Many teeth, many whiteners
There are many reasons to whiten your teeth. Now there are whiteners to match those reasons.

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Scenes from CDA Presents
Win an iPad, drink some Starbucks, pose with a giant toothpaste or just pick up some samples.

>pages 4–10

Education in the Big Apple
It’s a win-win: Head to New York for the holidays and get some C.E. credits while you’re there.

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Cornering the market

By Rob Selleck, today Staff

Have you covered every corner of the exhibit hall at CDA Presents The Art and Science of Dentistry? It’s no easy task considering the array of new products, innovative advancements and show specials enticing attendees at virtually every booth.

So in case you haven’t made it to every corner, here’s some help.

If you walk into the exhibit hall and take a sharp right to get to the far front corner, you end up at booth No. 203, where the folks at DoWell Dental Products are ready to tell you about their display of dental instruments.

There are several show specials on some of the company’s most popular offerings, including the Blue Line Perio Surgical Kit designed by Dr. Maurice Salama, along with Dr. Salama’s Extraction Kit. Kazu Tanji of DoWell said the corner location was working well for the company, with a

By Robert Selleck, today Staff

The educational anchor in the exhibit hall, The Spot, was standing-room only throughout the day on Friday, but across the floor, another opportunity was also attracting a steady flow of drop-in traffic, with an invitation that was hard to decline: Take a seat for a bit and depart with some valuable knowledge and a C.E. credit.

The Corporate Forum, sponsored by Air Techniques (in the 2600 aisle), featured a series of non-ticketed, one-hour lectures throughout the meeting — and they are still going today. Just make sure one of the “Monarch” butterflies scans your name badge before you enter.

The topics are diverse, including today’s sessions: fluorescence and imaging technologies; environmental surface management; getting the most out of your utility room products; and state-of-the-art digital diagnostics of conditions such as caries and oral cancer.

Bently Gates, with Air Techniques, scans name badges before attendees enter the Air Techniques Corporate Forum session, “Doctor? Have You Washed Your Hands?” The Corporate Forum continues today, in the 2600 aisle. (Photo/Robert Selleck, today Staff)