners came out to watch the launch accompanied by their own festive balloons to release alongside the main payload.

Following a “10, 9, 8...” countdown necessary for all space travel, the balloons were released, with the weather balloon and its cargo quickly ascending beyond its party favor brethren.

“We were on cloud nine as soon as we saw it pop up into the sky,” says Brown. “Now we know how NASA feels,” adds a smirking Simmons.

Up, Up and Away

As the VALO curing light climbed and slipped from view Simmons, Brown, and crew piled into a vehicle to trail the ball. “We had the perfect day planned. We had this van, we had the video crew with us. We were going to follow the pings on our phones and laptops,” Simmons says.

“When we got in the minivan to start driving there, we were so excited, thrilled, anxious. just to get to Wyo- ming,” Brown adds.

The GPS pings were in line with the predicted flight path, and the team followed the digital footprints.

“It was following the trajectory of the prediction calculator exactly. We were like, ‘ok this might be too good to be true,’ says Simmons. “Then we lost it.”

The halt of pings didn’t alarm the team—they anticipated losing communication with the payload when it reached 40–50 thousand feet of elevation. They expected to pick up the pings again once the balloon popped and the cargo descended back toward Earth.

The crew pulled into a roadside diner and hunkered down, eating lunch as we anxiously pass the time waiting for the next GPS ping.

“We had lunch with our laptops open, thinking ‘OK anytime now,’” Simmons recounts. “A couple hours later we’re just sitting there, and there’s nothing. We knew the total flight time would be somewhere between 25 and 35 hours. And we gave it, probably 4.5 hours, maybe 5 hours. just waiting, waiting, waiting. We ordered desert, and still, nothing. We kind of started our wounds and went back to Ultradent.”

“There was a totally different feel in the van on the way back. Everybody was quiet, nobody was talking. People were making occasional jokes, trying to cheer each other up... but we were all just like, ‘ohh nooo,’” says Brown. “Just a real quiet ride back. I think we stopped to film a train. Oh that will make up for it, at this train we saw.”
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Beverly Hills Formula set to dazzle this 2019

By Beverly Hills Formula

For Irish oral care brand, Beverly Hills Formula 2019 can be seen as their most successful year to date. And the past twelve months will certainly prove difficult to beat. The brand saw their sales grow phenomenally, particularly in Middle Eastern Markets which boasts an extremely loyal following. The brand credit their 2019 success to a number of factors – their commitment to providing top-class at-home teeth whitening with formulations that are yet to be replicated, and their drive to bring first to market products that wow both consumers and dentists alike. The brand has also managed to stay well ahead of competitors and are certain that they will see even more success this coming year.

If 2019 was anything to go by, this year is set to be monstrous for the brand. Not only are they entering the new year with a suite of proprietary accoules under their belt, they will also be showcasing some of their most ground-breaking products yet, one of which is set to be released imminently.

This year, the ever-popular oral care brand will be exhibiting at the AEED Dental Exhibition in Dubai, which takes place from February 04-06. The team are really excited to be heading back to what is seen as one of the most prestigious dental exhibitions worldwide. The exhibition offers Beverly Hills Formula the opportunity to interact with dentists and suppliers who attend from countries all over the world, whilst also allowing the brand to showcase their latest products and innovations. 

The brand, stood in an admired position including the New Professional White Range and Perfect White Range. The Professional White Range, which was launched in 2019, consists of Advanced Pearl Whitening toothpaste, Advanced Silver whitening toothpaste and Advanced Sensitive whitening toothpaste.

As well as the brand, this will also be showcasing the ever popular and iconic Perfect White Range. The range consists of the first to market activated charcoal toothpaste, Perfect White Black, as well as Perfect White Gold, Perfect White Black Sensative and Perfect White Optic Blue. Two high performing gold and black mouthwashes also form part of the range which has soared in popularity and don't look to be slowing down anytime soon.

This year, Beverly Hills Formula will ensure that all eyes are on them as they are set to launch their best ever whitening toothpaste. Set to join the Perfect White Family in 2020 is Perfect White Extreme Whitening. Their latest product offers immediate optical whitening results and perfect stain removal whilst still being kind to teeth. The ground-breaking, amalgam formula provides a whitening effect that is visible after just one use whilst hydrated silica and advanced pyrophosphates ensure excellent stain removal whilst working to lighten and brighten teeth. The product offers a first to market formulation which also works off light reflection to further enhance whitening results.

Beverly Hills Formula are excited to embark on another ground breaking and successful year. We can’t wait to kick forward to kicking this off at the AEED Expo 2019, where we will be sure to check out them at stand SRD08 – there is truly something for every one.

DTI looks back on a successful 2019

By Dental Tribune International

LEIPZIG, Germany: There is seldom a quiet day in the dental industry and it has been a pleasure for the DTI team to bring you, throughout 2019, the news that mattered as well as a suite of continuing education (CE) opportunities and events. As 2020 approaches, we look back on some of the milestones that DTI reached in 2019—in all dental markets. Official figures released after the event confirmed that IDS 2019 saw 75% of exhibitors and 62% of visitors came from overseas, and 166 foreign businesses were represented in the halls.

Two issues of Smyle have already landed in dental offices throughout Germany, Austria and Switzerland. The thirty-eighth International Dental Show (IDS) took place in Cologne in February, DTI shared with you the stories that mattered as well as the news that is shaping the dental world. The next issue will hit the shelves in March.

Back in February, DTI shared with readers that the industry was in good shape. The global market for restorative dentistry products was experiencing strong growth, driven by more dental implants being placed, a higher market penetration of CAD/CAM-produced prostheses and final abutments, and thriving technological developments in segments such as intra-oral scanners and clear aligners. Dental practices were reporting smoother operations owing to advances in practice management, and the importance of oral care was increasingly being put in the international spotlight. As DTI worked to bring these developments to you in print and digital media, we had some developments of our own.

An expanding international network

The thirty-eighth International Dental Show (IDS) took place in Cologne in March and DTI held its Annual Publishers’ Meeting in the scenic surrounding. The IDS was attended by 13,095 professionals from 173 countries and attracted over 15,000 visitors. The IDS Show included 31 speakers from 16 countries and showed the diversity and breadth of topics that are now discussed at IDS.

With the launch of DDS.WORLD, the new leading dental marketplace, we continue to work closely with dental companies on bespoke educational projects and a number of Campaigns – customised e-learning platforms were developed. A good example of developments in this segment was DTI’s work with the Straumann Group: In October, the company expanded its global educational online platform, the Straumann Campus. The website now offers up to 50 webinar per year, in five languages, to its international users. The webinars are free of charge and the overall aim of the platform is to build a true global e-learning community.

Another obvious highlight from DTI’s work in e-learning was the world’s first 24-hour webinar in den- tistry. Deriving from the DDS Swiss Dental Academy Campus, the webinar included 31 speakers from 16 countries and attracted over 15,000 participants.

In the mix at dental trade fairs

As is the case every two years, IDS dominated conversations among dental professionals in 2019—in all dental markets. Official figures released after the event confirmed that IDS 2019 saw 75% of exhibitors and 62% of visitors came from overseas, and 166 foreign businesses were represented in the halls.

Over the course of the show, the OEUMS MEDIA and DTI media teams included coverage of a number of social occasions attended by key opinion leaders, including one that honours a man who has dedicated his life to advancing dentistry. The Channelery Evening was attended by more than 100 industry professionals and the P-1 Branemark Award for Lifetime Achievement in Dentistry was presented for the fifth time.

This year, it was awarded to Prof Jörg Strub of the University of Freiburg in Germany. Dr Kenneth Malament accepted the accolade on behalf of the individual who has put his whole life into dentistry—there is simply no one like him.” Malament continued, “He is the best of his generation.” Receiving part of this recognition of Strub’s achievements was a clear highlight of 2019 for the DTI team.

IDS aside, readers will agree that the wider dental trade fair calendar did not disappoint. IDS gave us the key scores of visitors and exhibitors in- formed with the more than 65 today show included over 1,000 exhibitors, which were featured during the IDS trade show. Available in print and digital formats, the IDS will feature articles on all of the leading dental and dental practice, international dental events.

Roll on 2020

One of the things we are particularly excited about in 2020 is our expansion into the Scandinavian dental market. From January, the new licence partner DentNet will provide dental professionals in Denmark, Sweden, Norway and Iceland with editions of Dental Tribune and much more. Various digital and web developments will show including a number of articles will be included in the portfolio.

The portal also gives manufacturers and dealers the opportunity to list their products, equipment and supplies that keep dental practices running. The manufacturer can access the DDS.WORLD: the new digital marketplace, DDS.WORLD.

One of the most exciting developments of 2019 came in the third quarter when DTI expanded into the dental marketplace with its new digital sales platform, DDS.WORLD.

As well as the brand, this will also be showcasing the ever popular and Iconic Perfect White Range. The range consists of the first to market activated charcoal toothpaste, Perfect White Black, as well as Perfect White Gold, Perfect White Black Sensative and Perfect White Optic Blue.

Something to Smyle about

A completely new facet of DTI’s media portfolio was also revealed at the publishing event, showcasing the glossy lifestyle-meets-prevention title, Smyle magazine. Published in collaboration with the Berlin-based Luna Media Group, Smyle combines lifestyle, beauty and wellness with a patient-centered focus on dentistry and oral health.

DWS.WORLD: the new digital marketplace

One of the most exciting developments of 2019 came in the third quarter when DTI expanded into the dental marketplace with its new online sales platform, DDS.WORLD.

DTI will be on-site at all of the major dental events next year, and our today show daily will keep you informed at leading events, including ADEED Dubai 2020 (taking place from 4-6 February at the Dubai International Convention and Exhibition Centre); and the FDI World Dental Congress (taking place from 24-26 April at Suntec Singapore Convention and Exhibition Centre); and the FEFD World Dental Congress 2020 in Shanghai (taking place from 1-4 September at the National Exhibition and Convention Centre).

As we stand on the threshold of a new decade, it is exciting to imagine what the future holds for dental practice, international dental markets, dental technologies, and the dental professional. DTI is excited to take this opportunity to thank all of our readers and industry partners for their continued support. We wish you and your families a happy and safe holiday season, and a good 2020 ahead. As the saying goes in Germany: ‘Gesundheit!’