Efficient & Easy Dentistry
3M Saudi Arabia Roadshow, January, 22-26 2016

By 3M

3M has always been and remains a company which is staying at the forefront of customer education. On January, 22-26 3M Oral Care Solutions Division in Saudi Arabia held a 4-day 3M Health Care Academy Roadshow covering 4 major cities in the country with participation of 2 leading speakers in esthetic dentistry, Dr. Carlos Sabrosa (Brazil) and Dr. Paul Nahas (Lebanon).

The Roadshow started in Jeddah and then continued in Taif, Riyadh and Al Khobar. During these 4 days over 850 dentists from both private and governmental clinics of Saudi Arabia attended the event. 3M Company also had an honor to host Dr. Mohammed Al Rafiee, General Director of Dentistry of the Ministry of Health of Saudi Arabia.

The event was designed around Efficient and Easy Dentistry, exposing dentists to the different procedure solutions from 3M which will make dentistry really efficient and easy for them. The program covered posterior restorative procedure solutions, especially focusing on the newly launched Filtek™ Bulk Fill Posterior Restorative material. It also covered different techniques of posterior indirect restorations right from the core build up, retraction, autopolymerizations, temporization and final placement of the restorations with various cements, shedding light on the different solutions that 3M has to offer in this area.

The program consisted of the combination of lectures and hands-on workshops. Dr. Carlos Sabrosa covered Indirect Procedure topic and Dr. Paul Nahas focused on Posterior Restorative Procedure.

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There is a large variety of steps to be followed to achieve success. Understanding the concept makes it easy to apply the use of modern materials. The lecture of Dr. Sabrosa was providing the evidence-based requirements that should be followed such as tooth preparation design and tooth surface topographies, core build ups, provisional restorations, impression materials and techniques, cements and adhesive cementation.

Knowing that dentists always seek for better materials with easier manipulation, faster hardening, low shrinkage or low stress, combined with an excellent esthetic outcome, Dr. Nahas shared his experience on techniques related to bulk fill composite restorations using either open or close sandwich technique. He also talked about the properties of the materials used, the advantages, indications and the difficulties that dentists may face during the posterior restoration creation.

The Roadshow was highly appreciated by the attendees who told that both lectures and workshops from both speakers were relevant to their daily practice and offered easy and effective techniques using innovative 3M products to solve challenges they face.

About the lecturers

Dr. Carlos Sabrosa is an Associate Professor of the Department of Restorative Dentistry at the University of State of Rio de Janeiro Dental School, Brazil. He received his DDS from the University of State of Rio de Janeiro Dental School and the Clinical Advanced Graduate Studies in Prosthodontics from Boston University Goldman School of Dental Medicine, USA. Dr. Sabrosa also received his Master of Science and Doctor of Science Degrees in Prosthodontics/Biomaterials from Boston University Goldman School of Dental Medicine, USA. He has a private practice, focused in Oral Rehabilitation and Implantology, in Lobo, Rio de Janeiro, Brazil.

Dr. Paul Nahas graduated from the Lebanese University, Beirut. He received his post-graduate degree in fixed and partial removable prosthodontics in France at the University of Claude Bernard, Lyon. He is the chairman of the Esthetic and Restorative Dentistry department at the Lebanese University.

New 3M Oral Care Products and Solutions at AEEDC 2016

By 3M

On 2-4th of February 3M Company took part in AEEDC 2016, one of the leading dental exhibitions in the Middle East and Africa. The newest products and technologies for dental and orthodontic professionals were presented at 3M booth, which became the area of active customer interaction and engagement during all three days of the exhibition.

3M Oral Care booth was designed to provide the most comprehensive information about the newest 3M products and technologies to the dentists and orthodontists which came from various parts of Middle East and Africa Region. Exciting customer journey included testimonial, educational and entertainment areas filled with various interactive activities.

At the product testimonial area experienced 3M specialists were sharing information about the new and existing products for the Direct and Indirect dental procedures, solutions for Preventive and Pediatric treatment, innovative technologies for Orthodontic practice. Doctors could perform a test-drive of a new Filip™ DeepCare s curing light and assess quality of cure of the most modern Filtek™ composites for anterior and posterior restorations, get precise impressions or carry out hydrophilicity test with Impregum™ Penta™ polyether and Express™ A-silicone impression materials.

At the educational area of the booth doctors could attend rich scientific program consisting of lectures and demo-sessions on the new dental and orthodontic products held by 3M Oral Care Scientific Affairs and Education experts. Dental professionals had opportunity to learn more about fast and efficient posterior restorations with Filtek™ Bulk Fill Posterior Restorative, stress-heating class I and II restorations with new Ketac™ Universal Glass Ionomer material, discover how to create highly esthetic restorations with Style Italiane technique using Filtek™ Z50XT nano-composite restorative material, or discuss reliable cerametchnique techniques using variety of Relin™ cements with Dr. Rasha Ahmed, Scientific Affairs and Education Expert from 3M Gulf High interest of the doctors was also attracting by the discussion about direct and indirect procedure efficiency using signature 3M restorative and prosthodontic products.

And during orthodontic sessions Dr. Ahmed Bayoumi, MERSKA Scientific Affairs and Education Manager, shared peculiarities of work with Clarity™ Advanced Ceramic Brackets, new Victor™ Series Superior Buccal Tubes and APC™ Hash-Free Adhesive Coated Appliance System.

After the educational activities guests could rest in the comfortable lounge area or take photos with their colleagues next to the ‘Wall of News’. And at the area for customer feedback visitors were willingly sharing their experience of working with 3M dental and orthodontic products, providing new ideas how to strengthen customer interaction and were simply expressing their positive emotions writing their wishes and words of appreciation!

During the three exhibition days more than 4,000 customers visited 3M Oral Care booth. Among them over 350 doctors took part in 50 presentations and live demonstrations. And those doctors who couldn’t attend the event could afterwards watch an interview about 3M educational activities which Dubai TV took with Dr. Rasha Ahmed.

In addition to the exhibition part traditionally 3M held pre- and post-conference workshops for the dentists coming from various countries of Gulf Region. On the February 5 Dr. Nabil outfitai (Canada) carried out lecture and workshop for Pediatric dentists and on the February 5 Dr. Ajay Jain (Japan) held lecture and workshop on Indirect Aesthetic Veneers 3M Science. Applied to Life™

For more information please visit www.3MGulf.com/espe

Efficient & Easy Dentistry, exposition of the Roadshow
There are things in life worth sharing … and now, her smile can be one of them. Restore with beautifully strong Filtek™ Z350 XT Universal Restorative—and polish with the Sof-Lex™ Diamond Polishing System. Together, they can produce a diamond paste-like gloss with the convenience of a rubberized system. Oh, don’t be surprised if word of your great work gets around … because she shares everything she thinks is amazing.

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Innovation award for Monobond Etch & Prime
Self-etching glass-ceramic primer impresses thousands of users

By Ivoclar Vivadent

SCHAAN, LIECHTENSTEIN: Monobond Etch & Prime is the first self-etching glass-ceramic primer in the world. First presented at IDS 2015 in Cologne, it has since won over many users and has received an innovation award.

Ivoclar Vivadent is the first dental manufacturer to develop a material that successfully etches and silanates glass-ceramic surfaces in one single step. It is for this reason that Monobond Etch & Prime is considered an innovation. The primer has enjoyed great popularity on the market since it was introduced because it eliminates the need for etching contact surfaces with unpopular hydrofluoric acid.

Chosen by the dentists’ vote

Several thousand dentists took part in a poll to vote on the most innovative products of the year to be awarded an innovation award launched by a German dental dealer and a dental newspaper. By a wide margin, the participants selected Monobond Etch & Prime for first place in the “Materials and Instruments” category. Just over 20 per cent of the votes cast in this category were given to the Ivoclar Vivadent product. In total, twenty products that were first presented at IDS 2015 were put forward for selection in the different categories.

Meeting customer needs

“We are delighted and proud to see that Monobond Etch & Prime has received several innovation awards so soon after having been launched,” says Armin Ospelt, Head of Global Marketing at Ivoclar Vivadent AG (Liechtenstein). “The awards show us that we meet the requirements of our customers, as has already been demonstrated by the market success of the product.”

Monobond® is a registered trademark of Ivoclar Vivadent AG.
By E.M.S.

The Swiss company E.M.S. Electro Medical Systems who is the innovator of Piezon® and AIR-FLOW® technologies and a global leader in dental prophylaxis as well as Guided Biofilm Therapy participated at the 20th edition of AEEDC from 2nd to 4th of February 2016. AEEDC takes place annually in the International Convention and Exhibition Center in Dubai and represents a very important platform within the Gulf and Middle-East countries for E.M.S. Dental.

The main focus of E.M.S. during AEEDC was to promote the importance of Biofilm Management with the message BYE BYE BIOFILM and its newest product, the AIR-FLOW® powder PLUS, an advanced powder based on erythritol and a very fine particle size of 14 microns which allows treatments both above and below the gingival margin.

After three exhibition days, Hans Obermeier, Area Sales Manager of E.M.S. in the Middle East, was very satisfied with the results of AEEDC. “Our booth was much better frequented than last year. This clearly shows that the understanding for the importance of professional and regular tooth cleaning is growing in the Gulf and Middle-East countries and that the clinicians are looking for support in education, technologies and protocols to improve their service for the patients.”

Hans Obermeier underlines as well the interest amongst the practitioners of the live-demonstrations of the different E.M.S. products realized by the clinical expert Dr. Neha Dixit which attracted a large audience.

Since September 2015, the company Al Hayat is the exclusive agent of E.M.S. in UAE.

Researchers find varying patterns for sealant treatment recommendation

By DTI

KITAKYUSHU, Japan: Japanese researchers have examined dentist practice patterns regarding the recommendation of dental sealants for treatment and identified characteristics associated with this recommendation. They found that these patterns vary widely. According to the researchers, recommending a sealant was significantly related to the dentist having a greater belief in the effectiveness of caries risk assessment.

In the study, the researchers surveyed 189 dentists recruited from the Japanese Dental Practice-Based Research Network regarding the treatment decision in the case of a 12-year-old patient with a high caries risk via a cross-sectional questionnaire. The participants were presented with a series of clinical photographs of the occlusal surface of a mandibular first molar portraying increasing depths of cavitation. For the hypothetical scenarios, the dentists’ recommendations of sealants varied from 16 to 26 per cent. Nineteen per cent of the dentists recommended sealants in the absence of dark brown pigmentation. Forty-eight per cent of the dentists recommended sealants to more than 25 per cent of patients aged 6-18. An analysis of the responses suggested that the dentist’s belief in the effectiveness of caries risk assessment was significantly associated with the percentage of patients who would receive sealants.

Dr. Naoki Kakudate from Kyushu Dental University first presented the study, titled “Evidence-practice gap for sealant application: Results from a Dental PBRN”, at the 45th Annual Meeting and Exhibition of the American Association for Dental Research, which was held from 16 to 19 March in Los Angeles in the US.