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After light cure



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**Case01** Direct Bracket Bonding  
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Before



After

**Case02** Direct Bracket Bonding  
(Ceramic Bracket)



Before



After

**Case03** Indirect & Direct Bracket Bonding  
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After

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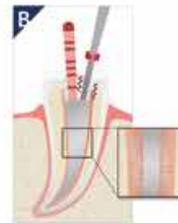
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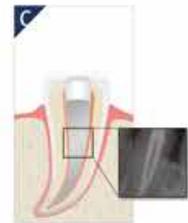
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Complete root canal treatment.



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# 100 Years of IDS. Shaping the Dental Future



"IDS has developed into the world's most comprehensive innovation showcase, indispensable industry meeting point and dental industries exhibition" - are the words highlighted by Mark Stephen Pace, Chairman of the Executive Board of the Association of the German Dental Industry (VDDI), in presenting the International Dental Showcase to around 50 trade journalists from Europe at the European press conference last 25th January, while giving an outlook of the forthcoming IDS from 14 to 18 March 2023.

As demonstration of IDS being the international USP are the many companies awaiting this biennial meeting to present their latest products and innovations, thanks to the outstanding international drive force that IDS has in the dental market. Yes, because innovation is an essential driver of progress that benefits consumers, businesses, and society as a whole.

By definition, innovation is the introduction of something new. Without innovation, there isn't anything new, and without anything new, there will be no progress. In economic terms, innovation describes the development and application of ideas and technologies that improve goods and services or make their production more efficient, leading to higher productivity. As productivity rises, more goods and services are produced. In other words, the economy grows.

In general, it is difficult to identify industries where innovation wouldn't be important. Innovation can deliver significant benefits, and for businesses, the ability to get ahead of the competition is one of the most significant reasons to innovate. Successful, innovative businesses are able to keep their operations, services, and products relevant to their customers' needs and changing market conditions.

Although innovation can have some undesirable consequences, change is inevitable and in most cases, innovation creates positive change. A classic positive example is the development of steam engine technology in the 18th century. Steam engines could be put to use in factories, enabling mass production, and they revolutionized transport with the railways.

Innovation is the core reason for modern existence. Today, information technology and artificial intelligence are transforming society and the way companies produce and sell their goods and services, while opening up new markets and new business models. Innovation is important to the advancement of society. It is responsible for resolving collective problems in a sustainable and efficient way, usually with new technology. Sustainability and environmental issues, such as climate change, are challenges that require a lot of work and innovative solutions now

and in the future, and especially vulnerable populations need it more than ever. Since the Industrial Revolution, energy-driven consumption of fossil fuels has led to a rapid increase in CO2 emissions, disrupting the global carbon cycle and leading to a planetary warming impact. According to a new multi-agency report coordinated by the World Meteorological Organization (WMO), greenhouse gas concentrations continue to rise to record highs. The most recent seven years, 2015 to 2021, were the warmest on record. There is a 93% probability that at least one year in the next five will be warmer than the warmest year on record, 2016, and that the mean temperature for 2022–2026 will be higher than that of the last five years. The combined effects of higher temperatures and humidity in some regions could reach dangerous levels in the next few decades, with thresholds beyond which outdoor human labor is no longer possible without technical assistance. Cities - home to 55% of the global population, or 4.2 billion people - are responsible for up to 70% of human-caused emissions and will face increasing socio-economic impacts, exacerbating socioeconomic challenges and inequalities. A top international priority that will require collaboration across diverse actors and innovative solutions, where private, public, and non-profit sectors are involved. Policy changes take time to take effect, which is why the long-term survival of our society and nature depends on new, responsible innovative technologies.

Generally, the main purpose of innovation is to improve people's lives, including medical science breakthroughs... which better innovative environment than an international trade exhibition where the dental community, from around the world, meets up every other year to share expertise, knowledge, research, and innovation, essential for everyone to maximize scientific knowledge and business growth potentials.

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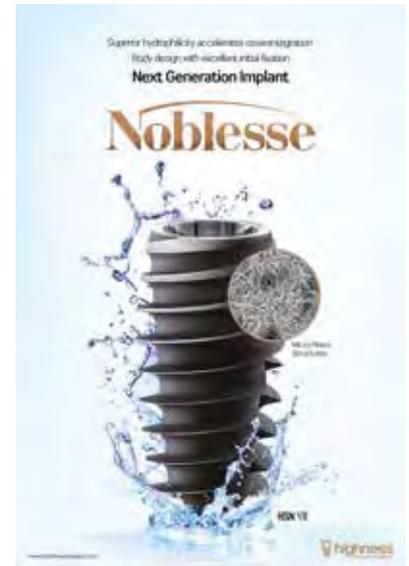
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## Dental Tech

### NEW CONICAL TAPER IMPLANT - DENTAL TECH

Dental Tech continues its product range's expansion dedicated to the foreign market.

Alongside the implant lines already present, the conical connection system will soon be added.

An implant that will have the same morphology as the Tissue Level and Universal Internal Connection implant line, to carry forward the idea that underlies Dental Tech's thinking: 1 design – 3 connections.

The morphology presents a Spira profile with a Hybrid progress: flat and radiating towards the root, triangular outward; this allows for greater bone penetration in underprepared sites, resulting in bone preservation.

About the connection, the new implant shows

one of the most widespread connection geometries in the world:

- Conical sealing & hex connection
- 11° morse Taper locking
- Internal 2.5 hex connection

Thanks to the possibility of using one surgical kit for all 3 connections (compatible with the principal trendy connections in the industry), the work of professionals will be even easier.

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PINJECT is an automatic system for pins delivery and it is based on a gun that holds pins inside the tip and

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Sandpaper disc Ref. 080097

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Sandpaper disc (Dry) Ref. 080099



340 mm  
380 mm  
285 mm

Height	340 mm
Width	285 mm
Depth	380 mm
Weight	4.9 kg
Rated power	1600 W
Disc diameter	235 mm
Speed	3000 rpm



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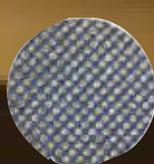
- 1 Ref. 080097-08 (5 u.) Sandpaper disc coarse grain - 80
- 2 Ref. 080097-09 (5 u.) Sandpaper disc fine grain - 120
- 3 Ref. 080098-01 (1 u.) Diamant disc



1



2



3



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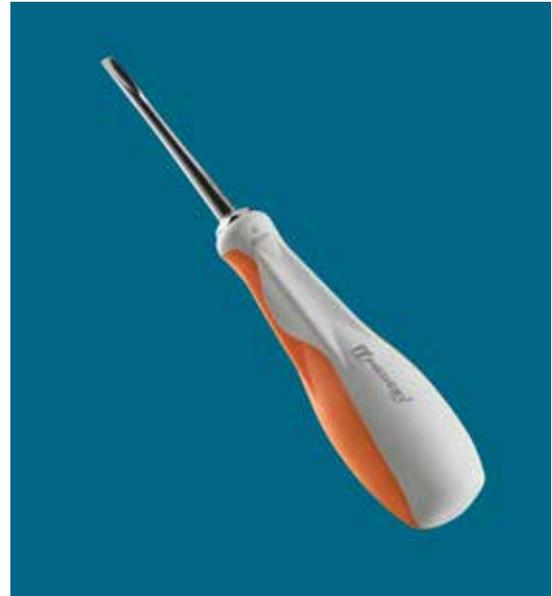
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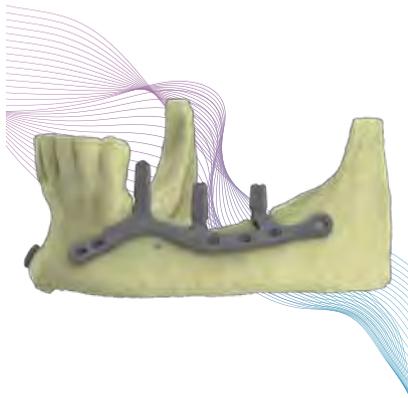
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## B&B Dental

luxta implants: custom made solution to severe bone atrophies



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## Talleres Mestraitua

Mestra Eolo Induction aspiration unit Ref. 080533

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It allows manual or automatic operation synchronized with up to 3 different devices (sand-blasters, micromotors, etc.). The detection and adjustment of micromotors is carried out by the electronic control itself, which allows detecting any micromotor, including those of the "brushless" type.

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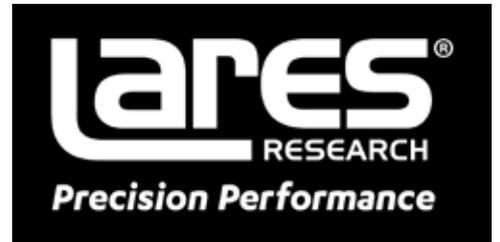
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coupler enabling dentists to choose between white or 405 nm (UV) LED light output from their air turbine by depressing a small switch on the outside surface of the coupler. Fluoresce HD couplers can be connected to all Lares ProStyle SF 1 yr. warranty handpieces, Legacy 5 (5 yr. handpieces), or any Kavo MultiFlex handpieces.

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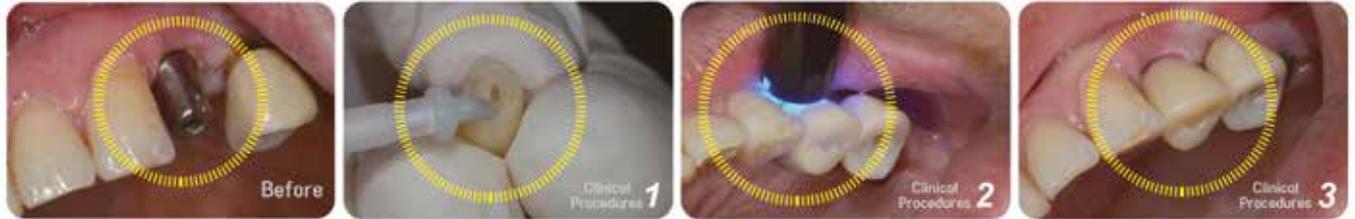
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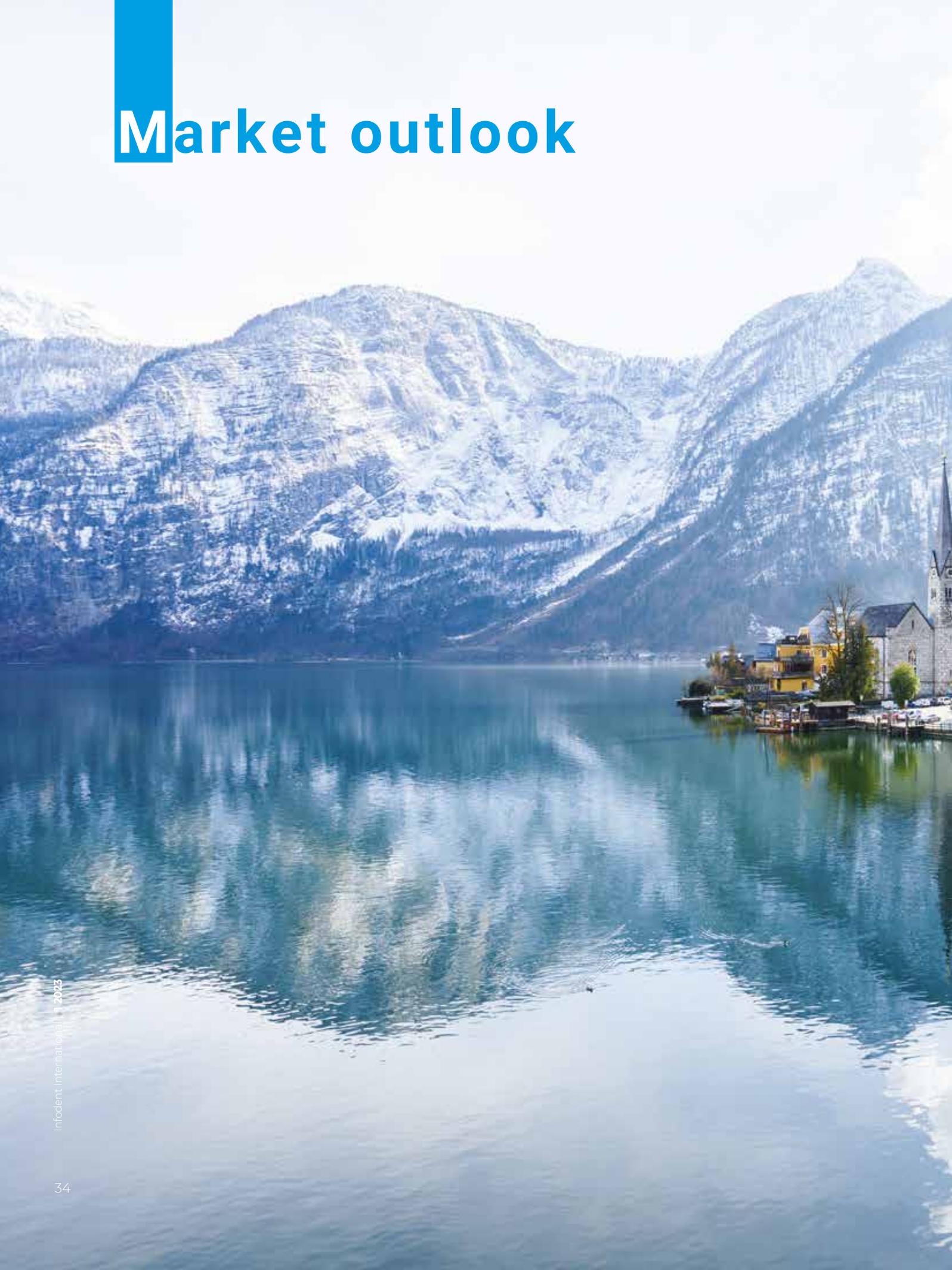
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# Market outlook



# Prevention and Responsibility in Swiss Healthcare



**Author: Silvia Borriello**  
Editorial Director  
[silvia.borriello@infodent.com](mailto:silvia.borriello@infodent.com)

Caries and periodontal diseases can be prevented by educating and empowering people. This is how Switzerland's health model works. As health insurance reimburses only dental costs caused by accidents or serious and unavoidable diseases, citizens are called to pay out of their own pockets for the outcomes of improper lifestyles and treatment for avoidable diseases.

Switzerland ensures access to healthcare through a system of mandatory health insurance (MHI), which has been compulsory for all residents since 1996, although some cantons had compulsory insurance as early as 1914. **Individuals choose and buy a health insurance plan, from a number of federally approved, not-for-profit, insurance companies, that covers the basic mandatory health insurance coverage as specified by law. Insured individuals pay a premium set by the insurance company, but subject to governmental review.** Citizens who want to purchase MHI cannot be turned down by insurers, and cantons provide subsidies for people on low incomes (although the nature and level of these vary widely by canton). The standard benefits package is regulated by federal legislation and includes most general practitioner (GPs) and specialist services, as well as inpatient care and services provided by other health professionals if prescribed by a physician.

Corporatist actors, in particular associations of MHI companies and providers (associations of physicians, dentists, and hospitals) play an important role in the Swiss health system. They are charged with determining tariffs for the reimbursement of services, they negotiate contracts, and they oversee their members at the cantonal level. The body representing the interests of dentists in Switzerland is the Swiss Dental Association (SSO - Société Suisse des Médecines-Dentistes), which is responsible for negotiating fee levels with insurers, and also publishes quality guidelines for its members. **In addition, popular initiatives and referenda have a pervasive influence in shaping health policy making.** Certain reforms of the healthcare system require a positive referendum by the Swiss population, in particular when concerning the reallocation of responsibilities between the three levels of governance. In addition, popular initiatives often drive legislative activity, responding to citizens' demands for change.

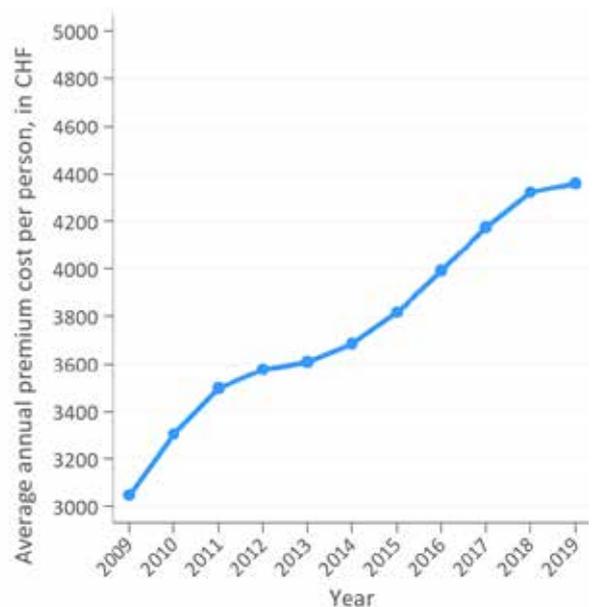
The system offers a high degree of choice and direct access to all levels of care, with virtually no waiting times, though managed care type insurance plans that include gate-keeping restrictions are becoming increasingly important. Public satisfaction with the system is high and quality is generally viewed to be good or very good. Nevertheless, a number of challenges remain. **The costs of the healthcare system are well above the EU average, in particular in absolute terms, but also as a percentage of gross domestic product (GDP).** By European standards, the share of out-of-pocket payments in Switzerland is exceptionally high, at 26% of total health expenditure (compared to the EU average of 16%).

**MHI premiums have increased more quickly than incomes since 2003 and keep increasing. Controlling costs in the country's healthcare sector is a major political issue, especially since they are destined to keep rising due to an ageing population and technological progress in medicine.** Several factors determine the premium amount, including age, geographical location, the health insurance model (e.g., Health Maintenance Organization (HMO), Family Doctor, and TelMed models), and—for adults only—the annual deductible selected by the insured person (ranging from 300 CHF to 2500 CHF). The deductible corresponds to the flat annual amount that the insured individual must pay as part of the cost of accessed healthcare services. The lower the deductible amount selected, the higher the premium, and vice versa. In addition, insured adults also pay a 10% co-payment of the costs up to a stop-loss annual amount of 700 CHF. Importantly, premiums for the mandatory health insurance coverage are independent of an individuals' income or pre-existing health conditions. **Between 2009 and 2019, the average annual health insurance premium per person aged ≥19 years in Switzerland increased by 43.0%, from 3,050 CHF to 4,360 CHF (before taking health insurance premium**

” Certain reforms of the healthcare system require a positive referendum by the Swiss population, in particular when concerning the reallocation of responsibilities between the three levels of governance. In addition, popular initiatives often drive legislative activity, responding to citizens' demands for change.

**subsidies into account).** On average, Swiss residents spend 12% of their income on healthcare services. In the Swiss healthcare system, individuals are required by law to purchase a health insurance plan, and additionally, pay a deductible and any co-payment described in the insurance plan.

**AVERAGE ANNUAL PREMIUM COST PER PERSON\*, 2009-2019**



\* Before taking health insurance premium subsidies into account. Source: Swiss Federal Office of Public Health. <https://www.bag.admin.ch/bag/fr/home/zahlen-und-statistiken/statistiken-zur-krankenversicherung/monitoring-zur-krankenkassenkostenentwicklung.html>



Public satisfaction with the system is high and quality is generally viewed to be good or very good. Nevertheless, a number of challenges remain.

**Apart from a minority of dentists employed by hospitals or the school dental service, most oral healthcare is provided by independent private practitioners. Except for a narrow range of treatments for comparatively rare diseases and accidents, dental care is not reimbursed by MHI and paid for directly by individual patients.** The medical insurance system only subsidizes the cost when a patient has a prescribed disease, and only 10-15% of care is eligible. Consequently, dental care is almost exclusively (about 89%) paid directly out of pocket by patients, with the rest coming from private insurances (VHI) and from social insurances.

If paid by social insurances, the invoices are calculated based on a national dental FFS system (called dentist tariff SSO), which is also a relative value scale specifying a certain weight (points) for 500 service items. The point value paid by social insurers is the same for all dentists in Switzerland.

Dentists study for five years at university and may further specialize afterwards. After having passed the Swiss confederate exam, dentists can choose from four specialization programs. There are four officially recognized specialties by the SSO – orthodontics, periodontics, oral surgery, and prosthetics. Maxillo-facial surgery is recognized as a medical specialty, by the Swiss Medical Association. A variety of assistant professions exist, which are trained for mainly in vocational settings. Examples of such job roles are dental hygienists or prophylaxis assistants. Regulations for dental hygiene for school- and kindergarten-children are issued at the cantonal level and

thus differ between cantons. Responsibilities are mostly delegated to municipalities and at least one dental check-up annually is paid for by the communities. As another prophylactic measure, fluoridated toothpaste has been available in Switzerland since the 1970s and fluoridated salt since the 1980s.

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# US Dental Products at IDS March 14-18, 2023 in Cologne, Germany

Stop by the [IDS USA Group Exhibit in Hall 4.2](#). This is where you will find the latest innovations of 80 plus North American companies (US, Canada and Mexico). Major categories shown include Abrasives, Dental Materials, Dental Chairs, Implants, Filling Materials, Orthodontics, Lighting and Laser Devices.

The USA Group Exhibit offers easy access to more than 80 North American exhibitors and is organized by Koelnmesse Inc. with the support of the Dental Trade

Alliance (DTA). Additional North American companies can be found in each of the 7 IDS halls.

Look for the IDS2023 U.S. Directory which will be distributed at all IDS Information Stations at the fairgrounds.

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# 40th IDS 2023: European Press Conference Emphasised the Success Story of the Leading Global Trade Fair

## The most important platform for the dental world for 100 years

The “hot” phase of the final preparations for IDS 2023 were heralded in by a European Press Conference on 25 January 2023. The hosted event in the presence of around 50 trade journalists from Europe gave an outlook of the forthcoming IDS from 14 to 18 March 2023, which is also celebrating its 100th anniversary this year. In his words of greeting Mark Stephen Pace, Chairman of the Executive Board of the Association of the German Dental Industry, highlighted the impressive success story of the International Dental Show from its early days in Berlin in 1923 through to the 40th edition. IDS has been shaping the dental future for 100 years in the meantime and will also demonstrate its outstanding driving force in 2023 under the motto “100 Years IDS - Shaping the dental future”, Pace emphasised.

Pace highlighted how IDS has developed into the world’s most comprehensive innovation showcase, indispensable industry meeting point and dental industries exhibition.

Oliver Frese, Chief Operating Officer of Koelnmesse, stressed how delighted and proud he is that Koelnmesse has been part

of the IDS success story for thirty years. He stated that one is anticipating a strong IDS 2023 and that 1,700 companies from 60 countries had already confirmed their participation. The fact that good 75 per cent of the exhibiting companies come from abroad, impressively demonstrates the international USP of IDS at the Cologne location in its capacity as the largest dental trade fair in the world, Frese added.

The hosted conference that was also attended by Dr. Henner Bunke, Board Member Council of European Dentists (CED), and Dr. Juliane Winkelmann, European Observatory of Health Systems and Policies in Brussels in addition to Mark Stephen Pace and Oliver Frese, clearly underscored once again the great significance of a trade fair. The digitalisation boost is important and brings a great deal of added value, but products also have to be experienced live due to their haptic components. For example, Dr. Bunke ascertained that dental medicine is a profession that has fundamentally taken on a more preventative role in recent years. The curative part is however still highly relevant and thus dental care still forms an important part. Hence, one has to attend trade fairs to examine the



new innovations and “tangibly feel them in one’s hand”. Oliver Frese stated that Koelnmesse is pushing digitalisation in all sections. One has however also learned over the past three years that although the digital offer creates important added value, physical encounters at trade fairs are indispensable. Finally, Mark Stephen Pace emphasised once again the innovative power of the international dental industry and the significance of IDS as a leading communication platform. Only the personal and trusting exchange makes successful business possible.



### About IDS

IDS (International Dental Show) takes place in Cologne every two years and is organised by the GFDI Gesellschaft zur Förderung der Dental-Industrie mbH, the commercial enterprise of the Association of German Dental Manufacturers (VDDI), and is staged by Koelnmesse GmbH, Cologne.

### For details and information on the dental industry:

VDDI/GFDI - Press Office  
Burkhard Sticklies Agnes Plümer  
sticklies@vddi.de / pluemer@vddi.de

### Your contact for IDS:

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# The Greater New York Dental Meeting Announces Tom Loughran as General Manager

NEW YORK, NY, January 18, 2022 - The Greater New York Dental Meeting (GNYDM), the largest Dental Convention in the United States, announces Tom Loughran as General Manager. Loughran is a 23-year veteran of the trade show industry. He began his career at Reed Exhibitions as a sales executive in 1999.

The Greater New York Dental Meeting Announces Tom Loughran as General Manager After working on various Reed events, he was promoted to sales manager in 2004 and sales director in 2006. Since 2007 Loughran has been managing events and has held positions as Vice President for International Vision Expo East (TSE Top 100 Event) and West, Global Gaming Expo (TSE Top 100 Event), and G2E Macau. In 2017, he accepted a position at Clarion Events as Vice President of the Food and Beverage Group.

Before joining the events industry, Loughran served as a United States Marine Corps Captain and graduated from Army Ranger School. He is a veteran of Desert Shield, Desert Storm, and Operation Sea Angel, a humanitarian relief effort in Bangladesh. Loughran succeeds Dr. Rob-



ert R. Edwab, Executive Director. His appointment comes after an extensive selection process by the executive boards of the two components of the Greater New York Dental Meeting, the Second District Dental Society and New York County Dental Society.

“We are thrilled to have Tom as our new General Manager,” said Dr. Richard L. Oshrain, General Chair. “He is a proven leader with the vision to expand on the success the

” Loughran is a 23-year veteran of the trade show industry. He began his career at Reed Exhibitions as a sales executive in 1999.

GNYDM has built over the past 98 years and takes us into our next phase of growth and innovation.” Loughran has extensive trade show experience leading multidisciplinary, cross-functional teams across various industries. Additionally, he is well-versed in building customer relationships, strategic planning, P&L management, sales, marketing, and education.

### About the Greater New York Dental Meeting

The Greater New York Dental Meeting fosters lifelong learning by providing outstanding educational opportunities and industry support as the largest Dental Congress in the United States. In 2022, the GNYDM registered 33,468, including 12,188 Dentists from 162 countries.



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May 26(Fri)-28(Sun), 2023 | coex

# Dental South China 2023 Online Pre-registration is opened!

## Pre-register and Enjoy the Great Event

Following the latest decision to manage COVID-19 with measures against Class-B infectious diseases, relevant departments under the State Council joint prevention and control mechanism have, after full assessment, formulated provisional measures on cross-border travel. With these provisional measures, 2023 will become a key year for consumption and economic recovery.

In order to seize the opportunity to boost industry confidence and promote production, 28th Dental South China International Expo will be held on 23-26 February 2023 at Area C, China Import and Export Fair Pazhou Complex, Guangzhou.

The online pre-registration is available now, visitors could register through official website [www.dentalsouthchina.com](http://www.dentalsouthchina.com).

## A platform for efficient communication

Spot demonstration and face-to-face communication are still the most efficient means of business communication. Exhibition continues to be a vital venue for

exhibitors to show their brand image and launch new products, and a good chance for visitors to gain new information, learn industry trends and make friends. Furthermore, it is also a platform to promote exchanges and development of the dental industry.

Dental South China 2023 is estimated to cover an exhibition area of more than 55,000 square meters. More than 830 brand exhibitors that cover the whole value chain in the dental industry participate in this great event.

New products, new technologies and new business collaboration mode will be present in the exhibition, and visitors will save time and money since DSC provide them with one-stop sourcing opportunity. In addition, over 150 professional seminars will be held, focusing on the trend of the global market, in-depth analysis of the current situation, new technologies and new products, which enable dental practitioners to gain theoretical knowledge and operational skills.

## Activities and services in Dental South China

In 2023, Dental South China will continue to explore the integration of new resources and business modes. New Product launch Event, Art Gallery, Industry Job Fair, Dental Museum, Live Streaming Studio and other activities will increase interaction.

For the visitor services, DSC provides personalized service including one-to-one consultant, business matching, transportation guide, tour guide and hotel reservation discount, ensuring that visitors could have memorable experience.



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During the previous edition, more than **6000 Professional visitors** have graced the aisles of the show contributing to maintaining its position as a leader in Africa.



**01 - 04**  
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NET EXHIBITION  
AREA

4500qsm

NUMBER OF  
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160

NUMBER OF  
VISITORS

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PARTICIPATING  
COUNTRIES

10

NUMBER OF  
CONFERENCES

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NUMBER OF  
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## FEBRUARY

23-26/02/2023

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Address: 8th floor, Xinghe Asian  
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- Visiting Contact: Mabel Mai  
+86 20 83561589 - [dentalvisit@ste.cn](mailto:dentalvisit@ste.cn)  
- Customer service: Jessica Yu  
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Venue: Area C, China Import and Export  
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## MAY

25-28/05/2023

 **IDEX 2023**  
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Dental Equipment and  
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Istanbul – Turkey

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31.

Central European  
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## MAY

26-28/05/2023



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Seoul - Korea, South

Scientific Congress: May 27th(Sat) – 28th(Sun), 2023 / 2 Days  
 Exhibition: May 26th(Fri) – 28th(Sun), 2023 / 3 Days

Organized by:  
 Seoul Dental Association (SDA)  
 Managed by: SIDEX Organizing Committee  
 2F, 257 Gwangnaruro, Seongdong-gu, Seoul, Republic of Korea  
 Phone: +82 2 498 9146  
 Fax: +82 2 498 9148  
 E-mail: sidex@sda.or.kr  
 Website: www.sidex.or.kr

Venue: COEX (Seoul Convention and Exhibition Center)  
 Scientific Congress: COEX Conference Room South 3F, 4F / Auditorium / Conference Room E  
 Exhibition: COEX Hall C, Hall D

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## JUNE

01-04/06/2023



### Morocco Dental Expo

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 Website: www.ateliervita.net

Contact: Zineb Ouazzani  
 z.ouazzani@ateliervita.ma  
 +212 5222 60600

Venue: Parc d'Exposition MOHAMMED VI  
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[www.mdentalexpo.ma](http://www.mdentalexpo.ma)

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[office@sdm.bg](mailto:office@sdm.bg)

Venue: Grand Hotel Millennium Sofia  
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**12-14/10/2023**



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Email: [info@dentalworld.hu](mailto:info@dentalworld.hu)  
Website: [www.dentalworld.hu](http://www.dentalworld.hu)

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# Together We Smile

The **Together We Smile-TCS Gives Back Charitable Event** is an outreach program that travels to remote areas across the globe to deliver partials and dentures to people in need. Although oral care is available to everyone, those who live on low incomes have no real access to proper oral care and treatment. TCS launched Together We Smile to serve those communities and bring happy smiles whenever we can!

TCS **Together We Smile** was launched in 2018 with its very first event in the Dominican Republic. TCS teamed up with Jack Meibaum, who runs a charity called Mission Para Los Niños, and prepared a pop-up lab that could treat and fabricate partials and dentures for over 60 people. This same event was repeated in 2019. After a long break of no events due to the pandemic, the team returned stronger than ever to complete the next Together We Smile event at La Guajira, Colombia. La Guajira is home to Colombia's largest indigenous population, the Wayuu

tribe. The Wayuu indigenous communities suffer a poverty rate of roughly 84% with high infant mortality rates, hunger, and a lack of medical and oral health care. Known for their beautiful artisanal hand-woven work they struggle to maintain a healthy lifestyle. With more volunteers than ever before, the Together We Smile team got to help restore the smiles of over 50 patients and created over 64 dentures in only one week!

*"I am grateful for the entire team that made this event possible. It is difficult to describe the feeling we get when we see patients with their new dentures smiling confidently for the first time in years. The optimistic and grateful attitude of the patients waiting to get their treatment radiated the room with excitement, making our job even more fulfilling. The Together We Smile program is very special to me, and I am so happy we were able to resume after a 2-year break due to the pandemic."*

~Abraham Cortina, Together We Smile- La Guajira 2022

Today, the TCS Together We Smile team is preparing for its fourth mission. This February, the team will travel to San Andres, a coral island in the Caribbean Sea politically part of Colombia and historically tied to the United Kingdom. The Island was declared a UNESCO Biosphere Reserved named "Safflower Biosphere Reserve" to ensure the ecosystem is well preserved.



After the 2020 Hurricane Iota, 98% of the Island's infrastructure was damaged. Water and sanitation weakened and health and education installations were left safe for use. The population already suffered a high poverty rate and limited oral care support. The team has prepared all the necessary materials at a nearby clinic, Credident, to create dentures and partials for more than 100 people with low income in need of dentures/partials.

The Together We Smile outreach program thrives today thanks to its collaboration with local dentists, technicians, generous dental suppliers, and our incredible volunteers. Learn more about each event at:

[www.tcsdentalinc.com/together-we-smile/](http://www.tcsdentalinc.com/together-we-smile/)

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**DAY 1 THURSDAY - JUNE 8, 2023**



**DAY 2 FRIDAY - JUNE 9, 2023**



**DAY 3 SATURDAY - JUNE 10, 2023**



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 Ilaria Ceccariglia, ilaria.ceccariglia@infodent.com

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