



WHAT'S NEW IN

DENTISTRY



Tareq Dibie
CEO
MID

Despite the increased challenges driven by the ongoing pandemic, the healthcare industry continues to flourish and grow. In the past five years, the global dental industry has grown at a compounded annual growth rate of approximately 6%.

Growth in the Middle East and Africa area is predicted to be similar during the next five years, with an expected CAGR of 5%.

Medicals International (MI) is one of the leading medical distribution firms in the MENA region, operating in 14 countries through 18 offices. The dental division, which specializes in several product lines has been present in some MENA markets for many years.

As the dental industry is an evolving segment in the Medical field in terms of equipment, products, and solutions; MI's vision was to spin off the dental business into a specialized regional organization focused on catering to the dental practices at both ends, dental clinics and dental labs, utilizing MI's platform and network.

Having said that, 2021 marked the establishment of Medicals International Dental (MID) with its headquarters in Dubai. A newly established entity with more than 20 years of experience.

MID partnership structure brings on board valuable knowledge, expertise, and know-how in the dental and

medical fields alike, headed by a dedicated executive director well experienced in the dental field.

MID will follow MI's Mission of providing the highest quality products, services, and solutions to dentists and dental lab technicians, with the vision of becoming a prominent regional dental distribution organization in the MENA region and Turkey.

MID is already operating in the markets of UAE, Kuwait, and Lebanon, with intentions to launch operations in the Kingdom of Saudi Arabia during the first quarter of 2022. As we go through 2022, more markets will be included.

MID had some activities and workshops in both the UAE and Lebanon in 2021 as a soft launch for some of the dental portfolio lines that had already been in the market. Endodontics, Restoratives, Implants, Dental Chairs, and Dental Lab are currently included in the portfolio.

Through the collaboration of respected and reliable Dental Suppliers, we will continue to expand the portfolio to include further dental specialties and deliver new solutions to the dental practice in 2022.





●●● Dental department gets busy

The 21st Scientific Congress of the Asian Pacific Endodontic Confederation (APEC) and the 16th International congress of the Lebanese Society of Endodontology took place in 2021 from the 9th to the 11th of September at Hilton, Beirut Habtoor, Sin el fil where hundreds of dentists from all over Lebanon attended the event.

Medicals International Dental (MID) had the pleasure to participate in the above exhibition and launched the new and unique Zarc4Endo product portfolio. Zarc4Endo was born as a result of years of research and clinical practice, which have been transformed into

market solutions tailored for endodontic treatments. As part of the launching of the Zarc4Endo line, MID also had the pleasure to host Dr. José Aranguren Cangas, a specialist in endodontics. He gave a lecture discussing modern endodontics entitled “New procedures: Let’s save teeth”.

He also hosted a workshop entitled “Introduction to the 6th generation NiTi systems: new pink alloy and multi-alloys in the same system” which was attended by more than 35 dentists. It was the highest number of participants among the rest of the workshops.



●●● Introducing Copega



Carla Abi Mrad
Sales Manager – Dental Department
MID UAE



Quality and personalized service are quite our slogan when we shake hands for a new chair of Copega.

With the expansion of its dental portfolio, Medicals International Dental (MID), is happy to introduce Copega Dental Chairs throughout its territories.

Founded in Italy in 1967, Copega has grown to become an active player nationally in its home base Italy and internationally keeping quality and customer satisfaction as pillars for growth and success. Copega believes that craftsmanship and reliability are the key pillars to achieve an outstanding product.

Looking forward to service you soon and to have you enjoy this product of quality in your clinics.



Opportunity compact



Opportunity lite



Opportunity top



●●● 'CUTTING EDGE INNOVATION IN ENDODONTICS CREATED 'IN A GARAGE' IN SPAIN'

'PRODUCTS DEVELOPED BY SPANISH ODONTOLOGISTS FOR ODONTOLOGISTS ALL OVER THE WORLD'

5 months ago I learned about the adventure that four spanish odontologists have gone through to develop various cutting-edge endodontic products, based on the current commercial offer and their needs as professionals.

It all arose when 4 endodontic professionals from Spain, José María Aranguren, Rafael Cisneros, Francisco de la Torre and Roberto Estévez, gathered for the purpose of communicating their knowledge in their Training Academy Endoformation speaking about the modifications and innovations that would be necessary to introduce into the rotary instruments available in order to develop products that would guarantee a simpler, more efficient and safer endodontics. What began as a coffee conversation, soon became a heated discussion: there were many changes that had to be applied and very uncertain the steps that had to be taken to make them possible.

The first product in discussion was a continuously rotating instrumentation system.

Manual instrumentation continues to be important among professionals in the country, more than in our environment. One reason is that general odontologists who do endodontics do not feel safe with rotary instrumentation.

Making a review of the characteristics and benefits offered by current commercial systems, they made a list of those that they would like to have in an innovative, more effective and safe system. Once defined, they tested them with other colleagues and reached the "shopping list."

After conducting a series of studies that gave them more information on development and innovation



needs, they saw that it was an unapproachable project for them.

Many of these projects have died at this stage, depriving the profession of necessary devices, products, and services. But chance allowed a twist in this story.

Trying to get allies to materialize their ideas and projects, they contacted a local distributor of products specialized in endodontics who, after learning about the project, thought it was brilliant and worth investing in, providing the necessary means and experience so that the illusion could become reality.

The basic premises that any viable agreement should meet to continue together, should be:

-Adding value to the professional who does endodontics

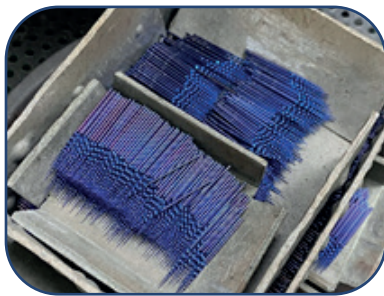
- Its price should be the lowest possible to facilitate its adoption by all professionals in the country or anywhere in the world even if its purchasing power was much lower than ours, and

-That the benefits, once generated, should be reinvested in continuing with the development that will add value to the professional and their patients all-over-the-world.



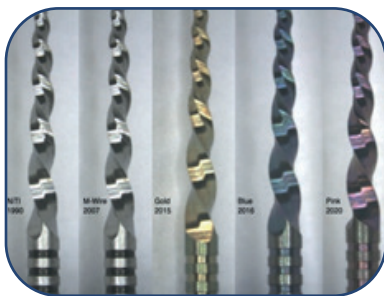
Taking into account these important postulates, he accepted the industrial challenge of materializing the project and transforming the new and innovative proposals developed by these professionals into tangible products and company Zarc4Endo was created by the industrial partner.

The search for the leading development infrastructure with the capacity and willingness to test new ideas, metallurgical changes, tapers, etc. began to manufacture a system that met expectations.



Files of the new system after heat treatment.

He had demanded to test the behavior of various metallurgies and to know the properties of alloys not yet used in endodontics. Thus, a system with two integrated alloys arose, the old known 'Blue', and 'Pink', a new alloy incorporated into endodontics that gave the Z1 file of the system, baptized as BlueShaper®, properties not yet known.



Evolution of NiTi alloys in endodontics, with the incorporation of the 'Pink' alloy for the first time in endodontics.

Thus arose the first double alloy system in history. In the next issue the challenge of developing a new revolutionary rotary system, BlueShaper will be reviewed, together with other innovations that will come some to change the 'status quo' of Endodontics worldwide by a Spanish Company and the creativity of 4 endodontists.

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The four instruments of the BlueShaper® system, created in Spain for the world's odontologists.

Agustín Sánchez is a Doctor in Biochemistry and a Master in General Management and Business Administration. He has developed his professional activity in the commercial and marketing management of different companies in the pharmaceutical sector such as Bristol-Myers-Squibb, Laboratorios Serono, Cilag-Janssen (Johnson & Johnson) and Wyeth-Lederle, and in the dental sector such as Dentsply Sirona.

Currently he develops his activity as an independent consultant in both sectors, advising companies on strategic aspects, marketing, commercial, human resources, etc., and giving conferences and courses on motivation, leadership, teamwork, professional sales techniques, negotiation, etc.

