Scenes from Friday

Jennifer Martin and Stephanie McDonald show how you can have some 'Fish Eye Fun' at the Sirona booth, No. 534. Sirona is celebrating CEREC’s 30th anniversary this year.

To learn more about Hiossen’s implant technology, stop by the company’s booth, No. 2330.

Attendees learn how Sensodyne can protect patients from the effects of acid erosion at booth No. 2118.

Dr. Muhammad Quereshi tries out Iveri Whitening at Benco Dental, booth No. 570. The company says Iveri offers patients a two- to eight-shade whiter appearance.

Seeking seating solutions for your practice? Visit Brady Miers at BQE, booth No. 2334, and you can receive up to $200 off the retail price here at the CDA.

Visit the KaVo Kerr Group booth, No. 1628, to learn more about the SOREDEX dental imaging system, and while you’re there, have a cup of Starbucks coffee or tea.

Photos by Sierra Rendon, today staff
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The team at Neodent, booth No. 2340, stands ready to introduce attendees to the company’s cutting-edge implant offerings. Here at the CDA, attendees can fill out a survey and enter to win an iPad Mini or they can purchase 50 products and get an iPad Mini for free! Stop by the booth to find out what’s included.

Looking for a lotion that won’t dry out your skin and may even improve conditions such as acne, chemical burns, cuts, bites, itching, rashes and more? Stop by booth No. 1681 to learn more about Hawaiian Moon Aloe.

CDA attendees follow a pair of monarch butterfly wings through several aisles of the exhibit hall, ending up at the Air Techniques booth, No. 416, where they learned more about the Monarch line of smart products to clean and disinfect the dental office.

PureLife, booth Nos. 312/709, which you may quickly spot by the giant, purple orchid bud in the center, says it seeks out products that are healthier for your patients, staff and the planet, so you don’t have to sacrifice profitability to achieve responsibility.
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Here at CDA Presents, Philips Zoom, the No. 1 patient-requested professional whitening brand, has redesigned its whitening formulas and created a line of custom-fit solutions for patients’ individual needs.

With new Philips’ Take-Home Whitening Kits, featuring five customized treatments, the company says it’s never been easier to find the perfect whitening system for every patient—whether they want a gentle treatment or maximum shades fast.

New packaging clearly indicates formula differences, providing patients with a whitening experience that specifically suits their individual needs.

Here’s a look at the new line of take-home whitening solutions by Philips:
- **DayWhite Maximum White**: The most dramatic results for a healthy, white smile. Used 15 minutes, twice a day.* Fourteen percent hydrogen peroxide.
- **NiteWhite Maximum White**: The most dramatic results for a healthy, white smile. Used overnight or two to four hours daily.* Sixteen percent carbamide peroxide.
- **NiteWhite Quick 3-day**: Just three days to a healthy, white smile. Used overnight or two to four hours daily. Twenty-two percent carbamide peroxide.
- **DayWhite Gentle**: The healthy, white treatment for sensitive teeth. Used once a day for 30 minutes.” Six percent hydrogen peroxide.
- **DayWhite Touch-ups**: For a lasting healthy, white smile between treatments. Used five to 10 minutes daily.* Nine and a half percent hydrogen peroxide.

According to the company, Philips Zoom DayWhite and NiteWhite are the only take-home formulas with the power of three:
- ACP (amorphous calcium phosphate) to help protect enamel and reduce sensitivity.
- Potassium nitrate to help desensitize and maximize patient comfort.
- Fluoride shown to help prevent caries.

Dental professional pricing is $20.99 to $58.99, depending on the kit.

To learn more, visit [www.philipsoralhealthcare.com](http://www.philipsoralhealthcare.com) or stop by the booth, No. 2218.

*Patients should discuss duration of use with their dental professional.
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The DocPort i.o. intraoral camera features a focus-free design for ease of use and crystal clear imaging. Image acquisition is hassle-free via the easy-touch capture button located on the camera wand, or with optional USB footswitch. Direct computer connection using a standard inexpensive USB cable eliminates costly cable repairs and the camera is supplied with a remote automatic on/off handpiece holder. Easy integration with any dental software platforms in both PC and Macintosh environments makes DocPort i.o. the natural choice for quality dental imaging.

James Rosenwald, DDS, FAGD
“I recently bought two DocPort cameras (to replace my older units) and found them so easy to use and so valuable to my practice that I have purchased three more units. I highly recommend this camera.”

Gerald Ross DDS—Tottenham, ON
“I’ve had cameras costing more than double, but my staff prefers the DocPort over any other because the pictures show incredible detail and it’s so easy to use. We’ve tried a lot of them, but this camera is amazing.”

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The smell of popcorn leads many CDA attendees to the ProSites booth, No. 610, where they were also able to learn more about the best way to build a dental office website.

You can learn all about the Easenshade Advance 4.0 spectrophotometer, which measures dental tooth shades, at the Vita booth, No. 430.

Melanie McNichol shows an attendee the latest in mouthguard protection at the Under Armour booth within Patterson Dental, No. 334.

Meeting attendees check out the latest offerings, such as Perfect Touch Gloves, at the Plak Smacker booth, No. 1510.

Attendees gather at the Pearson booth, Nos. 303/602, to check out the company’s spring specials.

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