Many teeth, many whiteners

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

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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

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The butterfly effect

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), has 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.
steady stream of traffic on both Thursdays and Friday.

After DoWell, if you head back as far as you can to the end of the aisle at the back far right corner of the exhibit hall, you come to Springstone Financial in booth No. 385. Perhaps because of the nearby lounge area, or maybe just because attendees seem to be walking up and down every aisle of the hall regardless of location, the Springstone booth, too, reported steady business. Further enticing wanderers to stop for a minute was a package of a dozen Titleist Pro VI golf balls, ready to be handed out to anybody signing up with Springstone at the meeting for its patient financing services.

Next, head for the far back left corner, where the last occupied booth (No. 2653) is promoting the 65th annual meeting of the Colegio de Odontologos de Tijuana, which, along with the Mexican Dental Association (Asociación Dental Mexicana), is presenting LXV Reunión Dental Pro. The booth seems to always be busy, perhaps because more than 400 medications being prescribed these days can cause dry mouth, according to Parnell.

Today is your final chance to explore every corner of the entire exhibit hall — with the biggest challenge being to not stop at all the temptations along your chosen route.