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

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 Thurs-
day 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
financial 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 Associa-
tion (Asociación Dental Mexicana),
is presenting LXV Reunión Dental
Provincia 2015, from May 21–23, in
Tijuana, Mexico.

The representatives in the booth
are handing out various candies to
promote the event, and they also
have a “passport” filled with informa-
tion about dining, entertainment and
shopping in Tijuana. The meeting
will feature sessions on all aspects
of dentistry and includes real-time
translation services in English and
Portuguese for those who do not
understand Spanish. Some sessions
are presented in those languages, too.

The last corner to cover, at the far
left front when you enter the exhibit
hall, brings you to Parnell Pharma-
cuticals in booth No. 2619. There
you can speak with Francis Parnell,
MD, the creator of Mouth Kote and
Mouth Kote-R. The CDA Presents
meeting marks the first time that
Francis Parnell, MD, has samples of Mouth Kote and the
just released Mouth Kote-R at the
Parnell Pharmaceuticals booth
(No. 2619).

Mouth Kote-R has been offered. The
unique rinse for dry mouth has been
shown to remineralize and restore
enamel and protect against tooth
decay. 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 chal-
lenge being to not stop at all the
temptations along your chosen route.

Kazu Tanji with DoWell Dental Products has a show special on the Blue Line Perio Surgical Kit and Extraction Kit designed by
Dr. Maurice Salama, in booth No. 203.

Deb Marciello and Chris Johnson with Springstone Financial (booth No. 385) can help you learn more about patient financing programs (and you might even leave with a dozen Titleist golf balls).

From left, Norma Hernandez, Maria
Esther Valdez and Myrana Carlin Del
Olivar, all with the Colegio de
Odontologos de Tijuana Diedial ADM,
are in booth No. 2653 promoting their
organization’s 65th annual meeting.

John Parnell and Francis Parnell, MD,
have samples of Mouth Kote and the
just released Mouth Kote-R at the
Parnell Pharmaceuticals booth
(No. 2619).
**Powerful prescriptions for snoring and sleep apnea**

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- Our No. 1 prescribed snoring and sleep apnea appliance
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- Free six-month replacement warranty

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<tr>
<td>aveoTSD®</td>
<td>$139‡</td>
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<tr>
<td>EMA®</td>
<td>$189*</td>
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<tr>
<td>TAP® 3 Elite</td>
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- A brilliantly simple, low-cost treatment for snoring
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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.

CDA attendees visit the Ultradent booth, No. 1140.

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.

A collection of brightly colored, chlorine-free and greener solutions can be found at BeeSure, booth No. 2335, including masks, gloves and tips.

Katie Dever talks to CDA attendees about the proponents of SheerWhite at the Henry Schein Practice Builder booth, No. 1548.

Pritesh Patel shows attendees the latest from BrushBuddies at booth No. 220.

Cindy Zepeda hands out a goodie bag at the SkyDental booth, No. 654. Stop by to pick up your own set of samples.
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...our outstanding portfolio of award-winning brands that you use and trust everyday.

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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.
- Fluoride shown to help prevent caries.
- Potassium nitrate to help desensitize and maximize patient comfort.
- Potassium nitrate to help desensitize and maximize patient comfort.

To learn more, visit www.philipsoralhealthcare.com or stop by the booth, No. 2218.

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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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Welcome to CDA Presents The Art and Science of Dentistry, and congratulations on actively moving your understanding and professional success forward!

It is only through excellent education that we individually grow and develop as dental health professionals and, through that, build a practice that is not just successful but delivers comprehensive and high-quality care.

As a patient, I expect the best care I can find. As a doctor, I want to deliver the best care possible. That takes us to the power of continuing education, and, as doctors, we are faced with many choices in continuing education.

As a way to introduce you to the Las Vegas Institute for Advanced Dental Studies, or LVI, I want to outline what LVI is about and what void it fills in your practice. The alumni who have completed programs at LVI were given an independent survey, and unlike the typical surveys, 99.7 percent said they love practicing dentistry, and of those surveyed, 92 percent enjoy their profession more since they started their training at LVI. That alone is reason enough to go to LVI and find out more.

While the programs at LVI cover the full breadth of dentistry, the most powerful and life-changing program is generally reported as being Core I, or “Advanced Functional Dentistry — The Power of Physiologic Based Occlusion.” This program is a three-day course that is designed for doctors and their teams to learn together about the power of getting their patients’ physiology on their side.

In this program, doctors can learn how to start the process of taking control of their practice and start to enjoy the full benefits of owning a practice and providing high-quality dentistry. Regardless of whether it is a solo practice or a group setting, every doctor can start the process of creating comprehensive care experiences for his or her patients.

We will discuss why some cases doctors are asked to do are actually dangerous ones to restore cosmetically. We will discover the developmental science behind how unattractive smiles evolve and what cases may need the help of auxiliary healthcare professionals to get the patient feeling better.

The impact of musculoskeletal signs and symptoms will be explored, and we will look at how the supporting soft tissue is the most important diagnostic tool you have — not simply the gingiva but the entire soft-tissue support of the structures, in the mouth and also in the rest of the body.

A successful restorative practice should not be built on insurance reimbursement schedules. An independent business should stand not on the whims and distractions of a fee schedule but rather on the ideal benefits of comprehensive care balanced by the patients’ needs and desires.

Dentistry can be a challenging and thankless business, but it doesn’t have to be. Through complete and comprehensive diagnosis, there is an amazing world of thank yous and hugs and tears that our patients bring to us when we change their lives. The Core I program at LVI is the first step on that journey. That’s why when you call, we answer the phone: “LVI, where lives are changing daily!”

For more information on the Las Vegas Institute for Advanced Dental Studies, visit www.lviglobal.com.
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KaVo Kerr Group brings together some of the most dynamic brands in dentistry. Connected by a common DNA of trust, experience, choices, quality and smart innovation, product launches from KaVo Kerr Group are intended to help dental professionals optimize their work and lives. Product launches at this year’s CDA Presents The Art and Science of Dentistry are designed to do just that. Kerr’s Demi Ultra curing light features revolutionary U-40 Ultracapacitor Technology that re-energizes the unit to full power in less than 40 seconds. This creates a major shift in the convenience, efficiency and reliability dental professionals can expect from their curing light. DEXIS CariVu™ is a compact, portable caries detection device that uses patented transillumination technology to support the identification of occlusal, interproximal and recurrent carious lesions and cracks. Orascoptic’s Nano HD loupes deliver detailed imagery and generous field size in a miniature, lightweight and comfortable footprint. Its proprietary optical lens design and lens coatings provide enhanced visual acuity to improve patient care, procedural outcomes and clinician health. Pelton & Crane’s Spirit 3000 dental chair featuring the “Narrow Back Advantage™” is designed to help mitigate the leading factors contributing to muscular-skeletal disorders. The narrower chair back (11.5 inches at the shoulders and 15 inches at the midline) allow better access to the oral cavity for the clinical team, while keeping patients of all sizes comfortably supported. The ElementsFree cord-free obturation unit from Axis | SybronEndo is specifically designed for use with the Continuous Wave of Condensation technique. It includes a downpack device that instantaneously controls the heating of the heat pluger for a single-motion downpack obturation, as well as an ergonomic backfill device with a motorized extruder system that precisely controls the flow of heated gutta-percha or other material used to backfill a canal. “We don’t just launch, we lead,” said Matt Garrett, vice president of marketing for KaVo Kerr Group. “These most recent product launches represent game-changing developments in their categories, meaningful changes that will directly impact the day-to-day success of dental professionals.” KaVo Kerr Group is a $2 billion global portfolio of dental brands, including KaVo, Kerr, Kerr Total Care, Pentron, Axi | SybronEndo, Orascoptic, Heloton & Crane, Marus, Gendex, DEXIS, Instrumentarium, SOREDEX, i-CAT, NOMAD, Implant Direct and Ormco. Visit www.kavokerrgroup.com for more information.

Optimize your practice — and your health — with new products

Here at CDA Presents

Check out new products from various KaVo Kerr Group companies on the exhibit hall floor, including KaVo (booth No. 1650), Kerr (booth No. 1616), DEXIS (booth No. 1656), Axi | SybronEndo (booth No. 1616), Instrumentarium (booth No. 1638), Pelton & Crane (booth No. 1644), Orascoptic (booth No. 1616) and Marus Dental (booth No. 1642).
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Fig 2. Close up of incisors before treatment.
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By Designs for Vision Staff

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A pair of ULTRA Mini Telescopes weighs as little as 34 grams (1.2 ounces) and is 40 percent smaller in size compared to regular dental telescopes, thus allowing for easy peripheral vision. The ULTRA Mini Telescopes, like Designs for Vision’s world-renowned dental telescopes, provide 2.5x magnification and are fully customized to the individual user, providing ergonomic advantages. The ULTRA Mini Telescopes are ideal for those who require true 2.5x magnification but desire a smaller, lighter weight system.

The LED DayLite® ULTRA Mini headlight weighs less than 16 grams and provides more than eight hours of even neutral light at maximum intensity. Combining the ULTRA Mini Telescopes with the LED DayLite® ULTRA Mini headlight provides the ultimate in high-quality, lightweight visual enhancement. The ULTRA Mini Combo is a fraction of the weight of some of the bulky light/loupe combo systems on the market.

Designs for Vision is a privately owned and operated firm founded in 1961 with the mission to design and manufacture task-oriented visual enhancement devices.

Its founder, Dr. William Feinbloom, envisioned a company that would custom craft each device to the needs and requirements of each customer. The company has remained true to that vision for more than 53 years, and the ULTRA Mini Combo is the latest innovation expanding that vision.

As a small business crafting products in the United States, Designs for Vision takes pride in the connection with its customers that large multi-national corporations or far-off manufacturers sometimes struggle to maintain. At Designs for Vision, employees pledge that they will not share your information with any other entities.

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Core I: Advanced Functional Dentistry –
The Power of Physiologic Based Dentistry
The Future of Dentistry Awaits You

The LVI Core I program encompasses the principles in physiologic restorative concepts creating excellence in care for your patients and prosperity for you. This program will start you on a path to greater understanding and enjoyment of our profession while creating loyal, enthusiastic and grateful patients!

This exciting three-day, hands-on program shows you how to evaluate cases and educate your patients for advanced restorative dentistry and more comprehensive case acceptance. For many of your patients you will learn how to eliminate a lifetime of pain that no other medical professional has been able to address, and for some learn how you can actually save their lives!

In essence, become a mouth doctor with ability to do things you never were taught in dental school. You have patients in your practice RIGHT NOW that can benefit from these concepts and you have the opportunity to change their day the second you return to your office.

Dr. Bill Dickerson, Dr. Heidi Dickerson and Dr. Mark Duncan will present this information in a practical, easy to understand manner where you will feel comfortable presenting these exciting and practice building new options to your patients on Monday. Don’t miss this golden opportunity to find out about this incredible world of dentistry that awaits you!

Core I guarantee: We are so sure you will be satisfied with this course that we offer a money back guarantee!

“LVI has given me a new driving force in my career. It has recharged my enthusiasm for dentistry and made me realize that my career choice was not a mistake.”
— Dr. Charles Nila, Smallville, ON

“I wish I would have attended LVI earlier in my career. I still have time to make a difference but this info is too valuable to not be used throughout an entire dental career.”
— Dr. Tim Sweeney, Algonquin, IL

“Not only did I learn what I didn’t know about dentistry, I learned how to help my own long history of pain in the head and neck. Thanks for the missing link.”
— Dr. Paul Bell, Denver, CO

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<td>Non-Cutting tip</td>
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<td>K-FILES</td>
<td>Cutting tip</td>
<td>Designed for full instrumentation.</td>
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<tr>
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<td>Non-Cutting tip</td>
<td>Triangular blade for increased flexibility. Designed for full instrumentation.</td>
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<td>NITI FILES</td>
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A focus on quality

By DoWell Dental Products Staff

Since 2006, DoWell Dental Products has been growing rapidly in the dental industry. The mindset of our company is to abide by basic fundamentals, providing quality products at competitive prices with great customer support and service. DoWell Dental Products uses only genuine manufacturer parts; we are obsessed with quality and attention to detail, and our products will speak for themselves. Our products vary from your basic equipment to dentistry’s most popular and traditional instruments.

For instance, we carry the PiezoART surgical unit. Our PiezoART surgical unit is a machine that utilizes piezoelectric vibrations. By adjusting the ultrasonic frequency of the device, it is possible to cut hard tissue while leaving soft tissue untouched by the process. We also carry biological bone-grafting materials, such as bone, restorable membrane, pericardium and others.

Our instruments are made from the finest stainless steel by skilled craftsmen and are subject to strict quality controls during the inspection process. Our instruments are guaranteed to be free from defects in workmanship and material. Any DoWell Dental Product instrument that proves defective will either be repaired or replaced at our discretion without charge.

The superior quality of our products did not happen overnight. It came about because of sheer enthusiasm and an unprecedented passion in dental instrument manufacturing.

Caring for the community and future of the dental industry is very important to us, and that is why we support many colleges and universities throughout the country with Maxi courses, lectures, continuing education courses and hands-on workshops.

We also support key clinicians whose techniques and new procedures are considered cutting-edge and innovative in the dental field.

Here at DoWell Dental Products, we are also keeping up with the dental field by following new technology and techniques. The industry is always changing, and we are constantly changing along with it.

Our goal is to specialize in manufacturing the highest quality dental instruments for our customers by employing superior technicians and utilizing advanced production and equipment.

We offer an advanced website at www.dowelldentalproducts.com, where every item we carry is available to order. You can also find a variety of live surgery videos to see our products in action.

Our product line is always growing to cover new areas and procedures while some existing products are always being modified for superior use and ease.

Building customer relationships is the essence of our company’s success. At DoWell Dental Products, part of delivering great customer service and support, smile after smile, is having friendly, knowledgeable representatives to help you with any questions you may have.

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New open CAD/CAM solutions for dentists and dental laboratories

By Planmeca Staff

Planmeca is introducing a full range of open CAD/CAM solutions for dentists and dental labs to complete its offering in dental equipment and software. The dentist or lab can choose either the entire workflow solution or only certain parts, according to their needs.

This is made possible with Planmeca’s open interfaces between devices and software. From high-precision desktop milling units to sophisticated CAD software, this unique solution includes all necessary tools for open CAD/CAM dentistry.

Integrated workflow for dentists

Planmeca PlanScan™ is a digital impression scanner for ultra-fast, powder-free 3-D scanning. The scanner provides real-time digital impressions from one-tooth to full-arch scans. The open STL data output means the scanned data can be sent to any dental lab for CAD work. Planmeca PlanScan is the first dental unit-integrated impression scanner. Alternatively, it is available as a standalone version and can be connected, such as to a laptop.

Planmeca also offers dentists a new open CAD software suite for 3-D design. Planmeca PlanCAD™ Easy is integrated in the Planmeca Romexis® software and is for designing prosthetic works from individual inlays to bridges.

The ready design can then be sent to Planmeca PlanMill™ 40, a new milling unit targeted for dentists and designed for glass ceramic and other material works. The four-axis milling unit is quick and accurate.

Integrated workflow for dental labs

For dental laboratories, Planmeca offers Planmeca PlanScan Lab, a fast and maintenance-free desktop lab scanner for scanning plaster casts. The design phase is done in the open software, and the ready design can be sent to any dental lab for CAD work.

Planmeca PlanCAD Premium lab software, after which the ready design is sent to Planmeca PlanMill 50, a five-axis milling machine designed for dental labs.

Alternatively, the lab can order milling services from Planmeca’s CAD/CAM milling center, PlanEasyMill™, which offers a wide range of materials and fast deliveries.

“Our CAD/CAM solutions are truly unique, as the system is completely open and flexible,” said Jukka Kansera, director of dental care units and CAD/CAM division at Planmeca Oy. “Dentists and laboratories can choose from the entire solution and benefit from the integrated workflow or just pick the necessary parts and send the open data to their partners. This is truly digital perfection.”
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Privately Owned and Operated since 1961
Carestream Dental has announced the debut of its CS SoftDent Cloud practice management software here at CDA Presents.

Also at the meeting, Carestream Dental showcased two of its other recently launched products, the CS 8100 3D extraoral imaging system and the RVG 6200 intraoral digital imaging system.

CS SoftDent Cloud, the latest cloud version of Carestream Dental’s leading practice management software, is designed to help even the busiest practices run more efficiently. The program enables practices to manage such day-to-day business as insurance benefits tracking, electronic patient charts and detailed financial reports, at any time from any location. Sensitive patient and practice management files are securely backed up and maintained by Carestream Dental in HIPAA-compliant storage.

“We know our customers are very busy, so we’re constantly looking for ways to improve their workflow,” said Jeffrey Urkevich, CS SoftDent senior product line manager for Carestream Dental. “Now, practices can enjoy peace of mind because CS SoftDent Cloud stores all applications, data and patient information under one virtual roof, giving teams access to the files they need 24/7. Also, hardware overhead is greatly reduced, and offices can now access their data from both PC and Mac computers. It really is a great convenience.”

Additionally, the CS 8100 3D and RVG 6200, launched at the American Association of Endodontists 2014 Annual Session, are also available for sale. Building on the high-quality, 2-D panoramic images available with the CS 8100, the CS 8100 3D now offers 3-D imaging and 3-D model scanning in one affordable unit.

The RVG 6200 is the company’s newest digital intraoral sensor. The system offers a three-step acquisition process: position, expose and view. Practitioners simply position the sensor in a patient’s mouth, capture the image, and the image appears within seconds.

“We could not be happier with the addition of CS SoftDent Cloud, the CS 8100 3D and the RVG 6200 to our portfolio,” said Dr. Ed Shellard, chief marketing officer and director of business development for Carestream Dental. “We’re continually meeting and exceeding our goal of providing practitioners with products that simplify complicated tasks and enable them to do their jobs with fewer steps, and this is just the beginning.”
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The light green color of Dryz contrasts nicely with gingiva, blood and tooth structure, making it easy to detect where the material has been placed. Dryz is also easily removed with an air/water syringe and leaves no residue to interfere with impressions or seating of restorations.

Using Dryz is a breeze! Prior to taking your impression, rinse and dry the prep. Isolate the area and simply apply Dryz into the sulcus directly from the self-dispensing syringe without the need for a separate dispensing gun. Dryz will create a nice space between the gingival tissue and tooth surfaces while controlling any bleeding with its aluminum chloride.

If you prefer, you may also use compression caps for a little more “push” into the sulcus. Then, just let the material sit for a few minutes (depending on the amount of hemostasis that’s necessary), rinse thoroughly, dry and make your impression!

Dryz is also great for tissue management when you’re seating restorations, placing rubber dam clamps, bleaching teeth and restoring subgingival cavities. It controls seepage that may contaminate a sensitive, restorative material, allowing you to do optimal restorative dentistry.

Dryz is also available in the Standard Kit (S180) which includes 7 syringes and 15 applicator tips.

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By Jayme McNiff Spicciatie,
Program Manager, Greater New York Dental Meeting

Last year’s 89th Greater New York Dental Meeting registered 54,629 attendees, including 19,724 dentists from all 50 states and 131 countries. In addition, there were 4,078 hygienists and 5,323 dental assistants. The meeting’s exhibit hall featured more than 800 exhibitors in more than 1,600 booths.

This year’s meeting promises to be even more exciting. A number of new events are already on the schedule. Here are some highlights:

• The World Implant Expo, four days of innovations in implantology. The new World Implant Expo will be held simultaneously with the main Greater New York Dental Meeting, from Nov. 28 through Dec. 3.
• An expanded CoILABoration Dental Laboratory Meeting, bringing together dentists and techs in a highly interactive environment. CoILABoration, the dental laboratory meeting presented with Aegis Publishing, is expected to surpass its inaugural 2013 numbers: 1,183 technicians and technician students, 50 exhibitor booths and two classrooms for seminars and workshops.
• An expanded exhibit floor with more than 1,700 exhibit booths filled by more than 700 companies.

Again for 2014, the GNYDM, which is sponsored by the New York County Dental Society and Second District Dental Societies, will remain free of any registration fee.

Four days of exhibits
Other distinctions that help make the GNYDM stand out include:

• Only event with four-day exhibit hall
• More than 300 educational programs
• One C.E. unit for exploring the exhibit floor
• Live patient demonstrations
• Multilingual programs (in Spanish, Russian, Portuguese, French and Italian)

Three major airports – Newark Liberty (EWR), Kennedy (JFK) and La Guardia (LGA) – and hotel discounts make it easy for professionals to attend the meeting and enjoy all that New York City has to offer during the holiday season.

For more information
Learn more at www.gnydm.com.
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