

SEEN AND HEARD

"Even though it is a sweetener, Xylitol has over 40 years of substantial dental science behind it and it is probably the most studied sugar-free ingredient in the world, primarily concerned with its oral health benefits. At the last count, there were about 1000 research studies pertaining to Xylitol since the late 1960's. Xylitol has a very good image in places like Japan and Korea, but it is not as well known in Southeast Asia, although it is slowly becoming more and more popular. Coming to FDI gives us a chance to update and educate dental professionals, researchers and clients all over Asia and showcase the broad range of dental products which contain Xylitol. On display we have mouthwash, tooth paste, and floss to name a few, from all over the world highlighting that Xylitol is not just used in confectionery or food but has a long history in oral hygiene products. Danisco made the decision to be in Singapore a long time ago, and this gives us a chance to inform Asian dentists about the unique dental benefits of Xylitol, who can in turn promote these to their patients."

**- James Dedman,
Business Director, Danisco (UK) Limited**



James Dedman (R) from Danisco

"W&H is the pioneer in putting LED technology on hand pieces, and as you can see, we are promoting our LED technology. We have launched the Synea, and now we are launching the Alegra series as well. With the Alegra series, we have taken LED technology one step further. We are now using something called the self-generator concept so you don't need electricity to generate power for your LED. It is similar to the concept of a bicycle dynamo, and we are the first in the market to put a generator directly into the hand piece itself. In the past, if a dentist wants to add LED technology to his unit, he would have to upgrade the unit, but with the Alegra series, he would not have to do that. Additionally, for our Singapore market, we are launching a new technical service for the dentists here. Currently we are going through our dealer, but from 1st November, the dentists will have direct access to all our services in Singapore."

**- Sue-Yue Ding,
Territory Manager – South East Asia,
W&H Dentalwerk Bürmoos GmbH**



Martin Rolfe, Area manager – Asia Pacific (L) and Sue-Yue Ding (R) from W&H Dentalwerk Bürmoos GmbH

"Ivoclar Vivadent launched some new exciting products. One of them is IPS Empress Direct, a highly aesthetic direct composite system. It offers different translucency levels and 32 shades to completely rebuild the natural anatomy and the colours of the tooth, so we really can mimic the natural tooth perfectly. Also the handling of this material has been significantly improved: So far, we have had very enthusiastic responses by the users who tried IPS Empress Direct. Once you try it you become addicted to it! We also have a new self-adhesive universal resin cement, which is called SpeedCEM, and this simplifies the difficult luting procedure for dentists because it is not necessary to apply a separate bonding agent on the tooth; the material can be directly injected into the restoration and then seated on the tooth. SpeedCEM is satisfying a very big demand from dentists who need to work both quickly and economically."



**- Dr. Michael Dieter,
DDS, Head of Professional Services,
Manager Asia,
Ivoclar Vivadent**