

**No 1**

**ORIGINAL AIR-FLOW<sup>®</sup>  
METHOD**



**EMS**   
ELECTRO MEDICAL SYSTEMS



# THE ORIGINAL AND ALL-NEW AIR-FLOW® METHOD

- NEW: BETTER FEEL
- NEW: EVEN MORE DEPENDABLE
- NEW: MORE INDICATIONS



THE ORIGINAL AIR-FLOW® METHOD – WHATEVER YOUR CHOICE,  
NO. 1 IN PROPHYLAXIS FOR AN EVEN MORE SUCCESSFUL PRACTICE  
BEST PROPHYLAXIS SINCE AIR-FLOW®

**AIR-FLOW® FOR THE ULTIMATE  
IN PROPHYLAXIS**

ORIGINAL AIR-FLOW®  
NEW LINE

# NEW LINE → NEW COLORS



# → ALL-NEW

AIR-FLOW® BRINGS COLOR TO PROPHYLAXIS – SIGNALS INNOVATION INSIDE AND OUT

## **NEW HANDPIECE WITH NEWLY DESIGNED NOZZLE**

→ BETTER ACCESS AND IMPROVED VISIBILITY  
MORE CONTROL

## **EXTENDED NOZZLE WITH ENHANCED PRECISION**

→ LARGER WORK SURFACE FOR UNIFORM CLEANING  
NON-ABRASIVE; GREATER EFFICIENCY

→ EVEN MORE PRECISE AND HOMOGENEOUS STREAM  
BETTER AND EASIER ASPIRATION; PATIENT-FRIENDLY

## **INNOVATIVE NOZZLE WITH MORE POWER**

→ SMOOTHER FLOW OF POWDER-AIR-WATER MIX  
NO ENERGY LOSS\*, FAST ACTION

→ EVEN MORE RELIABLE

IN CONJUNCTION WITH ORIGINAL AIR-FLOW® POWDER  
NO CLOGGING; VERY DEPENDABLE

\*SPEED OF SOUND shortly before exiting the nozzle

## **THE COLORS OF THE NEW AIR-FLOW® HANDPIECES – MORE THAN JUST TRENDY →**

- > Color helps relax patients and puts them at ease
- > Color highlights the cosmetic value of prophylaxis – a great marketing tool for your practice
- > Color eases instrument control and improves internal organization
- > Color adds pizzazz to your practice; patients like it modern

# FREE-FLOW TECHNOLOGY →

**EMS HAS DEVELOPED A UNIQUE TECHNOLOGY  
TO PREVENT CLOGGING**

**NO CLOGGING OF POWDER, AIR OR WATER DUCTS  
WHEN USING ORIGINAL AIR-FLOW® POWDER  
APPLIES TO ALL NEW AIR-FLOW® HANDPIECES  
AND TO THE NEW AIR-FLOW® handy 2+**

**NO CLOGGING – NO FAILURE**

#### **SIMPLE RULES FOR YOUR PRACTICE**

- > Do not leave Air-Flow® handpieces wet after use
- > Purge Air-Flow® completely with dry air
- > Use only Original Air-Flow® Powder
- > Empty Air-Flow® Powder chamber after use
- > Always store Original Air-Flow® Powder sealed
- > Keep compressed air dry

**ORIGINAL AIR-FLOW®**  
TECHNOLOGY

**NOZZLE 120°**  
Convenient for all uses



**NOZZLE 90°**  
Better access to lingual  
surfaces of mandibular and  
maxillary teeth



**ADAPTER**  
Practical quick-connect



## **FREE-FLOW TECHNOLOGY →**

AERODYNAMIC DESIGN OF ALL AIR AND FLOW DUCTS IN THE NEW AIR-FLOW®  
HANDPIECES AND IN THE NEW AIR-FLOW® handy 2+

MORE RELIABLE FOR PROPHYLAXIS AND FOR PREPARING DENTAL TREATMENTS

**SIT BACK  
AND RELAX**

**AIR-FLOW<sup>®</sup>** →

IT'S A PLEASURE





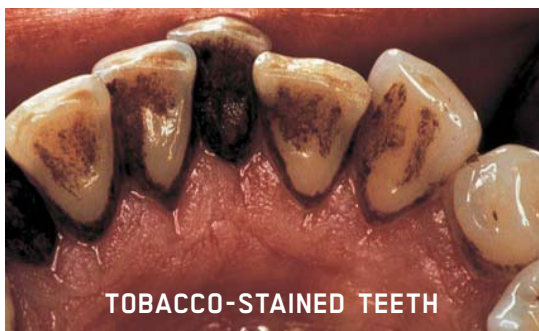
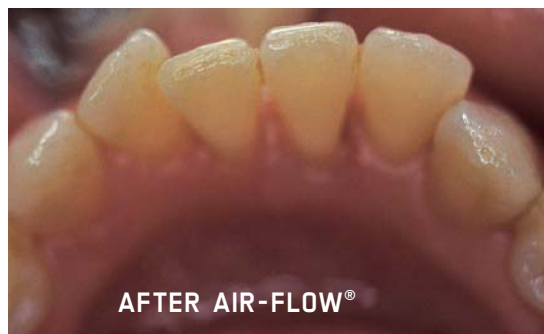
ORIGINAL AIR-FLOW®

INDICATIONS

# ORIGINAL AIR-FLOW® METHOD →

## FIGHTS DISCOLORATION AND MICROBIAL TOOTH DEPOSITS

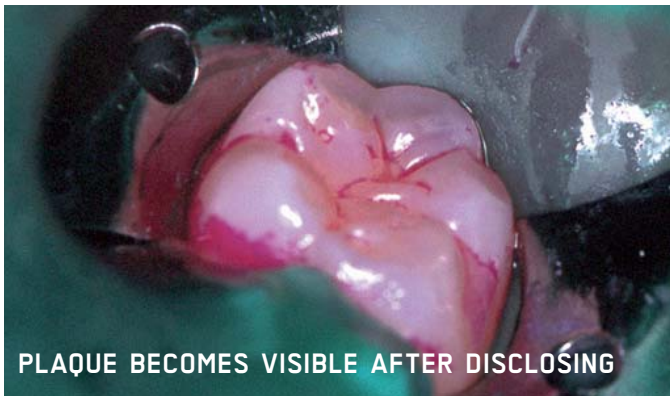
- > Bacteria and micro-organisms in plaque cause gingivitis, periodontitis and caries. Removing microbial tooth deposits helps to prevent disease and fosters fluoride action



→ PREVENTS GINGIVITIS, PERIODONTITIS AND CARIES

## WHEN PLACING SEALANTS

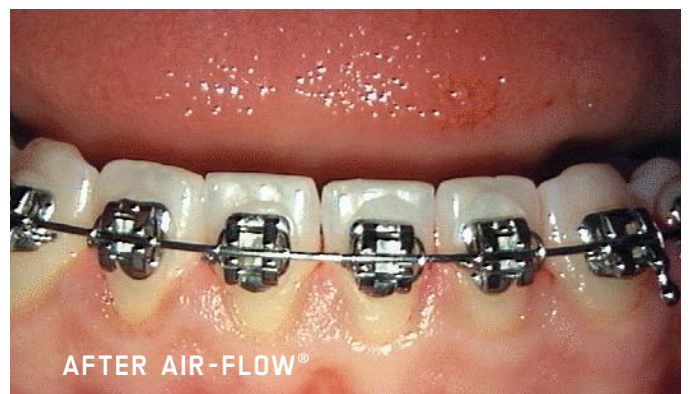
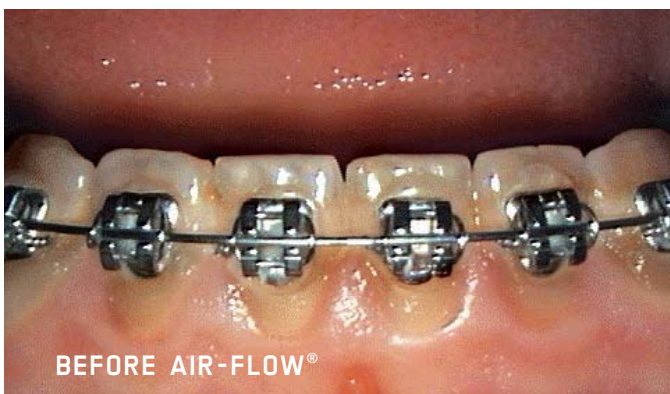
- > Cleaning fissures before sealing improves the retention of sealants and reduces the risk of caries



→ MINIMIZES THE RISK OF CARIES

## IN ORTHODONTICS

- > Preparing the surface before bonding, cleaning cemented bands and brackets, removing cement and bonding



→ REDUCES TREATMENT RISKS

**ORIGINAL AIR-FLOW®**

INDICATIONS

## PREVENTION

- > Surface cleaning prior to etching improves retention of composites, ceramic inlays and veneers

→EXTENDS THE LIFE OF DENTAL RESTORATION AND IMPROVES BONDING PROPERTIES

## PROSTHETICS

- > Cleaning natural teeth prior to shade determination of bridges, crowns, inlays and onlays, etc.

→FACILITATES COLOR MATCH

## COSMETIC DENTISTRY

- > Cleaning teeth before bleaching facilitates the precise definition of natural tooth color
- > Preparing tooth substance with Air-Flow eliminates smear layer

→OPTIMIZES BLEACHING ACTION



**AIR-FLOW® FOREVER**

ORIGINAL AIR-FLOW®  
PROPHYLAXIS POWDER

# ORIGINAL AIR-FLOW® POWDER →

**SODIUM  
BICARBONATE**  
THE GOLD STANDARD  
IN PROPHYLAXIS

## MUCH MORE THAN JUST A CLEANING POWDER

→ GENTLE AND SELECTIVE WHEN CLEANING TEETH AND REMOVING  
TOOTH DEPOSITS – NON-ABRASIVE

→ BASIC AND OSMOTIC ACTION OF SODIUM BICARBONATE FOR PHYSIOLOGICAL  
AND PHARMACOLOGICAL ACTION IN DENTISTRY



### BASIC ACTION OF ORIGINAL AIR-FLOW® POWDERPULVER →

- > Neutralizes acid production in the mouth caused by bacteria
- > Fights caries

### OSMOTIC ACTION OF ORIGINAL AIR-FLOW® POWDER →

- > Reduces swelling and kills germs
- SUPPORTS THE TREATMENT OF INFLAMED  
PERIO POCKETS\***

\*Hint for the patient: do not rinse immediately

## AIR-FLOW® →

A MIX OF AIR, SPECIALLY TREATED SODIUM BICARBONATE  
AND WATER FORMS A JET OF SUCH PRECISION THAT THE TREATMENT  
IS PLEASANT AND EFFECTIVE FOR YOU AND YOUR PATIENT



**GREAT ACTION – FRESH CITRUS TASTE**

**ORIGINAL AIR-FLOW®**  
SUBGINGIVAL

# NOW ALSO SUBGINGIVAL → REMOVING PLAQUE WITH AIR-FLOW® AND CLINPRO™ PROPHY POWDER

## CLINPRO™ PROPHY POWDER WITH MINIMALLY ABRASIVE AMINOACID GLYCIN

- > Pleasant taste, not salty
- > Ultra-small grain size (< 63 µm), biocompatible and water-soluble
- > Grain size perfectly adapted for perfect powder transportation in AIR-FLOW®

## CLINPRO™ PROPHY POWDER IN A BOTTLE FOR PERFECT DOSAGE

- > 100g/bottle, 4 bottles/carton
- > step-by-step instructions

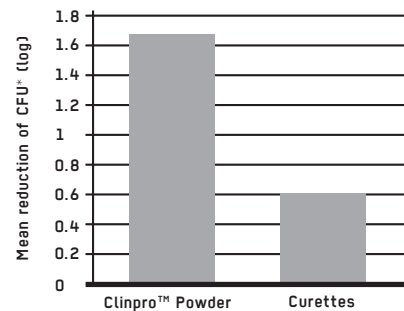
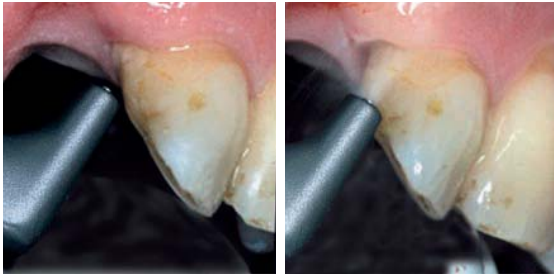
**CLINPRO™ PROPHY POWDER  
→ ESPECIALLY DEVELOPED  
WITH 3M ESPE FOR USE WITH  
AIR-FLOW®**



## PERIO POLISHING™ → EFFECTIVE AND SAFE

Clinical studies\* show that Perio Polishing™ is much more effective than curettes for the removal of subgingival plaque in 3 to 5 mm deep periodontal pockets

- > Reduces periodontal bacteria and periodontal pocket depth



(\*CFU: Colony-forming units)

\*Petersilka, G.J., Tunkel, Barakos, K., Heinecke, A., Häberlein, I., Flemming, T.F.,  
Subgingival plaque removal at interdental sites using a low abrasive air polishing powder,  
Journal of Periodontology, 2003, volume 74, number 3

## PERIO POLISHING™ → ERGONOMIC AND FAST

The treatment is easy and fast

- > Four times faster than with conventional hand instruments
- > No clogging due to optimized flow

## PERIO POLISHING™ → PATIENT COMFORT

Perio Polishing™ with Clinpro™ Propphy Powder is very well accepted by patients

- > Patients rate treatment comfort 8,5 on a scale from 0 to 10 (conventional hand instruments = 4,8)\*
- > When asked “Would you repeat the treatment?”, almost all answered positively (patient survey among five dentists/81 patients)

\*Petersilka, G.J., Steinmann, D., Häberlein, I., Flemming T.F.,  
Subgingival plaque removal by a novel low abrasive air polishing powder;  
IADR 2001, Abstr # 0190

→ PERIO POLISHING™ WITH AIR-FLOW® AND 3M ESPE  
CLINPRO™ PROPHY POWDER DELIVERS MORE QUALITY FOR  
PERIODONTAL THERAPY

**WITHOUT EQUAL**

ORIGINAL AIR-FLOW®  
HANDY

# AIR-FLOW® handy 2+

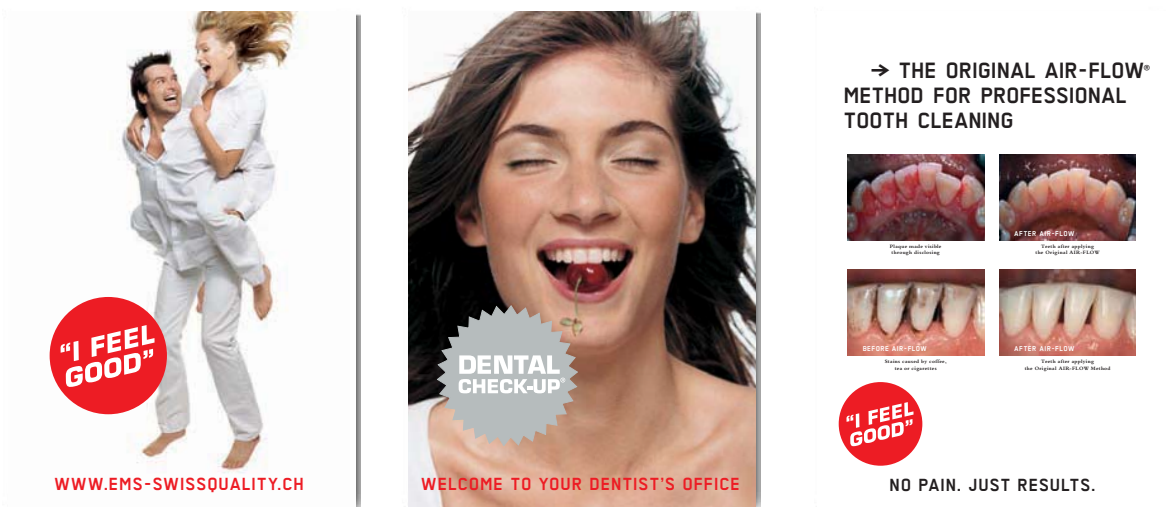
→ 30% MORE , GREATER EFFICIENCY







# MARKETING YOUR PRACTICE →



> Attractive posters for reception and waiting rooms trigger curiosity and inquiries



> Patient brochures promote professional tooth cleaning/prophylaxis and inform patients about the importance of dental checkups®



→ ADOPT THE AIR-FLOW® METHOD  
AND BOOST PATIENT ENTHUSIASM

**ENTHUSIASM FOR EFFECTIVE MARKETING**

**ORIGINAL AIR-FLOW®**

**MODELS**

**AIR-FLOW® handy 2+**

> For power and flexibility, especially in diagnosis, preparing for treatment and subgingival plaque removal



**AIR-FLOW® S1**

> For the professional removal of tooth deposits; a prophylactic classic and a favorite among dental hygienists.



**CART**

> For mobile use, with stand-alone water supply



**AIR-FLOW® S2**

> For the professional removal of tooth deposits and staining with the Piezon® method. Comfort for patients and dentist.





EVERYONE IS A WINNER →

$$\begin{array}{c} \text{_____} \\ \text{Patients per day} \end{array} \times \begin{array}{c} \text{_____} \\ \text{EUR per patient} \end{array} = \begin{array}{c} \text{_____} \\ \text{EUR per day} \end{array}$$
  
$$\times \begin{array}{c} \text{_____} \\ \text{Days per year} \end{array} = \begin{array}{c} \text{=====} \\ \text{EUR per year} \end{array}$$

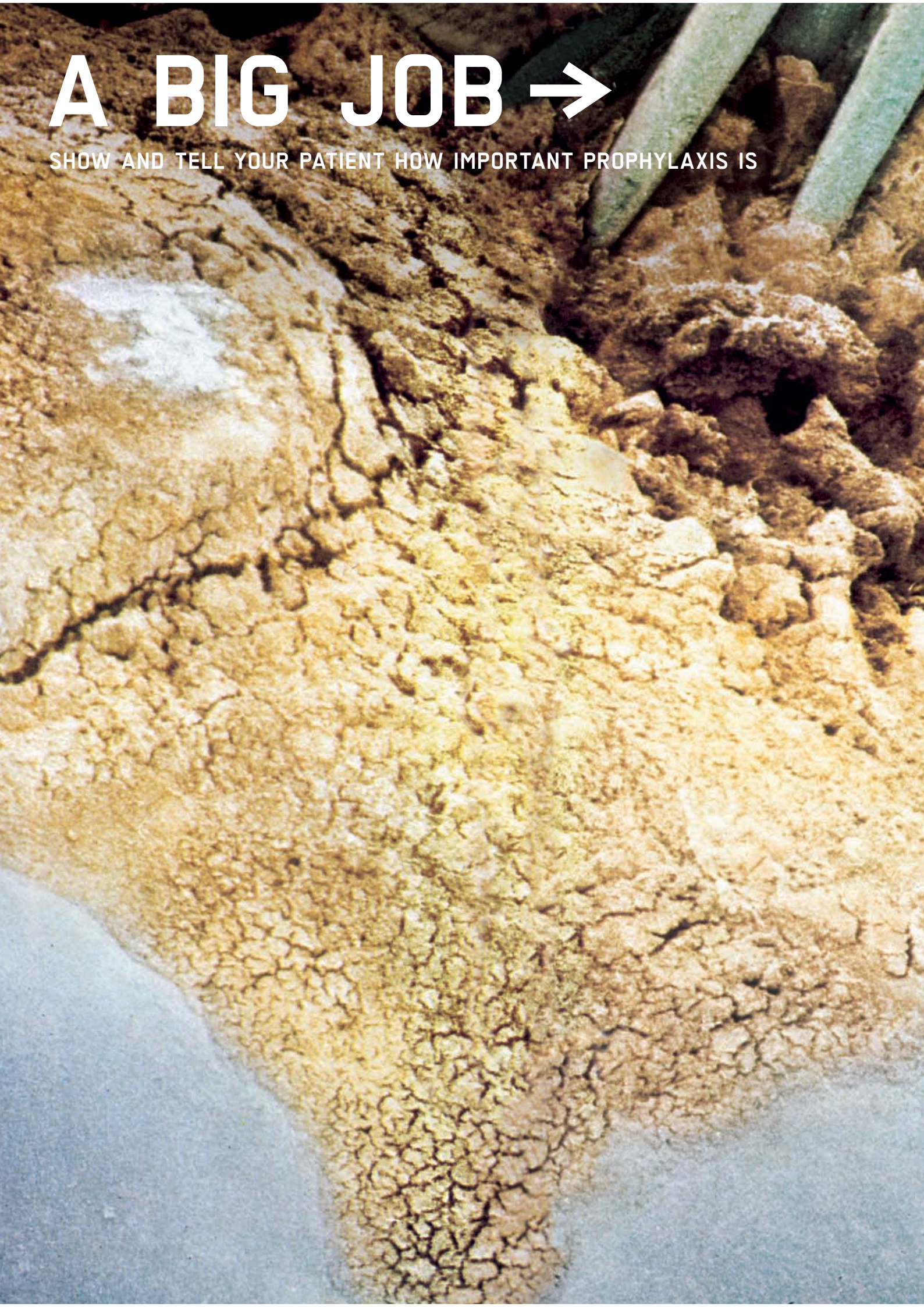
CALCULATE YOUR OWN EARNING POTENTIAL AND TALK ABOUT IT  
WITH YOUR EMS REPRESENTATIVE

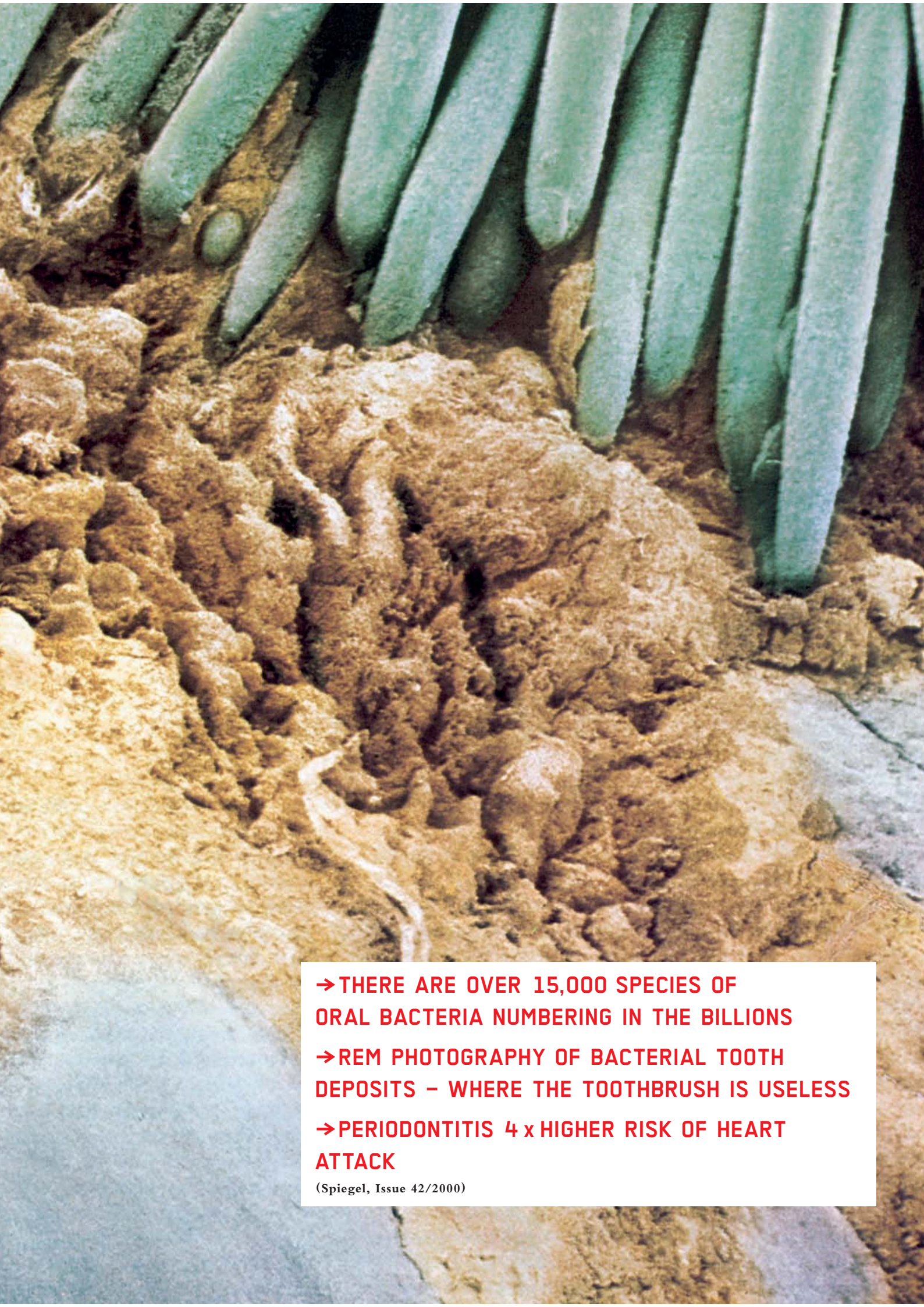
(→ PATIENT ENTHUSIASM FOR AIR FLOW®)

**YOUR FORMULA FOR SUCCESS**

# A BIG JOB →

SHOW AND TELL YOUR PATIENT HOW IMPORTANT PROPHYLAXIS IS





- THERE ARE OVER 15,000 SPECIES OF ORAL BACTERIA NUMBERING IN THE BILLIONS
- REM PHOTOGRAPHY OF BACTERIAL TOOTH DEPOSITS – WHERE THE TOOTHBRUSH IS USELESS
- PERIODONTITIS 4 x HIGHER RISK OF HEART ATTACK

(Spiegel, Issue 42/2000)



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EMS OPTIDENT  
VALLEY DRIVE - ILKEY  
WEST YORKSHIRE;  
ENGLAND LS29 8PB;  
TEL. +44 1943 60 50 50  
FAX. +44 1943 60 44 22  
SALES@OPTIDENT.CO.UK

EMS SA  
CH DE LA VUARPILLIERE 31  
CH-1260 NYON  
SWITZERLAND  
TEL. +41 22 99 44 700  
FAX. +41 22 99 44 701  
WELCOME@EMS-CH.COM