Oral-B paves the way forward with ‘Up-To-Date’ scientific exchange seminars

By Dental Tribune MEA/CAPPmea

The Oral-B brand is a global leader in the brushing market. Part of Procter & Gamble Company since 2005, Oral-B brand includes manual and power toothbrushes for children and adults, oral irrigators, oral care centers and interdental products such as dental floss.

Since joining as the Professional & Academic Relations Manager at Oral-B, Dr. Ashhad Kazi and the AP team have played a significant role in the development of Dental Education in the Middle East and Africa region over the past 3 years.

In 2014, the Oral-B team successfully launched the very first scientific exchange seminars for dentists, hygienists and dental therapists at several different locations within the GCC. The proven concept which has been running in Europe for several years has now become a pivotal backbone of the Oral-B philosophy within the MEA region. Dr. Kazi commented “We over exceeded our plans and expectations for the region in 2015. Over the last two years we have strived to deliver top notch education whilst improving overall health conditions in the region through our new initiative. With science and groundbreaking technology, the Oral-B innovations of stabilized stannous fluoride (in the Oral-B

SuccessfulOrmco 2nd MENA Symposium in Dubai

By Dental Tribune MEA/CAPPmea

Dubai, UAE: On 4 and 5 December 2015, American orthodontic,Ormco, held its 2nd MENA Symposium in Dubai Jumeirah Emirates Towers. 500 international delegates attended the various presentations of the international speakers. The presentations were mainly focused on Damon System and its umbrella products usage.Ormco has offered a variety of topics after which the delegates could pursue the excellence of orthodontics by attending the event.

The first day has started with Dr. Stuart Frost from the US lecture with the title “It is all about the finish. Becoming a Damon Master finisher!” During which he has discussed the importance of facial based treatment planning for more beautiful faces and smiles with excellent finishes. The lecture was followed by Dr. Hans Seeholzer from Germany who spoke mainly about marketing in orthodontics with the lecture titled “Tips and tricks to be a successful and modern orthodontist today” and
Orthodontics goes Digital with CEREC from Sirona

By Dr. AbdalAziz Yehia, UAE

I t finally happened... Since DLAS. 2015, when Sirona unveiled the CEREC Ortho Software, a Software uniquely designed to send accurate 3D full arch scans to World-Class providers like, and in cooperation with Invisalign, 3M Inognito, Dolphin Software, and others... as well as the possibility to connect to a Sirona laboratory, and the Dental Market has been waiting the release of this Software; with the Gulf (specifically United Arab Emirates) being no exception.

Now (since December, 2015) Dr. Amro Adel, General Manager of Sirona Dental System L.L.C (Dubai – U.A.E.) has officially announced the release of this Software; with the Gulf (specifically United Arab Emirates) being no exception.

The special course attracted 11 participants representing 4 Dental Centers in Dubai – U.A.E., and 1 Dental Center in Doha – Qatar.

By Dr. Jasim M. Al-Saeedi, Oman

Ormos team during the 2nd MENA Symposium

Dr. Zakiara Bentahar, Morocco

Dr. Andrey Tikhonov, Russia

Delegates during the 2nd MENA Symposium

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the day was finished by Dr. Zakiara Bentahar who answered the question “How to improve efficiency with passive self-ligating brackets?” In the end of the day, after the full day of lectures the delegates were invited to attend the cocktail reception that was held in Jumeira Emirates Towers.

Dr. Andrey Tikhonov from Russia has opened the second day of the 2nd MENA Symposium with his lecture “Damon System Truths versus Myths” during which he said that “Orthodontics is about changing people destiny, so it is not only about straightening teeth.” The lecture of Dr. Tikhonov was followed by Dr. Philippe Van Steenberghe on courses on brackets positioning. The two hands-on courses were given by Dr. Sturt Frost and Dr. Dimitris Maureas. During the courses the guests could practice on the Ormos try-onaids and discover further the Damon System.

Moreover, the new addition to the 2 day agenda were hands-on courses on brackets positioning. The two hands-on courses were given by Dr. Stuart Frost and Dr. Dimitris Maureas. During the courses the guests could practice on the Ormos try-onaids and discover further the Damon System.

Sirona Dental System L.L.C (Dubai – U.A.E.) has officially announced the launch of the CEREC Ortho Software that can be supplied in combinations. First CEREC Ortho Training on 11th of December 2015.