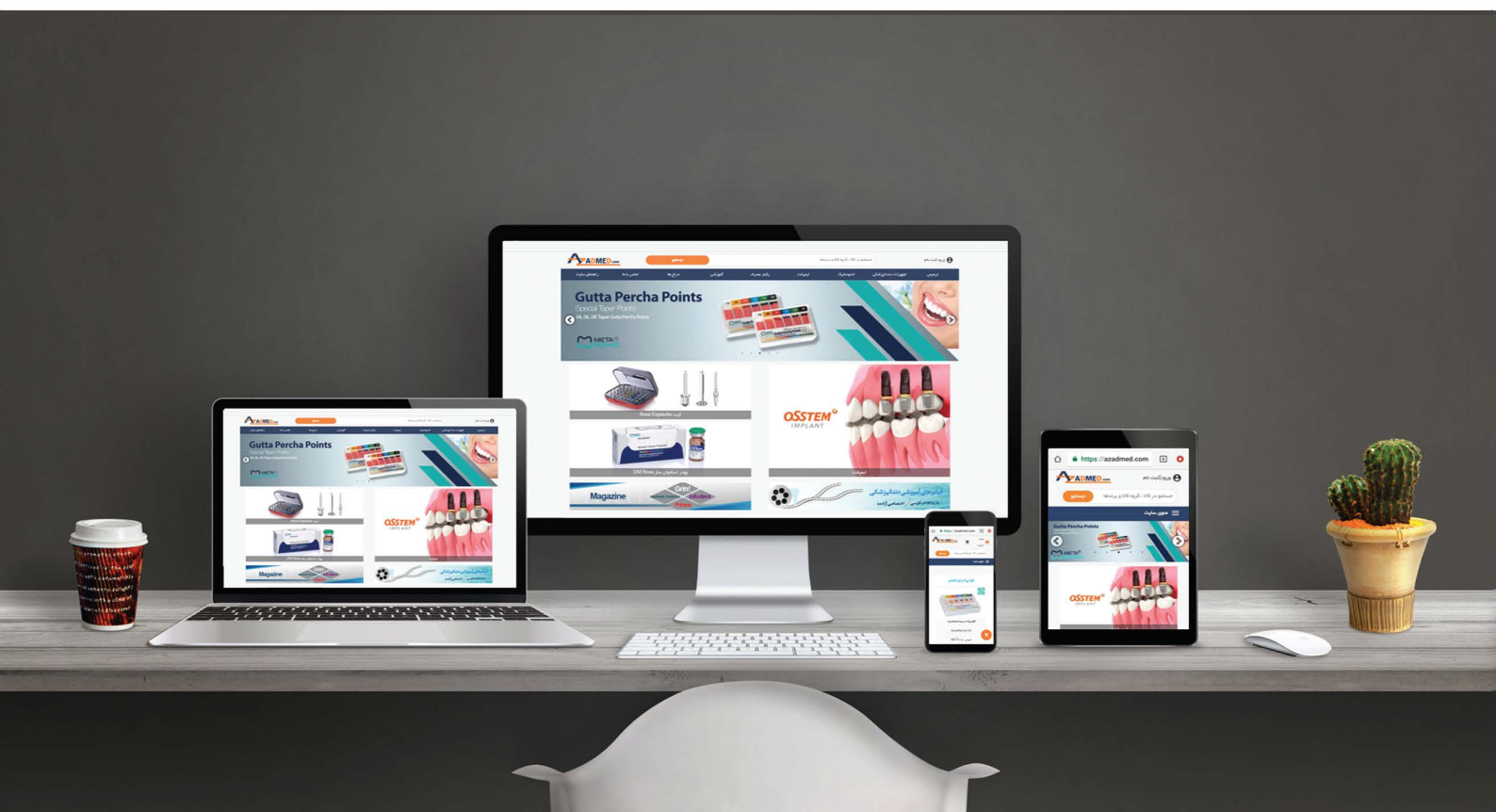




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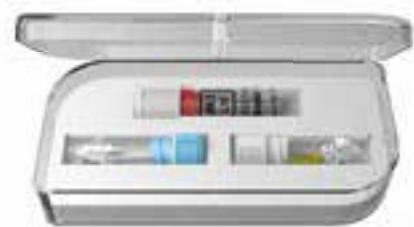
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THE NEW FACE OF PRESS RELEASES



I don't know about you, but I'm a little tired of hearing all this talk about the death of the press release. Any time a new forum for marketing comes around, people want to write off press release distribution as old and outdated. They're wrong!

The press release is still alive and well, and even in this age of new media, press releases have become a vital tool

and are more important than ever in helping companies get valuable publicity for spreading their message. They help companies get media coverage as well as being key search engine optimization (SEO) tools that help investors, customers, potential employees and other target groups learn about and discover companies online.

Social media has changed how people communicate around the globe and as businesses scramble to figure out how to harness the power of social media to reach new audiences, the familiar marketing tool—the press release—has now gained fresh purpose.

Press releases have changed a lot over the years, especially since businesses have realized the importance of online marketing. Before the advent of social media, companies had to go through a long and arduous process of contacting journalists who acted as gatekeepers. With social media, press releases are now direct communications tools that can deliver unfiltered messages to the masses. For example, if you want to announce a new product or service, you can draft a press release and immediately get your news found on all major search engines and social media networks by using a press release distribution service. This also enables you to target thousands of journalists.

Press releases now include images, videos and other multimedia, which means you can convey your message and news stories in more interesting ways than ever before. Images help drive interest.

Before online press releases became common, most press releases were sent only to journalists. If not deemed worthy of press mention, they lived in a binder, on someone's desk or in a building lobby. Now, a press release can be distributed to millions of people around the world instantly through email and social media.

Also, by adding links to other web pages within a press release, companies can direct readers to even more information about what they do. Last, but not least, an online press release can go viral if people start sharing it over social media networks, thereby creating a buzz that was never possible with traditional press releases.

But, writing an effective press release is an essential skill and you need to master the art. Here are some tips. It needs to

be fresh and newsworthy. Most of us are generally interested in things we haven't heard before, find surprising or help solve our problems. So, before drafting your press release, it's worth asking yourself: will anyone actually care? If the answer is "no", hold off on that press release until you've got a better story. The title of your press release is the first thing a reader or a journalist will see, so make sure it's concise, enticing and gives a good overview of your story. A great subject line is also a must. If the readers don't immediately understand what your story is about, they'll move on to the next thing in their inbox. If your first sentence doesn't grab them, they may not read any further – which is why you need to get the "top line" (the most important bit) of your story right at the beginning of your release. Also, short isn't always sweet.

Although you never want to waffle when drafting a press release, don't make the mistake of not providing enough content. More than anything, the reader will want to get all the facts so make sure you include as much information as possible. You can still be concise and stay on track but don't forget to include every little detail. If in doubt, consider the golden rule of the 5Ws: Who, What, Where, When and Why. And finally ... aim high, but be realistic in your expectations. Most journalists and readers are swamped with press releases, so it may take you a few attempts and a bit of chasing to land press coverage for your business. Don't give up though; determination and a willingness to learn can take you a very long way!

While mastering your art in press releases, you are more than welcome to send your company news and novelties to our **Infodent International Press Office**. With a dedicated section in our website, a B2B marketing tool visited by international medical professionals, the section "**News**" contains press releases on companies, novelties, acquisitions, joint ventures, product releases and events, to list a few. More are the sections attracting our audience, like the "**Calendars**" section with the listing of international dental trade shows all over the world and the section "**Virtual Trade Show**" with information on manufactured dental products, very attractive to international dealers looking for new products to distribute in their country.

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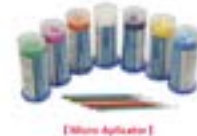
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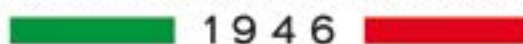
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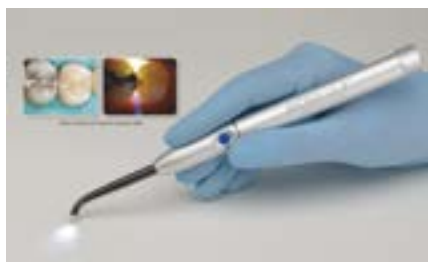


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smileLynx
Smile Planning Design

► The software to show the patient the smile he has always dreamed of!

3D Lynx

Smile Planning Design

► **DR. ANOOP MAINI**

It is a very simple software: with only 2 photographs (frontal and intraoral) I can realize a Smile Design project showing the patient a possible "before" and "after". The system has the ability to import .STL files directly from intraoral scanners, combining the two-dimensional flow with the CAD Lynx software, and then print in 3D so that you can physically try the mock-up in the patient's mouth.

► **DR. SIMONE VACCARI**

I have started using the digital smile design technique since its appearance, but I soon realized the difficulty of disclosing the use of the KeyNote. This problem has been completely solved by the Smile Lynx software with which I can manage both Apple and PC users. The learning curve, thanks to logical and intuitive steps, is very fast: within a couple of hours the student is able to handle the software independently.

► **DIGITAL GROUP SAN RAFFAELE**
F. CATTONI - F. FERRINI - M. MANACORDA - F. BOVA

The Project of the applicability of digital technologies such as smile design software, in particular of Smile Lynx and CAD Lynx, is integrated in an overview that sees in use in our Department, with the purpose of evaluation, many other digital technologies, optical scanners, implant design software, 3D printers, laboratory scanners etc.

cadLynx
Smile Planning Design

► The CAD Lynx software has been designed to help you in a simple and intuitive way in the design and digital modeling of any type of prosthesis.

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TrollFoil 4.5



TrollFoil has been on the market for 20 years, proving itself with dentists every day.

At IDS 2019 we introduced the new TrollFoil 4.5, probably the thinnest articulating foil ever made. The double-sided foil is only 4.5 microns thick, and it has no problem marking wet or dry surfaces. It marks very accurately, even if it's a highly polished restoration. It marks excellent on ceramic. TrollFoil 4.5 is mounted in its own frame, no forceps needed.

TrollFoil 4.5 can be used under a wide variety of clinical situations, including wet or dry teeth, limited opening, limited vestibular space, and metal and non-metallic restorations.

TrollDental is currently supplying products in all parts of the world through own selling companies or re-sellers. TrollDental is headquartered in the heart of Scandinavia. As a family owned Swedish company, we follow the Scandinavian tradition of design and engineering.

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MaCo Dental Care is creating its own digital future



Within the industrial complex of Buccino, in a modern facility, MaCo Dental Care implants are produced with a quality control system based on maximum efficiency and safety (according to ISO 13485).

After over 25 years of presence in the international market, the company current purpose is to market desk scanners, intraoral scanners, micromotors and biomaterials to provide its customers with all technological tools required by modern specialists. One of our highlights is MaCoGuide, a method to create surgical guides through software planning.

Through the implant design, MaCoGuide approach creates a customized surgical guide enabling the clinician to perform the implant/prosthesis placement in a safe, efficient and quick manner. This very accurate surgical guide enables for results to be fully consistent with the software planning.

MaCo Dental Care is always looking for new energies and new dealers willing to accept this "Made in Italy" branded challenge.

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info@macodentalcare.com

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Implant 3D software allows you to perform three-dimensional implant simulation directly on your PC. It simulates the positioning of implants on two-dimensional and three-dimensional models, identifying the mandible nerve, tracing panoramics and sections of the bone model, displaying the three-dimensional bone model with the ability to calculate bone density. By using Implant 3D, the dentist can plan implant-prosthetic surgery more safely, efficiently and quickly.

Implant 3D software allows the design of a surgical template for performing implant-prosthetic interventions in guided surgery.

Implant 3D allows you to create gums supported, teeth supported, bone supported surgical guides.

With a few clicks of the mouse you can obtain an extremely precise and customized surgical guide. Simply by selecting the edge of the surgical guide and the type of sleeves to use, Implant 3D generates the STL file ready to be printed with a 3D printer.

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Visit us at: Expodental Meeting Rimini 2019, Hall C1, Booth 194

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ZIACOM® manufactures, designs and commercializes Dental Implants, Abutments and Instruments. The Implants are made with Zitium®: High-performance Grade 4 Titanium and due to the stringent quality controls allow us to offer Lifetime Guarantee. Since its creation, ZIACOM® has developed its activity on two pillars: Offering quality products at competitive prices. Over the last ten years, the company has been consolidated as a manufacturer, expanding not only

into Europe, but also Latam and Asia. The ZIACOM® Portfolio includes all necessary for a Global Solution: Dental implants, Prosthetic Abutments, Surgical Instruments, Biomaterials, Zinic®3D Software (for guided surgery), Ziacor CAD-CAM, Workshops and R+D+i.

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Visit us at: British Dental Conference and Dentistry Show, Hall 5, Booth L 30, NEC BIRMINGHAM

Mestra at the Colonia fair IDS 2019



As always, MESTRA exhibited at the IDS 2019 in Colonia with a stand of 80 square meters. The company took advantage of the week to meet personally with its international clients spread across 50 countries and to make contact with the reality of the sector (professionals, competition, trends, innovations, etc.).

As more significant developments, Mestra presented its new "Orion" work box, compact, very practical and with a refined design, which caused a very good impression among our customers. He also

came with a new family of sandblasting machines with a modular concept in technical plastics, presented as an economic alternative to the "Constellation" line made of metal and the veteran "T" line of sandblasters with a static gun.

In addition, they also showed a new heater of composites and a new version of greater capacity of the popular automatic polymerizer "Geisser".

www.mestra.es
comercial@mestra.es

NUCLEUS®LED micromotor



NUCLEUS®LED is the new innovative brushless electric micromotor which has been especially developed for endodontic procedures. Designed for dental professionals who require excellent performance and precision, micromotor has got LED illumination and standard ISO coupling which allows connection to any handpiece with fiber-optics and internal spray.

High flexibility and movement precision are anyway the key features offered by this new device. Precise Torque control, Auto-Reverse and Reciprocating functions are also special features available thanks to its BMC60 electronic board. During reciprocation, the connected endodontic file is first driven in a cutting direction and then it is reversed so as to release. As the angle in the cutting direction is greater than that in the reverse direction, one complete rotation is completed in several reciprocating movements and therefore the instrument progresses towards the apex.

A special DUOPAD® control panel is also available.

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MAZIC® Duro applies to various prosthesis such as inlays, onlays, veneers and single crown with I-Day treatment and makes sure of higher standard of esthetics than other materials, in spite of easy and simple workings only with CAD/CAM system.

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- Prosthesis treatment in I-Day

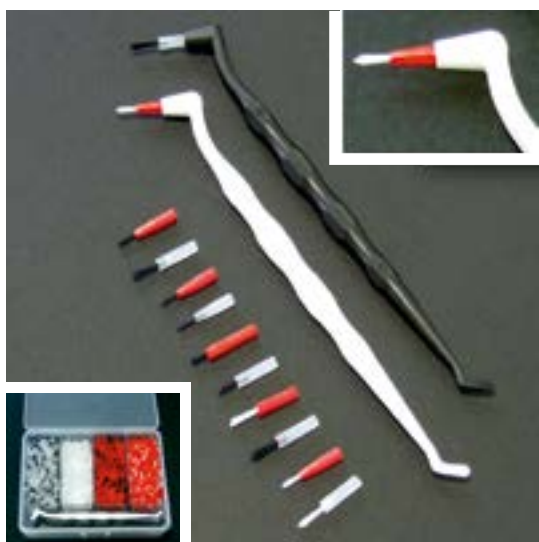
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Handle enables consistent and reliable application. Novobrush BrushTips are available in re-closable bags, BrushTip-Kits, or custom packaging. We offer a complete packing service, UDI compliant. Private label welcomed. Along with high quality BrushTips, we also offer our world-renowned Novobrush MicroTips, Flock Applicators and pointed Brush Applicators. Novobrush is FDA-registered.

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PLATELET-RICH PLASMA IN POWDER FORM - A WORLD FIRST

An effective aid in the treatment of respiratory diseases

Katrin Rotter-Böttger - Independent medical Trainer for Meso/CGF

There are many application protocols in the field of plasma therapy.

One such protocol, used very successfully in many clinics and universities, is the CGF - approach (concentrated growth factors), which promises a high yield of thrombocytes from the plasma.

Autologous PRP/CGF Powder

The development of autologous plasma in powder form is attributed to the scientist Prof. Akhmerov. The powder is 20 times more concentrated than liquid plasma and allows application via inhalation, which can be of interest



for many types of respiratory disease. So far, many observational values have given hints of great potential and these should be evaluated in further studies. At a temperature of -18°C the shelf life of the powder can be increased to 6 months, meaning it can be produced in larger quantities and stored for later applications. This eliminates the need for multiple blood samplings and preparation.

After centrifugation, in a separate work step, the

plasma is immediately processed into a powder which contains particles of many sizes. This allows finer particles to penetrate deep into the lungs. Indications such as sinusitis, bronchitis and fibrosis can be positively influenced. The use of medication can thus be reduced or replaced. The thrombocyte, with its growth factors, can stimulate accelerated regeneration and healing, especially as mucous membrane (mucosa) shows rapid tissue response.

Before therapy

A blood test remains important and indispensable. The blood parameters should be within normal ranges, especially the platelet count.

CGF tubes

The use of high-quality borosilicate glass tubes is decisive for a high yield of platelets. Centrifugation exposes the tubes to high kinetic energies. Plastic tubes are not suitable here.



Furthermore, we do not add citrate as an anticoagulant, but rather heparin; the thrombocyte requires calcium ions for degranulation, but these are bound by citrates. Heparin, on the other hand, inhibits antithrombin III, so it has no influence on CGF therapy. Safe systems work exclusively with vacuum tubes to ensure that no decantation of the blood is necessary after withdrawal.

Centrifugation

In centrifugation it is not the rotation as such that is important, but rather the relative centrifugal force (RCF). Low RCFs are advantageous here. Static centrifugation in the field of CGF production is also outdated. New application protocols fractionate - the centrifugation process is undergone at various intervals adjusted to the relative centrifugal force.

In the worst case, a too high centrifugal force can push the platelets into the erythrocyte phase, resulting in plasma that is largely ineffective (platelet-poor plasma). The aim is sedimentation corresponding to the density of the cells. Low RCFs show lower hemolysis and prevent premature degranulation of the platelets.

By now, plasma production has become a staple at many medical facilities. And with it, "Medifuge" - still the centrifuge of choice despite many competing products. It has a sterilization cycle to avoid cross-contamination and its programming is unique in fractionated centrifugation.



SCIENTIFIC STUDIES

- "The Antimicrobial Activity of Concentrated Growth Factor (CGF) Against Periodontal Pathogen *Prevotella Intermedia*"
Master's Degree in Clinical Dentistry Periodontology
Research Dissertation by Mubashir Saleem, BPP University, 2007
- "The Antimicrobial Effect of Concentrated Growth Factor (CGF) Against *Fusobacterium Nucleatum*"
by Kristian Vella, MCLinDent, 2017
- "The Antimicrobial Activity of Concentrated Growth Factor (CGF) Against *Pseudomonas Aeruginosa*"
by Edward Fenech, MCLinDent, 2017
- "The Antimicrobial Activity of Concentrated Growth Factor (CGF) Against *Staphylococcus Aureus*"
by Adam Bartolo, MCLinDent
- "Antimicrobial Effect of Concentrated Growth Factor (CGF) on *Porphyromonas Gingivalis*"
by Jonathan Mifsud, MCLinDent

silfradent

ABIMO Receives Foreign Opinion Makers to Represent Brazilian Dentistry

Author: Silvia Borriello

silvia.borriello@infodent.com

The initiative took place simultaneously to CIOSP, the most important congress of dentistry in Brazil

Sao Paulo, January 2019

Among the many initiatives to promote quality and innovation of Brazilian industry internationally, ABIMO, the Brazilian Association of Medical, Dental and Laboratory Manufacturers, invited international media to experience and learn about new advances of Brazilian industry during the biggest dental trade fair and congress in Brazil and Latin America, CIOSP, organized by the APCD, the Sao Paulo Dental Association. Among the over 200 companies exhibiting many were the innovations in almost all segments: orthodontics, bio ceramic cements, implants, units, equipment, endodontics, prosthodontics, laboratory, oral care, prevention and much more...



Felipe Leonard, President S.I.N. Implant (second from right) at S.I.N. Implant factory in Sao Paulo and International Media representatives

Research, innovation, high-tech and quality were highlighted when we visited two dental factories, amongst the biggest in Brazil, Dental Morelli and S.I.N. Implants. Pioneer in the manufacture and sales leader in orthodontic products in Brazil, **Dental Morelli**, with its over 2,000 certified items, is a family-run business and a strong player in the Brazilian orthodontic dental market. **S.I.N. Implant System**, reference point

in Brazil of dental implants, has achieved its leader position supported by principles of simplicity, innovation and nanotechnology, is now undergoing a major expansion in the international market.

At the trade fair, the high demand of implants was evident within the market, many were the companies. State-of-the-art technology was very



Roger Morelli (third from left, sitting down) at Dental Morelli factory in Sorocaba and International Media representatives

well represented by **Implacil De Bortoli**, pioneer in 36 years of implant activity, having produced over 4 million implants and components during this period for half a million patients in Brazil and abroad. In this CIOSP **Angelus**, focused on science, research and development, brought to the market an expansion of its portfolio in the area of bio ceramics and glass fibers, with exclusive products that will allow dentists opportunities to provide a more effective and safe treatment to their patients. Diamond Burs were very well represented by **KG Sorensen**, producer since 1966, with its European know-how, it only uses the best high-quality raw material undergoing the most rigorous quality tests at all stages of



production. Dabi Atlante and Gnatus have merged into one big group, **Alliage**, since 2017, bringing innovation and global solutions to their lines of dental units, applying the most modern technologies to ensure high performance and quality.

Quality, durability and innovation is also **Olsen's** motto since its beginning in 1978. Consolidated in Brazil for 40 years, while breaking new territory, it is already present in more than 100 countries. Founded in 2005 and thanks to the continues search for improvements and entrepreneurial spirit of its leadership, **Orthometric** expanded its plant of orthodontic products in 2014, acquiring high technology and a sophisticated process for product lines that were not yet manufactured by Orthometric in Brazil.

Last, but not least, in the tour organized by ABIMO, within the trade fair, was our meeting with **Maquira**. Among the over 300 products, Maquira was highlighting its BM4 aesthetics products, whitening and desensitizing gels, bleaching plates and mouth guards, adhesives, light cure resin cement, posts and more. Time was very short but many were



the excellences in this Brazilian festival of innovation, quality and friendliness!

About the CIOSP (International Congress of Dentistry of São Paulo)

The CIOSP closed its doors receiving approximately 25,000 professionals from the area per day. The exhibition occupied more than 50,000 sqm and generated a large volume

of business, almost US\$ 6 million in sales. The trade fair counts with more than 200 Brazilian exhibitors and 44 international exhibitors from 12 countries: Germany, China, Korea, USA, Finland, Israel, Italy, Malaysia, Pakistan, Poland, Portugal and Switzerland. CIOSP congress also offers a scientific schedule taught by the best professional of each specialty. **Its 38th edition will be taking place from 29th January to 1st February 2020.**



Among the Excellences in Brazil



Targeting the Biggest Global Dental Implant Markets

After consolidating in Brazil as a reference in the segment, the brand's portfolio is now 100% foreign

Looking to cash in on one of the most promising segments today, which should see global growth of 7.8% by 2024, S.I.N. Implant, a reference in Brazil in dental implants, is undergoing a major expansion in the international market. The company is controlled by the Southern Cross Group investment fund, an equity firm that is leader and has been dedicated to the Latin American market longer than any other, with over USD 2.8 billion invested in 38 companies across the continent. Today, S.I.N. does business in 16 countries, with 10% of the output from its Brazilian headquarters currently being exported. The brand is found in Italy, Spain, Portugal, Peru, Colombia, Bolivia, Chile, Mexico, Russia, Egypt, Turkey, Paraguay, the Dominican Republic, El Salva-

dor and Guatemala. At the end of last year, S.I.N. implants also came to North America, the world's largest dental implant market.

S.I.N. products are certified by the major international certifications. The brand has extremely high-quality products in its portfolio, developed using significant technological innovation and supported by scientific research done along with the world's biggest dentistry schools, including the University of Gothenburg (Sweden), University of Michigan (USA), Ku Leuven (Belgium) and New York University (USA). The company currently invests 20% of its revenue in marketing, research and innovation.

This strategy has worked as in recent years the company has developed implant systems using nanotechnology, allowing for perfect bone integration as well as faster recovery time. That is because S.I.N. implants have a chemically-activated surface. That means that bone integration now happens within 28 days, versus the 90 or 120 days it used to take.

www.sinimplante.com.br



Alliage International Traders, Rafael Barichello Ferrassini and Paulo Dobes



Transforming Millions of Smiles in Brazil and Around the World

Pioneer in the manufacture and sales leader in orthodontic products, Morelli is a reference in the dental market in Brazil.

As a result of persistence and entrepreneurship, Mo-

relli came in 1980 in the city of Sorocaba, in the midst of a troubled scenario, marked by political and economic instability, great recession of domestic production. But thanks to the support of orthodontists and class institutions in the development and continuous improvement of its product line since the foundation, Morelli has become the largest and most complete brand of orthodontic products in Latin America. The constant technological investment in its products is one of the pillars of Morelli's philosophy, ensuring high level of quality and excellence.

Morelli offers a complete line of products for orthodontics, more than 2,000 items certified by Quality systems controlled by internationally accredited companies. The special alloy steel that makes up the brackets, tubes, bands and other products are subjected to physical and chemical checks in specialized laboratories for this purpose. The products follow strict development of protocols that qualify the mechanical properties and performance in patients.

One of its key growth is investment in research and innovation. In recent years Morelli has invested considerably in sophisticated manufacturing processes and the creation of new products.

Morelli has the most modern metal and ceramic injection technology. The technique of Metal Injection Molding (M.I.M.) and Ceramic Injection Molding (C.I.M.) allows the manufacture of complex and precise products. The technological level of Morelli manufacturing processes is among the best in the world.

Morelli has a highly specialized team of industrial engineering, electronics and tooling. This allows freedom and flexibility in the development of new products. Present all over Brazil, Morelli has a net-

work of over 200 dealers. Abroad, their products can be found in the main cities of the Americas, Middle East, Asia and Europe, present in more than 30 countries.

www.morelli.com.br



Creating Healthy Smiles

Proud of being recognized as an innovative company, believing that the impossible is what has not yet been attempted, every day it seeks to do something different and better for achieving its mission of creating healthy smiles.

In the market since 1994, Angelus is a Brazilian Dental Company based in Londrina, PR-Brazil, serving the segments of Restorative Dentistry, Endodontics, Laboratory Prosthodontics and Pediatric Dentistry. Since its foundation the company has its work focused on Science, Research and Development of new products, a differentiated team of masters and doctors and many patents. Exporting in more than 86 countries spread across all continents, the company believes that innovation is the driving force for its own growth, the community it is inserted, and Dentistry.

At the last CIOSP, Angelus brought to the market an expansion of its portfolio in the area of Bioceramics and Glass Fibers, with exclusive products that will allow dentists opportunities to provide a more effective and safe treatment to their patients.

Today Angelus has two more businesses in the area of dentistry: Angelus Prima Dental and Angie by Angelus.

From the union of two major global companies – Angelus Ind. De Produtos Odontologicos SA, a Brazilian company that is reference in innovation for dental products, together with Prima Dental Group, a leading British company in the dental industry, with more than 150 years in the market – Angelus Prima Dental Ltda. was born in 2015. It is the first industry to manufacture carbide drill in Latin America with characteristics of being 100% Tungsten Carbide, therefore with greater cutting power,



Dr. Nilton De Bortoli and Ms. Cristina Wolowski, Export Manager Implacil De Bortoli

facilitating the work of Clients, empowering Dentists, making them confident, better, unique! A single drill for Super Dentists!

Launched in 2015, Angie by Angelus is a line of pediatric dentistry products that endorses the credibility of the brand Angelus.

www.angelus.ind.br



State-of-the-art Technology and Innovation

Implacil De Bortoli built a trajectory of pioneerism in 36 years, having produced over 4 million implants and components during this period for half a million patients in Brazil and abroad.

Everything started in 1988, when Dr. Nilton De Bortoli made history by becoming the manufacturer of the 1st osseointegrable implant in Brazil. With its headquarters in the city of Sao Paulo, Implacil De Bortoli is a modern company that uses state-of-the-art technology and protocols adapted to the national and international certifications in its entire production line.

Since its beginning, the work has been developed seeking improvement of products and professionals – through updating and specialization courses, and development of high performance technology to meet increasingly the demands from the market, which seeks solutions for surgical and prosthetic planning, in order to create aesthetics and

rehabilitate smiles. Investments in strict quality control processes have been made in recent years, in order to meet the highest requirements of national and international standards regarding dimensions, perfect fit and surgical and prosthetic adaptation.

Investments were also fundamental for the development of differentiated implants with surface treatment and exclusive design. The efficiency and the recognition of the quality of the Implacil De Bortoli's products were proven by the publication of several scientific articles in the most important and traditional

vehicles of the global Dentistry.

In the Brazilian market, the Implacil De Bortoli brand is present in 15 Brazilian states, in addition to countries like Italy, Spain, Uruguay, Colombia and Chile.

To continue the work of its founder, the Nilton De Bortoli Institute was created in the district of Moema in Sao Paulo, with the purpose of contributing to the development of Brazilian Implantology in the next decades, offering series of courses with different formats and topics, and promoting clinical training and clinical excellence of the future professionals in the field.

www.implacil.com.br



More Than a Brand, A Stamp of Warranty

The perfect balance between technology and the craft work taking care to maximum quality, make KG Sorensen the absolute leader in the segment.

Manufactured since 1966, the diamond burs of KG Sorensen are used in operative dentistry, periodontal surgery, dental prosthesis, and are produced based on the European know-how. Number one in the Brazilian market with more than 50 years of tradition, excellence and innovation. All KG Sorensen products are manufactured with raw materials of the highest quality, and they are subjected



to the most stringent quality tests in all stages of production.

It all is the result of a development work and research with public universities, respected professionals in the dental care, chemical and industrial.

KG Sorensen is the only brand in Brazil with more than 1,500 models of diamond burs available and also develops and produces different burs models as new clinical procedures.

The KG Sorensen diamond burs are manufactured with high resistance stainless steel and with natural diamond grains of controlled dimensions.

www.kgsorensen.com.br



Together Nothing is Impossible

Internationally recognized, present in more than 41 countries, Maquira is a Brazilian company focused on the development, production and marketing of efficient and economically attractive products for the dental field.

Maquira Dental Products, founded in 2003, started its activities in a building of 300 m², located in the city of Maringá, State of Paraná. At that time, the box for mobile orthodontic device was the pioneer in its product line. Today, in addition to expertise in the field of plastic injection, the company operates in other segments of the dental market, such as: resin composites, glass ionomer cements, dental printing materials, biological indicators as well as its BM4 aesthetics products, whitening and desensitizing gels, bleaching plates and mouth guards,

adhesives, posts and more.

In the search for continuous improvement Maquira Dental Products gathered a team of qualified and trained professionals in order to bring quality, technology and development to the dental market. Through constant investments

in the productive system, continuous employees training and increasing the products mix, Maquira has increasingly achieved more space in the market. Today Maquira Dental Products is installed in an area of 12,000 m² and develops a mix of more than 257 products. Its industrial park is classified among the most modern in Latin America, all this structure is reflected in the quality of the products manufactured and in the accuracy of the processes conducted.

With the implementation of stricter quality systems, defined processes and governance focused on corporate results and customer satisfaction, Maquira started in 2018 a journey to redesign its brand and take another step in search of its vision and excellence. Reshaping the company's entire visual concept, packaging and presentations, while always maintaining the high quality standard, Maquira instituted its packaging improvement



Anny Moria, Cesar H. Zani and Paula Silvrio, Maquira Export and Marketing

project with the "Flow Pack" concept. Today Maquira products are presented in recyclable sachets of high reprocessing value, in order to give its customers a product that besides the final quality, presents easy storage, excellent presentation in shelves, is lighter and with more secure/inviolable packaging.

www.maquira.com.br



Quality, Durability and Innovation

Reference in the dentistry segment, Olsen has been working for over 39 years manufacturing quality and durability equipment for the most demanding professionals in the market.

The daring of a young entrepreneur started Olsen S.A. His greatest encouragement was the words of his former manager who said: "if you have so many ideas set up your own factory!". This was exactly what Cesar Augusto Olsen did on August 4, 1978. The acquired know-how as a dental technician plus his unique ideas along with doses of courage and daring were the main drivers in the creation of a genuine Brazilian industry.

Olsen was born and grew up in the dental universe. In the 90s, aware of its industrial expertise, it launched the medical line, based on the same concepts that had already been established in dentistry: quality, durability and innovation.

The Olsen dental units line follows modern technological concepts, ergonomic and biosafety, delivering comfort and well-being to the dentist and his patient. Focusing on quality and cost-effectiveness, the equipment is designed for day-to-day intensive use and designed with top-of-the-line raw materials.

The commitment to innovation is part of Olsen, especially for the culture, identification and perpetuation of values that are disseminated in the factory and portrayed in all products. Olsen has been consolidated in Brazil for 40 years, breaking new territory and already present in more than 100 countries.

www.olsen.odo.br

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Alliage Group - Creating Value for the Most Demanding Professionals

Alliage is the merge into one big group of Dabi Atlante and Gnatus since 2017, bringing innovation and global solutions to their lines of dental units, applying most modern technologies to ensure high performance and quality.

With nearly seven decades of activity in the market, Dabi Atlante has built a reputation of reliability and quality based on the dentistry improvement, focusing in the needs of its clients. With a full portfolio, Dabi Altante brings technology for the most advanced professionals.

Highlighted on the dental market, Gnatus brand has forty years of strong worldwide presence and its products are renowned as equipment with good quality and technology. Gnatus is also referenced as an example of outstanding management, accountability and commitment with its clients.

Saevo, the new brand from Alliage is the result of various researches

based on the highest technologies. Seeing a world through different views and discover new meanings of life. Taking a closer look at technology and creating a new concept of dental equipment to bring health and welfare in all ways.

www.alliage-global.com



Globally Recognized as Reference in Orthodontics

Thanks to the continues search for improvements and entrepreneurial spirit of its leadership, Orthometric expanded its plant of orthodontic products in 2014, acquiring high technology and a sophisticated process for product lines that were

not yet manufactured by Orthometric in Brazil.

Orthometric commercializes orthodontic products with superior characteristics and properties, in accordance with the stringent technical standards of the segment. Located in Marília - SP, the company was founded in 2005 by dentistry professionals. Its mission is to provide the market with orthodontics products and services, providing the best value, with sustainability and technology.

The new factory has 20,000 m² of total area and the company's products are produced there. Orthometric is the first Brazilian company to form a R & D (Research and Development) group composed of a selected group of consultants and opinion leaders who evaluate the quality and performance to define the best materials, products and design to be used. All Orthometric products are made available to orthodontists only after they have been tested and approved by the R & D group.

This process serves as basis for the company's primary goal of continuous improvement of its products and services. Orthometric products today are recommended by the main centers of excellence in orthodontic education in Brazil, further reinforcing the concern with the quality of its products and the seriousness of the company.

www.orthometric.com.br



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IDS Opening In The Olympic Spirit

12 March, 2019

The redesigned opening of the 38th IDS 2019 surprised the visitors and exhibitors who flocked to the exhibition grounds via the south entrance on the morning of the first day of the fair. The numerous guests from all over the world came across a stage, the first time the venue of the IDS opening. The main message to exhibitors and visitors was the "Olympic idea" of the IDS brand core.

The German dental industry has been organising the (International) Dental Show since 1923. For the first time in its 96 year long and eventful history, a world-famous Olympic champion opened the 38th IDS. Britta Heidemann, multiple Olympic Champion, World Champion and European Champion in épée fencing, and Mark Stephen Pace, Chairman of the VDDI Board of Management, held motivating speeches to exhibitors and trade visitors streaming in at the South Entrance of the exhibition grounds early in the morning

on the first day of the fair.

Britta Heidemann and Mark Stephen Pace drew parallels between the IDS and the Olympic Games. Athletes prepare for the competition weeks with great discipline, stamina, ambition and high intensity. They often train for years for a top-class event and then compete in fair competition with athletes from other nations. Similarly, engineers, technicians and developers from industrial companies are working on innovations in dental medical technology for their "Olympic" performance comparison, the IDS.

Britta Heidemann pointed out, that the fencing piste often enough is just like life: You face an opponent or a challenge on both sides. How to get motivated, define goals or how to prepare for such a challenge is important in both worlds. Mental strength and being able to face pressure as well as dealing with defeats are only some of the key success factors in fencing.

The International Dental Show has also

been writing an incomparable success story for 96 years. Since 1923, IDS has been a succession of top performances, records and superlatives. The successes of the IDS remind us of the motto of the Olympic Games "Higher, faster, further".

This motto could have been created for the Dental Show, which our Dental Industry Association organised for the first time in 1923.

In the same way as the highly motivated athletes at the world sports event compete in the stadiums every four years, the organisers, trade fair company and exhibitors compete for the attention of our professional visitors every two years at the Cologne Exhibition Centre. The dental industry has been preparing for this moment for two years, and for two years developers and engineers have transformed the results of research in dentistry and dental technology into marketable products and innovations.

Mark Stephen Pace said: "The exhibitors, the specialist trade and the visiting professionals can hardly wait for the 38th IDS to open its doors and where we industrial exhibitors enter into a direct and fair performance comparison of products and system solutions.

Each one of us aims to be better than at the previous IDS, we want to achieve success in competition and break records. Each of us is highly motivated because we want to be on the winners' podium in the end. We are very confident that the 38th IDS 2019 will add yet another wonderful chapter to the IDS success story! I look forward to a sporting, fair and successful competition for all, and may the best win!"

Britta Heidemann was the best partner for bringing across the "spirit of IDS".



Britta Heidemann, multiple Olympic Champion, World Champion and European Champion in épée fencing, and Mark Stephen Pace, Chairman of the VDDI Board of Management



She works as business consultant and speaker on topics such as „success“ or „motivation“ and organizes fencing incentives/workshops. On the fencing piste as well as at work you have to deal with victories and defeats, have to stay focused and motivated. In both worlds, the optimal balance between high performance phases and regeneration periods determines the outcome. The better you are prepared for challenges, the higher the chances that you are the one setting the final hit.

The idea for the “olympic opening” is a new element in the IDS-brand-strategy. In 2016 a working group within the VDDI analysed and developed the core values that have been shaping IDS during almost 100 years. The result of this process



is the IDS-brand-card which includes five principal columns: leadership, the olympic idea, community, hospitality, industry growth.

The result of the workshop process to define the IDS brand core is a clearly structured system of values, orientated on the success of all involved at the trade fair and includes sev-

eral performance pledges. The IDS brand core values form the basis and guidelines for current and future measures for the advancement of the IDS. The IDS brand core positioning can be summarized like this: **“The IDS is the world’s leading trade fair for the dental community, a platform which secures lasting success for innovations and market trends.”** Summarizing the summary in one word it is: “leading”.

The IDS is held every two years in Cologne and is organised by the Society for Promoting the Dental Industry Ltd (Gesellschaft zur Förderung der Dental-Industrie mbH, GFDI), the commercial enterprise of the Association of the German

Dental Industry e.V. (Verbandes der Deutschen Dental-Industrie e.V., VDDI), run by the Koelnmesse GmbH, Cologne.

The next IDS - the 39th International Dental Show - is scheduled to take place from 9 to 13 March 2021.

IDS 2019 in figures

At IDS 2019, on a gross exhibition area of 170,000 m², 2,327 companies from 64 countries participated. These included 610



exhibitors and 18 additionally represented companies from Germany as well as 1,650 exhibitors and 49 additionally represented companies from abroad. The share of foreign exhibitors was 73%. Including estimates for the last day of the fair, over 160,000 trade visitors from 166 countries attended IDS, approximately 62% of whom came from abroad.

Confidence Beyond Immediacy



An implant is nothing without confident and skilled dentists who fully trust the system and patients to fully trust the dentist to make the right choice. That's why Straumann presented its new BLX Implant System taking the "Arena of Confidence" as its main theme at IDS 2019, highlighting the confidence that the company, its people, products and solutions bring to the world of dentistry, from dental professionals to patients.

At IDS, we have interviewed Frank M. Hemm, Straumann Executive Vice President Marketing & Education and Dr. Herbert Polzhofer, Straumann Global Product Manager on the new BLX Implant System and on Straumann's dental implant system.

Q: You have launched, at IDS 2019, the new implant system BLX, a European release. What do you mean by "Filling the gap in the company premium portfolio"?

F. Hemm: The gap is related to an implant that is optimized or perfected for immediate treatment protocols, for immediate placement and immediate loading of implants. We have a very comprehensive portfolio already, including the apically tapered BLT product which offers more primary stability but, based on customer feedback, they were telling us they were looking for yet another implant design that provided them with even more primary stability. This is where this very specific design came in. Also, our partnership with Ophir Fromovich, as the pioneer in the design of implants that are especially suitable for immediate treatment protocols. This is what we mean by filling the gap. We have now a product that is optimized for immediate protocols. However, it's not only for immediate protocols, I think that's very important. Based on the clinicians' feedback, in the limited marked release phase, they have tested it in all kinds of indications: Immediate, delayed, conventional. It's an implant that can be used in all types of bone classes, in all types of indications, in all types of positions: Anterior, posterior. It's perfected for immediacy but it's universally applicable, which is important, because we don't want the dentist to have to have an implant for each indication, or for each bone type; it's getting too complex otherwise for the dentist.

Q: You are starting your launch in the European market, what's your next move?

F. Hemm: We will have a global launch. Launch timing always depends on regulatory approval, of course. We want to have a full portfolio available at the time of launch, all the implant diameters, all the prosthetics components. We start with Europe, now. In the U.S. we are in what we call the limited market release phase, which means we make the product available to a smaller number of customers, highly experienced dentists that are also used as trainers, so it's a "train the trainer concept". They help us then multiply the learnings because we believe it's very important that we educate and train our customers. We are not just throwing the product on the market and this group of dentists involved in the early phase will be very instrumental on the educational side. We then go in what we call the full market release which will be in the fall of this year in the U.S.A. For other markets, Japan, China, Brazil it depends on the regulatory approvals.

Q: Marketwise, do you recognize any markets that have high potentials. What growth can we expect in specific markets as far as implants in general are concerned?

F. Hemm: Clearly, if we look at the penetration with implants it differs vastly across the countries. Korea has probably the highest penetration worldwide, Brazil also has a relatively



IDS 2019 - Infodent International Editorial Team, Dr. Herbert Polzhofer (back), Straumann Global Product Manager and Frank M. Hemm (first from right), Straumann Executive Vice President Marketing & Education

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high penetration. Southern European countries like Italy, Spain also have a relatively high penetration. However, there are large countries that are still at the very early stage of implant dentistry. China, for example. We measure penetration by the number of implants that are being placed every year per 10,000 inhabitants: China is below 10, in Korea above 500-600. So, there is an enormous growth potential in China. China is already a top 5 implant market at this low level of penetration, so you can just imagine how large this market will be. But other large countries as well like Russia, still have very low penetration.

Some Latin American countries, some Eastern European countries, India has very low penetration too. So, we have some countries with huge population that are still at a very low penetration and if you look at our strategy, in terms of how we serve these markets, we want to get closer and closer to these customers. We typically enter a market through a distributor and once we reach a critical size we establish our own subsidiary.

This has happened in China in 2012, in Russia just last year, where we took over our distributor. In markets like Colombia, Chile we have opened-up our subsidiaries.

We did the same in India last year so, step by step. In Africa we're only there with a single subsidiary in South Africa and in the rest of the continent through distributors and there are some very big countries like Nigeria etc. So, we develop these markets very deliberately and systematically.

Q: Which are the factors determining this growth? How much people can spend, aging of population or, what else?

F. Hemm: There are several factors such as affordability, there is the question of how well the dentists are trained. This is a very important topic. There is the element of awareness

for dental hygiene and treatment. There is an element of local competition; the more implant companies are there the lower the price. There is an element of competition among dentists; the more dentists there are, like the very high density of dentists in Brazil, that also drives the price down.

Q: In Brazil you bought Neodent, why?

F. Hemm: When we acquire a company it's with a very specific target so, in the case of Brazil, Brazil is the second largest implant market and it's a market characterized by what we call the value implants, not so much premium implants. Premium segment is maybe 20% while 80% is value and we asked ourselves how we could compete in the value segment. Neodent was the market leader in Brazil by far. So, the question was, can we with the Straumann brand get meaningful traction in the value part of the market or do we need a partner? This is how we acquired Neodent.

Q: What is the market for ceramic implants?

F. Hemm: At the moment it is still a relatively small market but, we see in many countries an increasing demand for different reasons. On one hand, patients prefer white implants, it's a very emotional decision as it looks like your tooth, it's an aesthetic question. Some patients prefer it because it's metal free, so that's an element of holistic medicine. Dentists also like it because there are some clinical advantages with respect to the soft tissue reaction to the ceramic material. It is still a relatively small market, but we see increasing interest.

Q: Why is it still small?

F. Hemm: Maybe different reasons. Ceramic implants are not new. We had them in the 70s and 80s and at that time the down side was that the osseointegration was not so good as with metal, titanium implants and some of these implants were also more prone to breakage. Today we have very different materials, high performance ceramics that no longer break but, nevertheless, we need to overcome the mind set of many dentists that ceramic is a difficult material. So, when you look at the ceramic implants of Straumann, the PURE ceramic implants, we address those two issues: osseointegration, where we have the ZLA surface which we have scientifically proven is as good as the SLA. Not yet as good as SLActive, but as good as SLA. And, the second aspect that we had to overcome was the fear of breakage. So, what we do is test every single ceramic implant, 100% testing.

We apply force to make sure it has no internal cracks, we make sure the implant is safe. Which is why we can extend a lifetime guarantee for the ceramic implants, which means that even in the event an implant should brake we replace the implant, we replace the abutment and we pay part of the re-treatment cost.



This is how we believe we can address this market in a responsible way.

Why has it not grown faster? I think we can prove that it is save in terms of osseointegration, it doesn't break but the limiting factor was the prosthetic flexibility. With the monotype implant you don't have the same flexibility as today with the titanium implant, which is why the trend is moving into two-piece ceramic implants. Our prediction is that now that you have the full prosthetic flexibility plus the integration into the digital work flow, it will continue to grow. With our PURE two-piece ceramic implant and the Straumann SNOW implant we can exactly address this need for prosthetic flexibility.

Q: Artificial Intelligence is a big issue now. How do you apply it?

F. Hemm: We have a partnership with a company called Dental Monitoring, where we have also invested in. Basically, they have four applications based on AI. It's an app that you have on the smart phone. The first application is a diagnostic application.

The dentist or the patient takes a device-assisted picture of your oral situation. The AI database behind it can detect mal positioning, can detect caries, gum recession and other things. The second application is a simulation tool.

Once I have identified a malocclusion

or a tooth correction problem in general, I can simulate your face with metal brackets, with ceramic brackets or with clear aligners. Or, if you have a gap from a missing tooth, I can simulate replacement of a tooth. So, it emotionalizes the patient-dentist consultation and treatment discussion, you see the before and after.

Of course, we must be careful not to over promise but it helps to explain to the patient what the treatment will look like, or even for tooth whitening you go from C to a B and so on. So, treatment simulation. The third element is monitoring which is most advanced in the application of orthodontics. Let's say the patient has accepted the treatment and gets the aligners. The patient goes home and uses the device to take the picture or a series of pictures. The AI engine behind compares the actual picture with the treatment plan and tells you if it is ok, if there is progress, if you can keep using the aligner or if you are more advanced and you can move to

the next aligner or, if there is an issue, it tells you to contact your dentist.

Why is this good? You don't have to go back to the dentist unless there is a problem. It's good for you as a patient, it's good for the dentist because he doesn't occupy the chair and it also helps with compliance of the patient because it makes him or her more responsible for taking ownership of the treatment progress. The fourth application ensure long-term monitoring. This is only the beginning.

I think it is a very interesting tool because it gives a different role to the patient. Otherwise you were always at the mercy of your dentist while here we involve the patient. It's like with fitness apps, you monitor your fitness status, you monitor your health and now you monitor your oral health.

Also, as soon as you have the app on your phone you start sharing it so there is a certain word of mouth that can also be a marketing tool for the dentist.



Q: Dr. Polzhofer, regarding your initiative here at IDS "The Arena of Confidence", how are the lion and the little girl, Ana, connected to the new implant BLX?

Dr. Polzhofer: Let me share some thoughts. When we talked to our customers about this new implant system what we again and again heard was their need for confidence. So, as doctor promises the patient

that he is going to pull the tooth and the patient will leave with a temporary crown, the doctor doesn't want the patient to be unhappy with the result because he could not achieve the promise.

So, the doctor needs a partner that can give him confidence that he will reach the goals that he promises to the patients. And, what Straumann can bring, with this new implant, is confidence.

Confidence in all bone types, in difficult situations, not only in replacement but also in the follow up, with a good surface, with the right strength, with good abutments. Which animal or which thought represents confidence more than the king of the animals? It is not a very aggressive animal but it's there and aware of its capabilities and always ready to act if it's needed. So, it immediately came to us to have a lion as the central figure, to show what we mean by confidence: knowing what you can do.



Of course, one thing leads to another and the lion lead to the idea of the little girl, Ana and the Lion. Again, it is about confidence, I am not afraid, I am going to face the challenges but I know we are able to do this together and to come to a strong solution and this leads to the arena of confidence because it's the place where it actually happens. It is like putting the important things into the center.

Q: You have linked this initiative to a social issue like the extinction of lions. There is in fact the possibility of adopting a lion from the Drakenstein Lion Park in South Africa. Can you tell us more?

Dr. Polzhofer: Well, it is a very interesting story. We have a global network of key opinion leaders and a strong international team of people that give us input.

One of the people we've been talking to is a South African dentist who really loves lions and sent us pictures of himself with a lion, telling us that he liked the idea but, as we lived in Switzerland, if we wanted to see a lion we needed to go to Africa. The initiative developed like in a merge, from the discussion with our customer.

Of course, as lions live in Africa we needed to go, and we did. That's the idea of the Drakenstein national park and the adoption of a lion to help the endangered species. And it is the perfect approach for an implant: Developing and growing like a small lion.

This is also central, of course, for our dentists because nothing is more satisfying than if you have promised your patient a treatment that you are able to fulfill, it is about caring and I think this is one of the reasons why it works so well with the story of the lion.

Q: One last question. As media, we should educate the community to integrate oral health into primary care and general health. Is Straumann focusing in any way on how oral health impacts your overall health status? And How?

F. Hemm: For us as dental implant manufacturer it is quite difficult to run a general awareness campaign about oral health and the impact on health in general however, we do several things.

We have, for example, a collaboration with the European Federation of Periodontology (EFP), because the periodontal status has a huge impact on your overall health status. There are many studies about the implications of perio on diabetes, on cardiovascular disease, even on Alzheimer, etc. We have entered into a partnership with EFP, as an implant partner and as perio partner because we have Emdogain as a periodontal treatment concept, to help propagate the importance of oral health. So, we work with the EFP with its 25 members to spread the implant message as part of the overall oral health message.

We also have other initiatives, that you may have seen in the arena here at IDS. We run a pilot on caries prevention, detection and treatment and on perio prevention, detection and treatment.

Historically we are in the repair business, we come into play when your tooth is gone already, when it is too late. But we believe we need to look at the life cycle of the tooth, so we start with caries and how you prevent, detect and treat them and the same with perio and we have a portfolio of products exactly addressing these three areas: Prevention, detection and repair. So, we can help to save the natural tooth.

It may sound contradictory, as we want to sell implants but, if you look at the activities of a general dentist, it is not about the implant but it's about managing the natural tooth.

We believe that the right thing to do is to look at the entire cycle of a tooth.

So, our message is: Maintain your tooth, if you lose your tooth we have implants but, even if you place an implant, you cannot forget about it, you must also maintain an implant.

There are a lot of activities that we are undertaking at the moment to prevent the development of peri-implantitis.

Again, AI can play a role on how to detect a problem with your implant. So, we are involved in the whole cycle of a tooth. While, moving into general health, for us as a small implant company, is another very big step.

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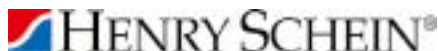
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The Power of Us: Advancing Oral Health As Primary Care

At IDS 2019, Stanley M. Bergman, Chairman of the Board and Chief Executive Officer of Henry Schein, Inc., opened the media briefing on the very first day of the show with a presentation about the essential role each facet of the dental industry and dental profession plays in tackling the advancement of oral health as primary care.



Cologne, March 12, 2019

On behalf of everyone at Henry Schein it is my pleasure to welcome everyone to our program today: The Power of Us: Advancing Oral Health as Primary Care.

For many years, Henry Schein has been at the forefront of underscoring the close link between oral health and total health: the link between periodontal disease and low birth weight, pre-term birth, diabetes, cardiovascular disease, colorectal cancer, and Alzheimer's disease; the saliva bio-markers for pancreatic, breast, ovarian, and lung cancers; and the link between dental infections and brain aneurysms. We all know that it also pays to "put your money where your mouth is" because regular dental care can reduce overall health care costs. Ac-

cording to the Journal of Periodontology, patients with periodontal disease have 21% higher health care costs than those without. And we all know that good oral health means better overall quality of life and social integration.

At Henry Schein, we also know from first-hand experience the power of public-private partnerships to address this and other complex health issues. The public-private partnerships are the model to achieve "The Power of Us." Let's define what we mean by "The Power of Us." We mean the unified efforts of the entire global dental community to achieve the shared goal of advancing oral health care as primary care around the world.

And there is an important role for each facet. The dental profession and academia have the clinical expertise and are training a new generation of oral health professionals. The dental industry has the resources, the

infrastructure, and the ability to act quickly. The media has the ability to reach and help educate millions. Governments have the power to act on a broad scale. And non-governmental organizations have committed staff in place around the world to facilitate programs. Each of these groups brings individual strengths to tackling the issue of advancing oral health as primary care, but even more importantly, collectively we bring four important qualities to achieving this goal.

The first collective quality we bring to "The Power of Us" is knowledge. Together, we represent a foundation of global knowledge that spurs oral health innovation. There is the shared clinical knowledge of oral health professionals around the world. The educational and training knowledge of dental academia. The manufacturing, technological and logistical knowledge of industrial players – dental manufacturers,



Stanley M. Bergman, Chairman of the Board and Chief Executive Officer of Henry Schein, Inc.

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From left: Stanley M. Bergman, Chairman of the Board and CEO, Henry Schein
 Dr. Guillermo Pradés, Immediate Past President and Council Member of the European Prosthodontic Association
 Jonathan Koch, Senior Vice President and CEO, Global Dental Group, Henry Schein
 Rolf Steffen, Vice President, International Dental Group-Asia, Henry Schein

distributors and solutions providers, including Henry Schein. There is the communications knowledge of the media, which plays a vital role in advocating for oral health. And there is the policy knowledge that governments and NGOs bring to the equation. Viewed collectively, this shared knowledge is the strongest possible foundation upon which to advance oral health as primary care around the world. Our second shared quality is the collective action that we are all committed to. We work in a collaborative global dental community. The world is depending on us to collaboratively harness the full potential of the amazing technology that continues to transform oral health care. And ultimately the world is relying on us to advance global oral health care. At Henry Schein, we have known for years that our customers "Rely on Us" for solutions to operate more efficient practices and deliver quality patient care. This same degree of reliance is seen in the way that patients rely on their dentists, and in the way that dental professionals and the general public rely on the media to provide clear and objective information to enable professionals and people to make the best decisions about oral health care.

Our third collective quality is our openness to innovation and change. We all know how quickly our world is changing.

It is incumbent on each of our sectors to be open to innovation and change if we are to achieve our goal of advancing oral health as primary care. We must find new ways to partner. We must discover new applications for emerging technologies. We must create new ways to educate and motivate the public on the importance of pursuing good oral health care. In short, we must embrace the changes that are coming and use the opportunities they present to achieve our shared goal.

Finally, and perhaps most importantly, is our collective quality of trust. Each of the sectors in the global dental community has earned trust with the public and with other sectors in the community. By combining all of this earned trust, collectively we are who the world trusts to provide them with the answers to advance oral health as primary care. The world has put their trust in us and is looking to us for results. Once again, speaking on behalf of Henry Schein, we are determined to show the world that their trust will be rewarded.

This is "The Power of Us": knowledge, collective action, openness to innovation and change, and trust. We invite all other sectors of the global dental community to join with us as we make oral health a globally recognized part of primary care.

Mr. Bergman's speech was followed by two senior leaders from Henry Schein: Jonathan Koch, Senior Vice President and Chief Executive Officer of Henry Schein's Global Dental Group, who shared his perspective on emerging trends in the global dental market and Henry Schein's response in helping its customers succeed in practice and patient care; and Rolf Steffen, Vice President, International Dental Group-Asia, Henry Schein, who offered commentary on trends in the Asian dental market and Henry Schein's activities in the region.

Underscoring the value of collaboration, Prof. Dr. Guillermo Pradés, Immediate Past President and Council Member of the European Prosthodontic Association and Professor of the Faculty of Dentistry of the Complutense University of Madrid, Spain, addressed the essential need for collaboration between academia and industry to drive technology innovation that advances oral health care and the adoption of digital dentistry globally.

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Mark your calendar now with show dates and remember it's the only Meeting in the United States with FREE registration! Visit the Greater New York Dental Meeting website, www.GNYDM.com or visit their Social Media sites for more information and updates on programs.





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28TH CENTRAL EUROPEAN DENTAL EXHIBITION

Poznań, Poland September 19-21, 2019



28TH

Central European Dental Exhibition

Poznań, Poland 19-21. 09. 2019

Poland focuses on the integration of dental exhibition and high level education.

Over 200 companies will participate in the 28th edition of the Central European Dental Exhibition – CEDE 2019, taking place September 19-21 in Poznań (Poland). The exhibition will be accompanied by the 3rd Polish Dentistry Union Congress.

CEDE is a worldwide recognized brand. For over a quarter of a century companies from all continents have been presenting their offer. Over 10,000 people take part in the event each year. Due to well communicated location close to western Europe, Poznań is also visited by global dental representatives.

- Polish dental market is very interesting. We have brands taken over by global giants like Henry Schein or Planmeca, as well as many family businesses that pursue international trade. CEDE is therefore treated by many as a good place to establish business

contacts - emphasizes Ewa Mastalerz from Exactus, exhibition organiser from the very beginning.

Since 2016, CEDE has undergone a distinct change, switching from classic exhibition to a large multifaceted educational project. The event is accompanied by Polish Dentistry Union Congress, led by prof. Marzena Dominiak (president of the Polish Dental Society and a member of the FDI Education Committee). It is thanks to international cooperation that the agenda of lectures and workshops is co-created by experts of global authority. This year, one of them will be Dr. Gerhard Seeberger, president-elect of FDI. CEDE also includes an online plebiscite of the most popular industry products, debates with government representatives and even oral cancer screening for the residents of Poznań. A few years ago, CEDE launched own communication channels: www.cedenews.pl - Internet portal and CEDEnews magazine.

Read more at www.cede.pl





28. | Central European Dental Exhibition

Poznań, Poland, 19–21.09.2019



3.

Polish Dentistry
Union Congress

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SIDEX 2019 New history begins!



SIDEX 2019, Seoul International Dental Exhibition, hosted by Seoul Dental Association and enjoyed by dentists all over the world, will present its 16th event.

SIDEX, which continues to evolve by renewing the best records every year, has become remarkable exhibition that attracts global attention beyond South Korea and Asia.

SIDEX, which was success with 17 countries, 251 companies and 1,022 booths in the previous year, will once again set the world stage by co-hosting confirmed with 41st Asia Pacific Dental Congress 2019(APDC 2019) Jointly Organized 54th KDA Scientific Congress.

This year's event will set the new standard of international dental exhibitions based on APDC, with over 12,000 dentists from 30 countries in Asia Pacific, and solid capability of SIDEX.

Especially, as SIDEX 2019 also greatly expanded the exhibition space, we are confident that it will be a festival where active exchange between overseas and domestic dental equipment companies and buyers.

Experience today and tomorrow of the dental industry at SIDEX 2019, where synergy is being achieved through balanced development of dentistry and dental industry and exchange of dental equipment companies and dentists.

Seoul International Dental Exhibition 2019 (SIDEX 2019)

May 10th (Fri) – 12th (Sun), 2019

Venue: COEX Hall B1, Hall C, Hall D

Application and contact:

SIDEX 2019 Organizing Committee

257 Gwangnaru-ro Seongdong-gu, Seoul 04802, Korea

Tel: +82-2-498-9146

Fax: +82-2-498-9148

E-mail : sidex@sda.or.kr

URL : www.sidex.or.kr

Successful Conclusion of Dental South China 2019



The 24th Dental South China Expo was successfully concluded on March 6th 2019 in the Area C of China Import & Export Fair Pazhou Complex Guangzhou. The exhibition was organized by Guangdong Science & Technology Cooperation Center, coorganized by Guangdong Stomatological Association and Stomatological Medical Management Branch of Guangdong Hospital Association and operated by Guangdong International Science & Technology Exhibition Company.

Over the past 24 years, with the continuous expansion of exhibition scale, the number of exhibitors and visitors increases year by year and Dental South China becomes a sound brand. The exhibition area of Dental South China reached a record high of 57,200sqm. 999 exhibitors from over 27 countries and regions presented their corporation images, quality service and advanced products and technologies. It attracted 61,702 dental professionals from more than 90 countries and over 180 cutting-edge dental conferences were held during the 4-day exhibition.

Five pavilions from Germany, the USA, Korea, Taiwan and Nanhai, Foshan continued to display unique products and demonstrate their regional development images through diversified promotion and digital platform. International buyer delegations from Indonesia, Malaysia, India, Bangladesh, Philippines, Brazil and Pakistan provided exhibitors an important channel for meeting new customers and broadened overseas market by providing a solid visitor base, which means it made certain contribution to international communication and promotion in this industry.

At the new product launch event, 18 well-known exhibitors actively demonstrated their new products and technologies, which attracted intense attention from dental industry professionals. Such platform played an important role in the penetration of new brand and technology, the update and innovation of middle and small-sized enterprises, and diversified development of the industry. In terms of the conferences, more than 180 cutting-edge dental conferences provided a multi-disciplinary platform for continue education, communication of cutting-edge technological achievements, practical clinical treatment techniques, advanced equipment application experience and efficient clinic management methods. In addition, Dental South China launched International Buyer Program, which is tailored for international delegation consisting of no less than 10 buyers. The head of delegation could gain free accommodation and all members could enjoy some other special offers.

The next Dental South China International Expo will be held on 2-5 March 2020. Sincerely looking forward to meeting you in 2020 and let's witness a more innovative, professional and international expo!

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visitors

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brands

4000
congress participants

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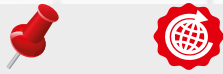
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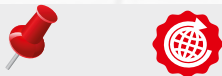
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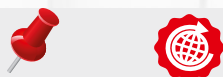
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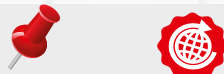
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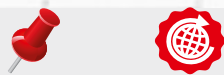
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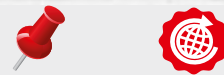
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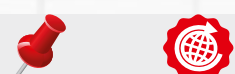
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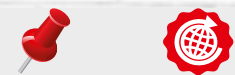
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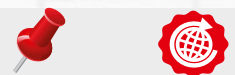


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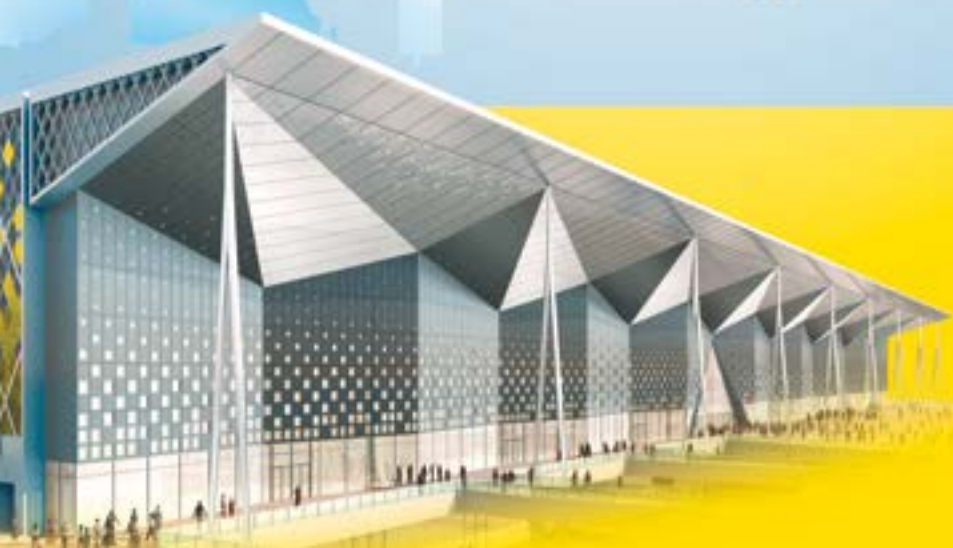
DenTech China



DenTech China



DenTech China



Calendar

Here our trade shows selection.

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May

10-12 05 2019

**SIDEX 2019 -
The 16th Seoul
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Venue: Fiera Rimini
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**10-12 05 2019
SIDEX 2019
Seoul - Korea**

**15-17 05 2019
Bulmedica
Buldental 2019
Sofia - Bulgaria**

23-26 05 2019

**AAPD 2019 - The 72nd
Annual Session of
American Academy of
Pediatric Dentistry**

Chicago - USA

American Academy of Pediatric Dentistry
211 East Chicago Avenue, Suite 1700
Chicago, IL 60611-2637
Phone: +1 312 337 2169
Fax: +1 312 337 6329

Contact person: Kelly Katona
Email: kkatona@aapd.org

Venue: Hilton Chicago
Chicago, IL, USA

www.aapd.org

June

20-22 06 2019

**IDEA 2019 - International
Dental Exhibition Africa**

Casablanca - Morocco

Organised by: Promunidi Srl
Viale E. Forlanini, 23 - 20134 Milano
Phone: +39 02 7006121
Fax: +39 02 70006546
Email: info@idea-africa.com
Website: www.idea-africa.com
Venue: Hyatt Regency
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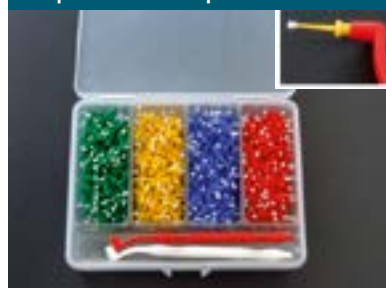
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August

08-10 08 2019

AAED 2019 - 44th Annual Meeting - American Academy of Esthetic Dentistry's

Banff - Canada

AMERICAN ACADEMY OF ESTHETIC DENTISTRY (AAED)
225 W. Wacker Dr., Suite 650
Chicago, IL 60606, USA
Phone: +1 312 981 6770
Fax: +1 312 265 2908
Email: info@estheticacademy.org
Contact: Michelle Suarez, CMP
Email: msuarez@thesentergroup.com
Phone: +1 312 981 6784
Venue: Fairmont Banff Springs
405 Spray Ave
Banff, Alberta T1L 1J4
Canada

www.estheticacademy.org/page/AA-EDMeetings

September

05-08 09 2019

FDI 2019

San Francisco, CA - USA

FDI World Dental Federation
Avenue Louis Casaï 51
P.O. Box 3
1216 Geneva-Cointrin
SWITZERLAND
Telephone: 41 22 560 81 50
Fax: +41 22 560 81 40
Email: info@fdiworldental.org
Venue: Moscone Center, San Francisco

www.fdiworldental.org/events/fdi-world-dental-congress

19-21 09 2019

CEDE 2019 - The 28th Central European Dental Exhibition

Infodent Booth:

Hall 8a Stand B2.3

Poznan - Poland

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Phone: +48 42 632 28 66
Fax: +48 42 632 28 59
Email: info@exactus.pl, cede@cede.pl, info@cede.pl
Website: www.exactus.pl
Venue: Poznan International Fair grounds
Add: Glogowska Str. 14
60-734 Poznan
Poland

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19-21 09 2019

CEDE 2109

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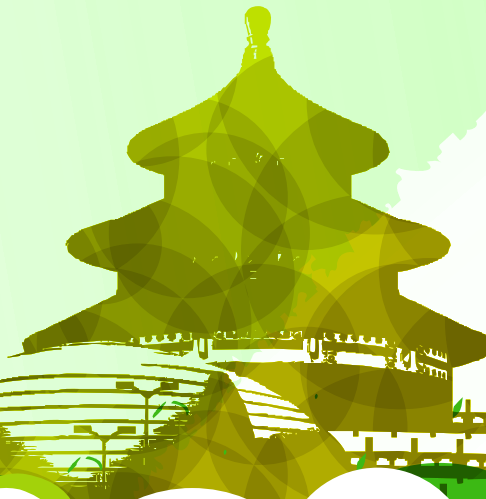
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Email: info@sinodent.com.cn

www.sinodent.com.cn/en



September

23-26 09 2019

Dental Expo Moscow 2019 - 46th Moscow International Dental Forum & Exhibition

Moscow - Russia

Organised by: Dental Expo
Moscow, metro "Leninsky Prospekt", 5-th
Donskoy proezd, dom 15/7, 2 podezd,
4th floor
Phone/Fax: +7 499 707 23 07
Email: info@dental-expo.com
General manager consultant: Ms Natalia
Khokhlova
Email: rus@dental-expo.com
General manager: Mr Ilya Brodetski
Email: brodetski@dental-expo.com
Venue: Fairgrounds Crocus Expo
Pav. 2, Halls 5,6,7,8
Moscow, Russia

www.dental-expo.com/dental-expo/eng/

November

30/10 02/11 2019

DenTech China 2019 - The 23rd International Exhibition and Symposium on Dental Equipment Technology and Products

Shanghai - China

UBM China (Shanghai)
9F, CIROS Plaza, No 388 Nanjing West
Road, Huangpu
Shanghai, 200003 - China
International Developing Manager:
Sandra Shen
Phone: +86 21 61573953 // +86 21
61573953
Email: sandra.shen@ubm.com
Venue: Shanghai World Expo Exhibition
and Convention Center
Shanghai - China

www.dentech.com.cn/en-us/index

December

01-04 12 2019

Greater New York Dental Meeting 2019 (GNYDM) - 95th Annual Session

New York City - USA

Greater New York Dental Meeting
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