One more day to shop

Today is your last chance to check out everything the exhibit hall has to offer

By Fred Michmershuizen, Dental Tribune

When it comes to innovative new products, there is plenty to explore at the American Dental Association’s 153rd Annual Session and World Marketplace Exhibition. The exhibit hall here in San Francisco is teeming with new technology to improve patient care, plus services to help make your practice more efficient and profitable. But you better act fast, because today is your last chance.

Dental Tribune strolled the aisles to see what’s especially exciting at this year’s meeting. Here is a short list of some of the many highlights we found:

- Zimmer Dental (booth No. 5164) is announcing that it has received FDA approval to use the term “osseointegration” in describing the unique bone healing process made possible with its new Zimmer Trabecular Metal Dental Implant. According to the company, osseointegration refers to the healing potential of bone onto an implant surface and into an implant structure. The Trabecular Metal Dental Implant features an osteoconductive mid-section, formed from Trabecular Metal material, designed for ingrowth as well as ongrowth.

- Carestream Dental (booth No. 912) is

Liven up your education options

By Robin Goodman, Dental Tribune

If you need a little “live” excitement in your day, don’t forget to stop by today’s Education in the Round live patient demonstrations in Moscone South, Room 103.

Friday morning’s presentation, by Dr. Jon Suzuki and Dr. Craig Mukai, focused on “Soft-tissue Surgery for Augmentation of Keratinized Gingiva.” In the afternoon session, Dr. Lee Silverstein presented “User-friendly Technique for Atraumatic Extraction of Teeth and Socket Grafting.” Today, you can view “Lasers in the Dental Practice” and “TMD Examination, Diagnosis and Treatment.”

In addition to the Education in the Round, today’s education options include 26 workshops, 23 fee courses and 40 no-fee courses, which run until 5 p.m., so there’s possibly still time to sign up for or sit in on a session or two. Lecture topics such as “Forensic Odontology 2012,” “Controversies in Dental Implantology” and “Street Drug Update” are sure to give you plenty of food for thought.

If you are feeling more adventurous, try a workshop such as “Hands-on Oral Surgery,” “Hands-on Lasers” or “Dental Implant Restorative.”

Dr. Jon Suzuki and Dr. Craig Mukai present “Soft-tissue Surgery for Augmentation of Keratinized Gingiva” on Friday morning at the Education in the Round theater.

Photo/Robin Goodman/Dental Tribune
launching its CS 8000 digital panoramic system, featuring the latest imaging technology, offering practitioners a variety of imaging programs to obtain high-quality images effortlessly for improved diagnoses and treatments. With its compact footprint, the CS 8000 can be placed in even the smallest spaces.

- Wykle Research (booth No. 1643) is offering new products for endodontic treatment. Calasept irrigation needles are dual-side vented, luer-lock irrigation needles that are designed to provide for safe and effective irrigation. The dual-side vents optimize cleansing of canals, creating a “swirl” effect. The closed tip safely protects the apex.

Also available from Wykle are new Calasept color-coded irrigation syringes that are designed to eliminate risk when using multiple irrigation liquids.

· Reputed Dentist, available from 1-800-DENTIST (booth No. 250) is making its official debut here at the ADA meeting. After being reviewed by key opinion leaders and select dentists during the past month, the software—which displays all of a dentist’s reviews, social media mentions and online listings on a single screen—is now being presented to the entire industry.

· DentalEZ Group (booth No. 1908) is unveiling its new RAMVAC Osprey family of dental air compressors. According to the company, the compressor is designed for any dental practice looking to increase productivity and decrease downtime servicing its utility room equipment. The new compressors provide clean, dry, oil-free air in even the busiest dental office environment.

October is Breast Cancer Awareness Month, and many companies here at ADA are holding special promotions to help increase awareness of the disease. One such company is Sultan Healthcare (booth No. 1726). A portion of the company’s sales of pink FlashTips will be donated to the National Breast Cancer Foundation.

“At Sultan, we want to ensure healthy practices for our customers on a daily basis,” the company said in a press release prior to the ADA meeting. FlashTips are designed to reduce risk of cross-contamination that can occur with metal tips.

### Report: Diode laser users choose Picasso Lite

Picasso Lite, by AMD LASERS, a global leader in dental lasers and dental laser education, was recently voted the most popular dental laser as surveyed by di-ode laser users in the most recent Clinicians Report, titled “Are Diode Lasers Worth the Investment?” Picasso laser technology was evaluated and compared against eight other diodes in the market.

Clinicians Report (CR), an independent, non-profit, dental education and product-testing foundation, concluded that, “Picasso Lite has a good combination of features, ease of use, low cost and is a valuable adjunct for soft-tissue surgery and hemostasis” (CR, June, 2012). Picasso Lite was awarded an excellent-good rating overall with top ratings in several categories, including hardpiece and cord, simple controls and has the most affordable disposable tips, among eight leading brands.

According to CR, 73 percent of clinicians surveyed would recommend a laser and 80 percent felt it was a good investment. To view the full report, please visit www.amdlasers.com.

Picasso laser technology continues to be the game changer it was in 2009 when it was launched, to a representative from AMD LASERS. In three years, its popularity has increased, and it has been, according to the CR report, more than twice as popular as a competitive product that has been around for 25 years.

“We gave clinicians what they asked for: an affordable dental laser for soft tissue that was easy to use and had worldwide-class training support,” said Alan Miller, president and founder of AMD LASERS. “Picasso Lite delivered what no other laser could and continues to be the top pick against new lasers that are on the market.”

CR is the most highly respected global testing facility for dental products and is the go-to report used by the majority of clinicians looking to make educated product purchases.” CR was founded in 1976 by clinicians to help other clinicians make educated product purchases. CR was organized as a unique volunteer effort where clinicians worldwide would unite their expertise for the sole purpose of testing all types of dental products and disseminating results to colleagues throughout the world. To learn more about Clinicians Report, visit www.cliniciansreport.org.

AMD LASERS is a global leader at providing affordable laser technology for dental professionals preparing to take their practices to the next level. The integration of the Picasso line of soft-tissue dental lasers enables dental practices to provide treatment for soft-tissue surgery, periodontal treatment and laser whitening.

To view the full report, please visit www.amdlasers.com.