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Vol. 8, No. 3

What you’re looking for

By Sierra Rendon, today Staff

CDA Presents is an excellent place to fulfill your C.E. credits for the year, and those opportunities continue today with a myriad of lectures, workshops and forums.

Here is a sampling of the many educational sessions you can partake in today:

• “Graftless Solutions in Implant Dentistry” with Drs. Saj Jivraj and Hooman Zarrinkelk in ACC-208 A/B. (2.5 C.E.)
• “Eat This, Not That: Tooth Wear, Lifestyle and Nutrition,” with Dr. Uche Odiatu in Hilton-California D. (2.5 C.E.)
• “The Exceptional Dental Team: Gatekeepers for Systemic Inflammation and Total Wellness,” with Dr. DeWitt C. Wilkerson in ACC-304 A/B. (2.5 C.E.)

For the clinician who is looking to make his or her practice more efficient, more profitable and more technologically savvy, the exhibit hall floor at CDA Presents the Art and Science of Dentistry offers at least 100 new dental product launches, all aimed at helping dentists stay up-to-date on the latest trends in the industry.

The 135,000-square-foot exhibit hall floor is brimming with 575 exhibiting companies, each of them showcasing a different product you might find to be just what your practice needs.

Here is a sneak peek at a handful of those new products you’ll find on the CDA Presents exhibit hall floor:

• DrQuickLook SD Plus, booth No. 2437 — DrQuickLook SD Plus is an all-in-one intraoral camera that allows dentists to quickly display and review with patients on an easy-to-use handheld touch screen. "It’s a unique,
patient-held, completely universal intraoral camera,” said Erin Primera no of DrQuickLook. “Users can also transfer saved images to a computer or patient file. It works right out of the box and is made here in the USA.”

- **Excellerator RT, booth No. 1640** — Propel Orthodontics says the micro-osteoperforation performed with the Excelleration drivers stimulates the alveolar bone in orthodontic treatment in order to accelerate tooth movement and facilitate challenging movements, thereby increasing predictability and reducing a patient’s overall orthodontic treatment time. Propel says it can be used in conjunction with braces or clear aligners and takes just minutes to perform during a patient’s regularly scheduled office visit.

- **EyeZoom, booth No. 1334** — It’s time to zoom in and take a closer look at EyeZoom, the first and only loupe to offer multiple magnification powers. Co-engineered by Orascoptic and Konica Minolta, this revolutionary optical design boasts a three-step variable magnification technology and edge-to-edge high-definition resolution. You now have the power to customize your magnification for specific techniques or zoom in and out to change your perspective during a procedure. It’s like having three loupes in one!

- **BioRoot RCS, booth No. 330** — Septodont’s new BioRoot RCS is a bioactive and biocompatible root canal sealer with active biosilicate technology. This pure mineral formulation does not stain teeth and eliminates post-op sensitivity, according to Septodont. The strong seal and tight interface provides adhesive to dentin and gutta-percha points, giving a void-free seal, the company says.
ONE LOUPE
3 MAGNIFICATIONS

It's time to zoom in and take a closer look at EyeZoom – the first and only loupe to offer multiple magnification powers. Co-engineered by Orascoptic® and Konica Minolta®, this revolutionary optical design boasts a 3-step variable magnification technology and edge-to-edge high definition resolution.

HYGIENE INSPIRED
HYGIENIST APPROVED

Designed by an elite team of practicing hygienists and recognized ergonomic and infection control experts, the loupe works to improve ergonomics, productivity and career longevity. Encompassing an optimal field width and depth recommended for dental hygiene professionals, the optics deliver a crisp image with edge-to-edge clarity.

Meet EyeZoom™ & RDH Elite™ at BOOTH 1334
By Nadean Burkett, Extraction Academy

It is estimated that more than 20 million teeth are extracted each year in the United States. Although it is considered a routine procedure, it is also one in which the most complications occur, including infection and pain, leading to discord in the doctor-patient relationship.

Is it any wonder that extractions are the procedure most feared by patients and referred out by general practitioners?

To address this clinical challenge, Nexus Dentistry has developed the Extraction Academy. Dr. Gregory Greenwood, chief dental officer of Nexus, is an internationally renowned lecturer on the latest trends in oral, IM, IN and IV conscious sedation in dentistry and is a mentor to clinicians who want to master their knowledge and skills in surgical procedures. This is particularly relevant in tooth extraction, which arguably is the most difficult procedure to perform successfully.

The development of the Extraction Academy program was a collaboration with Greenwood’s colleague, Dr. Kianor Shah, the visionary of the project. Although every dental school teaches students how to extract a tooth, it is stigmatized by the public as the most brutal dental procedure.

Greenwood and Shah share the belief that just because every dentist is trained to extract teeth does not mean they should. With current advancements and technology available, extractions can be done safely and more comfortably for the patient.

The success of the Extraction Academy program is based on the teachings of both theory and technique, including how to avoid complications and retain a patient for life.

The skills learned and practiced by those dentists in the program are beneficial to both patient and doctor. Patients will no longer have the inconvenience and higher fees incurred when referred to a specialist, while the doctor’s ability to retain the patient within his or her practice has both financial and other advantages.

For Greenwood and his colleagues at the Extraction Academy, the rewards in their teaching and mentorship with dentists are realized most profoundly by the positive feedback of doctors who employ these techniques in their practice.

They also immensely appreciate the tremendous outpouring of support from their sponsors, which allows them to fulfill their commitment to global community outreach by working with charitable organizations, such as The Wisdom Tooth Project, Oral Health America and Mercy Ships, to provide access to quality clinical care to those less fortunate around the world.

The Extraction Academy is holding a one-day, hands-on workshop on Sunday, immediately following the CDA Presents. For more information, please visit www.extacademy.com.
BruxZir™ Implant Bundle
$395* includes
- Inclusive® Tapered Implant
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BruxZir Solid Zirconia, the world’s most prescribed zirconia restoration, now comes as a complete tooth replacement solution. For about the same price as a crown and custom abutment, everything needed to replace a missing tooth is included. The bundle provides convenience and predictable treatment costs, and reduces the need to keep a supply of implants and prosthetic components on hand.

*Price does not include shipping or applicable taxes. Inclusive is a registered trademark of Prismatik Dentalcraft, Inc.

For more information
888-786-2177
www.glidewelldental.com
Scenes from Friday

- Passengers from the Titanic are here to promote Supra-Gingival Dentistry seminars offered by the LA Institute of Clinical Dentistry and Ruiz Dental Seminars (booth No. 219). You don’t want to ‘sink below the surface,’ the actors explain.

- Maggie Wang, left, and Regina O’Rourke of Dental Office Depot (booth No. 762).

- From left: Jason Huml, Joelle Beigel and Andrew Gonzales of AM-Touch Dental Supply (booth No. 367).

- Lenny Sulkis, left, and Meredith Tangney of Shofu Dental Corp. (booth No. 1128).

- They are giving away a guitar each day at Fotona (booth No. 1750). Visit them to learn more.

- Ione Booth, left, and Mary McCauley of Jordco (booth No. 579).

- Jim Short of Heraeus Kulzer (booth No. 742).

Photos/Fred Michmershuizen, today Staff
From left: Frank Catalanotto, Karen Neiner, George Tysowsky and George Rhodes at a celebration Thursday evening for Oral Health America (OHA), which is celebrating its 60th anniversary this year.

Jerry Vogel, left, and Gregory Vogel of Panthera Dental (booth No. 2520).

The staff of DigiDental4U (booth No. 2352).

Dr. Fred Weinstein of Vancouver, British Columbia.

Norma Ezeddine, left, and Maria Segura of Dr. Fresh (booth No. 2138).

Neal August of Flow Dental Corp. (booth No. 649).
The team at Sky Dental Supply (booth No. 767).

Meeting attendees attend a laser workshop Friday morning.

From left: Takayuki Nakamura, Emiko Ota and Yukari Aritake of Osada (booth No. 1371).

From left: Cliff Dodson, Vito Verzura and Dan Voges of DentalVibe (booth No. 1281).

Jim Pienkowski of Planmeca USA (booth No. 1650) demonstrates the scanning procedure for Planmeca ProFace.

Lindsey Arambula of Coltene (booth No. 548) with the company’s BioSonic WipeOut disinfectant wipes.

Lawrence Taub of TAUB Products (booth No. 1278).

From left: Rob Fischer, Jonathan Benz and Joseph Lau of Endo Technic (booth No. 739).

Meeting attendees stop by Henry Schein (booth No. 1470) to learn more about E4D digital technology.
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*No purchase necessary. One entry per person. Drawings held once per day, 4:00 pm Thursday, April 30 and Friday, May 1, and at 12:00 pm on Saturday, May 2. The winner will be notified by cell phone or text message during the trade show. This offer is Sunshine Act reportable. Certain restrictions apply, consult with your Henry Schein Representative for details. Offer valid only during the CDA - 4/30/15 - 5/2/15.

The federal government imposes certain restrictions on, and pursuant to the Sunshine Act requires public reporting of, transfers of value to a practitioner. This includes promotional programs. This promotion is a reportable event.

*PlanScan® and PlanScan® Restorative System are trademarks of Planmeca Oy. © 2015 Planmeca Oy. Distributed by Henry Schein Dental.
There is a better way (and LVI can show you how to get there)

By Mark Duncan, DDS, LVIF, FAGD, FICCMO, Clinical Director, LVI

You know how those days go — all morning long, it felt like you were struggling to keep on track with the schedule. Your team is frustrated because they haven’t had their full hour lunch more than one day a week in as long as they can remember.

You walked by the sterilization room 15 minutes ago, and it sure sounded like they were complaining to each other because you said to work in that emergency, and they were struggling to figure out how to pick up their kid from daycare on time. Again. You want them to enjoy working here, but you have to be able to pay the bills. And your best assistant asked you again if she can have that raise you have been promising her. Don’t they understand?

Today will be another day of three chairs and patient after patient asking you questions about treatment, all eager to get started with getting their mouth fixed, but yet you still won’t see any of them show up on the schedule. They said they wanted to do the work, but for some reason, they never seem to come back and do it.

They say insurance doesn’t cover it, or they ask for a pre-determination. Too bad they don’t know the pre-determination doesn’t mean much.

Today, you have 27 patients on your schedule and will work your butt off and still not have a chance to pee. It looks like you should be able to be done by 5, but today will finish worse than yesterday.

It feels like half of your patients are crankier than you are, and your team isn’t really talking to you today, and you know when you get home, all you will want to do is go to sleep and wake up on Saturday — except it’s still Tuesday! It doesn’t make sense — you have taken C.E. courses every time they come to town. The new insurance plan was supposed to make things easier. You bought a bunch of new equipment to save money on taxes — of course now you have to pay for it every month — but why does it seem like the harder you work, the further behind you get? There has to be a simple reason.

Well, it turns out there actually is — and it’s something that you learned when you were about 5! Do unto others. More specifically, build systems in your office so that you can treat your patients the way you would want to be treated — comprehensively and with exceptional information to make good decisions — and produce a consistent experience time after time.

While doing that, add exceptional care — esthetic adhesive excellence like you see in the journals. But how?

Well, the answer happens to be the foundation that LVI was built upon — building the excellence in a patient-centered practice. And the programs at LVI have been teaching clinical excellence and communication and business systems for almost 20 years to help doctors do a better job of not only seeing the patient but, more importantly, connecting with them. Two decades of not only communication but comprehensive diagnosis and clinical excellence. As a result, the doctors at LVI have a statistically higher professional satisfaction and income.

Isn’t it time you go find out what they are doing differently? Yes. Yes, it is — and congratulations on the journey you are about to start.
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Exclusive CBCT Ultra-Low Dose imaging protocol reduces patient radiation by an average of 77% without loss of diagnostic quality*

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- Offers optional ProFace 3D facial photos for advanced case presentation, operation pre-planning, and treatment follow-up
- Provides the tools to reduce radiation based on clinical need, including Planmeca’s Ultra-low Dose Protocol, adjustable kV and mA, selectable volume sizes, and pediatric mode for a 35% lower dose
- Optional digital impression and cast model scanning available for ProMax 3D, 3D Plus, 3D Mid, and 3D Max
- Upgradable all-in-one technology
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- Mac and PC compatible

*According to “Dosimetry of Orthodontic Diagnostic FOVs Using Low Dose CBCT Protocol,” by J.B. Ludlow and J. Koivisto. For copies of this study, please contact Planmeca USA.

For a free in-office consultation, please call 1-855-245-2908 or visit us on the web at www.planmecausa.com

See PLANMECA at The California Dental Association - Anaheim Booth #1650
DentalEZ unveils new hygiene handpiece at reception in the sky

By Fred Michmershuizen, today Staff

DentalEZ hosted a reception for customers, industry members and the dental media Thursday evening in the Hilton’s Vista Lounge, a 14th floor perch overlooking Disneyland. At the party, attendees could mingle with company principals and sales reps and see and touch the company’s new StarDental iStar Cordless Prophy- laxis Handpiece.

To make things more fun, they brought in an artist to paint people’s caricatures.

According to DentalEZ, the iStar is designed to make dental hygiene procedures fast and easy. The cordless prophy handpiece allows full freedom of movement and is compatible with all disposable prophy angles, the company said.

The handpiece is being unveiled here in Anaheim.

Heather Trombley, who was appointed president of DentalEZ on March 31, welcomed attendees to the reception and invited everyone to stay and learn more about the iStar.

Trombley comes to DentalEZ with 25 years of business leadership experience. She succeeded former President Gordon Hagler, who retired last July.

Following Hagler’s retirement, Vickie Waitsman stepped in as interim president for approximately nine months. Waitsman has been vice president, general counsel of DentalEZ for more than 20 years and will remain an active officer of DentalEZ, returning to her original role within the company while transitioning president responsibilities over to Trombley.

To learn more about DentalEZ and its products, stop by the company’s booth, No. 1160, or visit www.dentalez.com.

Here in Anaheim

A portrait artist draws a caricature of an attendee at a DentalEZ reception Thursday evening.

These caricatures are of DentalEZ staff members. How many do you recognize?
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pinpoint accuracy of excess sub-gingival cement for easy removal.

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- Easily retrievable
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For more information visit: TAUBDENTAL.COM

Data Courtesy of Dr. Nick Wright / RHEAS.org
Dentrix G6: Just what clinicians wanted

By Sierra Rendon, today Staff

Ooh-ing, ahh-ing and clapping. That was the response when introducing CDA Presents attendees to the Dentrix® G6 at the Henry Schein booth, No. 1370, as the software was launched this week.

“They basically wanted to know, ‘How soon can I get this?’” said Brad Royer, Dentrix product manager. “The response has been excellent.”

The new release is the latest version of the award-winning dental practice management software. Dentrix G6 offers customers new features that enhance user experience and enable practitioners to easily adopt paperless practices.

“The Dentrix mission, as we head into our 25th anniversary year, is to help the clinician be as profitable as possible,” Royer said. “With all of these improvements, we aim to both increase efficiency and increase profitability for the dentists.”

To help practices further automate frequent tasks, such as scheduling, charting, treatment planning, billing and reporting, Dentrix G6 offers upgrades to its financial analytics, accounting and billing tools that make it easier to manage patient information, Royer said. Dentrix G6 also features a new “click to chat” button in the Help menu, so customers can receive real-time answers to their questions from the Dentrix support team.

Another new button on the Dentrix G6 toolbar gives one-click access to the Dentrix Marketplace, an online store that offers products and services that work with Dentrix, including “Dentrix Connected” apps that integrate directly into the Dentrix system to eliminate duplicate data entry and speed up practice workflow.

“It’s similar to the Apple App Store, where third parties can place apps that integrate with Dentrix,” Royer said. “It gives clinicians the autonomy to find and choose exactly what will be most helpful to their individual practices.”

Updates featured in Dentrix G6 were based on feedback received from users via an online suggestion box, social media polls and industry conferences made available by Henry Schein.

“When we set out to create this, we had two goals: 1) to improve efficiencies in the product and 2) to understand and resolve customer pain points and resolve them,” Royer said. “There are actually 25–30 changes made within Dentrix G6 in specific response to those customer requests.”

Dentrix customers with an active Dentrix customer service plan can upgrade to Dentrix G6 at no cost. Customers who do not have an active plan may call (800) 336-8749 or visit www.Dentrix.com/CSP to enroll and qualify for the upgrade.

For more details about Dentrix G6, visit www.Dentrix.com/G6.
Another first in dental isolation.

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- Oral-Maxillofacial Surgery
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- Extractions
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Surgical dental procedures are now even easier.
Using Isolite’s Sterile Mouthpiece you have control over blood and debris like never before allowing you to focus on dentistry and worry less about everything else.

Available in a full range of sizes to best fit every patient.
Individually packaged in thermoform trays with a Tyvek lid and supplied in convenient operatory boxes of 3.

BRING THIS AD TO BOOTH #1643 AT CDA’S TO RECEIVE A SPECIAL OFFER

Better Isolation = Better Dentistry®
The combination of cone-beam computed tomography (CBCT) images and CAD/CAM technology is becoming the new standard of care for restorative dentistry. While CBCT images provide multifaceted details below the gum line, intraoral scans are capable of capturing the highest resolution of data above the gum line. This combination of CBCT and STL data from CAD/CAM sources gives doctors the ability to provide the required information and tissue leveling for a crown down to implant plan. Temporary and final restorative crowns can be milled in-office in a matter of minutes or milled by a lab in as little as 24 hours.

Planmeca’s imaging and CAD/CAM technology have captured this concept with the ProMax 3D family of imaging units and the PlanScan/PlanMill systems, offering doctors the ability to acquire a data set with more detail than ever.

While digital impression systems are realizing a data standardization solution, the digital X-ray, practice management, CBCT and digital treatment-planning systems found in today’s dental practice require the same sort of attention. To truly maximize the efficiencies and cost savings offered by these technologies, interoperability is imperative among these dental systems.

Data standardization, the transfer of the patient’s information, X-rays, CBCT scans, digital impressions and prescription data between the dental office and the dental lab with the simple push of a button are now possible with Planmeca Romexis open-architecture software and Planmeca Romexis Cloud.

Ultimately, having a common standard that allows the disparate systems used in dental care to function as plug-and-play devices rather than requiring pricy IT solutions will reduce the costs of integrating these new technologies into dental practices and maximize the ROI of the equipment, the company asserts.

Planmeca’s CBCT and CAD/CAM imaging systems, along with open-architecture Planmeca Romexis digital treatment-planning software, are using this idea to improve the efficiency, predictability and cost-effectiveness of restorations, making chairside dentistry a lucrative investment for dentists who wish to grow their practice and offer patients the latest in same-day technology.
Convergent Dental unveils latest enhancements for its Solea laser

By Fred Michmershuizen, today Staff

Convergent Dental, developer of Solea, a computer-aided, CO2 laser system for use in both hard- and soft-tissue procedures, prides itself on constant innovation. During an interview at CDA Presents on Friday morning, Michael Cataldo, CEO of the company, talked about that commitment and offered more information about the laser.

Solea is the first 9.3-micron laser cleared by the FDA for use in dentistry, and this unique wavelength and its computer controls set it apart from other such technology on the market, Cataldo explained. Solea cuts very fast, with very little blood, and can be used with very little anesthesia, he said. These features allow the dentist to increase productivity by performing procedures in multiple quadrants without waiting for a patient to get numb.

“We rolled out Solea a year and a half ago,” Cataldo said, “and in that time we have come up with a whole new generation handpiece and a whole set of internal upgrades.”

Many of these upgrades, he said, are available to all Solea customers without an additional investment.

Here at the Anaheim meeting, Convergent is unveiling several new hollow waveguides, which allow dentists to use the laser in the periodontal pocket in addition to the other typical hard- and soft-tissue procedures the laser is known for. Also being unveiled here is a new Ultraguide handpiece, with which all of the waveguides are compatible.

The hollow waveguides are each 8 mm long and have 400-, 600- and 1200-micron inner diameters, giving practitioners the ability to choose the right tool for the job anywhere in the oral cavity, according to the company.

These enhancements are just the latest example of Convergent Dental’s focus on keeping dentists current with the very latest technology, Cataldo said.

“The real theme is constant innovation,” he stressed. “You buy Solea, and literally every quarter there is going to be an upgrade.”

To learn more about Solea, visit Convergent Dental at booth No. 2436, or visit the company online, at www.convergentdental.com.
OCO Biomedical showcases two-step guided surgery system here at CDA

OCO Biomedical is showcasing its newly introduced Guided Surgery Kit, which features a two-step guided surgery system, here at the CDA Presents. In addition, the company will feature an expanded line of regenerative solutions, which contain allograft, xenograft and alloplastic materials. Along with the expansion in grafting materials, the new line includes a wide variety of collagen, ptf and allograft products.

A recently released information-packed OCO Regenerative Solutions print catalog will be available.

OCO Biomedical representatives can be found at booth No. 481, demonstrating the Guided Surgery Kit and system, along with other new and existing products. Also available in the booth will be enrollment information about OCO’s Complete Solutions Approach training program, the company’s AGD-Face accredited courses that are offered nationwide in multiple locations.

In addition, the company reports that it is promoting the “OCO Biomedical 2015 International Dental Implant Symposium,” to be held Friday, July 17, and Saturday, July 18, at the Sandia Casino and Resort in Albuquerque, N.M. As a special pre-symposium event, OCO will also offer two full-day, simultaneously-run courses on Thursday, July 16, featuring Dr. Rob D’Orazio, who will lecture on “The Implant Environment – Diagnosis and Treatment Planning,” and Dr. Mark Iacobelli, speaking on “Atraumatic Extraction and Socket Grafting.”

Pre-symposium and symposium registration materials are being distributed here in Anaheim. Special CDA attendee discounts are also available.

Said Charles Schlesinger, DDS, FICOI, OCO Biomedical chief operating officer and director of clinical affairs: “During the last year and a half, OCO has come to the forefront as an industry-recognized innovator in implant dentistry. We have implemented highly progressive programs to build on our established position as a proven global leader. We will continue to introduce new products, such as the Guided Surgery Kit, to grow our existing product line, while constantly advancing our technology. “Our company is unique in that we create products, technology and training designed and tested by dentists for dentists with the objective of improving patient care and building practice performance.”

For further information, call OCO Biomedical at (800) 228-0477 or visit www.ocobiomedical.com.

Featured clinical instructors

- D’Orazio, DDS, DABOI/ID, is a 1984 graduate of the University of Detroit, School of Dentistry. In 1987, he obtained a fellowship in the Academy of General Dentistry. In 1991, he completed a two year externship at the Midwest Implant Institute, which included obtaining an ACLS certificate and intravenous conscious sedation training. He is a past president and board member of the Midwest Implant Institute Fellowship. D’Orazio currently maintains a referral-based implant dental practice located in Sterling Heights, Mich.
- Iacobelli, DDS, FAGD, FICD, MIIF, graduated from Case Western Reserve University School of Dentistry in 1982. Since then, he has completed post-graduate programs in orthodontics, neuromuscular and TMD treatments for jaw and head pain, esthetic and cosmetic dentistry, implant placement and restoration, and a program for conscious sedation with Advanced Cardiac Life Support. He has been in private practice since June of 1982 and holds licenses and sedation permits in the states of Ohio and Florida. Iacobelli is a fellow in the Academy of General Dentistry, the Midwest Implant Institute and the International College of Dentists.
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PRECISION ENDOdontICS.

- Precisely pinpoints the apical constriction using high and low frequency bands.
- Ergonomic, aseptic design.
- LED illuminated display for easy viewing.
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- Uses a replaceable, inexpensive 9-Volt battery.
- Includes detachable autoclavable cables.
- 5-year power-unit warranty.**

In true Parkell fashion, once again we've found a way to update our Foramatron® Apex Locator and still keep it priced well below our competition! The Foramatron not only features a new sleek design but like the Foramatron units that came before, it offers the same level of precision and accuracy that dentists have come to expect. The unit's brightly illuminated display is angled for easy chairside viewing, and in addition to the visual indicators, the Foramatron has audible file position indicators. The sturdy, molded case allows easy wipe-down with most antibacterial wipers for keeping asepsis, and the small footprint does not take up precious counter or bracket table space.

Here’s How It Works
The Foramatron uses high- and low-frequency bands to pinpoint the apical constriction—even in canals contaminated with blood or conductive electrolytes (sodium hypochlorite, anesthetic solution, etc.)

To achieve accurate results, an intuitive lighted display and four distinct adjustable audio signals (signifying far short, getting close, apex and past apex) guide your progress down the canal. Green lights begin tracking your progress. When you get close to the apical constriction, the lights switch to yellow to indicate caution. When the light flashes red and the unit emits a constant beep, you've reached the foramen. If you continue, orange lights warn you that you've penetrated the apex.

New brightly illuminated display is angled for easy chairside viewing!
- On/Off Volume Control
- Instrument Cable Socket
- Red Instrument Clip
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**The 5-year warranty covers everything except the batteries and cables. (See | CDAM1LY

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