

DentalReach

Making sense  
of dentistry.

Volume 3 Issue 6 | July 2020

.today

DIGITAL EDITION



# DIGITAL DENTAL SUMMIT SPECIAL

Letter of Gratitude

Read more



# Intro

Our ethos is heavily based around the importance of our customer experience. We had taken up the responsibility to care about your journey, from part of DR family. Today, DentalReach can be found across the globe digitally. Via several channels, we encourage social interaction and communication whether it be by personally speaking to a member, or tweeting us directly. We are here to serve you better.

*Dr Rockson Samuel*

## **DENTALREACH.CO**

List your Dental Clinic,  
Events and Jobs  
at One Place

## **DENTALREACH.TODAY**

Digital Dental Magazines,  
Dental Promotion &  
Webinar

## **DENTALREACH.CARE**

Affordable  
Digital Marketing Services  
for Dentists





## Letter from Editor

### The Journey Of Women In Dentistry

The concept of gender is deep rooted in society, with strict guidelines of 'appropriate' behaviour for men and women. However, gender roles around the world have undergone a sea of change! After we organized the DentalReach - DentalDivas Digital Summit 2020 - the first live, digital dental conference, consisting exclusively of women speakers - I realized we need to celebrate women dentists all over the world! Here's a look at the journey of women in dentistry.

*Dr Nupur Shrirao*

[Read more](#)



# CONTENTS

6

The ACTIVA  
Pentagon-  
What if your  
restorations  
could stay alive?

7

Readers voice

9

Benefits of  
Rubber Dam  
Isolation  
in COVID-19 Era 10 &  
in Ergonomics

10

top 5 benefits of  
doing a podcast:  
Want to learn how to start a  
podcast from idea to launch  
(and beyond)  
We can help you!

11

Esthetic Correction  
Of A Single Anterior  
Tooth  
Composites Vs  
Crowns

14

Free poster

13

Disinfection In  
COVID Times

Tired of going  
through many arti-  
cles and webinars  
for COVID specific  
clinic disinfection?

15

Portraying the  
ideal Dentist

16

Dental News



# Inosept<sup>®</sup>

**FRONTLINE DEFENCE**

MEDICAL PROFESSIONAL'S TRUST



Effective against broad spectrum of  
**BACTERIA AND VIRUSES**

# Freshclor<sup>®</sup>

(Stabilised Chlorine Dioxide 0.1%)

An **IDEAL, RAPID & EFFECTIVE** pre-procedural rinse at chair side

**Because**

- ➔ **Pre-rinsing reduces microbial load in the mouth**

Chlorine dioxide in aqueous solution removes viruses through selective oxidation process in a very short time<sup>1</sup>

- ➔ **Reduces aerosol contamination during treatment**

Chlorine dioxide mouth rinse is effective in reducing aerosol contamination<sup>2</sup>



1. Chlorine Dioxide against Coronavirus: a revolutionary, simple and effective approach March 2020  
DOI: 10.13140/RG.2.223856.71680 License CC BY-NC-SA 4.0  
2. Saini R, Dent Hypothesis, Vol 6, Issue 2, Apr-Jun 2015



# The ACTIVA Pentagon

What if your restorations  
could stay alive?

**Dr.Rumpa Wig** talks about a bio-active composite  
resin – who's properties give life to an ordinary  
tooth filling.

Read more



# READER

# VOICES



**GOT  
SOMETHING  
TO SHARE?**

**LET YOUR  
VOICE  
BE HEARD!**

**Special  
Contribution**

Dr Suresh Shenvi

**Contributors  
of the month**

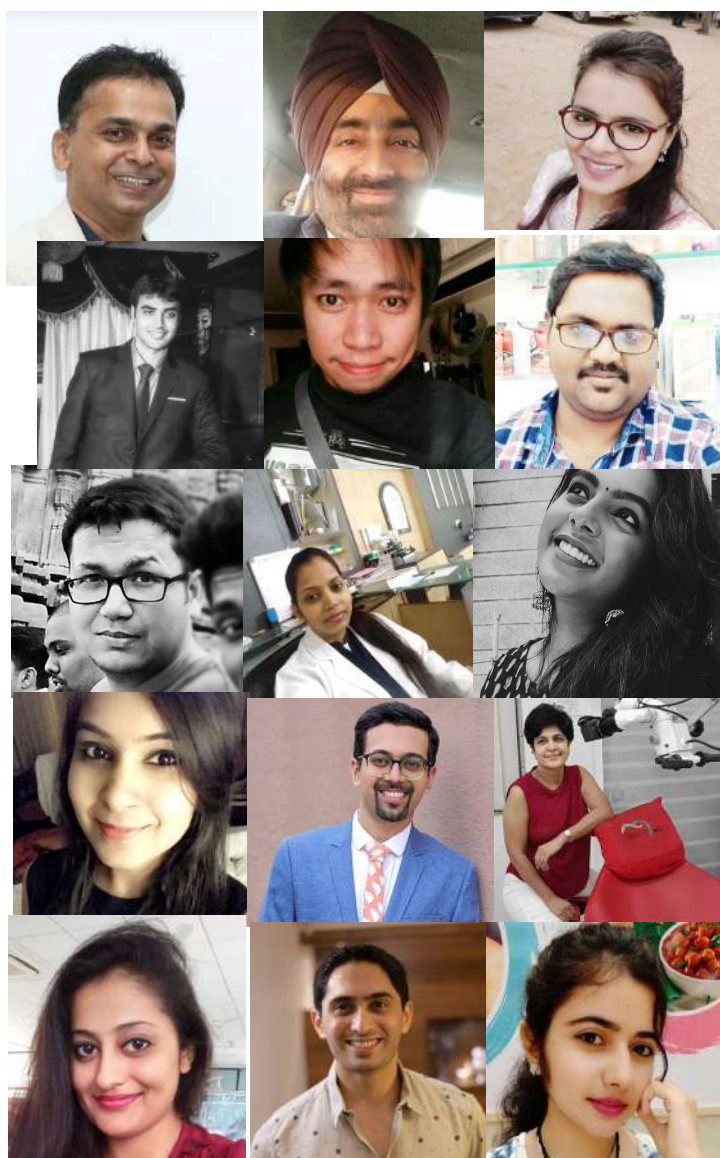
Dr Andie Ahler

Dr Bhavdeep Singh Ahuja

Dr Waqar Ahmad Dawar

**Crossword  
puzzle winner**

Dr Sachidanand Mallya P



# THANKS A MILLION

**DentalReach** | Making sense  
of dentistry.



# Dentalreach.co

Now you can directly connect with peer dentists  
and dental products owners with our chat system.  
New eco-system for dentists and dental brands.

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- List you clinic or company
- List your product & service
- List your event & webinar and
- Even job listing



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one roof!**



**Digital  
Transformation!**



**Add your  
listing today!**





# Benefits of Rubber Dam Isolation

in COVID-19 Era &  
in Ergonomics



We know that isolation is an important part of infection control!  
Learn how a small sheet of rubber can help in the COVID-19 era from **Dr. Puja Singla**.

[Read more](#)



We know that posture is the key to prevent musculoskeletal disorders.  
Learn how a small sheet of rubber can help in enhancing ergonomics in dentistry from **Dr. Pavana Kamath**.

[Read more](#)





DR Podcast

top

5

benefits of  
doing a podcast

1. **It gives you the opportunity to create authority and credibility in your industry or niche.**
2. **It's available to a worldwide audience, and the barrier to listen is, well, very low.**
3. **Those who listen to podcasts are IN LOVE with the medium!**
4. **A podcast can help you grow your audience.**
5. **Once you have an audience, podcasting gives you the opportunity to create an intimate relationship with them.**

## HOW TO GET STARTED?

### Do you have 2 minutes?

To send in your own podcasts, refer to details below -

1. Mode- Audio Message

2. Topic -

- Clinical tip
- An interesting article abstract
- A product review
- An instrument experience
- Sound dental advice
- A non – dental talent.

3. Time - 2 minutes.

4. Language - Any global language! (With English translation text)

Email your audio message to - [nupur@dentalreach.co](mailto:nupur@dentalreach.co)

**Looking forward to listening from you!**







# Esthetic Correction Of A Single Anterior Tooth

## Composites Vs Crowns

**This is challenging as the shade and form should exactly match that of the adjacent natural tooth!**



**Dr. Sanah Sayed** explains how to use composites to achieve this difficult task!

[Read more](#)



**Dr. Smita Kole** explains how to use crowns to achieve this difficult task!

[Read more](#)





# DentalReach WEBINARS

- 8,000+ Members & Growing
- Up to 5000 attendees and 6 presenters
- Stream Live webinars, Case studies, Presentations
- Secure webinar rooms with password protection
- Engage with a virtual whiteboard, polls and live chats
- Customised registration pages
- Inject pre-recorded videos for perfect presentations
- Automatically record every webinar
- Know your data with our advanced analytics and tracking
- Email confirmation and reminders
- Registrations for different global time slots
- And all done and supported by us





## Disinfection In COVID Times

**Tired of going through many articles and webinars for COVID specific clinic disinfection?**

Dr. Jolly Sinha has ensured you find it all in one place here!

**Read more**



We're Allowed to be Back to Work!

**But,**  
Please **REMEMBER** to:

Avoid touching **MEN**



**M**-Mouth



**E**-Eyes



**N**-Nose

Instead, follow **WOMEN**

**W** - WASH YOUR HANDS

**O** - OBEY SOCIAL DISTANCING

**M** - MASK UP

**E** - EXERCISE AND EAT WELL

**N** - NO UNNECESSARY TRAVELING



# TIME KILLER



Time for an entertaining challenge!  
Tickle your brain to solve the dentistry crossword in our latest edition.

Play now



## PORTRAYING THE IDEAL DENTIST



Woman  
**64%**

**WHY** Better interpersonal skills - 35%



Between 31 - 50 years old  
**86%**

**WHY** Better professionals - 35%



In traditional medical coat  
**77%**

**WHY** It's more hygienic - 34%



With full protective gear  
**87%**

**WHY** It's more hygienic - 45%



Wearing white  
**54%**



Experience of 6 - 10 years  
**44%**

**WHY** Uses modern tech and methods - 16%



Teaches and has a practice  
**44%**

**WHY** Better interpersonal skills - 19%



Caring, supportive person  
**56%**

**WHY** Better understands the patient - 25%



Last month's  
answer:

VITAL  
GENION  
PREGNANCY  
HALL

EUGENOL  
OVERHANG  
SIAL  
DAPPEN



DJ Khaled Wears Hazmat Suit to Visit  
His Dentist  
**Fluid Dynamics Proposes Reduction in  
Mask Efficiency During Cough Cycles**  
Could the Cure for IBD be Inside your  
Mouth?

**Mask Up! A Guide to Understanding  
Masks Currently Used in Dentistry**  
Bacteria Causing Caries Create Their  
Own Protective Layer!  
**Pokémon Smile Encourages Kids to  
Brush their Teeth**  
**Are We Carrying The Virus Home  
Through Our Shoes?!**

Read more



## DENTAL NEWS

GOT SOMETHING  
INTERESTING TO  
SHARE?

Submit Online



# INDIAN DENTAL EXPO

In association with



MSME-DI, OKHLA NEW DELHI  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES  
GOVERNMENT OF INDIA

Organised by



EXHIBITION

CONFERENCE

WORKSHOP

12<sup>th</sup> & 13<sup>th</sup> Sep 2020 | Hall-1, CIDCO Exhibition Centre, Mumbai

## WHY EXHIBIT?

It attracts dental professionals from every facet of the dental industry through a powerful combination of an extensive trade exhibition and scientific sessions.

This could be the essential meeting point for all dental professionals to connect, network and learn about the latest trends and developments in the field of dentistry. Networking areas such as experience zones, meeting pods and expanded F&B areas will facilitate and provide opportunities to exhibitors to meet and interact with attendees.

## EXHIBITOR PROFILES

- Dental practice instruments
- Diagnostic and visual systems
- Implantation products
- Dental materials
- Dental units & laboratory instruments
- Infection control and maintenance
- Pharmaceuticals
- Technology products in dentistry
- Related services

## EXPO HIGHLIGHTS

- CIMS Medica – The leading Global Healthcare Media since past 5 decades
- Supported by Ministry of MSME
- Top Indian & International Dental Universities
- National & International Dental Association Partners
- National & International Certification Program
- Workshops, Hands-on, Symposium, Plenary Talks
- Scientific & Business Conferences
- One of its kind Dental Expo with B2B Networking, Exhibition, Conference & Workshop under one roof



**One stop solution to All Your Dentistry Needs:**  
**Exhibit, Promote & Network with**  
**the top Dental Experts & Industry Stalwarts**



## BOOKINGS OPEN NOW

FOR INQUIRIES

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MEDIA PARTNER

DentalReach | Making sense  
of dentistry.





# THANK YOU!

**Keep in touch,**  
**keep your patients motivated &**  
**keep them smiling!**

**We love being  
social!**



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