

## Day 1: April 2<sup>nd</sup>

### Project Planning Workshop

(limited to 20 participants)

- Project funding
- Development strategies
- Research facilities

## Day 2: April 3<sup>rd</sup>

### Open Scientific Symposium

- Periodontitis: microbiology, Red Complex, Inflammation, Incidence, Therapy, Prophylaxis
- Natural products against Red Complex Bacteria
- Economic aspects, market situation in Germany and Brazil

## Day 3: April 4<sup>th</sup>

### Master Student Course

(limited to 40 participants)

### Creative Workshop and Idea Mining:

Development of strategies towards innovative oral hygiene products and marketing of plant-based products for periodontitis

Please register until March 20<sup>th</sup> 2019  
by e-mail

[Periodontitis2019@uni-muenster.de](mailto:Periodontitis2019@uni-muenster.de)

### Organizers:

**Prof. Dr. João Carlos Palazzo de Mello**

Universidade Estadual de Maringá  
Department of Pharmacy  
Maringá, PR, Brazil  
Phone: +55-44-3011-4627  
[mello@uem.br](mailto:mello@uem.br)

**Prof. Dr. Andreas Hensel**

University of Münster  
Institute of Pharmaceutical Biology and  
Phytochemistry  
Corrensstrasse 48, 48149 Münster  
Germany  
Phone: +49 251 83333 80 or -81

### Partner:

Deutsches Wissenschafts- und  
Innovationshaus (DWIH São Paulo)

Centro Alemão de Ciência e Inovação (DWIH  
São Paulo)



Universidade Estadual de  
Maringá

### *Periodontal Diseases:*

### *New Strategies using Natural Products for Prophylaxis and Therapy*

**02 - 04. April 2019**

3 Days Open Symposium  
for Scientists, Clinicians,  
Industry and Students

**State University of Maringá**

**School of Pharmacy**

**Bloc B33**

**Maringá, PR, Brazil**

**Free registration!**

Parodontitis is a polymicrobial biofilm infection, which leads to the destruction of gingiva, parodont and alveolar bones. If untreated, the disease will lead to teeth loss. Parodontitis is wide- spread, depending on age, social status and mouth hygiene. Strongly increasing incidence of parodontitis is observed in Brazil as well as in Europe. Effective treatment of the disease by specific products is limited and research for news and innovative developments is rare.

The announced international workshop aims to discuss the relevant problems associated with periodontitis from a scientific, a clinical and also from an economical perspective. R&D strategies will be discussed and developed during the meeting, which should enable industry to effectively develop new products in a straight-forward manner, closely cooperating with academia. This should be done by initiating preclinical as well as clinical research and streamlining new products for effective marketing. While this will be the keystone to initiate promising activities, characteristic requirements for Brazil and Germany will be taken into account to meet the specific needs of each region.

The organizers will be pleased to welcome scientists from academia and industry, as well as clinicians, scientists from industrial R&D and business development units and students.

The 3<sup>rd</sup> day is dedicated to our students: learn techniques of idea mining and strategy development together with professionals, using a hot scientific topic: mouthwash products for periodontitis prophylaxis!

We're looking forward to meeting you in the greenest and most lovely city in Brazil, wonderful Maringá

Yours sincerely,

**Prof. Dr. Andreas Hensel - Germany**

**Prof. Dr. João de Mello - Brazil**

**April 3<sup>rd</sup> 2019**

*Periodontitis: economic aspects of a widespread disease, microbiology, inflammation, Porphyromonas gingivalis, Red Complex and actions to be done in the next decade*

Prof. Dr. Dr. Thomas Beikler, Hamburg, Germany

*Microbiology of Red Complex*  
Prof. Dr. Celso Nakamura, State University of Maringá, Brazil

*Biophotothermal physics, infrared spectroscopy, physical chemistry analysis and clinical applications*

Prof. Dr. Mauro Baesso, State University of Maringá, Brazil

*Periodontal Disease in Brazil: Incidence, Therapy, Prophylaxis*  
Prof. Dr. Cleverson de Oliveira e Silva, State University of Maringá, Brazil

*Periodontal Diseases: the view from the German industry*  
Dr. J. Kattenstroth, QUIRIS Health Care, Gütersloh, Germany

*Natural products against virulence factors of Porphyromonas gingivalis*  
Prof. Dr. Andreas Hensel, Münster, Germany

*Brazilian plants and innovative technology against Porphyromonas gingivalis*  
Prof. Dr. João de Mello, State University of Maringá, Brazil

*From the drug on the fields to high quality plant extracts for modern health concepts*

Dr. A. Blainski, Martin Bauer Group / Finzelberg GmbH & Co. KG - Andernach/São Paulo, Germany/Brazil

**April 4<sup>th</sup> 2019**

**Master Student Course**

Creative Workshop and Idea Mining: Development of a strategy towards innovative oral hygiene and marketing of plant-based products for periodontitis

**Participants:** M.Sc. and Ph.D. students from the Schools of Pharmacy, Biotechnology, Microbiology, Biology, Dentistry, Economics, Design of UEM and from other universities in Brazil

**Introduction into the Methodology of Idea Mining**

Moderator: Dr. Wilhelm Bauhus, University of Münster, Germany

**Working Groups:**

- Science
- Clinics
- Product Development and Presentation
- Publicity, Marketing, Design
- Legal requirements, economic aspects

**Plenum and Plenary Discussion:**

Finalization of a workflow strategy towards innovative mouth hygiene product