Henry Schein Middle East welcomes VIP’s in world’s tallest hotel – Marriott Marquise Hotel Dubai

By Dental Tribune MEA

DUBAI, UAE: Tuesday 17th February 2015, Henry Schein Middle East gathered over 120 VIP customers and dealers from the Middle East region for a remarkable event in the world’s tallest hotel, Marriott Marquise Dubai.

Henry Schein is the largest global dental distributor of healthcare products and services to general practitioners, specialists and laboratories throughout the world. The primary objective of the company is to partner with its customers in order to improve the practice efficiency and productivity that enables the customers to focus on delivering quality care to their patients. The network of exclusive Henry Schein Middle East Distributors offer dentists a complete portfolio from high quality and value priced consumable and equipment product manufacturers that customers can rely on to fulfill their practice needs.

In the middle of the Emirates Ballroom at the skyscraping Marriott Marquise stood a complete built clinic including 12 different manufacturers that can supply all the requirements for the daily use of a dental clinic with different dental specialties. The Henry Schein Exclusive Partners including Henry Schein Brand Products, ACE Surgical Supply, B.A. International, BUSA Dental Instruments, Camlog, Ortho Organizers and Henry Schein Connect Dental. The Henry Schein Exclusive Suppliers Partners included Air Techniques, CAO Group, Osstell, Planmeca and Ritter Dental.

Dr. Ghassan Nasser (Sales & Marketing Director Middle East and North Africa) together with Mr. George Aalto (General Manager, International Dealer Sales) opened the evening with two presentations on the overview of Henry Schein as a leading dental supplier company worldwide and the future plans for the Middle East and North Africa markets. Managers from the 12 dental manufacturers of Henry Schein companies had the chance to meet the VIP customers and dealers from the Middle East and discuss opportunities, business plans and product features.

Amongst the guests were Prof. Donald Ferguson (Dean European University College - Second from r.t.l) and Dr. Joseph Samy (Assistant Dean European University College - Far right)

Henry Schein together with VIP clients, partners and distributors pose together for the group photo

Mr. George Aalto speaks on the exclusive partners and Suppliers

Guests witnessing firsthand the latest products

A complete built clinic including 12 different manufacturers that can supply all the requirements for the daily use of a dental clinic

The Gala Dinner was well attended at the Marriott Marquise Hotel in Dubai (World’s tallest Hotel)

Contact Information

Dr. Ghassan Nasser - Sales & Marketing Director Middle East

Mobile: +971 50 4813292
Tele: +971 6 5252842
Fax: +971 6 5531291
E-mail: ghassan.nasser@henry-schein.com
Unilever unveils scientific data supporting REGENERATE Enamel Science™, the new dental care system proven to reverse the Enamel erosion process

**Unique NR-5™ Technology Provides Clinically Proven Superior Enamel Re-Hardening Compared With Fluoride-Only Toothpaste**

By Unilever

Dubai, UAE: 16 February 2015 – New data presented at IADR Cape Town on 26th June, now published in the Journal of Dentistry, demonstrate the efficacy of Unilever’s REGENERATE Enamel Science™, the newly launched dental care system proven to help reverse the early and invisible stages of the enamel erosion process.

**REGENERATE Enamel Science™** is the first and only system proven to form hydroxyapatite, with identical composition to underlying enamel mineral. The dental care system, with its unique internationally patented NR-5™ technology, helps recover 82% of enamel hardness after three days of use. A new in situ study shows that the novel technology in REGENERATE Enamel Science™ is effective in the mouth and is able to re-harden enamel significantly better than fluoride-only toothpaste*.

Inspired by research on bone repair technology, Unilever Oral Care scientists carried out both in vitro and in situ studies, which proved that calcium silicate can deposit onto sound and eroded enamel. Upon this discovery, the novel NR-5™ technology was developed to augment the natural mineralization processes of human saliva by providing a combination of calcium silicate and sodium phosphate, which help to form a fresh supply of hydroxyapatite that wraps and integrates onto teeth.

Professor Nicola West, Honorary Consultant in Restorative Dentistry (University of Bristol UK), who was involved in the in vitro research on REGENERATE Enamel Science™ system, says: “Erosive tooth wear by dietary acids is a real dental health issue and a growing problem. Patients are concerned about their tooth wear, which often results in sensitive teeth. Dentists and patients find erosive tooth wear hard to manage and treatment solutions for it are limited. We now have new scientific evidence, published in high impact dental journals, showing that NR-5™-technology works to remineralise the tooth, and this solution to tooth wear is fast acting and easy to use.”

Speaking about the technology that has been developed through over 9 years of research, Unilever’s oral care researcher who led the team, Fred Schäfer says: “The innovative mechanism of action of the calcium silicate and sodium phosphate in this novel dental care system provides enamel re-hardening that is significantly greater than with fluoride-only toothpaste. This new approach has been proven to help restore acid-challenged enamel.”

The REGENERATE Enamel Science™ system consists of an Advanced Toothpaste for daily brushing and a Boosting Serum (with two custom-fit mouth trays) for application at home, monthly for 3 consecutive days. When used in combination with the daily Advanced Toothpaste, the Boosting Serum increases the Advanced Toothpaste effectiveness by 45%**, enhancing the power of enamel regeneration.

The scientific studies have been published in the June 2014 supplement of the Journal of Dentistry. A link to these studies can be found on the REGENERATE Enamel Science™ website: www.RegenerateNR5.com.

Regenerate Enamel Science™ can be found exclusively at Boots Pharmacy across the UAE starting from the below prices:
- REGENERATE Enamel Science™ Advanced Toothpaste, AED 60
- REGENERATE Enamel Science™ Boosting Serum, AED 190

**References**
4. Jones SB, Davies M, Chapman

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**Contact Information**

For further information, please contact:
Rola Awad
PR Executive, Unilever
E-mail: Rola.woad@unilever.com

Nikita Phulwani
PR Executive, Unilever
E-mail: Nikita.Phulwani@unilever.com

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Rely On Us for Quality, Selection and Performance.

Contact: Antonio Plata
Phone: 631-843-5325
email: antonio.plata@henryschein.com

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Our products offer you maximum value without compromising on quality. We offer over 8,000 products you can trust to fulfill your needs—each bearing the Henry Schein Seal of Excellence—your guarantee of satisfaction.

- Growing selection of value-priced products
- All essential categories including diagnostics and infection control
- High standards of quality and effectiveness

Our Brand Promise

We provide the broadest selection of relevant products in the industry—at the best possible value, to help you run your business more profitably. We stand behind all of our products with a 100% guarantee of satisfaction.