Oral-B paves the way forward with ‘Up-To-Date’ scientific exchange seminars

By Dental Tribune MEA/CAPPmea

The Oral-B brand is a global leader in the brushing market. Part of Procter & Gamble Company since 2005, Oral-B brand includes manual and power toothbrushes for children and adults, oral irrigators, oral care centers and interdental products such as dental floss.

Since joining as the Professional & Academic Relations Manager at Oral-B, Dr. Ashbad Kazi and the AP team have played a significant role in the development of Dental Education in the Middle East and Africa region over the past 3 years.

In 2014, the Oral-B team successfully launched the very first scientific exchange seminars for dentists, hygienists and dental therapists at several different locations within the GCC. The proven concept which has been running in Europe for several years has now become a pivotal backbone of the Oral-B philosophy within the MEA region. Dr. Kazi commented “We over exceeded our plans and expectations for the region in 2015. Over the last two years we have strived to deliver top notch education whilst improving overall health conditions in the region through our new initiative. With science and groundbreaking technology, the Oral-B innovations of stabilized stannous fluoride (in the Oral-B...”

Successful Ormco 2nd MENA Symposium in Dubai

By Dental Tribune MEA/CAPPmea

DUBAI, UAE: On 4 and 5 December 2015, American orthodontic Ormco, held its 2nd MENA Symposium in Dubai Jumeirah Emirates Towers. 500 international delegates attended the various presentations of the international speakers. The presentations were mainly focused on Damon System and its umbrella products usage. Ormco has offered a variety of topics afterwards which the delegates could pursue the excellence of orthodontics by attending the event.

The first day has started with Dr. Stuart Frost from the US lecture with the title “It is all about the finish. Becoming a Damon Master finisher?” During which he has discussed the importance of facial based treatment planning for more beautiful faces and smiles with excellent finishes. The lecture was followed by Dr. Hans Seeholzer from Germany who spoke mainly about marketing in orthodontics with the lecture titled “Tips and tricks to be a successful and modern orthodontist today” and...
the day was finished by Dr. Za- karia Benatallah who answered the question “How to improve efficiency with passive self-ligating brackets?” In the end the question “how to improve efficiency with passive self-ligating brackets?” in the end others... as well as the possibility to connecting to a Sirona laboratory, and the Dental Market has been waiting the release of this Software; with the Gulf (specifically United Arab Emirates) being no exception. Now (since December, 2015) Dr. Amro Adel, General Manager, of Sirona unveiled the CEREC Ortho Software that can be supplied in combinations. Moreover, the new addition to the 2 day agenda were hands-on courses on brackets positioning. The two hands-on courses were given by Dr. Stuart Frost and Dr. Dimitris Maureas. During the courses the guests could practice on the Ormco typodonts and discover further the Damon System.

Orthodontics goes Digital with CEREC from Sirona

By Dr. AbdelAziz Yehia, UAE

I t finally happened... Since LIAS, 2015, when Sirona unveiled the CEREC Ortho Software, a Software uniquely designed to send accurate 3D full arch scans to World-Class providers like, and in cooperation with Invisalign, 3M Inognito, Dolphin Software, and others... as well as the possibility to connecting to a Sirona laboratory, and the Dental Market has been waiting the release of this Software; with the Gulf (specifically United Arab Emirates) being no exception. Now (since December, 2015) Dr. Amro Adel, General Manager, of Sirona unveiled the CEREC Ortho Software that can be supplied in combinations. Moreover, the new addition to the 2 day agenda were hands-on courses on brackets positioning. The two hands-on courses were given by Dr. Stuart Frost and Dr. Dimitris Maureas. During the courses the guests could practice on the Ormco typodonts and discover further the Damon System.