CEREC Omnicam – Most Innovative Product In Dentistry

By Sirona

London, UK: The CEREC Omnicam was bestowed with the award for the most innovative product at the recent Clinical Innovations Conference which was held on 17-18th May 2013 in London, UK, presented by Mash Seriki, CEO of Healthcare Learning: Smile-on.

The Clinical Innovations Conference is now in its 10th year and in keeping with the ethos of the event the awards allow the profession to celebrate the latest innovative products in aesthetic and restorative dentistry. Healthcare Learning: Smile-on invited the dental industry to nominate their products to be judged by a panel of experts.

CEREC Omnicam demonstrates Sirona’s Power of Innovation

CEREC Omnicam generates full colour scans of intraoral surfaces without the need for a powder coating. Operating the camera is simple and intuitive. The imaging functionality and camera dimensions have been ergonomically designed. The smooth operation of CEREC Omnicam is no more complicated than taking a video. Three features of the CEREC Omnicam stand out in particular: it supports video streaming; it digitizes the structures of the jaw in their natural colour; and it does not require a powder coating of the tooth surfaces.

CEREC improves efficiency and patient experience

CEREC is a great practice builder. With a busy lifestyle patients are impressed by the single appointment required for the fabrication of a permanent crown or bridge; the life-like appearance of their new restoration is fantastic with an incredible fit. There is no need to place temporary restorations in the majority of CEREC cases, allowing the restoration to be created and fixed in one appointment. CEREC has significantly improved the quality of treatment for patients, as well as enhancing the efficiency of the dental practice.
Shakira on Hollywood Boulevard, where she was honored with the 2,454th star on the Hollywood Walk of Fame in November 2013.

Dr. Adreas Kuhn is from Germany, your favorite speaker will be with you presenting "Smile Design" and "Ceramic in Harmony in Nature." Prof. Dr. Claus-Peter Ernst, Germany, will provide two lectures in Conservative Dentistry. His lectures will bring you to the new concepts of material selection, operative procedures and later, the key to treatment of tooth colored indirect restorations. Simplified concept of direct placement of anterior restorations will show you the key of success.

Dr. James Russell, UK, has been awarded the prestigious British Academy of Cosmetic Dentistry (BACD) Accreditation in recognition of excellence in cosmetic dentistry, the youngest dentist to achieve this. He is here for the first time with the "Progressive Smile Design: Truly Manually Invasive Cosmetic Dentistry For Every Dentist". Simple treatments are sweeping aside the traditional approach to "Smile Makeovers" and are redirecting the evolution of cosmetic dentistry. These new protocols are allowing any dentist in any practice to offer this kind of treatment. Do not miss the opportunity to put something new in you aesthetic treatment after attending this lecture.

Joint Event
This third edition of our DFCIC features a special joint meeting with the American Academy of Implant Dentistry and their 2nd Global Conference. Comprehensive list of experienced, AADD accredited Dental Professionals will show their practical skills for practicing implant Dentistry. During this session, the AADD will share with us their vast knowledge and experience as well as the latest in the field of Aesthetic and Implant Dentistry. The team: Prof. George Anastassov USA; Dr. Gary Wadhwa, USA; Dr. André Saadoun, France; Dr. Gary Wadhwa, USA; Dr. Andreas Kurbad, Germany; Andreas Kurbad, Germany; "Esthetic Rehabilitation - Minimum Invasive All-Ceramic Restorations for Better Aesthetic Result" full lecture and Hands-on courses; Dr. Munir Silwadi -Invisalign, Invisalign, Chairperson - Hand Tissue Grafting; Dr. Andre Saadoun, USA/ Dr. Amat Vora (Perodontist, USA) - Soft Tissue Grafting. Make sure you take place in time as the seats are limited.

I am sure that this conference will be of the greatest help to develop our knowledge and sharpen our skills in pursuing the goal that we all share, to provide our patients with the best possible solutions for their Aesthetic needs.

See you all in the dynamic city of Dubai and the amazing atmosphere of Jumeirah Beach Hotel! Dr. Munir Silwadi, Chairperson and Scientific Program Adviser Dr. Ninette Bandy, Chairman and Scientific Program Adviser AADD Dr. Dobrina Mollova Head of Organising Committee, CAPP Contact details events@cppmsa.com

5th Dental Facial Cosmetic International Conference
Joint Event With American Academy Of Implant Dentistry, 2nd Global Conference 08-09 November 2013, Jumeirah Beach Hotel Dubai, UAE

DENTAL TRIBUNE EUROPE. IT IS THE HONOR AND PLEASE TO WELCOME YOU ALL to our 9th Dental - Facial Cosmetic International Conference. Our special conference is focusing on implantology. Our speakers will share their professional experience with Sierra, Invisalign, BIOLASE, Carestream Dental, Philips Sonicare, Invisalign. Providing your feedback is the most important aspect in the development of products for the needs of the clinicians.

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Shakira becomes Ambassador Of Tooth-Whitening Products
By Dental Tribune International

CINCINNATI, USA/Procter & Gamble, international leader in oral health and care products, has announced that it has entered into a partnership with Colombian singer-songwriter and dancer Shakira, yesterday the musician was named new global spokesperson for the company’s Oral B and Crest 3D White collection.

As the global brand ambassador, Shakira, who is also a member of President Obama’s Advisory Commission on Educational Excellence for Hispanic Students, will help launch the latest additions to the collection, appearing in the brands’ print and television advertising as well as public relations efforts.

The campaign will kick off worldwide in the fall of 2013.

Stephen Lique, global marketing director at PG & E, said that the company was excited to have Shakira represent its brand. "As an award-winning artist and beauty icon, she embodies the true spirit of the multiracial woman, and always does it all with a brilliant smile on her face," he said.

In addition, Shakira announced that the partnership will include support of children in Colombia through her Barefoot Foundation, which currently provides education and food to over 6,000 impoverished children in Colombia and is expanding its work to other countries, including newly launched projects in Haiti and South Africa.

The partnership is Crest 3D White’s first celebrity global partnership.
Modern life can be challenging.

Modern, healthy lifestyles and dietary habits often mean an increase in the consumption of acid-rich foods and drinks. However, experts believe that as few as 4 acidic challenges a day can put patients at risk of Acid Wear. In addition to giving behavioural advice (e.g. diet and brushing), your patients may also benefit from a daily toothpaste that can protect enamel from these multiple acid challenges.

Pronamel is proven to reharden acid-softened enamel and provide ongoing protection from the effects of Acid Wear.

Daily protection from the effects of Acid Wear

References: