**Red and white aesthetic harmony**

By DTI

SINGAPORE: In order to help clinicians to create lifelike direct resin restorations, dental materials company SHOFU has introduced Beautifil II Enamel and Gingiva. Developed as complementary extensions to Beautifil II, both are made from specially modified multifunctional organic fillers and nano-fillers, providing them with exceptional handling characteristics, longer working time, high abrasion and wear resistance, of dental consumables, implants and equipment.

“We are delighted to move forward with our partnership with Henry Schein,” said Haruo Morita, President and CEO of SHOFU. “We share a devotion to innovation, the ability to adapt to changing market conditions, and a strong commitment to industry leadership that will enhance our efforts to help practicing dentists in Japan deliver quality oral health care.

With the partnership, Henry Schein has expanded its presence in Japan, the second-largest dental market in the world. One Piece is composed of eight dental dealers throughout Japan, which serve approximately 6,000 dental clinics and have aggregate sales of approximately US$124 million in the 2015 fiscal year.

Commenting on the partnership, Henry Schein CEO Stanley M. Bergman said: “We are committed to the Japanese dental market and with Kenco, we serve approximately 90,000 dentists and about 64,000 dental clinics. With the addition of One Piece, Henry Schein Japan will serve approximately 22 percent of Japan’s dentists.”

**Henry Schein completes Asia investment**

By DTI

KYOTO, Japan / MEVILLE, USA: Last week, Henry Schein announced the completion of a 50 percent equity investment in One Piece Corporation, a subsidiary of J. Morita. Henry Schein first entered the Japanese market in October 2014, with an investment in iSmile Dental Supply, a full-service provider of dental consumables, implants and equipment.

“We are delighted to move forward with our partnership with Henry Schein,” said Haruo Morita, President and CEO of SHOFU. “We share a devotion to innovation, the ability to adapt to changing market conditions, and a strong commitment to industry leadership that will enhance our efforts to help practicing dentists in Japan deliver quality oral health care.

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Commenting on the partnership, Henry Schein CEO Stanley M. Bergman said: “We are committed to the Japanese dental market and with Kenco, we serve approximately 90,000 dentists and about 64,000 dental clinics. With the addition of One Piece, Henry Schein Japan will serve approximately 22 percent of Japan’s dentists.”

**Straumann: Controlling stake in MegaGen**

By DTI

BASEL, Switzerland: Straumann has announced that is exercising its conversion right and call option to acquire a controlling stake in South Korean implant manufacturer MegaGen. The option was obtained in March 2014, when Straumann agreed to purchase convertible bonds from MegaGen for a total of US$30 million (€27 billion).

The bond agreements between the two companies provide Straumann with the right to convert them into MegaGen shares. An additional agreement with the main shareholders of MegaGen entitles Straumann to purchase an additional number of shares in MegaGen to obtain a controlling stake in MegaGen.

Straumann’s decision to exercise the conversion right and call option has triggered the process in the agreements to determine the conversion rate and the price of the additional shares. MegaGen has disputed the conversion price and calculation procedure and has initiated arbitration in Seoul in South Korea under the International Chamber of Commerce rules. Expediency is in the best interest of all parties involved, and Straumann is in the process of responding in order to close the deal as soon as possible. This could take up to two years, depending on the progress of the arbitration.

Straumann CEO Marco Gadola explained: “Our investment has helped MegaGen to drive its growth strategy and to achieve good results in 2015. However, with its domestic market highly penetrated and our industry consolidating rapidly, we are firmly convinced that it is in the best interest of MegaGen’s employees, customers and shareholders to have a strong global partner who can help the company to provide complete solutions and to expand internationally. At the same time, MegaGen complements our portfolio with differentiated products and could help us to address the value segment more effectively particularly in the Asia-Pacific and Middle East regions.”

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**Beautifil II Enamel is available in four naturally translucent and opaque shades that facilitate lifelike shade reproduction and value adjustment in the final restoration to meet individual clinical needs. Beautifil II Gingiva offers five natural shade variations of pink to easily mimic the patient’s gingivae while restoring areas with receded or missing gingivae or papillae, cervical defects, root caries or erosion, or exposed porcelain-fused-to-metal margins and abutments to achieve red and white aesthetic harmony.**
“The journey of innovating the clinical workflow has just begun”

An interview with Nobel Biocare and Digital Imaging President Hans Geiselhöringer

From 23 to 26 June, Nobel Biocare held its global symposium in the world metropolis of New York in the US. The company staged a truly exceptional event with a high-class educational programme at the Waldorf Astoria in Manhattan. As the official media partner of the event, Dental Tribune International had the opportunity to meet with Hans Geiselhöringer, President of Nobel Biocare and Dental Imaging, at the symposium for a short interview.

Dental Tribune International: Has the global symposium met your expectations?

Hans Geiselhöringer: We are extremely happy with the symposium because it has exceeded our expectations in every sense, from the record number of participants to the motivation of our team and customers to engage in discussions, as well as the quality of the speakers and their presentations. We have always had high standards at our meetings, but I must say that I was really thrilled by the way innovation was presented not only by our company but also by the clinicians and experts themselves.

In addition, I found the NEXT GEN forum in particular incredible, as it gave us confirmation that we are on the right track to doing more for the younger generation of implantologists. I was positively surprised to see how enthusiastic and open our young clinicians are to working hard with us to move this project forward.

Overall, we have seen at this symposium that the future is bright, and I strongly disagree with some critical voices that suggest that there will no longer be real innovations in implantology.

With regard to training of the next generation of dental professionals, what kind of role can or should Nobel Biocare play in implant education?

“I believe that even experts cannot predict the impact of the Brexit on the industry.”

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“I believe that even experts cannot predict the impact of the Brexit on the industry.”
Albert Einstein once said “Look deep into nature and then you will understand everything better.”

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To continue leading the value market

Dental implant manufacturer MIS announces future strategies

By DTI

BARCELONA, Spain: Founded in 1995, MIS Implants Technologies started out as a small implant company in the discount segment, but has developed into a successful global business over the past 20 years. At a press conference held during the MIS Global Conference in Barcelona in May, the management team gave a detailed outlook on the company’s future strategic developments, product innovations and potential growth markets.

"The key to continuous growth is innovation. However, it is not easy to drive innovations from in-house. Therefore, our marketing team, who is most exposed to the current opportunities of the market, has contributed a lot to exploring and bringing new ideas to research and development, and we are progressing rapidly in expanding our portfolio with this approach," he said.

Since 2013, Doron Peretz, Senior Vice President of Marketing and Development, has been guiding the R & D division at MIS.

In order to pursue considerable growth and address challenges in the implant market, MIS made a number of organisational changes to the company structure several years ago. One of these was integrating research and development functions into the marketing and sales department, a move that transformed the department’s way of working.

"The management team gave a detailed outlook on the company’s future strategic developments, product innovations and potential growth markets.

MIS management identified three markets offering opportunities for considerable growth, namely Germany, the US and China, where MIS only recently opened a new subsidiary.

"Despite the vast number of dentists, the number of implants sold in China today is similar to the number in Israel. However, we believe that the situation will change when we train more dentists on how to use dental implants. Therefore, we are investing in education in particular," Peretz told Dental Tribune.

"The key to continuous growth is innovation. However, it is not easy to drive innovations from in-house. Therefore, our marketing team, who is most exposed to the current opportunities of the market, has contributed a lot to exploring and bringing new ideas to research and development, and we are progressing rapidly in expanding our portfolio with this approach,” he said.

We predict that about five years from now this will no longer be the case. The main reason is that dentists will no longer accept low-value discount implants. MIS is currently leading the value segment and will continue to do so.

Peretz also disclosed that the company is planning to bring a number of new products to market over the next three years, including the next generation of the V3 implant system, which will be launched at the upcoming International Dental Show in March 2017.

"We want to become the most innovative company in implant dentistry and we are now close to fulfilling this aim with our latest developments," Kleinfeld concluded.

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