“For more than 125 years, Ritter provides high quality products – ‘Made in Germany’”

By Dental Tribune MEA

For more than 125 years, Ritter provides high quality products – ‘Made in Germany’ – and the strong network of dedicated Henry Schein distributors in each country. The experienced Ritter Export Managers support all activities continuously. The customers receive a full-service spectrum of care. We already realized a great launch event in Dubai and a wide range of activities and will spread these out widely. Also the upcoming AEEDC in Dubai represents a good opportunity to show our common strengths. We strongly believe that this partnership will create a wide range of synergies and services from which our clients will benefit.

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We are very excited with the platform Dental Tribune MEA offers to Ritter and Henry Schein. Our expectation is that together we will be able to satisfy the needs of the dental professionals in the MEA region and bring forward the latest education, science, latest technologies and support needed to enable all stakeholders to benefit together with the end goal being top quality and sustainability.

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Help your patients love their smile.
“The Henry Schein plan and strategy is to cover all the requirements for the end users in the Middle East”

By Dental Tribune MEA

Dr. Ghassan N. Hussein, Sales & Marketing Director (Henry Schein MEA)

The Henry Schein plan and strategy is to cover all the requirements for the end users in the Middle East and North Africa to find out more on the developments in the region.

Dental Tribune MEA: Dr. Ghassan, you have been active in the Middle East dental scene for the last 15 years and have had a main role in the development of the Henry Schein brand. How do you reflect back on dentistry and your involvement for the MEA region over the last few years?

Dr. Ghassan: I joined the Henry Schein team in October 2010 and immediately we established the Henry Schein private label and exclusive brands (the companies that Henry Schein owns) to start with a new profile in middle east. We appointed a strong network of dealers all over Middle East and in the last four years we worked on completing our profile by adding new companies to supply the end users with the full requirement from A to Z whilst improving our dealer services and delivery to reach customers with maximum satisfaction.

Can you elaborate on Henry Schein Middle East and your portfolio as a company?

In Henry Schein Middle East we cover now all the requirements for the end user in dentistry through the following lines:

- General consumables, dental materials and instruments (Henry Schein private label line including over 8000 products - www.henryschein.com)
- Lab materials (Zahn Dental and Pentron Ceramics - www.zahndental.com)
- Hand pieces and small equipment (BA International - www bais-international.co.uk)
- Dental Units general equipment and Furniture (Biter Concept - www.biterconcept.com)
- CAD/CAM systems:
  - Clinical: PlanScan, PlanMill and X-Ray Cone Beam systems (Plannmeca - www.plannmeca.com)
  - Lab: Connect dental form (Zahn dental - www.zahndental.com)
  - CAD/CAM consumables: Zirrin line (Zahn Dental www.zirlix.com)
  - Endo Rotary and Burs (Brasseler Dental - US - www.brasselerusa.com)
  - Compressors, suction and phosphoric plate scanners (Air techniques - www.airtechniques.com)
- Dental Management Software (Software of Excellence - www.soedental.com)
- Dental laser and specialized material (CAO group - www.caogroup.com)

We continue to still add more companies to deliver the large variety that the end users are demanding for. Our goal is to be able to supply a full chain of solution to our customers.

What is your impression of the level of dentistry in the MEA region?

The level of dentistry in the region is growing very fast in all divisions and branches. This area is considered to be an entry point for other regions in the world and this is the main reason why Henry Schein puts wide attention and investment to support and service dentistry in the MEA region.

What impact has digital dentistry had in the MEA region?

Digital dentistry becomes a vital topic in the Middle East market and Henry Schein places it as a high priority in our profile. With this being said, Henry Schein has launched the only complete CAD/CAM clinical and Lab system in the market from Planmeca and Zahn Dental with Zirrin complete CAD/CAM consumable solutions along with the dental management software from SOE and the cone beam system from Planmeca.

How important is Education for Henry Schein Middle East and what are your plans for the coming year?

Henry Schein is considered a leading company in the education line along with supplying most of the universities around the world with the basic and high scientific required materials and equipment. We are preparing a full education program to cover the following subjects:
- Cosmetics and Prosthodontics
- Orthodontics
- Surgery and Implantology
- Endodontics

CAD/CAM Technologies

With a certified degree supported by a well-known University in the scientific field, we are planning to announce the details of this launch during the upcoming AEEDC 2015 for the first time.

2014 was a strong year for Henry Schein and you have added new companies to your portfolio such as Planmeca and Biter, can you explain the partnership?

The Henry Schein plan and strategy in Middle East is to cover all the requirements for the end users with the best scientific and economic solutions. This is why we keep adding to our profile the top companies to be able to serve the end user. We signed an exclusive distribution agreement in the Middle East with Ritter concepts (for their dental units and equipment) and with Air Techniques (for their air compressor and suction phosphoric plate scanners) as well as with Planmeca for their CAD/CAM clinical system and Cone Beam which we are very proud of. We are planning to add more companies in the coming years.

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By Mark Anthony Limosani, D.M.D., M.S., FRCD

CS 8100 3D Extraoral Imaging System CBCT provides clarity of prognosis

Case Overview

A 67-year-old female taking Forteo (Teriparatide) for the treatment of osteoporosis was referred to my office by her general dentist because of her history of ongoing low grade discomfort associated with the UR quadrant and more specifically tooth #5. Her dental history revealed previous root canal therapy was completed on tooth #5. She didn’t recall when, but was confident it was greater than five years prior to presenting to my office.

Clinical examination revealed a slight buccal swelling associated with the tissue buccal to tooth #5. No sinus tract was evident. The palpation of the temporals and masseter was evident. The palpation of the temporals and masseter...