By Dental Tribune MEA / CAPPmea

Stabilized Stannous Fluoride

Dentifrices are toothpastes of choice: ME Dental Consensus

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DUBAI, UAE: Dental Hygienist Seminar 2017 educates over 300 dental hygienists from MEA region

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DUBAI, UAE: Dental Hygienist Seminar 2017 once again took place as part of 9th Dental Facial Cosmetic International Conference on 03-04 November 2017 at InterContinental Hotel Dubai Festival City. The event which focuses on the dental hygiene profession was organized in collaboration between CAPP and Colgate Oral Care Academy with the support of the International Federation for Dental Hygienists (IFDH) and the Emirates Dental Hygienist Club (EDHC).

This year’s 9 edition of the Dental Facial Cosmetic International Conference welcomed over 3,000 dental professionals, establishing itself as Middle East & Africa’s largest scientific international dental programme incorporating several continuing dental education events organized in the areas of periodontology, root canal and dentine erosion. In conclusion, based on current literature we recommended that a Stabilized Stannous Fluoride based toothpaste in the toothpaste of choice.

Tooth Health

There is strong evidence to support that Stabilized Stannous Fluoride is superior to other forms of fluorides in anti-bacterial efficacy and the reduction in acidogenicity of plaque. Stabilized Stannous Fluoride based toothpaste has been found to be effective in managing dental caries.

A Stabilized Stannous Fluoride based toothpaste, in addition to addressing all etiological factors helps reduce progression of erosive tooth wear. There is strong evidence to support that the use of Stabilized Stannous Fluoride toothpaste is effective in reducing dentine hypersensitivity.

General

Based on the recommendation of the European Academy of Paedi-

The consensus was led by Professor Hien Chi Ngo, Dean of College of Dental Medicine of the University of the Emirates.

Dr. Elias Berdooues – Moderator, Board Member Emirates Pediatric Dentist, Dental Studio, UAE

Prof. Hien Chi Ngo – Moderator, Dean of College of Dental Medicine, University of Sharjah, UAE

Dr. Samira Al-Sailan - Oral & Maxillofacial Surgery Consultant, King Abdulaziz University, KSA

Dr. Naif Al-Mosa – Chairman of the Saudi Fellowship Program in Implant Dentistry, Saudi Commission for Health Sciences, KSA

Dr. Eleftherios Kaklamanos – Assistant Professor of Orthodontics, Hamdan Bin Mohammed College of Dental Medicine, UAE

Dr. Naif Al-Mosa – Chairman Department of Pediatric Dentistry and Orthodontics, King Saud University, KSA

Dr. Montaser Al-Qutub – Head, Division of Periodontics and Postgraduate Program Director in Periodontics, King Saud University, KSA

Dr. Samira Al-Sailan - Oral & Maxillofacial Surgery Consultant, King Abdulaziz University, KSA

Prof. Nada Naaman – Honororary Dean, Professor Department of Periodontology, Saint-Joseph University, Lebanon

Reference


2. Further information on the evi-dence, references and methodolo-gies used can be obtained from Prof. Hien Chi Ngo – Moderator of the Consensus. Please email dtmea@ dental-tribune.me with your er-
by CAPP. Over 20 multidisciplinary hands-on training courses, a two-day conference & exhibition, dental toothpaste consensus, free CME training zones, poster presentations and the Dental Hygienist Seminar 2017 all took place at the InterContinental Hotel Dubai Festival City, UAE between on 06 November 2017. Conference delegates received continuing dental education points for their attendance from numerous accrediting bodies including Dubai Health Authority (DHA), Health Authority Abu Dhabi (HAADU) and CAPP as an ADA CERP recognized provider of continuing education credits.

This year’s Dental Hygienist Seminar educated over 300 dental hygienists from GCC, MENA, Asia and Europe. The gathering was enlightened by the positive energy of the dental experts who visited and presented hygienist relevant lectures throughout the day. Dedicated dental hygienist hands-on courses were further organized in partnership with Colgate Oral Care Academy and the IFDH. The scientific programme was designed to increase the level of enlightenment of all passionate dental hygienist professionals.

Dental hygienist virtuosos from around the world featured throughout the scientific line up including Session Chairman Dr. Mohammad Kashfi – College of Dentistry Ajman University dental faculty, UAE Mary Mowbray, RDH, IFDH, New Zealand – The Issue with the Tissue – The hidden peri-implantitis destruction caused by excess cement around cement retained implants. Dr. Penelope Jones, IFDH, Australia - Working posture in the daily work life.

Mary Mowbray, RDH, IFDH, New Zealand – Periodontal Instrumentation & Sharpening Hands on training course Dr. Sabah M. Bin Hursah, King Saud University, KSA – Improving Oral Health Outcomes Communicate Before Educate, Advocate or Anticipate. Assoc. Prof. Dr. Bader K. Alzarea, Dean Ajman Dental College, KSA - The role of Dental Hygienist in Dental Implants and Periodontics inter relation. Maha Al-Ghouth, King Faisal Special Hospital Research Centre, KSA - Protocols in Dental Hygiene Management of Hemophiliac Patients.

Prof. P. Turner, BDS Oral Implant. India - The role of the dental hygienist in maintenance of aesthetic restorations and implant supported restorations. The event further included 4 hands-on courses featuring two sessions of Enhanced Biofilms Management, Working Posture, and Periodontal Instrumentation and Sharpening trainings. The Dental Hygienist Seminar 2018 is already scheduled as part of the milestone 10th edition of the Dental Facial Cosmetic International Conference which will take place November 2018 once again in Dubai. All dental hygienist and dental professionals interested in the platform are welcome to attend.

The core element of the Oral Health and Pregnancy initiative is a newly created dedicated web portal. It provides scientific reports, guidelines for oral and other health professionals, brochures, practical recommendations for women, a bibliography, infographics, videos, news items, features, and other educational content—all of which can be accessed free.

Women’s oral health during pregnancy is important, not only for its possible impact on delivery—and thus the possibility of preventing complications—but also for the short- and long-term oral health of pregnant women themselves,” said coordinator of the Oral Health and Pregnancy project Dr. Mariano Sara, who is Professor and Chair of Periodontology at the Complutense University of Madrid in Spain. “This is the key message we would like to give both to health professionals and to women themselves.

From a scientific perspective, the main contribution of the portal is the publication of four fully referenced scientific papers specially written for the initiative. According to the EFP, the articles cover the importance of women’s oral health during pregnancy, the biological mechanisms between periodontal disease and pregnancy (a narrative review of studies and a systematic review and meta-analysis), and the importance of treating periodontal disease during pregnancy.

“By raising awareness about oral health risks during pregnancy and offering simple solutions, we hope to encourage more women to seek professional dental care and to improve their at-home oral health care while expecting,” said Dr. Anja Rist, manager for oral care for Europe, the Middle East and Africa. “In addition, with the 20th edition of the Dental Facial Cosmetic International Conference which will take place November 2018 once again in Dubai. All dental hygienist and dental professionals interested in the platform are welcome to attend.

New campaign focuses on oral health during pregnancy

By DTI

BRUSSELS, Belgium: The European Federation of Periodontology (EFP) and Oral-B have launched a campaign to highlight the importance of oral health for pregnant women and its possible impact on delivery. The European-wide Oral Health and Pregnancy initiative aims to help address the problem of pregnancy gingivitis and to bring awareness and advice based on the latest scientific evidence to health professionals and women.

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HYPERSENSITIVITY DUE TO TOOTH EROSION CAN BE GONE WITHIN SECONDS* WITH COLGATE® SENSITIVE PRO-RELIEF™ TOOTHPASTE

The risks that carbonated soft drinks, alcoholic mixers and wine pose to your patients’ teeth are well-known – increased consumption of acidic food and drinks can lead to tooth erosion and hypersensitivity.

However, even your patients following a healthy lifestyle may be at risk due to the acidic nature of fruit juices and sports drinks.¹ Hypersensitivity results when the tiny dentine channels directly linking to nerves in the tooth become exposed and is associated with pain and discomfort triggered by heat, cold or touch.

Addressing hypersensitivity is crucial for providing relief to your patients.

COLGATE® SENSITIVE PRO-RELIEF™ TOOTHPASTE TARGETS HYPERSENSITIVITY FOR FAST PAIN RELIEF*²

The Pro-Argin™ Technology of Colgate® Sensitive Pro-Relief™ toothpaste physically seals dentine tubules with a plug that contains arginine, calcium carbonate and phosphate. The plug effectively reduces dentine fluid flow reducing sensitivity and relieving pain in seconds.*², ³

COLGATE® SENSITIVE PRO-RELIEF™ IS CLINICALLY PROVEN TO RELIEVE PAIN IN SECONDS*²

In a double-blind, parallel group study, 120 patients directly applied either Colgate® Sensitive Pro-Relief™ toothpaste, a regular desensitising toothpaste¹ or a regular toothpaste¹ to sensitive teeth. Change in hypersensitivity was assessed using air blast sensitivity scores, where a lower score indicates better pain relief.

Not only did Colgate® Sensitive Pro-Relief™ provide instant relief of dentine hypersensitivity, both immediately after direct application and after 3 days of use, but it also provided superior pain relief when compared with the other toothpastes.

Recommend Colgate® Sensitive Pro-Relief™ to your patients suffering from hypersensitivity due to acidic tooth erosion – clinically proven to treat hypersensitivity and relieve pain fast.*²

* When toothpaste is directly applied to each sensitive tooth for 60 seconds.
† Containing 5% potassium nitrate and 1450 ppm fluoride as sodium fluoride.
‡ Containing 1450 ppm fluoride as MFP.

References:

INSTANT AIR BLAST SENSITIVITY RELIEF IN VIVO

Air blast sensitivity score

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<th>Sensitivity relief</th>
<th>Baseline</th>
<th>Immediately</th>
<th>3 days</th>
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<tr>
<td>Control with KNO₃ and NaF</td>
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<td>Control 2 with MFP</td>
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<td>Colgate® Sensitive Pro-Relief™ toothpaste</td>
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* p < 0.05 compared to baseline  • p < 0.05 compared to control

Ayad et al. 2009b, Mississauga, Canada

Colgate® SENSITIVE PRO-RELIEF™
YOUR PARTNER IN ORAL HEALTH
www.colgateprofessional.com
Highlights of 2017 for Leading Oral Hygiene Experts

By Beverly Hills Formula

This year Beverly Hills Formula focused on increasing their brand presence throughout the Middle East by attending several industry events, including the International Dental Conference and Arab Dental Exhibition (AEEDC) and BeautyWorld.

The Dubai International Convention and Exhibition Centre was the stage for Beverly Hills Formula’s launch of their latest Professional White oral hygiene range which were showcased at AEEDC and have since been highly recognized as the premium professional products by leading industry figures. Dr. Eyass Jebrin, periodontist at the Dental Studio in Dubai and Clinica Joelle in Abu Dhabi met up with the Beverly Hills team at AEEDC where he got chance to try their latest Professional White range before it was launched on the market.

Dr. Jebrin, who personally uses and recommends Beverly Hills Formula products said: ‘I’ve been using the Black Pearl toothpaste and Fresh Pearl mouthwash on a daily basis and I love its clean and fresh feeling after each use with its mild fresh taste as I don’t like strong flavors found in other brands.

“When I started using the Perfect White Black toothpaste and latterly the Black Pearl toothpaste I noticed that my teeth have less stains than before and it has reduced the need for polishing my teeth time after time. The toothpaste ingredients are low in abrasives and I think that the activated charcoal plays an important role in removing the stains without harming the enamel.”

Beverly Hills Formula also launched the new Professional White whitening kits at the Dubai Beauty Show in May hosted by Enterprise Ireland. Attending the event, Chris Dodd, CEO of Beverly Hills Formula explained that the kits had been in development for over two years, ensuring only the highest quality ingredients were included to actively achieve a whiter, brighter, healthy smile. The main active ingredient is PAP - Phthalimido-Peroxy-Caproic Acid, a non-peroxide teeth whitening ingredient which breaks down discolorations on the teeth without affecting the tooth structure. Additionally, PAP supports dental hygiene and health by eradicating bacteria which can harm to teeth. Since PAP is only active on the tooth surface, no irritation is caused to the gums and mucous membranes in the mouth.

Chris Dodd added: “Our teeth whitening kits are something we are really excited about because it’s an expansion to our whitening toothpastes and mouthwash in to new devices. Our teeth whitening kits are designed to be used alongside our entire new range of Professional White products which offer a solution for every oral hygiene concern, be that teeth sensitivity, gingivitis, discoloration and enamel protection. We can’t wait to make these products available in the Middle East and were delighted to reveal them first at the Dubai Dental Show and then at the Dubai Beauty Show.”

Beverly Hills Formula were also present at the annual Summer Sale held at the Four Seasons Hotel in Amman, in September, an exhibition focused mainly on local fashion designers who display their latest trends. Here more than 2,000 guests visited the event where Beverly Hills Formula presented Perfect White Gold as well as Perfect White Black toothpastes, two of their flagship products from their original Perfect White range. Also in July, Beverly Hills Formula took part in the Amman Street Fashion event in Jordan which exhibited a wide selection of fashion and beauty products and was attended by over 10,000 visitors.

So as 2017 comes to a close, Beverly Hills Formula have proved that they are not only thriving but driving a growing market in the Middle East.
Empower your patients to achieve complete care for a healthier mouth with the new Philips Sonicare DiamondClean Smart

By Philips Sonicare

DUBAI, UAE: Royal Philips (NYSE: PHG, AEX: PHIA) today announces the launch of the Philips Sonicare DiamondClean Smart toothbrush, offering patients complete care for a healthier mouth. The DiamondClean Smart is our best and most complete oral care solution, empowering dental professionals and patients to achieve superior results and multiple oral care goals from plaque control to gum health to whitening.

With personalized coaching and feedback, an intuitive brushing experience, to new high performance brush heads, the DiamondClean Smart helps eliminate any guesswork and guide them to improve their overall technique, giving patients more confidence they will achieve a complete clean every time. In fact, 95% of those surveyed agreed it’s the most effective product they’ve used for building healthy brushing habits. "Connected technology is key to motivating patients to learn more about their oral health and how they can achieve better results. The new Philips Sonicare DiamondClean Smart is our best and most complete oral care solution ever, using industry-leading smart sensor technology combined with the heritage of the DiamondClean range. For the first time it allows dental practitioners to help their patients’ achieve multiple oral health goals while monitoring their progress, ultimately to achieve better longer-term care." (Rachael England President of Emirates Dental Hygienists Club)

The new DiamondClean Smart connects to the Philips Sonicare App, giving patients personalized feedback and coaching which they can choose to share with their dental professional. A suite of smart sensors built into the handle track Location, Scrubbing and Pressure and syncs using Bluetooth® technology. This allows patients to track brushing habits to identify trouble spots to help them achieve 100% coverage for a truly tailored clean. With the Touch Up and Focus Area features to guide patients to a better oral care routine, 87% of users surveyed claimed to be a better brusher after just one week of use.

Easier to use with a new intuitive brushing experience; the Philips Sonicare DiamondClean Smart does all the hard work, using Smart Brush Head Technology and a microchip in the brush head to prompt the handle to the right mode and intensity setting, and it even reminds patients when to change their brush heads.

To address all patients oral care needs for a healthier mouth, the DiamondClean Smart features three brush heads that promise a more precise and tailored clean.

The new brush heads include:

- **Premium Gum Care**: A small brush head that reaches the very back of your mouth to your molars and achieves up to seven times healthier gums (as compared to a manual toothbrush) in just two weeks
- **Premium White**: densely-packed stain removal bristles that whiten and polish teeth resulting in a five times whiter smile in three days
- **DiamondClean Range**: A free to download and available on iOS and Android devices.

**References**

1. Improved oral health for/to support improved overall health
2. 2.25% of consumers surveyed agreed Diamond Clean Smart is the most effective product they have used for building healthier brushing habits
3. "In a survey of US patients 3. 100% coverage 100% of the time with DiamondClean Smart

Dental filling failure linked to smoking, drinking and genetics

By DTI

PITTSBURGH, U.S.: For a long time in dentistry, filling materials have been a topic of intense interest and new research out of the U.S. and Brazil has added to the discussion. The study found that not only smoking and drinking but also a patient’s genetics can negatively affect the success of a filling, suggesting that personalized dental treatment could lead to improved outcomes.

The researchers, from the University of Pittsburgh School of Dental Medicine, investigated a large number of dental records from the Pittsburgh school’s Dental Registry and DNA Repository, which contains information on patient fillings and rates of failure up to five years after the restorative procedures. It also contains information on patient lifestyles, including smoking and drinking habits, and a DNA sample from each patient, allowing the team to investigate whether patient lifestyle and genetic factors may affect the failure rate of composite fillings.

The team found that, within two years of the procedure, fillings failed more often in patients who drank alcohol, and the overall filling failure rate was higher in men who smoked. Furthermore, a difference in the gene for matrix metalloproteinase (MMP), an enzyme found in teeth, was linked to increased filling failure. The researchers then hypothesized that MMP’s might be able to degrade the bond between the filling and the tooth surface and potentially lead to failure. However, according to the researchers, more investigation needs to be done before any definitive conclusions can be drawn.

In an interesting turn in the debate between amalgam and composite fillings, it was found that there were no major differences between patients receiving either material in terms of failure rate differences. The researchers suggested that this shows composite fillings are at least as durable as amalgam fillings and offer a viable alternative with no toxic ingredients.

"A better understanding of individual susceptibility to dental disease and variation in treatment outcomes will allow the dental field to move forward," said lead author Prof. Alexandre Vieira, from the Pittsburgh dental school’s Department of Oral Biology. "In the future, genetic information may be used to personalize dental treatments and enhance treatment outcomes.

The study, titled ‘A pragmatic study shows failure of dental composite fillings is genetically determined: A contribution to the discussion on dental amalgams,” was published on Nov. 6 in the open-access journal Frontiers in Medicine.
WHITE TEETH
FRESH BREATH
PURE SMILE

WHITE TEETH DUE TO
HYDROXYLAPATITE

CURAPROX
BLACK IS WHITE
CHEW FOR WHITE
WITH ACTIVATED CHARCOAL

#chewforwhite
#chewinggum
#whitening

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WHY JUST MASK SENSITIVITY?
SEE THE DIFFERENCE COLGATE® MAKES FOR PATIENTS

Repairs sensitive areas of the teeth and is 2X more effective.†

MASKING LIMITS RELIEF
Potassium-based toothpastes mask pain by desensitising the nerve, but leave dentin exposed

REPAIRING IS SUPERIOR WITH COLGATE® SENSITIVE PRO-RELIEF™
• Unique Pro-Argin™ technology works upon contact with saliva to build a calcium-rich layer
• Instant relief and 2X more effective‡

Most patients who use Colgate® Sensitive Pro-Relief™ are able to enjoy life sensitivity-free

For more information, visit colgateprofessional.com/cspr

‡vs potassium-based toothpaste. †Patient Experience Study, EU 2015, IPSOS.