

## Media Release

Schaan, Liechtenstein – 17 June 2016

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# Dentistry and dental technology delivered with passion

## "The Quality of Esthetics": 3<sup>rd</sup> International Expert Symposium hosted by Ivoclar Vivadent in Madrid

**About a thousand dentists and dental technicians from 47 countries attended the 3<sup>rd</sup> International Expert Symposium hosted by Ivoclar Vivadent in Spain's capital Madrid. Thirteen renowned opinion leaders from academic institutions, dental practices and laboratories provided insights into the latest advancements in the field of "Modern restorative dentistry: Technology and esthetics".**

Robert Ganley, CEO of Ivoclar Vivadent AG, underlined his desire to advance dentistry through intense dialogue. Sonia Gómara, Managing Director of the company's subsidiary for the Iberian Peninsula, was delighted to provide the attendees with an opportunity to get to know the work of some of the world's most renowned dental experts.

### **Trending high: minimally invasive procedures**

Several speeches revolved around minimally invasive treatment options: Dentists talked about outcome-oriented approaches to preparation and impression-taking methods using trays and intraoral scanning devices. Dental technicians discussed the effects of limited oral space on their choice of materials and procedures. Adhesive cementation came to the fore in relation to the placement of all-ceramic restorations.

### **Analogue or digital, that is the question**

Analogue and digital techniques were at the centre of many presentations and these techniques were weighed up against each other. The general consensus was that the future of dentistry would be significantly characterized by efficient and yet high-quality digital esthetics, while manual techniques would be associated with achieving the highest degree of naturalness. Dedication to the patient, paired with intuition and creative skills, forms the foundation of every successful treatment, regardless of whether digital or analogue methods are used.

### **Renowned speakers**

Presentations were delivered by Prof. Dr Sidney Kina (Brazil), Prof. Dr Florian Beuer, Prof. Dr Daniel Edelhoff, Dr Andreas Kurbad and Oliver Brix (Germany), Dr Mauro Fradeani and Michele Temperani (Italy), Dr Marko Jakovac (Croatia), Dr João Fonseca (Portugal), Dr Rafael Piñeiro Sande and August Bruguera (Spain) and Dr Ronaldo Hirata and Lee Culp (USA).

### **Experts Circle and award ceremony**

Seminal concepts and trends were also discussed the day before the conference: At an "Experts Circle", select speakers delivered short presentations and took part in a panel discussion, giving 500 attentive participants insights into the future of digital dentistry. This was followed by the announcement of the winners of the "IPS e.max Smile Award".

## **Next Symposium to be held in Rome**

Ivoclar Vivadent's weekend event in Madrid provided the attendees with plenty to talk about and they were invited to continue their conversations at the company's gala dinner held under the theme of "Ivoclar Vivadent & Friends". Bringing the conference to a close, Sonia Gómara said that the dialogue on dental esthetics would be continued at the 4<sup>th</sup> International Expert Symposium in Rome in 2018.

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Captions:

*(IES Madrid 2016\_Ganley.jpg)*

Fig. 1: Opening speech by Robert Ganley, CEO Ivoclar Vivadent AG

*(IES Madrid 2016\_Gil.jpg)*

Fig. 2: The programme was presented by the Scientific Chairman of the Symposium, Jaime A. Gil, M.D., D.D.S, Ph.D.

*(IES Madrid 2016\_Panel.jpg)*

Fig. 3: Panel discussion at the Experts Circle held the day before the Symposium

*(IES Madrid 2016\_Symposium.jpg)*

Fig. 4: About 1000 people attended the Symposium.

*(IES Madrid 2016\_Exhibition.jpg)*

Fig. 5: Product exhibitions during break times

*(IES Madrid 2016\_Finca.jpg)*

Fig. 6: Gala dinner at "La Quinta de Jarama" estate

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