“5M ESPE innovative solutions for dental professionals”

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By 5M ESPE

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Glass Ionomers Get Stronger and Faster with 5M™ ESPE™ Ketac™ Universal Glass Ionomer Restorative

Gumcrete became Product Award Winner in 2014 in the ‘Cement – Performer’ Category. It was evaluated by 55 consultants using 513 users and received a 90% rating. These are only several examples of recent innovations in dental technologies for the dental industry. New products are being continually introduced by 3M ESPE to provide dentists with state-of-the-art materials for repairing clinical situations and dental procedures. How do you see the presence of 5M ESPE in the GCC market? Would you say you cover a big percentage of the market and is there room for improvement?

5M has regional offices in UAE, Kuwait, Oman, Qatar, Saudi Arabia, and our products can be accessed via a network of approved distribution partners in most of the GCC countries. We are actively cooperating with governmental and private clinics of the region, as well as with leading dental universities and educational organizations. In different countries of the region we are having strong presence in various product categories depending on the market specific landscape and development level. Our legacy brands such as Ketac®, Ketac™, RelyX™, Impregum™, Protemp™ are very well perceived by the dental professionals and widely used across the region. Of course, there are always untapped growth opportunities on the market. This year, for example, we are launching new products for the direct procedure, making it faster and easier to create natural and beautiful looking restoration. We presented innovative solutions for the digital era in 2015 at 5M™ True Definition Scanner to complement high-end Lava™ consumables for CAD/CAM dentistry.

Do you see the dental scene changing much in the Middle East? What are the main trends in the dental market in MEA region?

In fact, MEA region is quite a dynamic area open to the new technologies. Dentists are actively participating in the regional conferences and exhibitions, exchange information. Every year our Innovation Centers receive dentists from various countries of the region interested in new products and technologies.

Having done several surveys among dental professionals we saw the trend that majority highly value their time and are willing to make treatment process faster and more efficient with no compromise to the quality. Clinics move into direction of treatment standardization and seek for the cost efficient sustainable solutions.

Online communication is becoming more and more commonly used. Electronic platforms for socializing, sharing information, education are very relevant especially for a region with extensive geography. We are working on development of the modern instruments to make our on-line communication more user friendly and convenient, efficient and interactive.

5M is known for the cutting edge products constantly being developed and brought into the market. Can you list some of the strategies used to successfully market several generations of dental restorative products?

5M ESPE is constantly investing in innovation and development of the new technologies and products. Every year we introduce new solutions for the dental professionals to make their work more efficient and to help achieving predictable restorations. In 2015 the Anaheim Group, distributor of Dental Fax Weekly, has recognized the 5M Compax for an unparalleled tenth consecutive year as the most innovative company in the world wide dental market by placing this place with Colgate-Palmolive, with 97 innovations each for value.

5M ESPE Dental continued its consistent performance by introducing new composite for posterior restorations using trust nanofiller technology – Filtek™ Bulk Fill Posterior – one-step and bulk filling restorative, which delivers stress relief, excellent wear resistance and the ability to place in one increment. By eliminating expensive dispersing devices, additional layering steps, Filtek™ Bulk Fill posterior restorative provides a fast and easy option for direct restorations.

And to make dental professionals more confident in the restoration materials widely used by dentists all over the world and repeatedly winning various awards, having unique product characteristics such as outstanding hydrophilicity and "snap-set" behavior the polyether materials help achieving outstanding clinical results. In combination with Pentamix™ Automatic Mixing Unit dentists can benefit from a very well-balanced system designed to provide high quality void-free mixtures and make procedure faster and more convenient. RelyX™ University, 3M’s Dental resin cement family is one of the most trusted solutions in self-adhesive cementation, especially when it comes to Class I and II restorations – restricted stress bearing Class I and II restorations, with ease of delivery, as well as six shades of delivery, as well as six shades of color. The product has extended working time, easy handling, and reduced chair time, so they can get patients on their way fast with a fluoride-releasing restoration that is strong enough for long-term use.

Ketac Universal Glass Ionomer Restorative is designed to be self-etching and self-curing, so it eliminates the need for conditioning, coating or light curing, enabling an efficient procedure – just place, sculpt, and you’re done. The material is unique in its easy handling, and it can now be used for restricted stress bearing Class I and II restorations, thanks to its compressive strength and surface hardness. It can also be placed in bulk, eliminating the need for layering, and giving dentists an economical option for a general bulk restorative material.

The restorative is available in both Aplicap™ and handmix delivery, as well as in six shades for simple color matching. The new nozzle design of the Aplicap delivers ideal syringe delivery and convenient access to deep cavities, while the handmix powder is formulated for ideal handling, eliminating the compromise to the quality, making it safe to store even in high-humidity climates.

With its timesaving capabilities region as well as with leading technologies and solutions, Ketac Universal Glass Ionomer Restorative gives dentists a fluoride-releasing solution for posterior restorations that delivers stress relief, excellent wear resistance and the ability to place in one increment. By eliminating expensive dispersing devices, additional layering steps, Ketac Universal Glass Ionomer Restorative provides a fast and easy option for direct restorations. And to make dental professionals more confident in the restoration materials widely used by dentists all over the world and repeatedly winning various awards, having unique product characteristics such as outstanding hydrophilicity and "snap-set" behavior the polyether materials help achieving outstanding clinical results. In combination with Pentamix™ Automatic Mixing Unit dentists can benefit from a very well-balanced system designed to provide high quality void-free mixtures and make procedure faster and more convenient. RelyX™ University, 3M’s Dental resin cement family is one of the most trusted solutions in self-adhesive cementation, especially when it comes to Class I and II restorations – restricted stress bearing Class I and II restorations, with ease of delivery, as well as six shades of delivery, as well as six shades of color. The product has extended working time, easy handling, and reduced chair time, so they can get patients on their way fast with a fluoride-releasing restoration that is strong enough for long-term use.

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By Elena Golubeva

Elena Golubeva, 3M ESPE Marketing Manager MEA

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D entists know that many times caries-prone patients are the most restless, so speed is important when treating them. Whether working with children or older geriatric patients, dentists need effective restorative options that can provide lasting care without compromising on their patients’ oral health. 5M™ ESPE Ketac™ Universal Glass Ionomer Restorative gives dentists the means to handle and reduced chair time, so they can get patients on their way fast with a fluoride-releasing restoration that is strong enough for long-term use.

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