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## FIRSTWORDS

# Better Protection, Better Prevention

**A**lrigh, I admit it. Better to be safe than sorry. Definitely beats spending time badgering away at the pain that's been bugging you, or finding the best 'excuses' to put off that dental appointment. The truth is: prevention is better than cure.

And that was exactly one of the key messages that resounded throughout this year's FDI World Dental Congress held on September 2 to 5. As the world leader in oral health care, the FDI World Dental Congress 2009 was a highly successful event that saw more than 230 domestic and international exhibitors from 30 countries worldwide, displaying their products, services, latest technologies and equipment. Indeed, in their worldwide move to promote oral health by achieving equality in access to dental care, "thinking globally" and "acting locally" are catch-phrases that echo the FDI's strong conviction in pushing for optimal oral health care and prevention.

In this issue, we take a closer look at the recent FDI World Dental Congress in our review of events and exhibitors, and their observations on the event. In managing preventive oral measures, do keep a look out for our reports on systematic aftercare for dental implants. And as we uncover the emotional factors behind periodontal diseases, we delve into an in-depth analysis on the technologies used for the diagnosis and treatment of caries.

Protection-wise, we weighed in on how companies are 'prepping' themselves up against the current economic pendulum. Much support has been garnered in the creation of an all-new "Dental Quotes" column in this issue. An exclusive column featuring top trade professionals' views on current industry issues and developments, "Dental Quotes" provides continuous real-time market updates on industry trends, key players and competitors. Six industry experts will be highlighted in "Dental Quotes" for each issue, and it will be published in all Asia editions, and the China editions, which will be translated from English to Chinese. Effective from November 2009 onwards, this issue is, henceforth, our inaugural debut of "Dental Quotes". Our deepest gratitude to all who have devoted precious time in contributing to this column.

As we wind down 4Q 2009, all eyes are peeled for upcoming 2010. So, prevention? Definitely – against the 'bite'.

Geraldine Sim  
Assistant Editor



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