

Newsletter 4/11

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FROM THE PRESIDENT'S DESK

Europe as an excuse

If one hears the word "budget" -be it in my own country Belgium or in practically any other member state of the European Community- one can be sure it will be followed immediately by the tag "because Europe forces us to".

Time and time again, the issue will be about decisions and/or measures that are not perceived well by the large public and that are rubbing some established pressure groups up the wrong way.

Not only is using Europe in this way very bad for the European intellectual legacy, it also indicates a very limited nerve from our national politicians, as I already indicated in my editorial of our previous newsletter.

The endless repetition "because Europe forces us to" results in the average citizen associating Europe more and more with painful measures such as tax increases and savings in the provision of services of the different local authorities. Can we hence be surprised that Europe and its activities are considered as a bogeyman, if our politicians invariably use Europe as an excuse

and only wish to highlight their own achievements?

The European unity is a very sound concept but unfortunately it is being increasingly criticized, which is most deplorable. By continuously identifying unpleasant measures and decisions -also in our dental sector- with the European unification, our politicians frenetically collaborate in the degeneration of the European unity idea.

There is clearly a lack of vision towards Europe and authorities use/abuse the European Community as it fits to camouflage their own problems, non-decisions, excesses and obscurities.

We see a shortage in initiatives to build a strategy to the advantage of our European citizens, both in regulations and in potentials. Starting from a solid discipline and cooperation, we could



achieve quite a lot – but of course this implicates we all tackle on short term our own small national problems, be it on budgetary or economical level or on directives towards the dental sector.

To have the courage to address excesses and money consuming decisions, to the eventual advantage of the European patient and our social security.

The catchphrase "because Europe forces us to" must be banned very urgently.

Everybody, the national politicians, the European politicians, the European officials and organisations, the European economic agents, the European associations etc... should stop acting out of self-interest but should work together for a better society, that does not lead us an accelerated impoverishment, both on economical and human level.



May I wish you all, on behalf of all members and the Board of ADDE, a warm and merry Christmas and a fabulous, pleasant and exciting 2012.

May you all enjoy happiness in your families and success in your professional lives in 2012!

Vrolijk Kerstfeest en een Gelukkig Nieuwjaar
Fröhliche Weihnachten und ein glückliches Neues Jahr
Merry Christmas & Happy New Year
Joyeux Noël et Bonne Année!
Buon Natale e Felice Anno Nuovo
Chestita Koleda i Shtastliva Nova Godina
Sretan Bozic
Glædelig Jul og godt nytår
Kala Christougenna Ki'eftihismenos O Kenourios
Chronos
Kellemes karácsonyi ünnepeket és Boldog újévet!
Nollaig Shona Dhuit
Srekan Bozik I Nova Godina
Wesolych Swiat i Szczęśliwego Nowego Roku.
Boas Festas e um feliz Ano Novo
Pozdrevlyayu s prazdnikom Rozhdestva i s Novim
Godom
Sretan Bozic. Vesela Nova Godine
Vesele Vianoce a stastny novy rok
Feliz Navidad y Próspero Año Nuevo
God Jul och Gott Nytt År

Dominique Deschietere
Your president ADDE

ADDE BOARD AND TC MET IN PARIS

Traditionally during the French dentists' congress (ADF) in Paris, the Board and the TC hold their year-end meetings in the French metropole. Here is a summary of those two meetings.

A. Technical committee

Currently radiology regulations opposed to medical needs, to security aspects and patients' interests in the dental field are discussed on EU level. Strict rules might go as far as to authorize only the use of x-ray equipment in specialized radiology institutes (notably DVT), even for dental purposes only.

ADDE is not willing to simply accept such limitations of dentists activities. Therefore a special

working group composed by Ed Kolsteeg (NL), Chairman; Barbara Kienle (BVD) and two delegates from FIDE is in charge to prepare and define the position of ADDE regarding those regulations. It is foreseen to lobby in the EU area and to give a statement to the EU-commission.

* * *

Guarantee and warranty rules for dental trade activities are another concern of the Technical Committee. The legally mandatory warranty differs from the contractual guarantee. "The tricky issue" however, as Frank Bruggeman, chairman of the working group in charge for this item, said, "is to know who will be financing the costs of guarantee work, of spare parts, transportation costs and more. Margins should not be needed to cover costs of guarantee work".

The TC considers that manufacturers and dealers are equally concerned how to handle guarantee and warranty and how to cover the costs.

At the meeting of the European dental business committee EDBC, composed by the Boards of ADDE and FIDE, D. Deschietere brought up this item and it was then decided to search for a common recommendation FIDE/ADDE to be addressed to European manufacturers in order to solve this problem together.

* * *

E-Labeling is another field where the EU-administration is going to set up regulations. E-labeling is supposed to replace paper instructions for use by CD-Rom or Website-available information.

The TC considers that this problem concerns mainly the manufacturers, but there might be a risk that dealers become responsible for use-instructions of medical devices similarly to Safety data sheets.

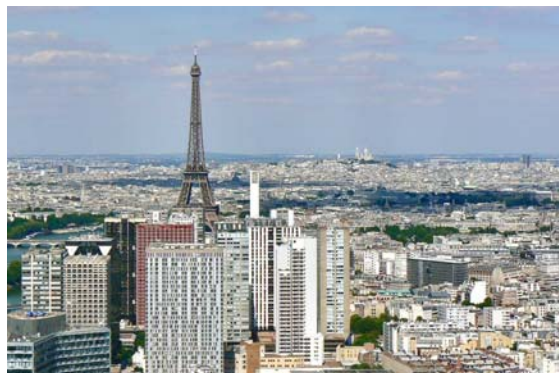
By the way the TC also regrets the more and more criticized lack of quality of instructions for use.



Again manufacturers and dealers need to work together in the interest of the branch in this area as well.

B. Board

In a few months there will be election of the Board of ADDE according to the bylaws. The Board invites federations to announce their candidates.



Regarding the dues structure, the Board took the decisions ("fine-tuning") for the dues 2012.

With regards to our lobbying activities notably on the level of the European Parliament, the Board is willing to enhance the attractiveness of our meetings with MEP's. Key-noters may be recruited to add additional high-lights to our invitations. The next "summit"-meeting must take place in Brussels in late spring 2012.

* * *

From those two reports one can conclude that ADDE has – during the forthcoming month – quite some tasks to work in the interest of its members and the branch. Let us face it!

Dr. U. Wanner, secretary general

New ADDE-Website

Some weeks ago the ADDE-Website started again after having got a nice "facelifting" based on an initiative of Dominique Deschietere and the support of a Belgian IT-company. The ADDE secretariat staff got a training allowing to adapt and insert texts.



We invite all ADDE active members to visit the Website www.adde.info and to control addresses, people and announcements of dental events. Please let us know your remarks regarding the web site and..... don't forget to bring "News" and dates of your next dental exhibition to our homepage.

U. Wanner

EVENTS



Showcase 2011 bolsters industry optimism

This year's British Dental Trade Association's Dental Showcase has once again given the profession a most enjoyable and successful event providing exhibitors with the ideal opportunity to generate sales despite the current challenging economic climate.

Highest ever exhibitor numbers saw more than 375 stands offer visitors a wider selection of the latest dental products, technologies and services than any other UK dental show. Over the 3 day event, the BDTA played host to over 10'000 members of the dental team in the NEC's largest exhibition hall, where the exhibition spanned a vast 19,500sqm of floor space.

Tony Reed, Executive Director of the BDTA, commented "There is no doubt that it is a challenging time for the industry as a whole and this has been reflected in the visitor numbers. However, I am pleased to say that the volume of business done at the show was significantly better than expected, considering the current economic climate."

Feedback from visitors and exhibitors has been extremely positive, with visitors saying how much they enjoyed the event. This year's show theme "Your one-stop dental shop" also appears to have achieved its goal of focusing visitors on purchasing new material and equipment, Simon Gambold of Henry Schein commented "We had a very successful Showcase securing more sales of equipment than last year". Panadent's Peter Gowers reported a similar experience saying "We exceeded last year's show in business written and exceeded our target this year which is pleasing".



A series of informative lectures and seminars covering the core subjects also proved very popular throughout the 3 days with a diverse range of influential speakers attracting a tremendous 1'800 knowledge hungry members of the dental profession. In addition members of the dental team could once again participate in the Knowledge Hunt, a practical way of gathering information while walking around the exhibition.

Dental Lab @ Showcase took place for the second consecutive year providing an exclusive area for specialist lab companies to combine hands-on product and technology demonstrations enhanced with lively lectures.



The BDTA collaborated with Dentaïd to help address the need for dental instruments in developing countries at this year's show. "Instrument Amnesty" invited the dental team to donate their unwanted hand instruments at Dentaïd's stand to improve the oral health of disadvantaged communities around the world and were delighted to accumulate a wheelie bin full of essential stock.

BDTA Dental showcase will take place Thursday 4 – 6 October 2012 at ExCeL, London.

PEOPLE

The "who is who" appears to be an important part of this Newsletter due to various changes in leading positions:

- **Matthias Kaufmann**, secretary general of the Austrian Dental Trade Association, has been elected as the new president and Chairman of the Austrian federation in June 2011 already. Kaufmann confirmed that he will act as president and secretary general.
- **Chavadar Kossev**, president of the Association of Dental Dealers in Bulgaria, stepped back as Chairman recently

due to internal problems within the Bulgarian association.

- **Mrs. Margareta Toteva** has been recently elected President of the Bulgarian association. Margareta Toteva is well known by ADDE since she had already worked in the TC and as former president of the Bulgarian association. We wish her a successful time.
- **Fred Picavet** is the new Chairman of Comident, l'association de l'industrie dentaire française.
- The task of the secretariat general of the Irish dental trade association is now in hands of Board members. **Pat o'Brien** and **Pat Bolger** are in charge of leading the association.
- In Denmark the secretariat can be reached at the president's address (**Erik Peterson**)
- Dr. **Jürgen Eberlein**, current president of FIDE and incoming Chairman of international Dental Manufacturers (IDM) started his own consultancy office in Cologne (www.eberleinconsult.de)

NEWS

- Researchers in Bangkok, Thailand found that a sugary gel found on the husks of the Durian fruit reduces the presence of Streptococcus mutans as effectively as 0.2% chlorhexidine.
- A new study released by iData Research in the UK estimates that the professional teeth whitening market in the United States will be hit \$2.0 billion by 2017.
- Dentaïd in the UK is asking for donations of used autoclaves for hospitals and dental clinics in Cambodia. This non-profit organization recycles used dental equipment and instruments and donates them to developing countries. www.dentaïd.org



- Bulgaria is developing a growing dental tourism business. One firm BG Denta, arranges flights, hotel reservations, and dental appointments. As a member of the European Community, Bulgaria conforms to EC dental standards.
- Researchers at the Faculty of Dentistry at Malmo University in Sweden concluded a 40 year longitudinal study that found individuals' mandibles shrink in both length and width, which causes crowding of the front teeth.

FIGHT AGAINST BLEACHING SALONS

"In the past few months, Paris witnessed a proliferation of 'bars à sourire'. This must stop immediately", said Dr. Alain Moutarde, member of the French *Ordre national des chirurgiens dentistes* (ONCD). Also in France, and particularly in Paris and its vicinity, the infamous bleaching salons, or "bars à sourire", as they are called, pop up like mushrooms. The Parisian customer, just like his counterparts in the US and our country (read the previous editions of 'de Tandarts'), is given products with which to bleach teeth themselves. Half an hour later, the customer leaves the *bar à sourire*, 80 euros lighter and hopefully a set of pearly white teeth richer.

Sodium perborate

As certain salons use products with a dangerous amount of hydrogen peroxide, the ONCD has filed numerous complaints with various courts. However, the majority of these salons are full subsidiaries of companies that in the meantime are active in most Western countries, and are apprehensive of this threat to their business.



That is why they are using sodium perborate, which isn't blacklisted in any country so far. Dr. Moutarde has difficulty grasping how fast these bars à sourire pop up. "The bars claim not to use any hydrogen peroxide, which of

course is false because sodium perborate generates hydrogen peroxide when put in contact with water. For this reason, we have filed a fraud complaint with the Ministry of Economic Affairs."

Other legal action

It seems that in Paris (and France), just as is the case in our country, complaints by dentists against these bleaching practices will mostly be unsuccessful because the companies behind the salons employ clever lawyers who use legal gimmicks to counter the demands and conclusions of those who complain. New European legislation, which we discussed in a previous edition, will probably also not bring any solution. In his *Le Figaro* interview, Dr. Alain Moutarde did not go as far as literally saying that this legislation is outdated.

Which leaves the French dentists' association the option of directly attacking the products themselves. After their complaint with the economic inspectorate, several raids and searches were carried out in these salons, with rather disappointing results. A spokesperson stated that no hydrogen peroxide was found during these searches. Chemical analysis of impounded products also did not reveal any hydrogen peroxide. One minor 'infraction' that could eventually be relevant, resides in the information on the bleaching product labels that "did not comply with the legislation on cosmetics". Possible side effects were also omitted. According to the French economic inspectorate, this did not constitute a prohibitive objection.

Asked by *Le Figaro* for a reaction, one of the business owners gave a similar explanation, which we published in a previous edition, and which originated from a bleaching products company. "When clients come to our shops, this is principally because dentists themselves do not dispose of the necessary equipment for bleaching teeth. And should our products be harmful, the economic inspectorate would have immediately prohibited the sale of these products."

Source: "Le Figaro"



FAST PREGNANCY THANKS TO THE DENTIST

Research carried out by Professor Roger Hart, an expert in human fertility from the University of Western Australia, among 3,737 women showed that women with periodontal problems have to wait longer to see their child wish come true. It takes them 7 months to get pregnant. Women without periodontal problems take 2 months less. The effect was even higher in non-caucasian women. Periodontal problems have similar effects on fertility as obesity does. The researchers advise women with a child wish to carefully pay attention to their dental hygiene and to visit the dentist often.

Source: VVT October 2011

SOFIA – PROMISING DESTINATION

The ADDE Board got the information that the ADDE-AGM of April 26th to 28th 2012 will definitely take place in Bulgaria. Margareta Toteva, chairperson of the Bulgarian federation confirmed it and announced that Sofia may be the location for this event.



We are glad to mention here some prestigious parts of the Bulgarian Capital:

- On the "highest place" in Sofia, next to the Parliament and the yellow pavement we find the golden domed Alexander Nevski Cathedral, one of the most impressive monuments of Orthodox Christianity.
- Borisovata Gradina and the Ariana Lake are parts of the favourite relax zone of Sofia. The Ariana Lake is surrounded by modern style Cafés and restaurants.
- One of the hidden treasures of Sofia is the Small Sveta Gora or the so called "Little Jerusalem". This is the name of a tiny zone with several Orthodox monas-

teries. They are located in a picturesque mountain area next to the city of Sofia.

You want to learn more from Sofia? Then make reservation to come to the ADDE AGM which will take place in the Bulgarian capital soon. The Bulgarian friends are preparing an exciting programme with professional highlights and tourist attractions as well.



(To continue!)

CALENDAR OF ADDE-MEETINGS

TC-meeting	26.04.2012	Sofia, Bulgaria
Board-meeting	14.02.2012	Brussels
	26.04.2012	Sofia, Bulgaria
	28.11.2012	Paris
AGM	26./28.04.2012	Sofia, Bulgaria

The ADDE Secretariat General wishes a Merry Christmas and a Happy New Year!

Dr. U. Wanner

J. Wegmüller



Gümligen, 15.12. 2011 UW/we /so