Don’t delay

By Robert Selleck, today Staff

It’s not called “Midwinter” for nothing. So it’s no surprise that a bit of wind, snow and a couple thousand flight delays or cancellations the day before the Midwinter Meeting officially started weren’t enough to disrupt the Chicago Dental Society’s flagship event.

Delayed speakers affected a minimal number of sessions. Anutra Medical’s extensive lineup of key opinion leaders spoke as scheduled on Thursday, and more are on the agenda for the booth (No. 5018) today and Sat-

Perhaps still frustrated by flight delays, the alleged dentist in the Clik Tech/Masterlink booth (No. 3742) grabbed attention from more than a few attendees in the exhibit hall on Thursday. (Photo/Robert Selleck, today Staff)

Dentistry’s night to shine

By Fred Michmershuizen, today Staff

Oral Health America sure knows how to throw a party.

“Mardi Gras Redux” was the theme for the 26th annual OHA Gala and Benefit, held Wednesday night at Navy Pier. Despite the snow, wind and the turbulent waters of Lake Michigan churning up trouble outside, it was all fun—and fund-raising—at this annual event, which is widely considered one of the dental industry’s social high-

Attendees have fun with this year’s theme — Mardis Gras Redux. (Photos/Fred Michmershuizen, today Staff)

lights of the year.

At the cocktail reception, party-goers showed off their festive attire, beads and masks while rubbing elbows with each other and checking out the many items up for auction.

After everyone had a chance to enjoy a cocktail or two, guests were escorted into the AON Ballroom in a Mardi Gras-style “second line” parade for the program — then dinner and dancing.

Dr. Michael C. Alfano was honored with the OHA’s 2016 Gala Tribute Award, which was presented by Dr.
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from page one

DON’T DELAY from page 1

urday, including Dr. Todd Snyder (8 a.m. and 1 p.m. today) and Dr. Paul Feuerstein (9 a.m. today). Saturday’s speakers in the booth are Dr. Shannon Pace (9 a.m.) and Dr. Robert Lowe (1:30 p.m.).

Various aspects of restorative dentistry will be covered. Anutra’s novel dispenser, cassette and syringe system is getting lots of attention for the ease with which practitioners can deliver buffered local anesthetics.

One of the meeting’s biggest draws, the vast exhibit hall, opened for business right on schedule Thursday morning, with attendees spreading out across the 460,000 square feet of dental wonderland to gain hands-on experience with some of the industry’s latest advancements. Quite a few of the booth representatives had to struggle through airports and joust at ticket counters to arrive on time. These dedicated industry experts are available again today in the exhibit hall to help you with show specials, discounts, giveaways, hands-on opportunities and other educational events.

Among the many highlights: In the Kerr booth (No. 1600), you can work with the company’s new Maxcem Elite Chroma self-etch/self-adhesive resin cement with cleanup indicator. It’s billed as the “smartest cement available on the market today.” The cement’s pink color fades at the gel state, notifying clinicians exactly when it’s optimal to clean up the excess.

Cavex (booth No. 4121) used the first day of the Midwinter exhibit hall to announce the U.S. launch of its Bite & White ABC Masterkit. The home-whitening program (available only through dentists) was released in Europe at the most recent IDS show.

“Whitening doesn’t need to be frightening,” said Cavex Managing Director Hans Maarten den Boer. The Dutch company sees opportunity in the U.S. market because so many consumers are still worried about the complexity, safety, comfort and cost of whitening—as well as how natural the results will be. The Cavex system draws on extensive scientific research to address all of the fears. You can get all the details on the science in the booth.

The exhibit hall is open until 5:30 p.m. today and from 9 a.m. to 4 p.m. Saturday.
Scenes from Thursday

From left: Jeff Price, Erik Espinosa and Brad Baker of Flow Dental Corp. (booth No. 1521).

Jeanne Giovenco of DEXIS (booth No. 1411).

From left: Romeo Caicedo, Linda Simon and Chuck Ferrara of Parkell (booth No. 2311).

Judy Leitton, left, and Frank Cortes of Directa (booth No. 3322).

From left: Jens Kuhn, Daniel Parrilli, Veronika Fey and Jay Ross of Kettenbach (booth No. 4713).

The gang at Isolite show off the Isovac. Stop by the booth (No. 4631) for lots of fun demonstrations.

From left: Cary Ganz, Tyler Green and Scott Green of Odin Visionary Technologies (booth No. 1931).

Photos by Fred Michmershuizen today Staff
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Henry Schein ConnectDental Pavilion
Clinician Speakers

Friday, February 26th
10:00 AM – 11:30 AM
Dr. Patty Erickson

11:30 AM – 1:00 PM
Dr. Gary Kaye

1:00 PM – 2:30 PM
Dr. Paresh Shah

2:30 PM – 3:30 PM
Dr. Parag Kachalia
From left: Brent Garvin, Jim Hooper, Dmitry Edelchik and Steve O’Neil of Planmeca USA (booth No. 3041).

Tia Leslie, left, and Gary Mahr of Mydent International (booth No. 845).

From left: Nory Candelario, Andreas Goeri, CDT, and Eva Hernandez of Trident Dental Laboratories (booth No. 4228).

Koichi Arakawa of Mani Inc. (booth No. 4334).

Chad Schmitt, left, of DMG America, with Dr. Bradford R. Hendrickson at the DMG America booth (booth No. 2802).

Meeting attendee Hirohito Nojima of Kobe, Japan, shows off his new PF2 mouthguard at the Keystone Industries booth (No. 4011).

Jenny Reichert of Preventech (booth No. 2712).

From left: Cesar Figueroa, Noelle Molnar and Kim King of Milestone Scientific (booth No. 4918), with The Wand.
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Sledgehammer Toughness Test

Obsidian (left), Ceramco3 (right)
Crown hit with sledgehammer
Obsidian (left), Ceramco3 (right)

*Price does not include shipping or applicable taxes. †Data provided by Glidewell Laboratories Research and Development Department, 2015. Ceramco is a registered trademark of DENTSPLY Ceramco.
Ryan Vet of Anutra Medical (booth No. 5018) shows off the Anutra local anesthetic delivery system while balancing on a hoverboard.

From left: Tom Dammeyer, Erika Flanigan and Dave Lage of Essential Dental Systems (booth No. 3319).

From left: Doug King, Kathleen Bird, Stephanie Luck and Max Sampson of Benco Dental (booth No. 4439).

James Langeloh of Stoma Dental (booth No. 5234).

From left: Stephanie Butler, Connor Darrough, Kimberly M. Kask — aka ‘Nano Fiber Girl’ — and Liang Chen of Nanova Biomaterials (booth No. 2249).

Alfred Perez, left, and Robert Achtziger of Medidenta (booth No. 2611).

From left: Marlene Vaca, Daniel Ngo and Sheila Nazaroff of Glidewell Laboratories (booth No. 3617).
BruxZir® Solid Zirconia has transitioned from being solely a posterior material to being an anterior material as well. By increasing the amount of yttria in the zirconia oxide, we were able to create BruxZir Anterior, which features increased translucency and esthetics.

**Flexural Strength Testing per ISO 6872 specification**

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<thead>
<tr>
<th>Material</th>
<th>Average Strength</th>
<th>Maximum Strength</th>
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<tr>
<td>Lithium Disilicate</td>
<td>400 MPa</td>
<td>720 MPa</td>
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<tr>
<td>BruxZir® Anterior</td>
<td>650 MPa</td>
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<tr>
<td>BruxZir® Anterior</td>
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**Lithium Disilicate**
- Average Strength: 400 MPa
- Maximum Strength: 720 MPa

**BruxZir® Anterior**
- Average Strength: 650 MPa
- Maximum Strength: 720 MPa

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**LONG-TERM CLINICAL PERFORMANCE**

**Conclusions**
Over the four-year evaluation period, BruxZir® Solid Zirconia Crowns and Bridges have proven to be excellent restorations with respect to esthetics and dependability. BruxZir® Solid Zirconia Crowns and Bridges received a 98% clinical performance rating.

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Dr. George Zehak, president of the Chicago Dental Society, offered the evening’s welcoming remarks, and 2016 Gala Co-Chairs Josh Daab and Dr. Jackeline Argandona-Daab offered thank yous. OHA President and CEO Beth Truett offered million-dollar-donor recognition, which was accepted by Dr. Fotinos Panagakos and Dr. Barbara Shearer of Colgate-Palmolive.

Mistress of ceremonies was vocalist Caitlin Simone, who was backed by the Ken Arlen Evolution Orchestra.

Now in its 61st year, OHA seeks to improve access to oral care, to improve oral health literacy and to advocate for public policy that helps vulnerable Americans. OHA’s Smiles Across America program, just one of the organization’s many initiatives, reaches nearly half a million school-aged children annually. It’s generous industry support that makes it all possible.
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Henry Schein's valuable supplier partners have generously donated their professional products to support Give Kids A Smile® 2016 programs.

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Microflex
Premier
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Sempermed
Septodont
Sultan Healthcare
Sunstar Americas
TIDI Products
Tuttnauer USA
Waterpik
Young Dental
By Shofu Dental Staff

With an increasing emphasis on productivity, dental practices and laboratories are in a continuous search for smart solutions in storage and organization of rotary instruments.

Specifically, large-volume laboratories and practices with multiple operatories strive to streamline their procedures and reduce costs by minimizing the time and effort allocated to storing, coding, sterilizing and restocking of a myriad of dental burs.

With the advent of BurButler, a fully autoclavable storage system for rotary instruments of all shank sizes, including: CA, FG, HP and short shanks, bringing time- and cost-savings to the management of dental burs has never been easier to achieve, according to Shofu.

The BurButler is composed of a polycarbonate lid and a universal bur block made of resilient, medical-grade silicone, which possesses natural antimicrobial properties and the ability to withstand high temperatures without losing the integrity of form.

The base comes in five assorted colors — amber orange, amethyst purple, diamond white, ruby pink, and sapphire blue — for efficient coding and identification. Unlike many other bur blocks, the BurButler does not require plugs or extra parts to securely house instruments. This unique silicone block features a patented starburst design with a reverse fluting, which helps hold burs in place, eliminating the risk of spilled or misplacing burs. The holes also offer good drainage for proper cleaning and sterilization.

Intended for customized mixing and matching of burs, the five-, 10- and 25-hole bur blocks are designed to demonstrate ideal spacing between the holes, according to Shofu. This property helps facilitate easy insertion and removal of burs and is safe for fingers petite or large, gloved or bare.

Shofu's bur blocks are complemented by a protective lid, which is available in two sizes, regular and tall, and is made of thermostable plastic. Both the lid and base can be autoclaved together. Equipped with skirted grooves, the lid grips the base easily, and it can be removed with one hand.

The clear lid makes it possible to view the contents of a bur block, allowing for more efficient organization of rotary instruments, according to Shofu.

Furthermore, color-coordinated bur blocks can also be used as sterilizable storage boxes for a variety of other components, including implant abutments, perio irrigation tips, provisionals, removables and other small items.

Whether used for storage, sterilization or organization of CA, FG, HP and short-shank dental burs, Shofu asserts its BurButler will help bring time- and cost-savings to dental practices and laboratories.

To learn more about the BurButler, stop by the Shofu booth, No. 2811, visit www.shofu.com or call (800) 827-4638.

Here in Chicago

Chicago Midwinter — February 26, 2016

A storage system for all your rotary instruments

(Photo/Provided by Shofu Dental)
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Visit us at the Chicago Midwinter Meeting Booth No. 2712!
By Nanova Biomaterials Staff

NovaPro Flow (flowable) and NovaPro Fill (universal), fashioned by Nanova Biomaterials, are the first and only commercial dental composites reinforced by nanofibers, according to the company.

Why does Nanova use nanofibers in their composites instead of only nanoparticles? High strength, great handling properties and uncompromised esthetics are only some of the reasons these patent pending nanofibers are the wave of the future in dental devices, the company asserts.

These hydroxyapatite nanofibers — manufactured at Nanova’s Columbia, Mo., headquarters — are composed of a mineral found in nature: calcium phosphate.

The trait that makes nanofibers so unique is the composition. They are made of calcium phosphate, the same structure as teeth and bone — a hard inorganic mineral in a soft organic matrix.

For example, the enamel of a tooth is made up of high-volume, needle-like mineral crystals (approximately 15–20 nanometers thick and up to 100 nanometers long) in a small-volume, soft-protein matrix. Bone and dentin are made up of plate-like crystals (approximately 2–4 nanometers thick and up to 100 nanometers long) embedded in a collagen-rich protein matrix.

By comparison, the nanofibers have a thickness of less than 100 nanometers in diameter, or 1,000 times smaller than a human hair. Not only are they made of the same composition as the tooth they are restoring, providing a natural look, but this nanoscale size also provides unsurpassable strength, according to the company.

The strength found in nanofibers comes from its one-dimensional nature and large surface area. If you apply a shear force to a group of nanoparticles, it is easy for the particles to slide by each other. On the other hand, a fiber has a solid connection that is stronger to resist bending, shear and tensile forces. Similar to rebar reinforced concrete, these fibers add sturdiness to the composite by forming a framework.

In comparison, dental glass or ceramic particles typically found in other dental composites have a tensile strength of approximately 50 MPa, which does not adequately reinforce a composite, causing repeat procedures on many patients.

According to the Griffith theory discovered during World War I, it was found that needle-like mineral crystals could reach their theoretical strength when their diameters are in nanoscale.

Microscopic flaws cause a material to fail, so by creating a nanoscale fiber, flaws are limited, providing the ability to reach the material’s maximum strength. Nanova chose to produce this highest level of strength while still allowing the fibers the mobility of bending without breaking.

In addition, nano-scaled mineral crystals are not sensitive to cracks or stress concentration, which will degrade the material in the composite over time. This high strength and low sensitivity to cracks are advantages provided by the nanofiber reinforced NovaPro composite line, according to the company.

Why trust the quality of your work to any other composite?
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A spray glaze for all reasons

By David Grimes, CDT
One Source Dental

I am sure most of you have used some type of ceramic spray for applications of some kind at some point in your dental career. Whether it was the early spray opaque systems or the Enamelite® in a can, most of us have used these products to achieve consistent results with an eye on the ROI.

For the last several years, I have used the older version of Enamelite with varying degrees of success. Either the spray did not yield enough applications or the results were not always what I was looking for. Owning a milling center means I am always under the gun to produce with little room for error. Saving on time and money is something I am always in tune with.

When Keystone Industries acquired the Enamelite company, they knew there was room for some improvement. After improvements and applying some new techniques, I started to achieve results on a much more consistent basis, and my ROI dramatically improved. The addition of the Enamelite Low-Fusing Fluorescent Ceramic Spray Glaze took it to another level. Now, we can achieve results with Zirconia Full Contour that we could never achieve before.

Producing restorations with a fluorescent quality that allows zirconia to have esthetic results similar to all ceramic restorations is critical. Showing off a beautiful smile in only certain lighting conditions is a liability when that patient is exposed to conditions such as black light. Enamelite Low-Fusing Fluorescent Ceramic Spray Glaze helps to elevate restorations to a higher esthetic result for all lighting conditions.

Here are a few types of applications I’ve experienced where Enamelite has major benefits:
• All ceramic restorations
• Multiple units to glaze in one firing
• Stain and glaze in one application
• Zirconia restorations
• All-on-4 bridges

Let’s go through the application process:
• Finish ceramic restoration per manufacturer’s instructions.
• Sand blast and steam clean ceramic restoration.
• Apply stain of choice and dry.
• Shake the can vigorously for about 20 seconds.

Hold glaze can using nozzle extension about 4 to 6 inches from the restoration. (It is recommended to use peg putty inside the crown to keep glaze from getting inside restoration).

Use short burst around restoration. Do not prolong spraying - this could lead to some puddling of the glaze.

Place restoration on firing tray and follow Keystone’s recommendation for firing. I find 780°C is an excellent temperature for glazing. Please calibrate oven to make sure firing temperature is ideal.

Check for any dull areas on large bridge work you may have missed. When glazing zirconia restorations, a slow cool is always recommended.

An important note to keep in mind on spray techniques: It is not my intention to recommend replacing your glazing techniques, but to enhance what you do in your laboratory to maximize efficiency as well as continuing to provide outstanding results.

Enamelite is a product I think every lab should possess for the types of cases we’ve discussed. It’s extremely fast, productive and gives consistent results. The Enamelite Low-Fusing Fluorescent Ceramic Spray Glaze is an excellent choice for your clients’ office for in-office milled single units or glazing any cases that have to be adjusted by the doctor. I hope you find this simple pearl of a product helps you in your everyday life.

Here in Chicago
Learn more about the Enamelite Low-Fusing Fluorescent Ceramic Spray Glaze at the Keystone Industries booth, No. 4011.
Win a Herman Miller chair for your office from Benco Dental.
Visit us at Chicago Midwinter Meeting booth #4034 to enter.

Licensed dentists:

Winners will be chosen Saturday, February 27, 2016 at 12:00PM.
Winners will be called and announced on Benco’s Facebook page.*

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*Benco will ship chair to the winning dentist. Limit one entry per dentist.
Can anyone question the fact that consumers really LOVE caramel flavor? Who of us hasn’t enjoyed a Starbucks caramel macchiato coffee or a Ghiradelli dark chocolate caramel square?

It seems that adding the smooth, satisfying flavor of caramel makes everything taste better, and more importantly, its sweet scent seems to make everyone feel better.

That was the thinking behind Preventech adding caramel to its line of fluoride varnish products. Now both Vella and VellaMini 5 percent sodium fluoride varnish products are available in the caramel flavor that your patients, both young and old, are guaranteed to enjoy.

Even better, Vella and VellaMini varnishes are not caramel-colored like some of the other fluoride varnish brands on the market. VellaMini’s clear, thin formula looks better and feels better in the mouth, according to Preventech, and that great caramel taste means your patients will keep it on their teeth longer, assuring they get the extra protection they need.

Initial field tests conducted by the company showed that dental professionals applying Vella varnish especially enjoyed having the pleasant aroma of caramel in their operatory. And since a caramel can be a little sticky, it made it easier for patients to understand the initial tackiness associated with fluoride varnish. A win for everyone, according to Preventech.

Vella also features NuFluor®, a patented combination chemistry containing fluoride, calcium and phosphate, for extra-added protection. VellaMini provides fast fluoride release and uptake at two hours and immediate relief from sensitivity. Plus it’s sweetened with xylitol and gluten-free. VellaMini is also n-Hexane free.

Visit booth No. 2712 here at the Chicago Midwinter Meeting for more information, a product demonstration and samples to take back to your office and apply on your patients. To order Vella or VellaMini Caramel, ask your favorite dealer sales representative or call Preventech at (800) 474-8681, and the company will ship your order in your dealer’s name.
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Three (3) PSPIX (S 702 0011) for a special sale price.

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Part 2 of 3

By Patricia Pine, RDH, Infection Prevention Consultant, Founder, OSHA Training Boot Camp

For many years now, studies have shown the potential risks associated with backflow, which is caused by greater negative pressure in the patient’s mouth than in the saliva evacuator (SE) tubing.

According to the Centers for Disease Control and Prevention (CDC), research demonstrates that suction valve backflow is a significant risk factor for microbial cross-contamination between patients. In fact, backflow occurs in about one in five patients who close their lips around the SE tip.

Some things are not meant to be shared
Backflow can occur with an open or a closed mouth because of gravity, which pulls liquid back into a patient’s mouth. Backflow risks increase when the saliva ejector is positioned above the mouth or when low-volume (SE) and other high-volume (HVE) suction occurs simultaneously.

Viruses and bacteria can survive for days in the dark moist environment of evacuation tubing. Disease transmission can occur when negative pressure causes the infectious material in the tubing to flow back into the next patient’s mouth.

Given this potential for cross-contamination with bloodborne pathogenic viruses and bacteria, the CDC recommends patients not be instructed to close their lips around the SE tip during use.

First and only backflow prevention SE valve
The new disposable saliva ejector DOVE® Backflow Prevention Valve, introduced this month by Stoma Dental, is a one-way valve that prevents backflow and eliminates cross-contamination between patients. The DOVE system adapts to a wide range of single-use tips and includes tailcaps to reduce noise and also bacterial aerosols between DOVE valve replacements.

After decades of concern about backflow, it is exciting and important to have this new option available to offer to our patients, as it brings a new level of confidence to our infection-control efforts as infection-preventions practitioners.

For more information or to place an order for the DOVE Backflow Prevention Valve, visit www.stomadental.com, call (855) 800-DOVE, email sales@stomadental.com or stop by the booth, No. 5234, here in Chicago. For Part 3 of Patricia Pine’s article, be sure to pick up the Saturday edition of today.
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See Planmeca at: The Chicago Midwinter Dental Meeting
Booth #3415
February 25th - 27th, 2016
Optimizing lateral incisor function and esthetics with the Hahn implant system

By Timothy Kosinski, DDS, MAGD

Maxillary lateral incisor agenesis (MLIA) is a congenital condition in which at least one of the maxillary lateral incisors is missing in the primary or permanent dentition. MLIA occurs in the smile zone and affects esthetics and function. Although MLIA may present challenges because of limited space, implant therapy has become one of the primary options for addressing it. For patients with MLIA, implant therapy is a conservative approach that avoids damage to the neighboring dentition. Treatment is relatively noninvasive because adjacent teeth do not need to be prepared. If there is not enough room for an implant, it is possible to create space through orthodontics. The following case summary demonstrates implant placement in a 20-year-old female patient who presented with an-acid-etch bridge used to restore her missing maxillary right lateral incisor. Although esthetic, the bridge fell off periodically. Because of problems with long-term retention, the acid-etch bridge is not considered a viable permanent solution. The patient was interested in implant treatment. The Hahn Tapered Implant System (Glidewell Direct; Irvine, Calif.) was utilized to restore the missing tooth. A cement-retained BruxZir® Anterior crown provided a strong, esthetic final result.

Case summary
The patient presented with a cuspid and central incisor that were minimally prepared to support an acidetch bridge. The bridge was esthetic, but the patient was concerned about long-term function (Fig. 1). The lateral incisor site can present difficulties when surgically placing dental implants. Radiography indicated, however, that there was enough space for an implant. Scans were taken using the PaX-i3D Green imaging system (VATECH America Inc.; Fort Lee, N.J.). Because the patient’s anatomy did not present any complications, the implant was placed freehand. The diameter of the osteotomy was slightly smaller than that of the implant chosen for this case, and a depth of approximately 13 mm was established.

A 3.5-mm diameter Hahn Tapered Implant was utilized. The diameter and tapered body of the implant was ideal for the limited space. The implant features prominent threads, which eases placement and allows the clinician to thread the implant into an undersized osteotomy. The ability to place an implant in a slightly smaller osteotomy can help ensure excellent primary stability. A cover screw was hand-tightened into the implant. The patient’s acidetch bridge was cemented back onto the adjacent teeth and functioned as a transitional appliance during healing. Four months following surgery, the patient returned to begin the restorative process (Fig. 2). A tissue punch was utilized to access the healed implant site. Panasil® vinyl polysiloxane material (Kettenbach; Huntington Beach, Calif.) was used to create a final impression. The dental lab fabricated an Inclusive® Titanium Custom Abutment and a BruxZir Anterior crown. Because the patient could only return to the dental office during school breaks, she again used the bridge as a transitional prosthesis. At the final delivery appointment, the custom implant abutment was placed and the final crown was cemented on the custom abutment. The patient was pleased to have a fixed restoration that exhibits high stability, strength and esthetics (Fig. 3).

Conclusion
Implant treatment proved to be an outstanding treatment modality in a difficult situation. The Hahn Tapered Implant allowed for surgical predictability and reliable osseointegration.

References
NEW! Visalys® Core –
Secure core build-up for high stability.

Visalys® Core is a fluoride-containing, dual-curing composite, developed for the fabrication of radiopaque core build-ups and core fillings and for cementing root posts. The product incorporates Active-Connect-Technology (ACT), which is unique in the market. This enables the material to bond actively with popularly used light-curing and dual-curing, single-step and multi-step adhesives, without an additional activator. The advantage for users is that it allows them to use the bonding agent they are used to – no matter whether it is a light-curing or dual-curing, a single- or multi-bottle system. Call 877-532-2123 direct to place an order.

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Visit us at the Chicago Midwinter Dental Meeting → Booth #4713
Providing the finest patient care possible is likely the goal of every practicing dentist. In order to provide quality care, dentists have always sought to have the most up-to-date technology available. Patients also demand the latest technology from their dental practitioner. Unfortunately, to date, the issue hampering the use of these technologies has always been the cost.

With that in mind, Odin Technologies was created by a team with more than 125 combined years of dental experience to allow dentists the opportunity to participate in the latest technologies while at the same time keeping costs down significantly.

Odin began its journey when Scott Green and Dr. Tyler Green decided it was time to provide the kind of visual magnification dentists needed to perform their tasks at a cost they could afford.

Prior to that, Scott Green was responsible for taking other surgical loupes companies to a successful position as leaders in the marketplace, but at a price point that left many dentists unable to participate in the technology.

Along with their father, Dr. Ralph Green, whose expertise has spanned decades with several successful dental companies, the Greens started Odin Vision Technologies, a provider of high-quality loupes and wireless lights at very affordable prices.

Odin Vision Technologies took a leap forward with the addition of Andrew Parker and Dr. Cary Ganz to the Odin team. Parker comes from a family of dental entrepreneurs and is the CEO of Mydent International, a successful dental company with many years of helping dentists with the products they need each and every day.

Ganz is a practicing prosthodontist and adds his knowledge in the area of digital radiography and other dental technologies and acts as clinical advisor to Odin.

Odin Vision Technologies believes that any dental practice that wants to utilize advanced technologies should have the opportunity to invest in these technologies at a reasonable cost.

Odin Vision Technologies currently has four premier products: ODI-RAY Digital Sensor, ODI-CAM Intraoral Camera, ODI-VISION Magnification Loupes and Wireless Light and BioScreen*, an intraoral device for screening oral tissue disease. Similar to other technologies in this area, this device is smaller, easier to handle and has an inexpensive battery. The BioScreen device follows the mission of the company by being a high-quality, low cost alternative to other products currently available.

Dr. Tyler Green, who developed the FDA protocols for both the early Visilight and subsequently the Velscope adjunctive technologies, assisted in the development.

Our products are state of the art and provide the dental office with the same functionality as is found in the higher-priced technologies. There is no need, any longer, for a dentist to have to bear the unnecessary costs associated with competitive products. Odin Vision Technologies believes that every office should be able to take advantage of technology without breaking the bank.

Odin Vision Technologies is committed to its brand promise: “Technology You Need ... At Prices You Can Afford!” More information can be found at the website, www.odin technologies.net, or by calling the offices at (800) 775-2079.

*BioScreen is a registered trademark of Odin Vision Technologies.
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<tr>
<th>COMPOSITE MATERIAL</th>
<th>FLEXURAL STRENGTH IN MPa</th>
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<tr>
<td>Absolute Dentin™</td>
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<tr>
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<td>Light-cured 119/self-cured 129</td>
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<tr>
<td>LuxaCore® Dual</td>
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<tr>
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A flexural strengths according to manufacturer’s websites.

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Absolute Dentin™ 50ml Cartridge Kit
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5300 Arctic White, 5301 Tooth Shade, 5307 Blue

5343 Cartridge Dispensing Gun for 50ml Cartridge $131.75
5302 Mixing Tips for 50ml Cartridge, yellow base, 30 tips $35.50
5308 Intrasial Tips for Absolute Dentin 50ml Cartridge, 30 tips $27.95

Absolute Dentin™ 20ml Two-Cartridge Kit
Includes two 10ml cartridges of material (44gms total) of one shade, static mixing tips and intrasial tips. Requires a 10ml cartridge dispensing gun not included.
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5314 Arctic White, 5307 Tooth Shade, 5306 Blue

5327 Cartridge Dispensing Gun for 10ml Cartridge $131.75
5326 Mixing Tips for 10ml Cartridge, brown base, 30 tips $25.50
5328 Intrasial Tips for 10ml Cartridge, 30 tips $27.95
DEFEND products: Lower prices, special offers, rewards program

More than 300 items available, from sterilization products to impression materials to prophy pastes

By Mydent International Staff

- Mydent International has grown into a global leader in the manufacturing of high-quality infection control products, disposables, preventatives, impression material systems, rotary instruments and restoratives.

- From sterilization products, impression materials, prophy paste, disinfectant wipes and lab coats to disposables and more, Mydent International manufactures more than 300 items used by dental professionals.

‘DEFEND’ yourself against high prices

The dental economy remains challenging. As a result, low pricing has never been more important to dental practices.

DEFEND-manufactured products help practices save money with lower pricing than other comparable brands, the company asserts. Without sacrificing quality, DEFEND products are also typically priced below the largest distributor’s private label prices.

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Mydent International’s marketplace enables dental professionals to conveniently order DEFEND products. The website, available 24/7, enables users to identify their authorized dealer for order fulfillment.

For a limited time, Mydent International is giving away a $50 restaurant.com eGift card to dental professionals who order $250 or more (suggested retail) of DEFEND products.

To view this and other special product offers visit www.defend.com/marketplace.

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Each quarter, Mydent selects popular DEFEND buy four-get one free promotions. These specials help dental offices maximize their savings. Current four-plus-one dentist specials are available at www.defend.com/promotional-items.

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To provide dental professionals with the highest level of value and service, Mydent International has implemented an enhanced DEFEND Rewards Program. This program gives free access to a wide selection of name brand merchandise awards.

For a limited time, Mydent is offering double points on all products. New members get double points and 1,000 points. To sign up, visit www.defend.com/rewards-program.

Free DEFEND product samples

Mydent believes that dental professionals should have the opportunity to test products before ordering through their dealer, if they so desire.

For the past several years, the company has expanded its product-sampling program. With this program, recipients may select up to six samples at a time (within a two-month period). The samples are then packaged in a DEFEND gift box along with a catalog and product literature.

Request free samples today at www.defend.com/freesamples.

Here in Chicago

Mydent is distributing free DEFEND sample packs and product literature at its booth, No. 845. There are also 4+1 dentist specials on all orders placed. A free 10th anniversary Mirrorlite is available to dentists who order more than $250 worth of DEFEND products.

A $100 gift card will be raffled as well. To learn more about DEFEND products, stop by the booth, visit www.defend.com or call toll free (800) 275-002.

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Medidenta introduces the first 90-degree, rear-venting, high-speed handpiece, delivering all the power you need without allowing any air into the oral cavity.

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It is also available in a 45-degree angulated head.

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Henry Schein to offer BruxZir NOW milling blocks for chairside one-visit restorations

By Henry Schein Staff

Henry Schein, Inc. (NASDAQ: HSIC), the world’s largest provider of health care products and services to office-based dental, animal health and medical practitioners, has announced it will offer BruxZir® NOW milling blocks, which enable practitioners to offer patients high-strength, authentic BruxZir Solid Zirconia restorations in one visit.

BruxZir NOW milling blocks produce restorations that can be designed and fabricated in-office and are available in 14 shades that correspond to the VITA® Classical shade system.

According to Prismatik Dental-craft, Inc., a wholly-owned subsidiary of Glidewell Laboratories, finished BruxZir NOW crowns feature flexural strengths of greater than 800 MPa.

“BruxZir NOW is the first and only fully sintered chairside zirconia and an excellent material choice for dentists who want to offer one-visit BruxZir crowns to their patients. Henry Schein continues to be an excellent partner, and we are thrilled to have them represent our CAD/CAM portfolio of products,” said David Casper, president of Prismatik Dental-craft, the device and materials division of Glidewell Laboratories.

BruxZir NOW, combined with the TS150™ Chairside Milling Solution from Prismatik Dental-craft, Inc., also offered through Henry Schein, provides practitioners with the ability to deliver in-office one-visit crown services to their patients.

Henry Schein also offers the BruxZir NOW blocks to dental laboratories to provide technicians with a zirconia restoration that requires less processing time.

“Henry Schein ConnectDental® digital dentistry solutions are all about customer choice and enhanced patient care,” said Dr. Robert Gottlander, chief marketing officer, Henry Schein Global Dental Group. “BruxZir NOW provides practitioners with an opportunity to treat a patient population increasingly pressed for time with quality zirconia restorations in one visit.”

Henry Schein is showcasing the BruxZir NOW milling blocks at the Henry Schein ConnectDental Pavilion here at the Chicago Dental Society Midwinter meeting. The pavilion is located outside the trade show hall across from the registration area.

Practitioners interested in BruxZir NOW can also call Henry Schein Dental at (800) 645-6594 or visit www.henryschein.com.

About Glidewell Laboratories

Glidewell Laboratories, based in Newport Beach, Calif., is an industry-leading provider of high-quality dental lab products and services to dental professionals around the world.

Established in January 1970 by Jim Glidewell, CDT, the lab has a decades-long heritage of technological innovation. Glidewell Laboratories has been at the forefront of dental CAD/CAM development, promoting a forward-thinking strategy that includes materials advancement, technique improvement, and clinical education in an effort to bring comprehensive treatment to patients across the economic spectrum.

About Henry Schein, Inc.

Henry Schein, Inc., is the world’s largest provider of health-care products and services to office-based dental, animal health and medical practitioners. The company also serves dental laboratories, government and institutional health care clinics and other alternate care sites.

A Fortune 500® Company and a member of the S&P 500® and the NASDAQ 100® indexes, Henry Schein employs nearly 19,000 Team Schein Members and serves more than 1 million customers.
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Experience a product demo now. Contact your Henry Schein representative or call 855.801.1121.

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VISIT US AT CHICAGO MIDWINTER - BOOTH #3014
OCO Biomedical to showcase implant innovations

By OCO Biomedical Staff

OCO Biomedical, Inc., a global leader in implant dental technology, training and instrumentation, will showcase its state-of-the-art implant system, along with its proprietary Guided Surgery Kit and System here at the 151st Chicago Dental Society (CDS) Midwinter Meeting. Also featured and available will be the expanded 2016 OCO Course Schedule and the updated 2016 Regenerative Solutions Catalog. “I’m proud to say that I started my dental training and career in Chicago; so our annual Midwinter Meeting participation is a highlight event during our ongoing 40th anniversary celebration program,” said David D. Dalise, DDS, OCO Biomedical founder and president. “OCO Biomedical, one of the nation’s oldest dental implant companies, has been a driving force of innovation in implant dentistry for four decades. This year, at the Midwinter, exhibition attendees will be able to explore the many options we offer that allow practitioners to provide the most advanced implant treatments to their patients. Our Trans Alveolar Sinus Augmentation Kit, designed for accelerated healing, is just one of the unique tools that can be used, along with our patented immediate/early load implant technology, which allows doctors to provide optimal implant treatment and care in a fraction of the time needed in other methods. The time has come to transition from traditional implant protocols to those that take advantage of the biomechanically active ones such as ours.”

According to Charles Schlesinger, DDS, FICOI and OCO Biomedical Chief Operating Officer and Director of Clinical Affairs, “At the recent Yankee Dental Conference, our lecture/live surgery event, which incorporated the exclusive OCO Guided Surgery System and immediate load technology, was presented to a capacity crowd and earned accolades from attendees. They were able to witness firsthand how their practices can be transformed immediately with our proven comprehensive implant technology. The movement from passive to active implant treatment is the future of implant technology.”

During the CDS Midwinter Meeting, exhibition attendees will also have the opportunity for early registration to the Third Annual OCO Biomedical International Dental Implant Symposium. This event will be held Friday, July 22, and Saturday, July 23, at the Sandia Resort and Casino, Albuquerque, N.M. Pre-symposium workshops are scheduled for Thursday, July 21, at the same venue. According to the company, one of the many benefits of attending the 2016 symposium and pre-symposium workshops is participants have the potential of earning 21 C.E. credits for the fast-paced, value-priced educational weekend.

The company reports that in addition to registration for the symposium, OCO will highlight expanded educational opportunities added to the 2016 Course Schedule. Featured will be enrollment information for OCO’s “Simplifying Full Mouth Reconstruction with Guided Surgery,” presented by industry-recognized implantologist, Ara Nazarian, DDS.

Nazarian’s next lecture will be held on Friday, April 29, in Chicago. Also, due to increased market demand internationally for OCO training, the company is launching its inaugural “Pan-Caribbean Implant Planning and Placement” introductory course, scheduled for April 1-2, in San Juan, Puerto Rico. Registration materials for this special event will be available at the booth. OCO Biomedical technical sales representatives and Dr. Schlesinger will be on site at booth No. 2443 to provide further information about OCO’s products and offerings. Special show product discounts will be offered.

Learn more about OCO Biomedical’s implant innovations at booth No. 2443.

OCO Biomedical to showcase implant innovations

Here in Chicago

Come check out all that OCO Biomedical has to offer at the booth, No. 2443.

Learn more about OCO Biomedical’s implant innovations at booth No. 2443.
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directadentalgroup.com
By Straumann USA Staff

■ Straumann USA, LLC, of Andover, Mass., is launching its Straumann® CARES® Intraoral Scanner by Dental Wings, a new digital dentistry solution built on a patented and compact 3-D capture technique called Multi-scan™ Imaging, here in Chicago.

The Straumann CARES Intraoral Scanner is designed to address the specific need of dental professionals looking for an intuitive digital impression technology. With the overall objective to help the dentist focus on the patient rather than the technology, the Straumann CARES Intraoral Scanner system offers a remarkably small handpiece to ensure patient comfort and excellent clinical access, visual and audible feedback, according to the company. This allows the user to focus on the patient and not the system’s screen, the company asserts, adding that there is also optimized gesture control and voice command, allowing for touch-free operation of the system while the user has gloves on.

Scanner system offers a remarkably small handpiece to ensure patient comfort and excellent clinical access, visual and audible feedback, according to the company. This allows the user to focus on the patient and not the system’s screen, the company asserts, adding that there is also optimized gesture control and voice command, allowing for touch-free operation of the system while the user has gloves on.

The Straumann CARES Intraoral Scanner is an integral part of the Dental Wings ecosystem of open digital technologies, giving dental professionals the freedom to choose between open architecture and trusted workflows. According to the company, Straumann CARES offers flexible solutions that enable customers to transform their prosthetic expertise into great clinical outcomes.

The Straumann CARES Intraoral Scanner will be distributed through Benco and Burkhart Dental, two industry leaders serving more than 40,000 dentists and dental laboratories. Through the combination of these two distributor networks, Straumann will broaden its reach to a larger audience.

The product is available for purchase at booth No. 2231.

About Benco Dental
Benco Dental, headquartered in Northeastern Pennsylvania, is one of the largest privately owned dental distribution companies in the United States, offering a full array of supplies, equipment and services to dentists across the nation. Benco employs a team of more than 400 professionally trained sales representatives and 300 factory-trained service technicians. For more information, visit www.benco.com.

About Burkhart Dental
For more than 125 years, the people of Burkhart Dental Supply have provided equipment, technology, repair and supplies. For more information, visit www.burkhartdental.com/.

About Straumann
Headquartered in Basel, Switzerland, Straumann is a global leader in implant, restorative and regenerative dentistry. In collaboration with leading clinics, research institutes and universities, Straumann researches, develops and manufactures dental implants, instruments, prosthetics and tissue regeneration products for use in tooth replacement and restoration solutions. Straumann employs approximately 2,400 people worldwide, and its products and services are available in more than 70 countries through its broad network of distribution subsidiaries and partners. For more information, visit www.straumann.us.
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Premier Dental Products has been a supporter of the ADA Foundation’s Give Kids a Smile (GKAS) program since its inception in 2003, and this year’s donation of 220,000 applications of Enamel Pro® Varnish and other dental products brings the total value of Premier’s donations over the years to the program to more than $2 million.

This year, 300,000 underserved children will receive free oral-health screenings, education and treatment at 1,500 locations across the country through GKAS. Care will be delivered by more than 40,000 dental team volunteers, including more than 10,000 dentists.

Premier has worked closely with Henry Schein, GKAS’s official professional products sponsor, since the program’s launch to ensure these volunteer oral health professionals have the products they need to expand access to oral health care for children in the United States.

“This milestone underscores Premier’s commitment to supporting the volunteer oral health professionals who give so much of their time and talent to delivering quality oral health to underserved children as part of the Give Kids A Smile program,” said Julie Charlestein, president of Premier Dental Products. “We are proud to partner with the ADA Foundation and Henry Schein, and we look forward to continuing to support this incredible program.”

“Thank you to Premier for your steadfast support of the Give Kids A Smile program since the very beginning, and for sharing Henry Schein’s commitment to expanding access to care for those in need,” said Stanley M. Bergman, chairman of the board and chief executive officer of Henry Schein, Inc. “This program’s success relies largely on the generosity of our supplier partners, and together we are ‘helping health happen’ for the next generation.”

Since the program’s inception, Henry Schein — one of the world’s largest providers of health care products and services to office-based dental, animal health and medical practitioners — together with its supplier partners has donated more than $14 million in oral health-care products used to provide free oral health services for more than 5 million children.

“With support from Premier, Henry Schein and our other partners in the private industry, the Give Kids a Smile Program does more than provide screenings and education,” said Dr. Reneida Reyes, president of the ADAF. “It sets these children on the path to a lifetime of good overall health.”
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Fusion-Zr Dual Cure Resin Cement from TAUB offers additional advantages

By Commonwealth Dental Staff

Dr. Mark Beltrami and his staff operate Commonwealth Dental at five different locations in Virginia. Commonwealth provides a wide variety of services at all of its locations and accepts most insurance plans. Noticing a write-off of 21 percent, Beltrami decided to buy his first E4D to try to increase revenue on procedures they were performing on a daily basis.

For example, if a two to four surface resin could be converted into an onlay, the bottom line would improve. A two surface resin procedure would bill out at $186, while a two surface onlay bills out at $740. An E4D onlay procedure saves approximately 15 to 20 minutes over the two surface resin composite procedures. Give or take, this equates to an extra $554 dollars in procedural revenue and significant time savings for the practice.

If a patient needs a restoration, both resin composite and onlay procedures are presented. The procedure for resin composite is well known, but an onlay procedure always needs to be explained in greater detail to the patient to make him or her more comfortable with the decision. The patient then understands that an onlay is a step above a filling or resin composite but a step below a crown.

It is explained that with an onlay, the tooth is prepared like a filling, so a conservative approach is taken and most of the natural tooth structure is not affected. The patient is made aware that the only disadvantage to an onlay is that it is a little more costly up front. Letting the patient know that most dental insurance plans typically pay 50 percent of either of these procedures can make the onlay procedure an easier decision.

Unlike a composite resin procedure where the composite is layered then cured, an onlay procedure starts with a solid block of material that is precisely milled to replace the tooth structure that was removed. The restorative is placed on the tooth with a precision fit because of E4D CAD/CAM technology and cemented permanently to make the tooth whole again.

Using Fusion-Zr Dual Cure Resin Cement (TAUB Products) offers additional advantages to the procedure, such as a tooth-integrating adhesion as well as a chemical bond to the restoration, therefore eliminating marginal staining and micro leakage. The final restoration wears more like tooth structure because contours and contacts are more natural, which is best for the patient.

According to Beltrami: “This procedure works great in our practice and has increased our bottom line at a time when patients don’t have a lot of disposable income. Knowing they are doing something that looks better and last longer appeals to them. They can see the value in this approach.”

Here in Chicago

For more information about TAUB products and technology, visit booth No. 2209.

Beltrami is owner of Commonwealth Dentistry, as well as co-owner of the Nash Institute. The Nash Institute for Dental Learning in Charlotte, N.C., offers unique programs with an over-the-shoulder, hands-on environment in clinical and business aspects of dentistry. For more information and upcoming events, please visit www.TheNashInstitute.com.

Two products to make imaging easier

By Flow Dental Staff

Flow Dental, exhibiting at booth No. 1521, is introducing two new products at this year’s Chicago Midwinter Meeting.

The first product is a fully adjustable intraoral camera sleeve. New Perfect Fit sleeves let you create a custom-fit sleeve for virtually any size camera.

Perfect Fit’s unique design allows you to easily adjust the horizontal and vertical tension to achieve a custom-like fit. It’s quick, easy and, best of all, will save you time and money.

With the new Perfect Fit, your sleeve will stay on every time, and the area above your lens will always be wrinkle-free. Nothing fits your camera like new Perfect Fit from Flow Dental, according to the company, which also promises that Perfect fit sleeves are 30 percent less expensive than other custom-fit camera sleeves.

In addition to the Perfect Fit, Flow Dental is also introducing new Slide’n’Stick universal sensor slips. Slide’n’Stick slides over your Rinn XCP* or Flow RAPiD film bite block, instantly converting it into a universal sensor bite block. Now you can continue to use your familiar film positioning system even after you go digital. Slide’n’Stick is easy to use, inexpensive and makes sensor positioning as easy as film, according to the company.

As William Winters, president of Flow Dental, said: “We understand imaging from a work-flow and case management perspective. Our goal is to enhance, yet simplify, any aspect of the process that we can by whatever degree we can. We make products that are easy to use, easy to adapt and are a benefit to both the patients and the practitioners.”

*Rinn and XCP are registered trademarks of DENTSPLY International
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BRING THIS AD TO BOOTH #4631 AT CDS MIDWINTER MEETING FOR A SPECIAL OFFER
DEXIS Eleven drives efficiency in and out of the operatory

By DEXIS Staff

DEXIS, LLC, a brand of the KaVo Kerr Group, has announced its latest software release—DEXIS™ Eleven. Customers will benefit from a range of workflow improvements, including drag-and-drop tooth numbering, enhanced security and fewer clicks for case presentation.

Building on the solid foundation of DEXIS Imaging Suite, DEXIS Eleven helps dental practices in and out of the operatory. In the operatory, DEXIS simplifies your tooth numbering and reduces the number of clicks required for case presentation and common workflows. The software also provides peace of mind through security improvements, always-on Cloud Backup of patient images and the ability to access images from anywhere through CloudVu.

“DEXIS is known for driving software efficiency, with features like our five-minute FMX. This next-generation software retains the functionality of previous versions,” said Brian Gooch, DEXIS software product manager. “Building on this legacy, we’ve focused on reducing time in the operatory with improvements, like drag-and-drop tooth numbering and history view.”

The tooth number dialogue allows the user to assign tooth numbers using drag-and-drop functionality. With this new feature, the user can easily move imported and intra-oral camera images into predefined tooth number bins. Users retain the ability to assign a specific tooth number if needed. The new history view feature sorts and displays patient images by date to allow for a faster search when viewing past images.

“DEXIS Eleven furthers our focus on innovation with the introduction of enhanced security and cloud-based tools Cloud Backup and CloudVu,” Gooch said. “Security is more important than ever, and DEXIS Eleven introduces user logins and audit tracking so that offices know who is accessing their sensitive patient data.”

DEXIS Core is the single, centralized location used by DEXIS Eleven to store patient images and allows easy access to those images. DEXIS Core also powers a new collection of online tools beginning with Cloud Backup of patient images and CloudVu for remote access of patient images.

HIPAA level image storage continues to be top-of-mind for many dentists. DEXIS Eleven provides users with the ability to create log-ins for each user and access audit data on user activity. When backing up patient images, the Cloud Backup feature allows for cloud storage of patient data that is encrypted on its way to the cloud and encrypted when it is stored. With additional audit tracking, redundancy and temperature-controlled server environments, Cloud Backup gives you peace of mind that your patient data is secure.

“DEXIS Eleven users that decide to use Cloud Backup can rest assured that their images are secured in near real-time,” Gooch said. “IT issues can happen. Having DEXIS as your backup means that you are prepared and able to easily restore your data.”

Once stored in the cloud, DEXIS Eleven software users can add CloudVu, which enables access to patient images from anywhere. This intuitive web-based extension of DEXIS allows the user to view and edit patient images at any time, from any location and see any changes in DEXIS Eleven. DEXIS CloudVu requires a Chrome browser on a desktop or laptop.

“CloudVu gives me the ability to address patient needs, even for emergencies when I am not in the office,” said Jonny Brennan, MD, DMD, MPH. “With DEXIS Eleven, I have the flexibility to answer staff questions, make treatment plans and coordinate referrals from anywhere that I have an internet connection.”

DEXIS Eleven with CloudVu allows users to view patient images from almost any location. The refreshed look and feel remains consistent with earlier versions of the DEXIS, which means users will interact with familiar tools and functionality.

Existing DEXIS users can upgrade quickly while their patient images migrate in the background. To experience DEXIS Eleven’s workflow improvements, enhanced security and new Cloud Backup and CloudVu features, current DEXIS owners can visit www.dexis.com/upgrade.

DEXIS products are available exclusively through Henry Schein, Inc. For DEXIS indications for use, visit www.dexis.com/ifu.
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Photography and Dentistry by: Ross Nash, DDS

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Another one of those days. All morning long you were struggling to keep on track with the schedule. Your team is frustrated because they haven’t had their full lunch hour 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 trying to figure out how to pick up their child at 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?!

It feels like half of your patients are crankier than you are, and your team isn’t really talking to you today, and when you get home all you 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 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 with a system that produces a consistent experience time after time.

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