A new way to polish
Contouring, finishing and polishing all just got a little easier. Check it out in the exhibit hall.
»page 6

Do it for your patients
A cost-effective alternative for crowns and veneers your patients will thank you for.
»page 7

American Academy of Cosmetic Dentistry · May 2, 2014

Exploring space

By Robert Selleck, today Staff

If you’re not attending session G300 today (touring the Kennedy Space Center), there are plenty of other exploration opportunities here at the Gaylord Palms that are more connected to booth space than outer space.

An ever-expanding selection of dental products, services and educational opportunities are available in every direction you look at the AACD Scientific Session.

At press time, among today’s courses that were not yet full were “Restoratively Guided Orthodontics — Facialy Generated Treatment Planning” and “Matching One or Two Indirect Restorations to Natural Dentition,” both running from 9:15 a.m. to

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.”

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.
(Photos/Eric Seid, today Staff)

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(Photos/Eric Seid, today Staff)
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 lab representative 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.
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 Leziy, 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.
Scenes from the AACD

- The Darby Dental booth, No. 817.
- Find Joanne Costantini at the Isolite booth, No. 1022, where she can tell you all about the company’s isolation mouthpieces.
- John Calamia, DMD, speaks on "Use of Simple Smile Evaluation Form" on Thursday morning at the AACD.
- George Wolfe, Tim Haberstumph and Dan Burns of DMG at the booth, No. 805.
- Cris Pinedo and Craig Galbraith at the daVinci Dental Studios booth, No. 1010.
- Samantha Martens of Ellman, booth No. 310, is ready for your visit.
- Visit Jacie Eber and Katrina Harrison of Designs for Vision at booth No. 417 and get a look at some of the loupes and LED headlights they have available.

Kristen Audette of Orascoptic at the booth, No. 301.

- Want to give your patients short-term orthodontics? Mike Gergen of Six Month Smiles, booth No. 620, can tell you how it can be done.

Photos by Eric Seid, today Staff
THE BEST IN
Comprehensive Cosmetic Dentistry

May 6 - May 9, 2015
31st Annual AACD Scientific Session

Visit www.AACD.com/SanFran
Take polishing to an ‘X-Treme’ level

New Super-Snap X-Treme offers greater flexibility, thickness and gloss results

By Shofu Dental Staff

- Here at the 30th anniversary of the AACD Scientific Session, Shofu Dental is launching the next generation of Super-Snap: Super-Snap X-Treme, an enhancement to the original green fine and red superfine Super-Snap polishing disks.

The new Super-Snap X-Treme was designed to meet varied clinician preferences and advancements in composite technology. X-Treme disks offer greater flexibility, extra thickness for an increased tactile feel and extreme gloss results because of an advanced 3-D grit technology.

Since 1922, Shofu has been an industry-leading manufacturer of high-quality polishers and abrasives that exceed the demands of dental professionals around the world.

The company’s extensive knowledge of direct and indirect restorative materials, combined with stringent quality-control standards, ensure optimal contouring, finishing and polishing, no matter what the material, according to the company.

Super-Snap disks are widely recognized and utilized within universal dental offices. The four-step, color-coded disk system is designed for easy, fast and safe contouring, finishing and polishing of all microfilled and nano-hybrid composites. It is no surprise that Super-Snap Singles have been awarded “Top Composite Finishing and Polishing System” by The Dental Advisor for six years in a row.

The new Super-Snap X-Treme polishing disks provide many of the same features and benefits as the original Super-Snap disks.

Both red and green X-Treme disks have an elastic silicone shank mount for easy placement onto the mandrel. They are manufactured without a metal center to eliminate the risk of gouging or discoloration of the composite and increase the stability of the disk during polishing.

The red and green disk material in both systems are made with aluminum oxide grit.

Super-Snap and Super-Snap X-Treme disks share many important features; however, the new enhancements offered with Super-Snap X-Treme disks makes these two systems distinctly different.

X-Tra thickness

Super-Snap X-Treme red and green disks are double the thickness of the original Super-Snap disks, increasing from 50 µm to 100 µm (Fig. 1).

X-Treme disks are thicker, to allow more force to be applied during polishing and for a greater tactile feel. Extra thickness helps to provide extremely high gloss results.

Buy one box of the new Super-Snap X-Treme during the AACD and receive a free Super-Snap X-Treme souvenir car. (Photos/Provided by Shofu Dental)

Fig. 1. Super-Snap X-Treme polishing disks (right, as compared to Super-Snap) are thicker, to allow more force to be applied during polishing and for a greater tactile feel. Extra thickness helps to provide extremely high gloss results.

Fig. 2a: Red Super-Snap Disk

Fig. 2b: Red Super-Snap X-Treme Disk

Fig. 3a: Red Super-Snap X-Treme Disk

Fig. 3b: Red Super-Snap X-Treme Disk

Here at the AACD

To see the new Super-Snap X-Treme, stop by the Shofu booth, No. 511. If you buy one box of the new product here during the AACD 30th Scientific Session, you will receive a free Super-Snap X-Treme souvenir car.

The extra thickness improves stiffness and durability while maintaining flexibility in interproximal areas. Greater force can be applied when polishing composites with the thicker Super-Snap X-Treme disks, allowing a noticeable increase in tactile feel and helping to produce a beautiful, glossy result to your restorations.

Advanced 3-D technology

The red superfine X-Treme disk features a new, advanced 3-D technology composed of round, semispherical grits homogeneously arranged on the entire disk surface (Figs. 2a, 2b).

The new semispherical-shaped surface provides space to discharge ground debris, resulting in less clogging of the disk and secondary scratches on the composite. Ground debris can collect and discharge within the crevices of the semispheres, helping to maintain a smooth disk surface for polishing. (Fig. 3)

X-Treme gloss results

Super-Snap X-Treme disks are taking polishing to the next level. A unique combination of extra thickness and advanced 3-D grit technology allows dentists to exceed the esthetic demands of patients. Shofu’s internal test results demonstrate extremely low surface roughness and remarkably higher gloss levels compared with competitors (Fig. 4).

Check it out today!

Shofu Dental’s new Super-Snap X-Treme polishing disks are available in standard (12 mm) or mini (8 mm) sizes within a 100-piece kit, including both red and green X-Treme disks, or as individual disk refills of 50. Suggested retail price per kit is $47.60, and disk refills are $25.05.

X-Treme disks can be used in conjunction with the original black contouring and violet finishing Super-Snap disks.

Visit Shofu at booth No. 511 today to experience the new Super-Snap X-Treme.

Fig. 4. The following test was conducted to see a level of gloss after using well-known disk polishers to composite. The composite test samples of Beautifil II universal restorative (Shofu) are finished by #600 finishing paper, and they are tested under R.P.M. 10,000 min-1, pressure 1 N for 30 seconds.
By Dr. Stephen Ball

There has been a major movement in dentistry to preserve as much tooth structure as possible, and tooth alignment has become the cosmetic treatment of choice. Short-term orthodontics (STO) for general dentists is a cosmetic solution for adult patients and is a great service we can add to our practices. It is easy, effective and patients want it.

As with any treatment, case selection is paramount in deciding whom to treat. It is a useful alternative to traditional treatment options such as crowns and veneers, and it is not only less destructive but is also more cost-effective, meaning more patients can access this treatment and can achieve fantastic smiles in the space of only six months.

Case presentation

The patient came to us interested in veneers. After an initial consultation, it soon became apparent that placing veneers would have been a very destructive option, as a lot of preparation would have been needed to achieve an ideal cosmetic result.

After we explained the various pros and cons of veneers, the patient asked if there were any other options. Naturally, we then explained that one option is comprehensive orthodontics that would involve 12 to 18 months. We also described a more cosmetically focused approach, in the form of Six Month Smiles, that would straighten her teeth in about six months.

Having discussed the various merits and drawbacks of each option, the patient opted for Six Month Smiles because the relatively short treatment time was appealing to her, and she only wanted a cosmetic fix, not a functional correction that comprehensive orthodontics would have provided.

This case is an excellent example of the “ideal case” for GP short-term orthodontics. The patient’s molar and canine relationships were Class 1 on both sides with a normal tooth width ratio, upper-to-lower. We weren’t planning any anterior-posterior relationship changes, so this case was perfectly suited for a GP to complete.

After five months, the treatment was completed, and the clear brackets were removed. We then finished the case with tooth whitening to further improve the appearance of the patient’s teeth.

I have found that short-term orthodontics on adults can also lead to additional cosmetic work such as whitening or composite bonding to really finish the smile.

At the end of treatment, the patient was absolutely delighted with the results and has, in fact, become a great advocate for our practice. She has even recommended a number of her friends to come and see us as a result of the treatment, and it’s extremely satisfying to see how much difference this simple, yet effective, short-term orthodontic system can have.
Super-Snap X-TREME
FINISHING & POLISHING

New!
Visit us
Booth #511

Advanced 3D Technology
Super-Snap X-Treme, the latest generation in X-Treme polishing, is designed to exceed the aesthetic expectations of patients today. Super-Snap X-Treme aluminum oxide disks offer x-tra thickness for greater flexibility and durability, and an advanced 3D semispherical surface coating to provide X-Treme gloss results. Super-Snap X-Treme—taking polishing to the next level!

- 3D X-Tra coating on red superfine disk – semispherical shaped grits allow space for ground particles – maintains clean surface contact
- X-Tra thick to increase stiffness, tactile feel, and durability while also maintaining flexibility in interproximal areas
- Achieves X-Treme gloss levels with X-Tremely low surface roughness

Visit www.shofu.com or call 800.827.4638