



## Lost in a jungle of commercial interest



Recently I attended the American Association of Endodontists (AAE) Annual Session in Philadelphia. The opening sentences of Frank Weine's lecture were very interesting. He was disappointed that the endodontic specialty was much more influenced by commercialism than when he started to work in endodontics. All presenters at the AAE meeting are expected to declare any commercial interest. Frank Weine apparently knew several speakers with commercial interest in certain products that were not registered as such. Certainly this raises suspicion. Can we trust their topical results? Might there be a conflict of interest?

If we want to take our specialty seriously we should carefully observe this current development. No sound treatment protocol can be given without a scientific background. Articles should be based on sound methodology that, moreover, should not be subject to the performance of a certain product. It is impossible to be a competent clinician without knowledge of basic scientific principles of endodontic treatment.

In April, Quintessence launched the new journal *ENDO* at the Royal College of Surgeons, London, with a seminar covering four contemporary topics. No products were promoted; information based on

the literature was presented and the rationale for endodontic treatment, the use of NiTi instrumentation, irrigation and filling of the root canal system were discussed. This is the purpose of *ENDO*: to create a union between scientific information and clinical practice. Everyday practice is much easier when the current scientific background of the treatment protocol is understood. The general practitioner should be provided with such scientifically based treatment protocols. This should be the primary task of any lecturers and certainly of any serious journal. If we concentrate too much on selling products or treatment protocols without a sound scientific background, confusion will prevail. The new journal *ENDO* is meant to guide the practitioner through the 'endodontic jungle' where too many different opinions are expressed without scientific basis.

I am aware that I am selling a product at this moment too, but at least without any commercial interest.

Luc van der Sluis