



## Essentia Academic Excellence Contest 2017-2018

Dear Colleague,

Looking back at a successful 1st edition of the Essentia Academic Excellence Contest, we gladly invite you to participate in the second edition!

Undergraduate and Postgraduate students from all around Europe will take part in the local contests, in which the best clinical cases will be awarded per country. The winners of the different National Contests will also be granted the opportunity to travel to Leuven, Belgium, to participate in an International Contest and to attend an exclusive hands-on course in the modern installations of GC Europe Training Center. Of course, an awesome social program is also included in the package.

Essentia brings a new perspective to the technique of aesthetic restorative dentistry instigating the user to perceive shade selection in a more intuitive and consistent way. We strongly believe that Essentia concept is the perfect tool to initiate students in the art of shade selection.

We wish you all good luck and we are looking forward to meeting you in Leuven for the International Essentia Contest!

Laetitia Lavoix  
On behalf of  
GC Europe Product Management

e s s e n t a 

**GC**



# RULES



GC Europe  
Academic  
Excellence  
Contest

e s s e n t i a  
2017 2018

## Rules - National Competition

- All universities can participate
- Each University can submit unlimited number of cases
- The interested universities will receive a free of charge bag containing Essentia Starter Kit, Essentia Universal kit, Essentia Modifier Kit and G-Premio Bond, clinical guides, articles and documentation for registration. The bag will be delivered personally by a GC representative who will explain the Essentia shade concept;
- Competition is based on the photographic documentation of a clinical case step by step with GC Essentia in the field of adhesive filling therapy;
- Cases are posted in the Essentia open group page in Facebook from Feb 1st to May 31st 2018 (date may vary per country) mentioning Name and University and quoting "Essentia Academic Excellence Contest 2018".

[www.facebook.com/groups/essentiafromgc](http://www.facebook.com/groups/essentiafromgc)

Besides publishing his/her case in Facebook, the participant has to send the registration form & CTA (copyright transfer agreement) to the GC representative duly filled in and signed. The CTA also includes the right to use pictures of the participants taken during the local & European ceremonies & events. In case this document is not received before the end date of the competition, the participation will not be taken into account.

- Participants incentivize their Facebook friends to comment/share/like the cases
- A local independent jury evaluates the cases and selects 1 or 2 winner(s) per category (Junior & Senior). Value of the prizes may vary according to the country. The prize event will be announced to the participants in each country independently.

**Contact information of GC Branches can be found in the end of this document.**

### Criteria for evaluation of clinical cases:

- Color match
- Anatomical reproduction
- Use of characterization effects
- Didactics during presentation
- Quality of the pictures
- Originality of the case
- Complexity of the case
- Quality of the final result
- Texture
- Marginal adaptation
- Quality of the presentation
- Presentation skills

## Rules - European Competition

1<sup>st</sup> prize winners of each National Contest (1 Junior & 1 Senior student) are also awarded with a trip to Leuven to participate in the Essentia International Competition on Sep 14th and 15th, 2018. The Junior students will have the possibility to bring their tutor.

This event will take place as follows:

- 1<sup>st</sup> day (afternoon): both local 1<sup>st</sup> prize winners will present their cases in 5-10-min presentations to an International Jury. The criteria for evaluation are the same as for the National competition. Day ends with a tour and dinner in Leuven + award ceremony.
- 2<sup>nd</sup> day (full day): Master course on Essentia layering technique by Dr Javier Tapia (Spain) offered to all participants

European Award:

- 1<sup>st</sup> Prize Senior: 1,000 € + publication of an article in GC Get Connected (European Magazine from GC)
- 1<sup>st</sup> Prize Junior: 1000 €
- 2<sup>nd</sup> Prize Senior: 500€
- 2<sup>nd</sup> Prize Junior: 500€
- Facebook Prize: 500€

More Info:

[www.gceurope.com/products/detail.php?id=184](http://www.gceurope.com/products/detail.php?id=184)

[www.facebook.com/essentiafromgc](http://www.facebook.com/essentiafromgc)

[www.gceurope.com/news/newsletter/](http://www.gceurope.com/news/newsletter/)





## Essentia Academic Excellence Contest - 2017-2018 Registration Form

Name of the Tutor:

University:

Address:

Country:

Telephone:

E-mail:

Name of the Student:

Academic Year:

Telephone:

E-mail:

### Copyright Transfer Agreement

- I agree that GC Europe receives the copyright of the clinical case as soon as the case is published on GC Essentia Facebook page;
- I agree to write an article for the dental magazine GC Get Connected in case I become the European winner;
- I confirm that the clinical case to be submitted is original and that I have registered it without the use of any image editing program with the aim to change its visual content
- I agree that GC is allowed to film me and/or take my picture during the local and/or European events and I allow that this material is used for promotional purposes.

Name of the Student & Tutor:

Place and Date:

Signature of the Student & Tutor:

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e s s e n t a  
2017 2018

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**'GC.'**

