A bridge to the world

By Ortho Tribune Staff

I t’s all about building bridges this weekend at the American Association of Orthodontists’ annual session — bridges between the old and the new, between science and technology, between you and your patients.

And, of course, it couldn’t be more fitting for a meeting with the theme of “Bridging Science and Technology” to be held in San Francisco, home of one of the most famous bridges in the world.

During the next four days, you will have the chance to attend some of more than 100 doctors’ lectures focusing on numerous clinical and practice-management topics.

Featured speakers include Dr. Laura Schlessinger, a world-renowned sex and relationship educator and therapist, TV, radio and Internet host, and assistant clinical professor of ob-gyn and psychiatry at the Feinberg School of Medicine at Northwestern University in Chicago. She has helped countless couples build stron-

Get out and see San Francisco

Even though there is plenty to see inside the Moscone Center, there are many other things to see outside of it. Here are a few things you might not have seen before.

‘Whales: Giants of the Deep’ at California Academy of Sciences

Mighty and mysterious, colossal and charismatic, whales have captured our minds and inspired our wonder for centuries, yet remain some of the most elusive creatures on the planet.

Visitors to the California Academy of Sciences can now explore “Whales: Giants of the Deep,” an interactive exhibit featuring enormous whale skeletons, interactive media and rarely seen cultural artifacts. “Whales” is developed and presented by the Museum of New Zealand Te Papa Tongarewa, home to one of the largest marine mammal collections in the world.

In this 4,100-square-feet exhibit, visitors will dive deep below the ocean’s surface to explore the fascinating evolutionary biology, adaptations and diversity of whales.

While gazing in awe at enormous whale skeletons and literally climbing through the inside of a life-sized blue whale heart model, adults and children alike will gain new perspectives of these majestic underwater giants.

For more information, visit www.calacademy.org.

Alcatraz Island and Angel Island combination tour

In collaboration with California State Parks and the National Park Service, Alcatraz Cruises offers a seasonal tour including both Angel Island State Park and Alcatraz Island. This combination tour runs during the spring and summer seasons.

Ticket prices are $63.50 per adult. The combination tour is a five-and-a-half-hour journey. Ticket prices include the ferry rides to both islands, a one-hour historic tram tour on Angel Island and the cell house audio tour on Alcatraz.

For more information, visit www.alcatrazcruises.com.

Muir Woods Shuttle

The easiest way to visit Muir Woods National Monument is also the most environmentally friendly. The Muir Woods Shuttle eliminates the hassles of parking and mountain driving, making the trip to this historic redwood grove more enjoyable. The convenient and low-cost service ($) for adults 16 and older) operates on weekends and holidays. For schedules, routes, locations and fees, visit www.marintransit.org/routes/66.html.

(Source: www.sanfrancisco.travel)
Here at the AAO

For more information, including times and locations for education sessions, a list of exhibitors and more details about events, download the AAO mobile app on your smartphone or pick up an on-site program.

Manage Complex Orthodontic Problems with Ravindra Nanda
• "Digital Orthodontics: Efficiency and Effectiveness of Tooth Alignment with the SureSmile System" by Anthony Puntiello
• "Micro-perforations: Indications and Application in Your Daily Orthodontic Practice" by Mani Alikhani
• "Surgery-facilitated Orthodontic Tooth Movement: What is the Evidence and How Does it Work?" by Yijin Ren

On top of all of the learning opportunities, this year’s AAO session is also jam-packed with a bevy of interactive social events you won’t want to miss. Some of these include:

• Opening ceremonies today from 5-7 p.m. featuring legendary rock ’n’ roll band Huey Lewis and the News. Tickets are $25.
• $5 Fun Run and Walk on Sunday from 6:30-8 a.m. $25 per person and includes T-shirt.
• Excellence in Orthodontics Award Ceremony, noon to 2:15 p.m. Sunday. It’s $50 ticket and includes lunch (or $15 ticket for awards/speaker, not including lunch). The keynote speaker is former TV late-night host Jay Leno.

Finally, you will definitely want to check out the 300,000-square-foot AAO Exhibit Hall featuring more than 300 exhibitors all gathered under one roof. If you have questions about a new product or want to learn what technology is best for your practice, you will want to save some time to browse the hall.
Natalie’s case involved a very tricky transmigratory impacted canine in the mandibular jaw. Utilizing the data from an i-CAT scan, a clear path was discovered to bring that tooth into place and ultimately improve the function of her bite, the support of her lip structure and give her a fully intact smile she loves.

“It would have been easier to just remove that tooth, but with i-CAT 3D technology we were able to design a treatment plan to save her canine.”

— Dr. Sean K. Carlson
Carlson Orthodontics, Mill Valley, CA
Here is a look at some of the products you’ll want to check out in the exhibit hall

**Kaleidoscope**
Kaleidoscope is a premier fully-customizable in-office digital marketing display. ‘We previously had another product in our office, and Kaleidoscope is much better! It is Nordstrom vs. Kmart,’ said the staff of Dr. Douglas Brown.
*Kaleidoscope, booth No. 790*

**PRG Barrier Coat**
PRG Barrier Coat effectively treats dental hypersensitivity by providing immediate and long-lasting relief. A light-cured, bioactive, resin-based varnish with extended protection time of up to six months, PRG Barrier Coat was designed with self-adhesive abilities to allow easy application on flat and slanted surfaces. Only a thin protective layer is required (15 µm) to block dentinal tubules from external irritants and provide esthetic results. HEMA-free, aceton-free and alcohol-free, PRG Barrier Coat has little odor and reduces the occurrence of detrimental effects on intraoral tissue.
*Shofu Dental, booth No. 3136*

**Dolphin 3D Digital Study Model software**
Dolphin 3D Digital Study Model software lets you add digital study models to your Dolphin Imaging database. It works with all existing intraoral and study model scanners. Once your study model data is imported, you can set occlusion and orientation, display the models in various surface and volume views and take various 3-D measurements.
*Dolphin Imagine, booth No. 829*

**Rayscan Alpha Imaging System**
The RAYSCAN Alpha is a state-of-the-art digital extraoral imaging system developed by RAY Company, a spin-off of Samsung. Combining high-resolution pan/ceph/CBCT imaging with a low-dose setting, the RAYSCAN Alpha provides a combination of image resolution and patient safety. The system comes with a standard five-year warranty for peace-of-mind with your imaging investment.
*LED Dental, booth No. 843*
Improve your patient experience and accelerate your treatment plans.

A BIOLASE diode laser lets you solve soft tissue challenges you encounter in patients’ work-ups—on the spot—without referring out, and without the bleeding, post-operative discomfort and negative collateral tissue consequences of scalpel, electrosurge or less effective diode lasers.

Improve Bracket Placement
Enhance Patient Hygiene
Solve Your Soft-Tissue Challenges

SAFE to Use Around Metal

Visit Booth #3051 for special pricing!
Here is a look at some of the products you’ll want to check out in the exhibit hall

**Esprit, Class II corrector**

Esprit, a Class II corrector, brings a variety of unique features, including a CNC-machined body that is smooth and durable and a new, innovative, patented clip. The clip is guaranteed to be easy to install and remove, and it stays in place without disengaging during treatment. Esprit also features a mesial hook that prevents rolling into the occlusion. The hook is smooth for patient comfort and can be removed with ease — no cutting required. Esprit’s enclosed stainless-steel spring prevents painful pinching and unhygienic trapping of food. This enclosed spring also resists deformation and maintains consistent force throughout the patient’s wear. The entire corrector is laser welded, allowing it to withstand even the toughest treatment from any patient — 100 percent guaranteed.

**i-CAT FLX**

The i-CAT FLX is the newest system in the i-CAT family of 3-D cone-beam imaging products, offering 3-D planning and treatment tools for orthodontics. Features of the i-CAT FLX include: full dentition 3-D imaging at a comparable dose to a 2-D panoramic X-ray with QuickScan+, an easy-to-use, guided workflow with the SmartScan STUDIO touchscreen interface; ability to capture traditional 2-D panoramic images with the i-PAN feature; an ergonomic stability system to minimize patient movement and maximize the accuracy of the scanning process; and exclusive Tx STUDIO software with specific orthodontic treatment planning tools and integration with CAD/CAM applications.

**Icon by DMG**

Icon by DMG removes post-ortho white spots in one patient visit without any drilling. www.dmg-dental.com

**Epic X from Biolase**

Epic X from Biolase is the newest generation of the company’s award-winning portable dental laser. Epic X features pre-initiated tips, laser-assisted whitening and temporary relief of minor pain, all from a single diode laser solution. Biolase also is offering a reliability assurance plan, which ensures users are never without the Epic X for more than 24 hours.

**Clarity ADVANCED Ceramic Brackets**

Clarity ADVANCED Ceramic Brackets are a leading treatment choice and a perfect balance of innovation and design. The translucent ceramic material blends with the color of a patient’s teeth and resists staining and discoloration, so anyone can smile with confidence during treatment. The bracket’s low profile and rounded corners also makes it comfortable to wear. And if you have patients that want colored ligatures, Clarity ADVANCED Brackets make the colors “pop.”

**i-CAT FLX by Imaging Sciences**

i-CAT Imaging Sciences, booth No. 2037

**Epic X by Biolase**

Epic Orthodontics, booth No. 2037

**Clarity ADVANCED by 3M Unitek**

3M Unitek, booth No. 1129

**Icon by Biolase**

Biolase, booth No. 3051
WildSmiles Braces
WildSmiles are the only braces that turn correction into expression. According to the company, WildSmiles offers a proven treatment option that has been trusted by orthodontists for a decade. Brackets with patented shaped designer pads allow patients to express their individuality during treatment. A clinical study recently published in the AJO-DD finds WildSmiles are selected by 70 percent of young patients. Stop by the WildSmiles booth during the show to try your hand at a giant Jenga game. You could walk away with an historic $2 bill if you can successfully pull a brick and place it on top without the tower falling.
WildSmiles, booth No. 3010

ClearCorrect
ClearCorrect works with more than 2,000 orthodontists and is a leading manufacturer of clear aligners. Visit the booth to receive 50 percent off your first case.
ClearCorrect, booth No. 545

GumChucks ORTHOgami
GumChucks ORTHOgami offers ortho flossing in less than two minutes. The flexible hook on one end of the disposable flossing tips allows you to safely and quickly position the floss under the arch wire and between brackets. No more threading, struggling or time-consuming contortions. Compliance might sky-rocket.
GumChucks, booth No. 2631
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Saving canines at the i-CAT booth

Also on-site will be Dr. Sean Carlson and patient Natalie sharing ‘Their Story’ with attendees

Two dogs play tug-of-war at The Milo Foundation. Come meet some of these little guys in the i-CAT booth today and Sunday. Photos/Provided by i-CAT and The Milo Foundation

By i-CAT Staff

i-CAT™, a brand of the KaVo Kerr Group, is exhibiting here at the AAO Annual Session. Unique to this meeting and as part of the company’s “Their Story” campaign, launched in November, i-CAT will introduce the latest story, featuring Dr. Sean Carlson and his patient, Natalie.

This growing collection of stories illustrates how doctors are using i-CAT imaging to help better patients’ lives every day.

In Natalie’s case of transmigratory impacted canines in the mandibular jaw, information from the i-CAT scan helped Carlson formulate a treatment that allowed Natalie to save her canines and thus retain her full complement of teeth.

Also at this meeting, the theme of saving canines will be taken to the next level as i-CAT partners with the Milo Foundation, an established 501(c)(3) non-profit, no-kill animal shelter in Northern California. Its mission is to provide education, adoption services and sanctuary for many types and ages of animals.

John Fonseca, outreach coordinator for the Milo Foundation, will be at the booth today and Sunday, and attendees can get their photos taken with some great little canines that will be on site to promote pet care awareness.

Fonseca said: “The Milo Foundation is excited to participate with i-CAT in the 2015 AAO Annual Session. Animals’ good health is extremely important, dental health included. This is an innovative opportunity for us to share information about our work and encourage support to help the many homeless animals, not only in California but throughout the country.”

Jessica Kachmar, marketing manager for i-CAT, added: “We are very happy to host Dr. Carlson and Natalie and eager for clinicians to visit with them and discuss their inspiring story at our booth. The success of that treatment entailed much hard work and knowledge from Dr. Carlson, effort and energy from Natalie, and quality 3-D cone beam scans from i-CAT. We are also appreciative of the humanitarian work done for needy animals by The Milo Foundation, and i-CAT will be donating to this worthy cause.”

Attendees are encouraged to meet and greet with Carlson and Natalie, take pictures with Milo Foundation dogs and participate in the other activities in the i-CAT booth, No. 2037.

Here at the AAO

Stop by the i-CAT booth, No. 2037, to meet Dr. Carlson and Natalie and to get your picture taken with the Milo Foundation dogs. Find more information on “Their Story” at stories.i-cat.com. For more information on The Milo Foundation, visit www.milofoundation.org.

The Milo Foundation rescues adoptable dogs, like Axel, and cats of all ages, sizes and breeds from high-kill shelters throughout California. Since its founding, Milo has saved the lives of more than 25,000 animals.
Helping you work smarter and more efficiently while achieving better results and improving lives — that’s our mission at 3M Unitek. We provide innovative solutions that improve the treatment process and give you the confidence that comes from performing a treatment to the best of your ability.

Save time and achieve better bonding results with the APC™ Flash-Free Adhesive Coated Appliance System. This unique system eliminates the flash removal step from bonding. APC Flash-Free Adhesive saves bonding time for patients, doctors, and staff by reducing it by up to 40 percent per bracket. This system also reduces bonding from 11 steps to just five when compared with traditional light-cure bonding adhesives (Fig. 1).

Users have found that adhesive clean-up after debonding is a pleasant experience for patients and helps make the last clinical appointment much more positive. The unmatched bonding efficiency of the APC Flash-Free Adhesive system means increased patient satisfaction and greater productivity for your practice.

Goal: Improving the bonding appointment
Orthodontic adhesives have traditionally consisted of highly filled pastes descended from dental restoratives. Removing excess adhesive flash after appliance seating has been a necessary step in the bonding procedure because, if not removed, exposed adhesive flash can stain or discolor the tooth or act as a plaque trap, possibly leading to decalcification.

Flash removal is time consuming and stressful, as bond integrity and the careful positioning of the appliances can be compromised if an appliance is inadvertently bumped. The additional time patients spend in cheek retractors also adds to their discomfort.

Addressing this persistent pain point for orthodontists as well as patients became a priority for members of the 3M Unitek APC Flash-Free Adhesive project team. They worked to develop a new class of APC adhesive that would eliminate the flash removal step. They did this using a lightly filled resin and a compressible mat.

Leveraging 3M science
APC Flash-Free Adhesive leverages several 3M technology platforms, including nanotechnology, nonwoven materials, and processing techniques led to the creation of a nonwoven material to allow compressibility and accommodate a range of tooth contours but not expand as flash around the bonding base.

Fig. 1 Photos/Provided by 3M Unitek

Here at the AAO
To check out the APC Flash-Free Adhesive Coated Appliance System, stop by the 3M Unitek booth, No. 1129.

Fig. 2

The science behind beautiful smiles is impressive, but harnessing the power of 3M science to help you change and improve lives is what matters most. Working together, there is no limit to what we can accomplish (Fig. 5).
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EyeSpecial C-II: A digital camera designed exclusively for dentistry

By Shofu Dental Corp. Staff

The EyeSpecial C-II digital dental camera is designed exclusively for dentistry and features 12 megapixels and eight shooting modes that are easier, faster and more reproducible to ensure the best quality of images are achieved, according to Shofu Dental Corp.

The EyeSpecial C-II offers a high-performance, 49 mm close-up lens, one-touch operations, an ultra-lightweight sleek body design and a large LCD touchscreen, which allows the user to view and scroll through images, even with a gloved hand.

Designed to produce superb image quality, according to the company, EyeSpecial C-II has exceptional depth of field range, fast autofocusing and anti-shake capabilities, as well as infrared, UV and anti-reflection filters to help achieve those high-quality images.

Although lightweight, the camera is very durable and will withstand the occasional mishandling. It is scratch-and scuff-resistant, as well as water and chemical proof, which is essential for infection control in the office.

Created for dental and orthodontic photography, case presentations and at the bench in a laboratory, EyeSpecial C-II is user-friendly and can be held comfortably with one hand, freeing the other to use a cheek retractor or mirror.

Included with the EyeSpecial C-II is a 4 GB SD XC card, but the camera is also compatible with a wireless SD card, such as an Eye-Fi card, allowing images to be automatically transferred and uploaded onto a computer, tablet or smartphone.

The EyeSpecial C-II comes with the 4 GB SD XC card, four AA batteries, a Kenko 49 mm macro lens for close-up shots, a computer connection cord and hand strap, a flash calibration card, a Shofu stylus and a cleaning cloth.

In addition, SureFile photo management software is available for free download. This software will allow the user to automatically sort and file images by patient name or ID number, saving time and improving HIPAA standards.

Shofu’s EyeSpecial C-II is designed exclusively for dentistry, and the company says it can add consistent efficiency to all your dental photography needs.

It is available at www.shofu.com or by contacting Shofu Dental Corp. at (800) 827-4638.

Here at the AAO

Visit the Shofu booth, No. 3136, today for a demonstration of the EyeSpecial C-II and, with every purchase at the show, receive a storage case for free! ($100 value). For more information or to see some educational videos, visit www.shofu.com or contact Shofu Dental Corp. at (800) 827-4638.

Get the EyeSpecial C-II Digital Dental Camera today. Photo/Provided by Shofu Dental Corp.

AD

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New advances in treatment, education from Myofunctional Research Co.

By Myofunctional Research Staff

Recently, Myofunctional Research Co. (MRC) took the opportunity to showcase the company’s latest development in patient education, advanced intraoral appliance technology and upper airway and neuromuscular dysfunction treatment systems.

Patient education: Myobrace Activities app

Airway and neuromuscular dysfunction has been identified as a major contributor to the cause of malocclusion, and based on modern research, myofunctional orthodontics works to address these underlying causes of crooked teeth. MRC has recognized patient compliance as a vital aspect of myofunctional orthodontics and that by encouraging patients to play an active role in their own treatment, impressive and stable results can be obtained. In order to foster this compliance, patient education performs an essential function in myobrace treatment. Recently, MRC launched the company’s latest development in patient-education programs.

The highly interactive Myobrace Activitiess™ app is intended to be used in conjunction with the Myobrace appliances and is specifically designed to present consistent educational information to young patients, at a level they understand and enjoy. While trained auxiliaries play a necessary role in patient education, the app decreases the amount of time these staff members must spend on the education component of Myobrace treatment.

MRC’s targeted Myobrace Activities are exercises that are focused on correcting the patient’s poor breathing, incorrect tongue position and dysfunctional swallowing patterns as well as strengthening lips and cheeks and correcting posture. By offering a sequence of videos demonstrating each of these activities then quizzing patients on how and why they should correctly complete the activity, the app encourages compliance and helps to ensure patients receive the maximum possible benefit from the Myobrace Activities program. The app is designed to engage the patient as well as provide an interactive environment with individual goals and incentives.

While this series of activities has been intuitively structured to guide the patient through the entire suite of activities in an order targeted toward providing the greatest benefit, there is an option for the practitioner to customize an activity sequence for individual cases. Compatible with most desktop, tablet and mobile devices, the Myobrace Activities app is designed with children of all ages in mind.

Intraoral appliance technology

The Myobrace System™ is a highly developed myofunctional orthodontic system, which combines myofunctional habit correction, arch expansion and dental alignment into one integrated system that satisfies the increasing parental demand for modern, early pre-orthodontic treatments. The intuitively structured Myobrace appliance systems have enabled practitioners around the world to easily and successfully implement myofunctional orthodontic treatment methods into their practice, the company asserts.

The Myobrace for Braces series, which was included in MRC’s 2015 product showcase, is a new addition to the Myobrace appliance range. The Myobrace for Braces series is a three-stage appliance system, which facilitates the treatment of the habits causing malocclusion alongside simultaneous treatment with fixed orthodontic braces. The appliance series, which can assist in providing more stable orthodontic treatment results, incorporates the B1 for habit correction, B2 for habit correction and arch expansion and the B3 for habit correction in the retention phase with clear aligners.

The Myobrace System by MRC is the world’s most advanced myofunctional orthodontic treatment system, according to the company. The system allows practitioners to treat more children earlier, improve patient flow and increase efficiency by delegation while providing financial benefits for the doctor and parent.

Airway and neuromuscular dysfunction treatment systems

Observations have highlighted an increasing number of 21st century children who exhibit upper airway or neuromuscular dysfunction. For the past 25 years, MRC has identified these issues as a major cause of malocclusion. Furthermore, the medical profession has now recognized that this upper airway dysfunction can cause serious health issues such as behavioral problems, ADHD or learning difficulties in children as well as circulation or heart problems and obstructive sleep apnea in adults.

MRC understands that correcting upper airway compromise and neuromuscular dysfunction assists to unlock a child’s genetic potential for natural growth and development. Put simply, a child who breathes through the nose with correct tongue posture (in the maxilla) and swallowing patterns will most likely develop properly with little need for orthodontic treatment, whereas a child who mouth breathes and cannot posture the tongue correctly in the maxilla will have an aberrant swallow as well as most likely have a malocclusion and experience other airway-related health issues.

As well as offering the potential for preventive pre-orthodontic treatment, MRC’s treatment systems can decrease the severity of malocclusion and often prevent the need for traditional extraction and fixed braces techniques. As a result, MRC now has appliance systems, educational systems and clinical management systems available to provide the dental profession with a new dimension in profitable practice expansion.

These systems address upper airway and neuromuscular dysfunction and are beneficial for the health and development of a growing child. Additionally, MRC intends to expand the treatment to include breathing disorders in the adult population with a series of adult myofunctional sleep appliance, myOSA®. MRC’s advanced patient education, intraoral appliance technology and upper airway and neuromuscular dysfunction treatment systems allow practitioners to treat more patients, improve patient flow and increase efficiency by delegation as well as adding financial benefits for both the doctor and parent.

To learn more about MRC’s myofunctional orthodontic systems, including the new additions launched during 2015, visit the website at myoresearch.com or attend a seminar.
INTRODUCING CEREC ORTHO

Sirona’s powerful new Ortho Software for CEREC AC with Omnicam opens up a whole new world of orthodontic treatment opportunities—and that’s in addition to the comprehensive restoration capabilities for which CEREC is already known. A fast, precise full-arch scan is all it takes to produce a variety of orthodontic appliances, including clear aligners, retainers, sleep apnea devices, mouthguards and more.

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John Graham, DDS, MD
sugarhouse orthodontics

topsOrtho has a 99% customer retention rate, so it’s not too hard to find orthodontists and their staff willing to go on record to rave about us. Dr. Graham says, “I love the instant access to patient and office information — especially from home.”

What else is there to love about topsOrtho? Security. Reliability. Mature, native-Mac platform. And speed, speed, speed. Actually, there's even more, so why not email sales@topsortho.com or call 770-627-2527 for a demonstration. We’d love to hear from you.
CEREC meets Invisalign: Sirona expands its orthodontic product line to include Invisalign digital impression submission

By Sirona Staff

Two players in the dental industry are engaging in a new cooperation. As announced at the IDS 2015 in March, the CEREC Omnicam and the new CEREC Ortho Software can now be used to submit digital impressions for Invisalign® clear aligner therapy.

“We are delighted to offer our CEREC Omnicam customers the ability to submit their digital impressions to the Invisalign system. After 30 years of leading dentistry into a digital era, Sirona’s focus has expanded to orthodontic treatment. (This) is another example of our strategy to provide best-in-class products and customer support, as we integrate the market leader in clear aligner treatment into the CEREC world,” said Jeffrey T. Slovin, president and chief executive officer of Sirona.

“With the seamless digital model submission to the Invisalign doctor’s site, we once again show our dedication to providing our customers with truly integrated systems that make dentistry better, safer and more efficient and improve the patient experience. We believe that this strategy combined with our continuous innovation will drive penetration of digital dentistry and will deliver increasing value to our important customer base and patients around the globe.”

The new CEREC Ortho SW 1.1 features a patent-pending guided scanning process and connects the CEREC world with Invisalign treatment by allowing seamless digital impression submission. CEREC is already the most frequently used system for digital impressions, Sirona asserts, and no other system is used more often for chairside restorations. This solution is not only safe and reliable but also scientifically proven, according to the company. Orthodontic treatment can be planned in the Invisalign treatment process using the digital impression data.

How it works
Digital models created from CEREC Omnicam intraoral data are transferred to Align Technology and used as part of the record submission for an Invisalign treatment. This eliminates the process of creating and sending physical impressions, which results in faster processing of the case. Patients may benefit from the earlier start of the therapy and the digital impression taking instead of conventional impression material.

CEREC’s proven digital impressioning system provides a safe and reliable step into the process for general practitioners and orthodontic specialists alike, Sirona asserts. The required new software, exclusive for CEREC Omnicam systems, will be available in selected markets by this summer. Existing users should contact their representatives for availability.
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Over at Ormco: Hands-on demos and speakers you won’t want to miss

Take the opportunity to learn more about My Smile Consult, Ormco Custom, the Damon System, Insignia and more

By Ormco Staff

Here in San Francisco, we recommend stopping by the Ormco booth (No. 1119). A staple exhibitor at the AAO Annual Session, once again this year Ormco is hosting a number of hands-on technology demos and educational sessions with leading practitioners.

With a heightened focus on education and tools to help you deliver the best results for patients and grow your practice, Ormco is introducing My Smile Consult™ — a new online consultation tool designed to increase case starts by educating patients on the benefits of orthodontia.

Furthermore, for those of you interested in learning how to dramatically streamline your workflow and reduce treatment times, explore Ormco Custom’s digital solutions via a guided hands-on tour.

Network, share best practices and learn from industry experts

In addition to in-booth lectures, top clinicians will be available for one-on-one discussions. Visit Ormco’s booth for your chance to speak candidly with leaders in the field. Lecturers and one-on-one session clinicians include Drs. Mark Coreil, Terry Dischinger, Stuart Frost, John Graham, Jeff Kozlowski and Sonia Palleck.

The daily schedule is as follows.

Today — Monday:
- 11 a.m.–3 p.m.: One-on-one sessions with leading clinicians
- 11:15 a.m.–1:15 p.m.: Clinical/practice management in-booth lectures

Here at the show, learn how to grow your practice by differentiating your treatment offerings with the Damon™ System and educating your patients with one of the industry’s latest consultation tools, My Smile Consult. In a personalized fashion that relates directly to the patient prospect, My Smile Consult enables doctors and staff to efficiently and effectively present the benefits of orthodontic treatment — before, during and after the consultation. Be sure to visit the Ormco booth for your hands-on demonstration and to register your practice for this powerful new tool.

To meet the needs of today’s image-conscious adults and teens, Damon Clear passive self-ligating brackets will also be on display at the Ormco booth. Damon Clear2 brackets feature a new ultra-precision slot that provides two times the rotational control* for meticulous finishing and efficient treatment.

Differentiate your practice

Network, share best practices and learn from industry experts

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The daily schedule is as follows.

Today — Monday:
- 11 a.m.–3 p.m.: One-on-one sessions with leading clinicians
- 11:15 a.m.–1:15 p.m.: Clinical/practice management in-booth lectures

Here at the show, learn how to grow your practice by differentiating your treatment offerings with the Damon™ System and educating your patients with one of the industry’s latest consultation tools, My Smile Consult. In a personalized fashion that relates directly to the patient prospect, My Smile Consult enables doctors and staff to efficiently and effectively present the benefits of orthodontic treatment — before, during and after the consultation. Be sure to visit the Ormco booth for your hands-on demonstration and to register your practice for this powerful new tool.

To meet the needs of today’s image-conscious adults and teens, Damon Clear passive self-ligating brackets will also be on display at the Ormco booth. Damon Clear2 brackets feature a new ultra-precision slot that provides two times the rotational control* for meticulous finishing and efficient treatment.

More value for your practice

Looking to drive more patients to your practice? Learn about Ormco’s consumer websites for the Damon System, Insignia and Inspire ICE™. Each site educates consumers on the benefits of treatment and drives consumers to providers via custom doctor locator search tools.

To support local practice marketing programs, Ormco also offers a complete range of online marketing and education resources — including lobby/web-site videos, consultation presentations and patient photography — for practices treating with the Damon System, Insignia, Lythos and Inspire ICE.

For added value, stop by the booth to learn about Ormco’s Lifetime Rewards Program. The unique rewards program allows members to earn points that never expire. The concept is simple: Earn points on every dollar you spend on Ormco’s selection of orthodontic appliances, then redeem for free course tuition and product.

At the booth, Ormco will also be sharing an exclusive sneak peek of its new lingual bracket system, and the AOA Lab team will be available for doctors looking to learn more about AOA Access, AdvanSync 2 and AOA’s extensive line of custom built appliances.

* As compared to Damon Clear, data on file. Standard torque, upper 3-3 brackets

Photos/Provided by Ormco

Photos/Provided by Ormco

At the AAO

Deep by the Ormco booth, No. 1119, between 11 a.m. and 3 p.m. today through Monday for one-on-one sessions with leading clinicians. While there, attend in-booth practice management lectures, learn about My Smile Consult and the Damon System, and check out the new lingual bracket system.


Stop by the booth for a guided tour of Ormco Custom. See firsthand how digital practice optimization — made possible through the combined solutions of Lythos™, Insignia™ and AOA integrated custom lab services — can increase efficiencies for greater practice profitability.

It begins with harnessing the power of digital scanning to overcome the inherent challenges associated with traditional impressions and ends with custom bracket placement, custom formed arch wires, custom bracket prescriptions and a happy patient with a beautiful smile.

More value for your practice

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Be sure to stop by booth No. 1119 at the AAO!
Preformed Bonded Retainer Advantages

- **Dentist / Hygienist Approved** – Extend™ is bonded only to the cuspids - allowing fast and easy removal if needed
- **Eliminate Lab Costs** – Measure, select, and bond chairside
- **Available In 5 Sizes** – Includes measuring device
- **Sleek & Strong** – Low profile yet durable (.027) nickel free TMA wire
- **One Piece Design** – Eliminate solder failure and discoloration
- **LTR** – Unique flattened 20 degree beveled cuspid pads ensure uniform fit and long term retention
- **Maintain Arch Form** – Ideal for holding cusp width

See us at the AAO Meeting, booth 805

For more information, contact...
Reliance Orthodontic Products, Inc.
(800) 323-4348 • (630) 773-4009 • Fax (630) 250-7704
www.RelianceOrthodontics.com
Ortho2 is excited to announce the release of its new Edge Animations app, a free Apple/Android application for all orthodontists and orthodontic residents, available here at the 2015 AAO. The app contains an “Introduction to Orthodontics” video that explains to your consulting patients and parents why treatment from a certified orthodontist matters.

The Edge Animations app also includes many compliance videos to help ensure patients are fully informed about their treatment, with videos on brushing, foods to avoid and much more.

This app builds on Ortho2’s library of practice- and patient-focused apps and is available to all orthodontists (regardless of practice management affiliation) and can be shown to, or even installed and viewed by, prospective patients.

“Orthodontists are facing an unprecedented amount of competition from big business and non-orthodontists. We wanted to give them an additional tool to use in the fight for their specialty,” said Dr. Craig Scholz, Ortho2’s director of emerging technologies.

“This app includes a compelling introduction to orthodontics video, which can help educate prospective patients on the differences between an orthodontist and a non-specialist, as well as compliance videos that they can use throughout treatment.”

He continued: “We are also providing orthodontic residents and Ortho2 customers using Edge Animations within their software the full library of videos, which include more than 250 additional videos at no cost. We’re working hard to make certain our cloud-based Edge system helps orthodontists educate and expand their practice communities.”

In addition to this app, Ortho2 offers complete cloud practice management, imaging and communication systems. Ortho2’s Edge features optimized private cloud computing, comprehensive management, innovative imaging, appointment reminders, patient education animations, image morphing, cephal tracing, doctor and patient apps, and more.

Ortho2 Edge includes Edge Mobile, a smartphone and tablet app that provides access to Edge from anywhere. Orthodontists can view patient biographical information, scheduled appointments, full treatment charts, all images and more.

And the apps don’t stop there. The Practice Connect app allows your patients to interact with their orthodontic experience in ways never before possible. Patients have instant access to their appointments, images, animations and rewards. They also get the added ability to view financials and make payments.

In addition, users can select appointment reminder preferences and use the app to check in when they arrive at the office. And referring potential patients becomes rewarding and easy to do at any time.

Prospective patients can also use the app to learn about doctors, staff, facility and treatment information, including videos or other desired content.

‘Introduction to orthodontics’ video comes as part of new Edge Animations app

By Ortho2 Staff

Here at the AAO

For more information about the Edge Animations app, or for any of the mobile offerings from Ortho2, please visit the Ortho2 booth, No. 413, or contact your systems consultant at sales@ortho2.com or at (800) 678-4644.

Instructional videos available on the Edge Animations app include one on brushing. Photos/Provided by Ortho2

Right, the Edge Animations app.
The ProMax® 3D Family Ultra-Low Dose protocol achieves an average of 77% reduction in radiation dose WITHOUT COMPROMISING IMAGE QUALITY

See Planmeca at the American Association of Orthodontists Annual Session Booth #1437

*When compared with standard imaging protocols, according to "Dosimetry of Orthodontic Diagnostic FOVs Using Low Dose CBCT Protocol" by JB Ludlow and J Koivisto. For a copy of this study, please contact Planmeca USA.
The Planmeca Compact i Touch, Sovereign and the Planmeca ProMax® 3D Mid make up a distinctive product line that is built with the clinician in mind. Feature-rich and designed to accommodate your preferred working positions, these units are made to minimize physical strain and maximize the life of your practice.

Planmeca Sovereign

The Planmeca Sovereign is a combination of sophisticated engineering, innovative technology and award-winning design. It is the only dental unit on the market with both a motorized chair swirl and a motorized base for ease-of-use for any treatment need.

In addition, the length of the motorized backrest can be adjusted to optimally position patients of all sizes. Available only on the Planmeca Sovereign, this innovative feature guarantees the best possible comfort for the patient and optimal working ergonomics for the dental team.

Planmeca Sovereign can be customized to fit the needs of orthodontics. A large surgical and orthodontic tray table is available for all your instruments. In addition, you get direct access to clinical information via Planmeca Romexis and the dental unit integrated monitor.

Planmeca Compact i Touch

Planmeca Compact™ i Touch supports an ergonomic and smooth workflow, with simple and intuitive details that make your everyday work easy, comfortable and efficient — without compromise.

For versatility, its compact size fits almost any office design, plus it’s packed with features and functionalities to maximize your productivity.

With more than 40,000 satisfied users around the world, it is designed to accommodate a wide variety of needs in dentistry.

Planmeca ProMax 3D Mid

Planmeca ProMax 3D Mid is a genuine all-in-one CBCT unit including 3-D imaging, 3-D photo, digital 2-D panoramics and cephalometry, all in the same unit. Planmeca ProMax 3D Mid complies with a multitude of diagnostic requirements, including orthodontics and TMJ analysis. It is also an excellent tool for diagnosing ear, maxillary sinus, and respiratory tract diseases.

Planmeca ProMax 3D Mid provides volumes sizes for every clinical application with the possibility to adjust the volume position according to acquired scout images.
“With APC™ Flash-Free Adhesive, cement cleanup after debonding has been a much more pleasant experience for our patients, making the last clinical appointment a positive one.”

– Dr. Moe Razavi, Ottawa, Canada

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- **Protects** enamel under the adhesive
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**A New Generation of Beauty**

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**Uncompromising Performance**

**SMARTCLIP® SL3**
**SELF-LIGATING APPLIANCE SYSTEM**
**Efficiency Like No Other**

Discover more at the 3M Unitek booth

Contact your 3M Unitek representative or visit 3MUnitek.com/FlashFree for more information.
LED Medical Diagnostics enters into agreement with OrthoSynetics

Preferred-supplier status brings new opportunities in orthodontic imaging market

LED Medical Diagnostics Inc. recently announced a new agreement with OrthoSynetics, a leading provider of administrative, marketing and financial services to 350 orthodontic practices across the United States. The agreement designates LED Medical Diagnostics Inc.’s subsidiary LED Dental as the preferred imaging technology supplier for OrthoSynetics.

With the agreement, OrthoSynetics clients will have access to exclusive pricing on imaging solutions from LED Dental, including the Rayscan Alpha imaging system from RAY, a former subsidiary of Samsung. While customers of OrthoSynetics benefit from the new group pricing incentive, LED Dental sees this development as a new avenue for expanding its market share in the orthodontic space.

“We entered the orthodontic imaging market at the American Association of Orthodontists Annual Session in 2014 and immediately recognized the potential to serve this specialty,” said Dr. Jeffrey Brooks, vice president of imaging for LED Dental. “We have already worked with several OrthoSynetics clients to implement the Rayscan Alpha imaging system in their practice and look forward to helping additional orthodontists realize the treatment benefits of exceptional imaging technology.”

Dr. Jack Devereux and Dr. Phuong Nguyen of Devereux & Nguyen Orthodontics in Metairie, La., are two of the first OrthoSynetics clients to work with LED Dental to bring new imaging technology into their practice. Additionally, both doctors have become key opinion leaders for LED Dental.

“We are very proud to be working with the LED Dental team to provide clinical feedback on these imaging solutions,” Devereux said. “It’s great to be at the forefront of technological innovation, and it’s exciting to have input into current and future products.”

The OrthoSynetics team prides itself on helping clients achieve long-term growth and profitability for their practices.

“Working with companies like LED Dental allows us to bring new technologies to our clients at a great value, which is what our company is all about,” said John O’Brien, vice president of procurement for OrthoSynetics. “In the end, we want our customers to continuously grow their practices and create successful businesses. Working with suppliers like LED Dental reinforces the value of being an OrthoSynetics client.”

“The orthodontic community is a large market segment that is vital to the success of LED,” added Dr. David Gane, CEO of LED Medical Diagnostics Inc. “Entering into this agreement with OrthoSynetics pairs us with a similar white-glove service organization in the dental technology space and furthers our goal of being the leading provider of digital imaging technologies across the dental industry. This relationship is an excellent example of the type of efficient and synergistic scale-up opportunities that we’ll look to find and execute as a part of our broader growth strategy.”

For more information about LED Dental or the Rayscan Alpha imaging system, visit www.leddental.com.

For details on the services provided by OrthoSynetics, go to www.orthosynetics.com.

About LED and OrthoSynetics

Founded in 2003 and headquartered in Burnaby, British Columbia, Canada, LED Medical Diagnostics provides dentists and specialists with advanced diagnostic imaging products and software, in addition to the award-winning VELScape® Vx tissue fluorescence visualization technology. OrthoSynetics provides members with a comprehensive service, giving them a team of business experts to help practices with marketing, purchasing, patient benefit and eligibility verification, collections, human resources, real estate and facilities management, tech support, practice consulting and education.
The new CS 3500 makes precise digital modeling easy.

Forget about powders and trolleys. The new CS 3500 offers more attractive features, like a direct USB connection. High-res, true-color 2D and 3D capability, plus accurate 3D models with CS Model software. And avoid per-click transmission fees – just send images directly to the lab for appliance fabrication. Streamlined workflow is now in the palm of your hand.

Call 800.944.6365 or visit www.carestreamdental.com/SUPER
Reliance introduces new addition to its lingual retention line: Extend LTR

By Paul Gange Jr., President Reliance Orthodontic Products

One of the many difficult decisions you will face on a daily basis is how to achieve long-term retention when the patient is out of your control. Reliance has two excellent options (Retainium and OrthoFlex Tech) when a case calls for a lingual retainer that is bonded on every tooth. These wires provide a proven retention method that is far better than relying on patient compliance with a removable retainer. However, there’s one drawback: hygiene.

Dentists’ and dental hygienists’ biggest complaint about fixed retainers is neither they — nor the patient — can adequately cleanse around wires bonded to every tooth. They maintain, rightly so, that the wires bonded to every tooth are a catchpoint for calculus and debris.

The good news is not every case necessitates a retainer to be bonded on every tooth. In fact, a six bonding pad retainer would be overkill in many Class I “minor movement” cases.

Reliance is proud to introduce our newest addition to our lingual retention line: Extend LTR.

We have improved a popular lab-generated retainer wire to allow for chairside wire selection and placement. No lab lead time and no lab costs. The ideal case where Extend will be utilized is in a patient who has little anterior crowding and no facial torqueing.

Extend is fabricated from a nickel-free (.027) TMA wire. A bendable or shapeable super-elastic wire, TMA has some give or flexibility without changing the formed/shaped characteristics.

This feature allows Extend a slight amount of flexion without deforming under mastication forces.

Ideal for holding cuspid width, Extend is not only flattened at the cuspid segment of the wire but also incorporates 20-degree angulated bonding pads to allow the proper wire-lingual surface adaptation.

For the remaining anteriors, Extend must be adapted to the lingual sides of each tooth. A bird beak plier should be used for slight adaptation bends, while more extensive bends can be achieved with a three-prong plier without work hardening the wire. Available in five sizes: 18, 20, 22, 24 and 26 mm.

The Extend arch measuring device makes chairside size selection accurate and simple. With the numbered-side facing up, seat the contact groove of the measuring device at the midline. The first number to fully clear the distal edge of the lateral will be the number to correspond with the designated wire size.

Chairside steps are as follows: 1) adapt Extend on a study model, 2) prophy the cuspsids, 3) sandblast the cuspsids, 4) etch the cuspsids, 5) apply one coat of Assure and air dry, 6) place a small amount of LCR paste in the middle of the cuspsids, place wire and light cure and 7) apply the final coat of LCR to fabricate a custom pad of composite, smooth with a resin-saturated sponge pellet as needed and light cure.

Extend will be available in single size packs of five for $45 or a kit that includes: (12) measuring device, (1) EX18, (2) EX20, (4) EX22, (4) EX24, (1) EX26 at an introductory price of $99.

Here at the AAO

To check out the Extend LTR for yourself, visit the Reliance booth, No. 805.
Innovating Innovation

Visit Us at AAO Booth #2017

Introducing the Complete H4™ Self-Ligating Suite

Toll Free: 1.866.752.0065 | www.orthoclassic.com | Fax: 1.866.752.0066 | International: 1.503.472.8320
Prominent orthodontist Thomas Pitts, DDS, MSD, has chosen Carestream Dental technology to power the new Ortho Country Learning Center in McMinnville, Ore. The Learning Center, which is located at Ortho Classic’s headquarters, offers lectures and clinical discussions, treatment planning, hands-on clinical procedures and live patient sessions. Each course is structured to help the orthodontist become a more efficient clinical doctor.

“Carestream Dental is a dynamic company and has kept ahead of the game, with many updates every year,” Pitts said. “When I had the opportunity to open this new training facility in Oregon at Ortho Classic, I started to investigate CBCT systems and scanners. Carestream Dental was recommended by several practitioners.”

Pitts, who serves as the executive clinical director for Ortho Classic — a leading supplier of high-quality orthodontics products — has practiced orthodontics exclusively since 1970. He is an active educator in the orthodontic community and puts an emphasis on orthodontic finishing and smile arch protection.

The new Learning Center is powered by a number of Carestream Dental’s orthodontic solutions, including CS OrthoTrac practice management system, the CS 9300C system, the CS 3500 intraoral scanner and RVG sensors.

In addition to tracking appointments, clinical information and billing with automated tools, CS OrthoTrac bolsters communication and understanding between doctors and patients with detailed treatment cards for patient education and customized letters to report findings in layman’s terms.

As an all-in-one CBCT, panoramic and cephalometric imaging system, the CS 9300C is the ideal imaging system for orthodontics. It can provide 3-D exams at up to 85 percent lower dose than traditional 2-D panoramic imaging. Also, the enhanced images captured by the system allow practitioners to uncover critical information that cannot be detected when relying solely upon 2-D imaging.

The CS 3500 intraoral scanner creates digital impressions, eliminating the need to fill patients’ mouths with the “goo” associated with traditional impressions. Digital impressions can be used to create 3-D models or sent to labs to fabricate orthodontic appliances, offering faster turnaround between practices and labs.

Carestream Dental RVG sensors are perfect for bitewing radiographs. Featuring rounded sensor corners and a rear-entry cable, the sensor can be placed quickly, improving patient comfort.

“I began using OrthoTrac in my Reno practice back when it first began 1982 or 1983,” Pitts said. “I was totally impressed with both the CS 9300C images, as well as the accurate scanning images of the CS 3500. I had these two advanced machines installed in my new office and I would highly recommend to all orthodontists and dental practitioners.”

“We are very proud that Dr. Pitts selected Carestream Dental as the sole technology provider for his new world class teaching facility,” Matt Hendrickson, U.S. director of orthodontics, Carestream Dental, said. “It is an honor to be selected by a clinician with the expertise and experience of Dr. Pitts.”
Differentiate your practice, Educate your patients and Grow!

“Damon” Clear2 has helped to differentiate my practice. My patients could not be happier with the brackets’ transparency and their results. Now with My Smile Consult, I have a powerful education tool to make my consultations even more effective.”
— Dr. Todd Bovenizer

“I loved Damon” Clear braces... people didn’t even know that I had anything on my teeth. I now feel comfortable knowing my teeth look great.”
— Christine, treated by Dr. Todd Bovenizer

Introducing Ormco’s interactive consultation tool, designed to educate patients and increase case starts!

- 25+ videos and numerous photos
- For use before, during and/or after the consultation
- Customizable with your practice branding, patient photos and patient testimonials
- Free service for orthodontists treating with the Damon” System

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