

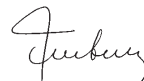
## IDS 2019: Prevention first – Adhesion second!

From March 12–16, the IDS 2019 (International Dental Show) opens its gates to visitors from all over the world. It is the leading global trade fair of the dental industry; in 2017 there were 155,000 visitors from 157 countries with growing numbers of international guests, eg, +52% from the Americas, +43% from Eastern Europe, and +32% from the Near East. And it is no secret that the IDS 2019 will top these figures again!

Of course, the dental industry is an important economic player and major employer. It is rather crisis proof and an important part of the overall health sector. However, at first sight, many of the introduced products in Operative Dentistry, Prosthetic Dentistry or Implantology seem to be primarily related to replacement strategies – replacement of tooth hard tissues, replacement of bone, and replacement of single or multiple teeth. But this is only one side of the coin: Nowhere in the wide field of medicine there is more effective prevention than in dentistry. And related to our field of Adhesive Dentistry, we have to consider that the best way of working adhesively is when preventive measures function effectively.

Hence, the old-fashioned “drill-fill-bill” scenario is obsolete, and therefore even in product-driven shows like the IDS, we should always aim for prevention first and adhesion second, because it is the ideal completion and should not stand alone. Even when innovative simplifications of the restorative process – such as CAD/CAM scanners, 3-D printers, faster adhesives, bio-active cements and quicker resin composites – are becoming ubiquitous, they all require fundamental prerequisites, starting with prevention and of course appropriate isolation.

In case we meet at the Quintessence Publishing booth – enjoy the IDS, we will be there with our Journal as well.



Roland Frankenberger



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