A new way to polish
Contouring, finishing and polishing all just got a little easier. Check it out in the exhibit hall.

Do it for your patients
A cost-effective alternative for crowns and veneers your patients will thank you for.

Exploring space

AACD Scientific Session marks 30 years by going live

‘Education in the Round’ presented in the exhibit hall in partnership with the ADA

For the first time ever, live dentistry was offered here at the AACD Scientific Session.

In a partnership with the American Dental Association, the AACD is presenting ‘Education in the Round,’ a live dentistry experience located in the AACD exhibit hall and open to all attendees.

The goal of live dentistry is to provide attendees with a real-life demonstration of the procedures for which AACD dentists are highly recognized. Live dentistry kicked off on Thursday with Dr. Wynn Okuda, AACD accredited member and AACD past president, speaking on direct composite veneers. If you missed the fun, you can catch Dr. John Weston, AACD accredited fellow, discussing prepless veneers today and Dr. Brian LeSage, AACD accredited fellow, talking about bonding on Saturday.

‘Education in the Round will inspire our attendees and motivate them to take their own work up a notch,” said Jeff Roach, AACD director of strategic partnerships. “Also, the debut of live dentistry at our 30th anniversary meeting just proves how far cosmetic dentistry has come, and further strengthens our commitment to esthetic excellence.”

AACD Scientific Session marks 30 years by going live

Stop by the ‘AACD Experience Booth’ to pick up information on AACD accreditation, new member benefits and everything you need to know to participate in the AACD Charitable Foundation’s Give Back a Smile Silent Auction, going on today.

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The American Academy of Cosmetic Dentistry (AACD)’s 2013 State of the Cosmetic Dentistry Industry Survey revealed some insights into the way dental practices choose labs and the reasons patients seek cosmetic work.

According to the study, the primary way dental practices select dental labs is by word of mouth. Roughly 71 percent of respondents said they choose their labs by word of mouth, while 19 percent said they choose their labs through specialty visits. “Esthetic considerations” (86 percent) are respondents’ primary consideration when choosing a lab, followed by procedure or specialty (64 percent) and cost (46 percent).

 Patients looking to improve physical attractiveness

The vast majority of patients seeking cosmetic dental work, 89 percent, are doing so to improve physical attractiveness and self-esteem, according to AACD’s study. Other reasons patients cited included restorative or health reasons, such as an accident or injury (54 percent); to fix a previous or failed cosmetic treatment (51 percent), and to look and feel younger (50 percent). Special events, such as a wedding, also will drive patients to seek cosmetic dentistry (49 percent).

To see results of the full survey, visit www.aacd.com.


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12:15 p.m. Or a full-day option was “An Architectural Plan for Creating Ideal Implant Esthetics: A Vision for Success and Change” with Sonia Lezy, DDS, and Brahm Miller, DDS, running from 9:15 a.m. to 5:30 p.m. Check the “AACD 2014” app to see what else is still open.

Later in the day, from 2:30 to 5:30 p.m. in the exhibit hall, the live dentistry stage is scheduled to feature John Weston, DDS, with “Using Advanced Techniques and Materials to Create Beautiful and Conservative Smile Design with Minimal Prep Veneers,” an AACD Accreditation Case Type 1.

With the exhibit hall open from 11 a.m. to 7 p.m., there is plenty of time before or after the live dentistry session to explore the industry's latest offerings — and take advantage of the many show specials.

Following are just a few to look for:

- In the Shofu booth, No. 511, the company can be counted on for convention specials on many of its most popular products, such as BeautiCem SA, Beautifil Flow Plus and the new Super-Snap X-Treme polishing disks.
- The folks in the Six Month Smile booth (No. 620) are ready to show you how your adult patients can have straight teeth in six months using clear braces.
- A new addition to this year’s exhibit hall (right in the center of things in booth No. 617) is the “AACD Experience Booth,” with information about AACD accreditation, new member benefits — and everything you need to know to participate in the AACD Charitable Foundation’s Give Back a Smile Silent Auction (ends today at 2 p.m.).
- Just an aisle away, The Sharper Practice booth, No. 510, is always worth a visit as a one-stop location for some of the most innovative products in dentistry (be sure to test out the immersive 3-D Carl Zeiss patient video glasses if the opportunity is available).

Tomorrow is packed with just as much opportunity, with numerous educational sessions still open at press time — thanks in part to recently added Saturday sessions, such as “Let’s Grow Tooth … Excellent Clinical Dentistry Using Bioactive/Regenerative Materials,” with Jack D. Griffin, DMD, and the social media session “Your $1,000,000 (NET) Cosmetic Income Blueprint,” with Kent Maerki and Steven Roth, DMD.

If, by the end of the day, you still haven’t managed to cover every corner of the exhibit floor, there’s still another chance: The exhibit hall is open again Saturday from 9 a.m. to 2 p.m.

Adam Braun, founder of Pencils of Promise, takes the stage Thursday morning during the AACD General Session.

Lenny Sulkis invites you to come on by the Shofu booth, No. 511.