

WORD OF MOUTH

DENTAL BULLETIN
ISSUE 5 AUTUMN 2020

WE HAVE RESEARCHED THE MOST RELIABLE AND INNOVATIVE PRODUCTS FROM AROUND **AUSTRALIA**, TO HELP INCREASE YOUR PRODUCTIVITY AND REDUCE DOWNTIME

BELMONT
Nothing to pay
for 12 months*
T & Cs apply*

NSK

OSSEO100

Measure implant stability and osseointegration to enhance decisions about when to load the implant

+

**TRI-DENTAL
IMPLANTS**

The first digital implant in the world?

+

MELAG

Reliable steam sterilizers that work continuously. Maximum gentleness for your instruments

+

CATTANI

SETTING THE STANDARD
FOR POWER, AIR QUALITY
AND PERFORMANCE

300% INCREASE IN PATIENT NUMBERS

Mediboost prove that the right SEO Company can enhance your business

WORD OF MOUTH

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PLANT EQUIPMENT



300% increase in their **PATIENT NUMBERS**
Is your website costing you **patients and profits?**

MEDIBOOST Bringing New Patients to You pg.18

Is your website costing you patients and profits?



When you look at your clinic website, does it scream "PROFESSIONAL"? If the answer is anything other than an enthusiastic YES, then we can all but guarantee that website is losing you patients and profits.

Many dentists make the mistake of hiring a jack-of-all-trades marketing agency. It's no coincidence that those same dentists are struggling to bring in patients and turn a profit.



If you want people to put their smile (and their dollars) in your expert hands, then you need to put your website in expert hands, too.

Mediboost is a specialist digital marketing agency dedicated to helping dentists build thriving, profitable clinics. Dentists like you and Dr Anna Ng and David Chen, owners of the Randwick Smiles dental clinic in NSW.

We took Randwick Smiles to the top of some major Google search results, even outranking companies with million-dollar budgets. We also helped them to TRIPLE their patient numbers, and now they're investing in clinic #2 with the profits!

Randwick Smiles
300% increase
in their
PATIENT NUMBERS

Feeling inspired?!

Randwick Smiles started their success story with an in-depth strategy session, and we want to offer you the same opportunity **free of charge**.

If you're one of the first twelve dentists to book your free strategy session, we'll also conduct a **free website audit** to identify key performance boosters for your site.

Zero cost, zero obligation, zero risk – just **free expert-to-expert advice**.

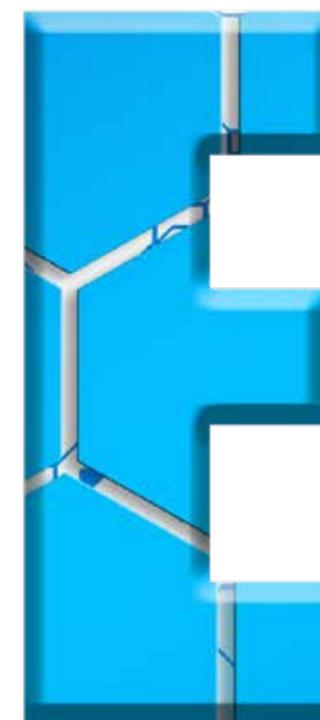
This package is worth \$979, but if you book now, you won't pay a cent. Call us today or send us a message to claim your **free strategy session and free website audit** now.

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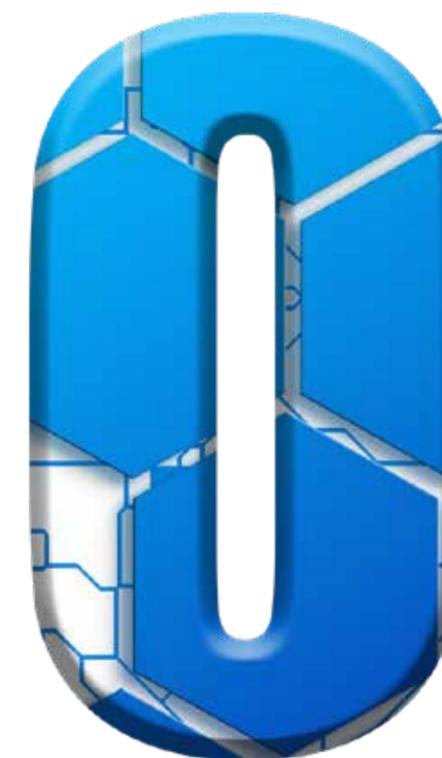
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300% increase
in their
PATIENT NUMBERS



ZERO COST
ZERO OBLIGATION
ZERO RISK

TRIPLE
PATIENT
NUMBERS

FREE
EXPERT-TO-EXPERT
ADVICE



NOTHING TO PAY FOR 12 MONTHS*

Terms & Conditions Apply*

Belmont CLESTA eIII Reliability & Affordability

The combination of electro-hydraulic and air operated system ensures a high standard of reliability and safety



THE TREATMENT CENTRE FOR EVERY BUDGET

The combination of electric-hydraulic and air operation systems ensures a high standard of reliability and safety. Through perfect balance of an ergonomically designed chair and unit, Clesta eIII offers smart interfaces and operational ease.

- All hydraulic systems enable a wide range of lift heights (420mm up to 800mm)
- Touchless sensor on/off LED dental light
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- Large operational doctor's table ensures ease of use
- Flexible floor box to accommodate front/side plumbing

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THE UNIQUE BELOW-THE-PATIENT DELIVERY SYSTEM

The Operator's consoles' delivery arms are mounted below and behind the chair, creating the most compact, responsive and discreet dental treatment centre possible. Our Below-the-Patient delivery systems can affect workflow efficiency by their sheer versatility and levels of working comfort.

- Ambidextrous
- Below-the-Patient swing-arm delivery system
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- Vac-Pac Systems option
- Mobile delivery systems option
- Air and Electric operation system
- Seamless or Plush upholstery option
- Standard or Ultrasoft upholstery colour options

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Perfect for oral surgeons & orthodontists - knee break chair



Axis backrest

The ergonomic, axis mechanism backrest supports the patient comfortably and accommodates the natural movements of the patient's body.



Chair stick switch

The stick switches enable the operator to position the patient quickly and accurately, keeping hands-free and clean



Folding legrest chair

Slim, yet comfortable backrest and chair enable easy access to patients.



Armrest

Swing-out armrest allows elderly and disabled patients to enter and exit the chair safely and with ease.

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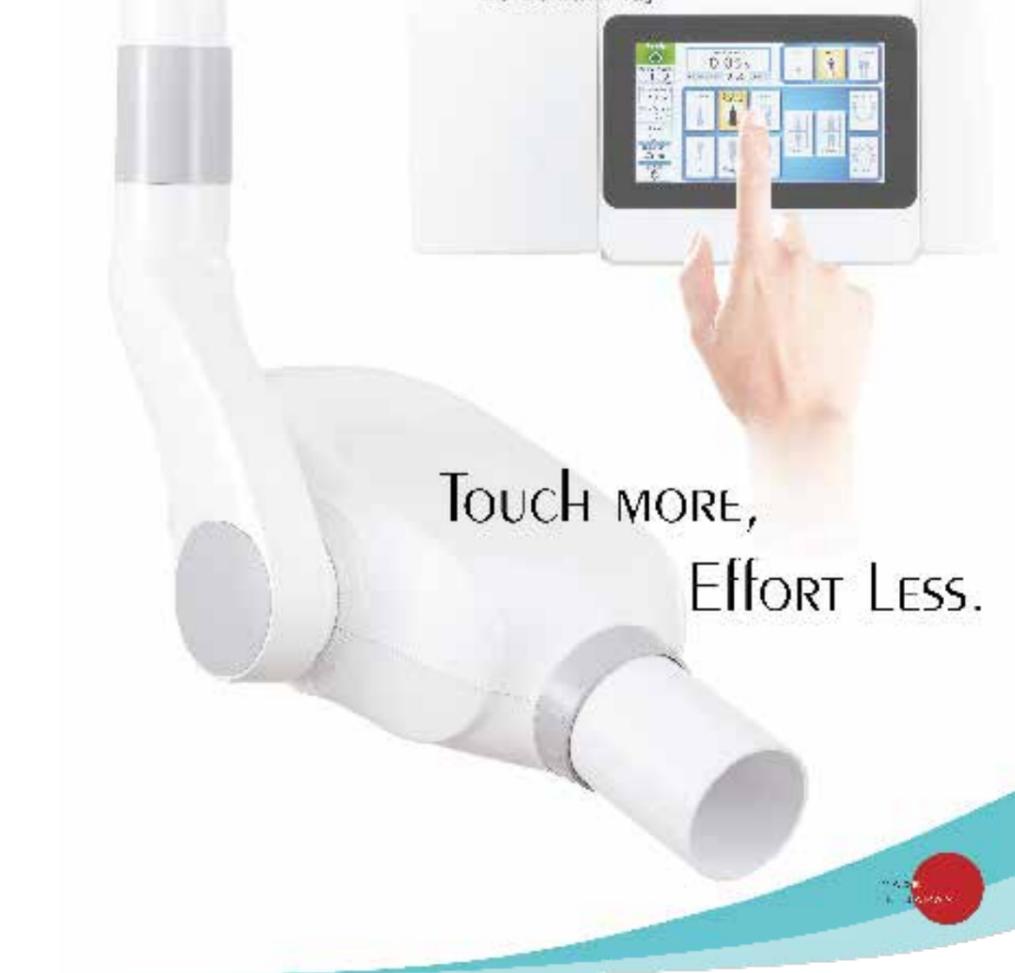
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DC Dental X-ray



TOUCH MORE,
EFFORT LESS.

New Release DC X-ray by Belmont

PHOT-XIIS with Touch Panel

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The Premium-Evolution series

MELAG®

The new benchmark for practice steam sterilizers

Besides the typical MELAG features such as record operating times, intuitive operating concept, integrated documentation and approval, the steam sterilizers of the new Evolution series offer a range of unique innovations, which can only be developed in this perfection by a specialist for practice hygiene and instrument decontamination. The focus of the new Evolution series is the combination of even shorter operating times and thus faster instrument availability and energy savings.

Optimized tank concept!

XXL-colour-touch display with integrated software for documentation and approval!

DRYtelligence® – optimal drying results at all times!

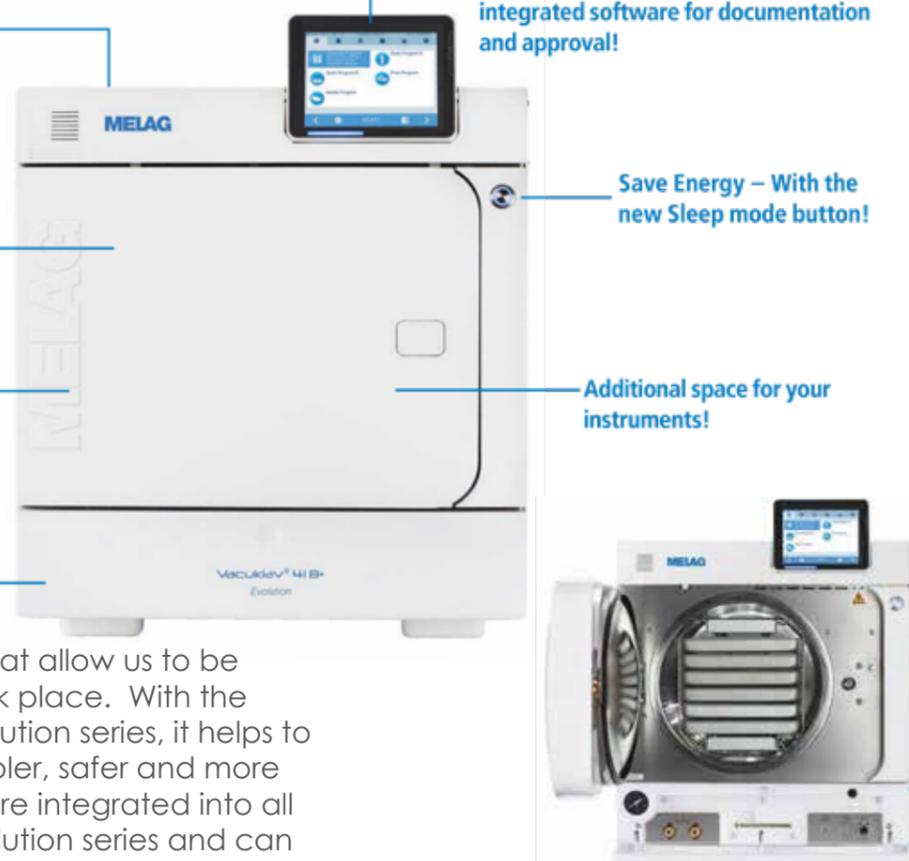
Save Energy – With the new Sleep mode button!

Patented double jacket- The basis for quick operating times!

Additional space for your instruments!

Everything immediately under control! With the media board

It is often the small tools that allow us to be more proficient in the work place. With the diverse options of the Evolution series, it helps to make work processes simpler, safer and more efficient. These features are integrated into all steam sterilizers of the Evolution series and can be directly activated via the XXL colour touch screen display.



MELAG PRO-CLASS

- ✓ Reliable steam sterilizers that work continuously
- ✓ Fast sterilization
- ✓ Stand-alone with patent air cooling system
- ✓ Maximum gentleness for your instruments
- ✓ German made



ADX PROMOTION



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MELAG®

MELAtherm 10

Washer-disinfector with active drying and short operating times

The MELAtherm 10 is a washer disinfector complying with the EN 15883 European Standard. It is ideally used in processing instruments by machine.

With compact external dimensions, the MELAtherm 10 offers full features without any additional charge:

- ▶ Feeding process agents with the dosing unit
- ▶ Batch documentation with the CF card or network
- ▶ Active drying in accordance with the EN ISO standard
- ▶ Helpful user tutorials on our multimedia portal



MELAtherm 10 automatically monitors the rotation of the rinse arms, the rinse pressure and the filter sieves. Errors in the program mode or during operation are thus prevented. MELAtherm 10 can be fitted in floor units without any problem, the standard width being only 60cm.

Should the MELAtherm 10 be free-standing next to the floor unit, MELAG offers a stainless steel cover plate. The optional floor unit, also available, facilitates ergonomic working height and creates additional storage space. MELAtherm 10 is equipped with a basis basket, with or without injector rail, at your option. Up to 11 hollow body instruments can be processed with the injector rail, e.g. suction tubes or dental handpieces and contra angles.

Alison Walker
M: 0409 557 526
E: awalker@device.com.au

NSK OSSEO 100

Osseo 100 measure implant stability and osseointegration to enhance decisions about when to load the implant. Especially important when using protocols with shorter treatment time and treating higher risk patients.

1. The Multipeg™ is attached to the implant. It screws effortlessly into the implants internal threads. (approximately 6-8 Ncm of torque).

2. Just aim for the magnet on top of the Multipeg™. Non-invasive, objective, accurate and repeatable. The peg is excited by magnetic pulses and vibrates due to the stiffness in the contact area between the bone and the implant surface.

3. An ISQ value is generated and shown on the display. This reflects the level of stability on the universal ISQ scale from 1 to 99. The higher the ISQ value, the more stable the implant.



Reduce
treatment
time

Manage
higher risk
patients

Osseo 100

3-step procedure



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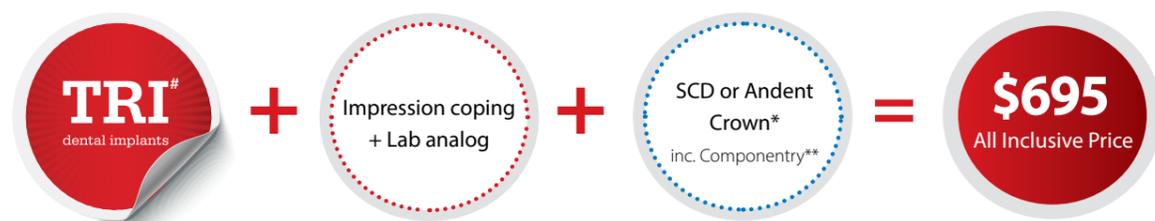
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For more information, visit triimplantsaustralia.com or call **02 8355 2200**.

1 DIGITAL IMPLANT COMPANY

The first digital implant in the world?

At the IDS (International Dental Show), the Swiss company TRI Dental Implants pulled off a little coup: Featuring the look alike from the successful "Matrix" trilogy, the company unveiled the first digital implant in the world with its matrix connection specifically developed for the latest digital manufacturing techniques. Prof. Dr. Constantin von See was able to test the new type in pre-clinical research studies and contribute with his expertise during the development. pip spoke to him at the DPU – Danube Private University in Krems in Austria, where he is the director Centre for Digital Technologies in Dentistry and CAD/CAM, as well as being the head of radiology, about the development of the "digital implant", what exactly has changed with it, why abutments can soon be a thing of the past and whether any compromises regarding the aesthetics have to be feared.

pip: Marketing gag or a true breakthrough – this supposedly first "digital implant"?

Prof. von See: I understand your scepticism – much of what is often proclaimed as the next best innovation, may turn out to be clinically irrelevant or just some insignificant modification of a design or some other unessential detail. However, in this case we actually have a completely new approach. The entire process was backwards thinking, which ended in the question: "Do we need the abutment?" This might sound a little bit crazy at first, but it turned out to be a legitimate question, given today's available digital planning capabilities, manufacturing possibilities, and improved materials. The mechanical connection was also re-assessed from the ground up.

pip: What exactly was changed in particular in the concept?

Prof. von See: In today's conventional systems, we are looking at the screw plus abutment plus blending veneering material. Due to the implementation of newer materials and the opportunities of digital planning, as well as the Finite-Element-Analysis, the former retaining screw now has a direct mechanical function. The choice of an abutment and the complete confusion – can it be cast-on or not, standard or individual abutment, shaped or not – is now no longer an issue. Now, you have a direct connection to the prosthetic via the screw. Over the years, we have learned a lot about layer thickness and the application of force and based on this it is only a logical conclusion that this new design and the entire process could not even be presented analogically. The strength of the material – in other words the minimal layer

thickness being determined digitally, and then directly transmitted to the drills and drill diameters, adjusted and prefabricated accordingly, so it will achieve the specifically necessary stability of the planned restoration. Also, the indexation issues, particularly those of multi-unit applications, will no longer be a problem. Thanks to the literally unlimited design flexibility, restorations from screw-retained full-anatomic CAD/CAM crowns to multi-unit bars and bridges can now be planned directly on the implant.

pip: This means that the application and the manufacturing of abutments would be completely redundant – some companies won't be very happy about this ...

Prof. von See: You will forgive me, if I don't so much think of business models of abutment manufacturers as I do about the



Prof. Dr. Constantin von See.

colleagues in the field. From the planning to the implementation, they will be able to incorporate these processes with the new concept entirely inhouse. Also, with this new concept, additive processes, which will be one of the next big milestones in implant prosthetics, in the synthetic and the metal sector, are directly incorporated. Therefore, this approach will significantly increase the efficiency of practices.

pip: Will this significantly improved efficiency then compromise the aesthetics?

Prof. von See: Take the No.1 discussed topic regarding high aesthetics: the cement gap. With this process, it is eliminated completely. Overall, we have a lot less materials and consequently less possibilities for gingival irritations. Nothing will corrode, and nothing will rub against each

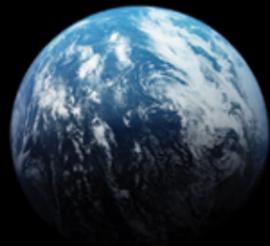
other. Every single emergence profile is individually adjustable and can be fully shaped to the absolute optimum. Summarized, the maximum freedom for angulation and indication, as well as the possibility to digitally plan even the soft tissue management not only provides highest longevity of the application, but also allows exceptional aesthetic results.

pip: Thank you very much for your time and this interview. ■

First published in PIP - Praktische implantologie and implantatprothetik 04/2019

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Sometimes you need air so clean that it's out of this world, CAD/CAM milling for example. That's why Cattani made a compressor that delivers its purest air yet, specifically to meet the demands set by CAD/CAM manufacturers. Because out of this world is what we do.



Power – purpose-built to maintain a constant and sustainable operating pressure of 8 bar over long CAM cycles to ensure optimal mill performance.

Air quality – the AC310 sits comfortably within ISO standards with a 99.97% efficiency rating for particles greater than 0.3 microns, and so preventing damage to your valuable equipment and precious work.

Performance – our compressors run and run. They're easy to install, low maintenance and the AC310 is particularly robust. And nothing says reliability like a 7-year warranty.

HAVE CONFIDENCE IN CATTANI

For more than 50 years, Cattani's global business has been dental air technology – no distractions. We stand for quality, performance and reliability with the aim of keeping laboratories and dental practices running day after day, year after year – and mill after mill.



The Cattani AC310 is the ideal compressor for precision CAD/CAM milling, setting the standard for power, air quality and performance

Cattani supplied the air technology for the NASA space shuttle, designing a tiny, 250gm compressor able to maintain a pressure of 30 bar.



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SIZE 1: IMA-DD-DCSV-002
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Designed to be used with the Meditrax Label Applicator



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MADE IN GERMANY

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Latex Surgical Gloves Powder Free

1/2 PRICE!

50 PAIRS **\$89**
A \$99

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SNL2860 Size 6.0
SNL2865 Size 6.5
SNL2870 Size 7.0
SNL2875 Size 7.5
SNL2880 Size 8.0
SNL2885 Size 8.5
SNL2890 Size 9.0



1/2 PRICE SUTURES

Q-Surgical introduced Lotus sutures successfully into the UK market 2.5 years ago. The majority of all Lotus trials were blind, random, with very few surgeons noticing any difference against the market leaders. Q-Surgical have pitched Lotus sutures against the big corporate companies and following tender, have been entered onto every suture contract across the country including NHS Supply Chain.



NYLUS - MONOFILAMENT POLYAMIDE
45cm Non-Absorbable

- Easy passage through tissue because of low frictional co-efficient
- Excellent elasticity
- Knot pull strength and needle swage
- Packed using Tyvek paper for extra security
- Superior cutting needles which are excellent for use in plastic surgery
- Ideal for use in skin closures



SILKUS BLACK BRAIDED SILK
45cm Non-Absorbable

- Coated with silicon to allow easy passage through tissue, limit absorption and increase ductility
- Knot pull strength and needle swage strength greater than USP limits.
- Packed using Tyvek paper for extra security
- Dyed black for better visibility



CREATE IT

Going green changes lives from the Pacific to the Congo

2020

Environmental issues are a common challenge faced all over the world. For decades NSK has had strong environmental and charitable policies in place. The water used at NSK's factory is thoroughly cleaned in our water purifying facility, then the recycled water is left to settle in a koi filled pond before being released into the local river system.

We also work with not-for-profit organisations and charities to improve the dental health in poorer countries. In 2006, in conjunction with A-DEC, NSK supplied a number of handpieces and other dental equipment to the CMS (Church Missionary Society) based in the Democratic Republic of Congo. NSK is proud to support Smiles For The Pacific (SFTP) with the aim of training, possibly providing free lectures or workshops, upskilling and mentoring Fijian health professionals to meet complex dental needs in underserved northwest region of Fiji.

Then in 2019 we launched our 'Going Green' campaign. Its aim was to remove non-performing dental handpieces from ending up in landfill and recycle them where possible. In addition, NSK's Tech Service has implemented re-usable handpiece repair packaging, thus removing single-use packaging, reducing transportation as well as landfill.

As a result of NSK's 'Going Green campaign' we have donated refurbished handpieces to deserving institutions. So far, we donated to various Polynesian Island dental hospitals, including Fiji and the Solomon Islands. Plus, we've recently exchanged the originally donated handpieces to Graham and Wendy Toulmin of the CMS in the Congo with new style refurbished handpieces.

NSK is doing its part to make our planet (and teeth) healthier.



Captions: A/ Phil Fitzgibbon MD NSK Oceania with members of SFTP (Smiles for the Pacific) team. B/ Phil Fitzgibbon with two members of Solomon Island Oral Health Clinic. C/ Graham Toulmin from CMS works with a refurbished NSK handpiece on a young patient in Africa.



NSK OCEANIA -
SUSTAINABILITY PROGRAM
AWARD NOMINEE

Congratulations to the Sustainability Program Award nominees. Finalists for this Australian Dental Industry Awards category will be announced on 10 December 2019. Winners will be revealed at the 2020 Australian Dental Industry Awards Dinner on 14 March 2020.