Desert character. It can’t be conjured, landscaped or kindled with twinkling bulbs. John Ford knew that. So did Frank Lloyd Wright and Louis L’Amour. Spend a few days in Greater Phoenix and you’ll understand, too. America’s sixth-largest city still has cowboys and red-rock buttes and the kind of cactus most people see only in cartoons. It is the heart of the Sonoran Desert and the gateway to the Grand Canyon, and its history is a testament to the spirit of Puebloans, ranchers, miners and visionaries.

Greater Phoenix
Greater Phoenix encompasses 2,000 square miles and more than 20 incorporations and communities. This timeless Southwestern backdrop is the perfect setting for family vacations, weekend adventures or romantic getaways. And this weekend, it is the perfect time for you to explore some of the many sites the city and state have to offer.
The Phoenix Convention Center consists of a three-building campus that, all told, boasts nearly 900,000 square feet of flexible meeting and exhibit space. The North Building is linked to the neighboring West Building by both a glass-encased sky bridge and a substreet exhibition hall.

The Phoenix Convention Center is the latest addition to downtown Phoenix, and the state’s largest event facility. The full experience through the Dream Center Operatory will take approximately 30 to 40 minutes. Go to the Dream Center to sign up during an open time slot.

• Startled, page 1

equipment that includes a network of dental hygiene students’ posters. Participates will be able to experience each product through a five-minute educational interaction with a representative from each company.

The full experience through the Dream Center Operatory will take approximately 30 to 40 minutes. Go to the Dream Center to sign up during an open time slot.

• Cactus Crawl prize giveaway: Included in your tote bag is the “Cactus Crawl” game card. Once all companies have been visited, drop the game piece in the raffle drum on the main stage in front of the ADHA Community Center. Drawings will take place on the main stage today and tomorrow. Visit the main stage for a listing of drawing times.

• Relaxation station: Stop by for a little relaxation, compliments of Brasseler USA, adjacent to booth No. 102.

• Free lunch: Lunch will be available to today to all attendees from noon–2 p.m. in the exhibit hall.

• UNIV OF ILLINOIS graduate student clinic research posters: Take some time to walk through the second year of this master level student research poster competition featuring 13 poster presentations.

• Posters will be on display from 1–3 p.m. today.

• Raise money at the Marketplace: Help your fellow constituent, components and ADHA groups support their fundraising efforts by purchasing dental hygiene related accessories and paraphernalia. Pick up a $5 marketplace coupon to use toward the purchase of an item, compliments of Colgate at booth No. 401. The Marketplace will be open from noon–5 p.m. Saturday.

• The exhibit hall is open from 9 a.m.–4 p.m. today and from 10 a.m. 3 p.m. Saturday. There is a lot to see, so be sure to head on over!

(Source: www.adha.org)

• Phoenix, page 1


(Source: www.visitphoenix.com)

Tell us what you think!

Do you have general comments or criticism you would like to share? Is there a particular topic you would like to see articles about in Hygiene Tribune? Let us know by e-mailing feedback@dentaltribune.com. We look forward to hearing from you! If you would like to make any change to your subscription address or any other personal information, please send an e-mail to database@dentaltribune.com and be sure to include which publication you are referring to. Also, please note that subscription changes can take up to 6 weeks to process.


ADHA NEWS
Take patient care to the next level with Patterson Advantage

As a dental hygienist, patient care is your No. 1 priority. Having the right equipment and technology in your office not only helps you offer your patients the highest level of care, it also maximizes your productivity and your patients’ time.

Patterson Dental offers a rewards program that makes bringing new equipment and technology into your practice easier than ever before: Patterson Advantage.

As a member of this unique program, your office will earn Advantage Dollars on everyday purchases for your practice. These real dollar-for-dollar rewards can be used to add practice-enhancing equipment and technology to your office. Invest in a new digital imaging system, CAESY Cloud, an operatory chair, a CEREC system or a handpiece — the possibilities are limitless.

Additionally, members receive technical service advantages and special savings opportunities.

Earn Advantage Dollars on everyday purchases

As a member of the Patterson Advantage program, your practice will earn Advantage Dollars on the purchases you are already making for your practice every day. Imagine earning rewards on:

- **Merchandise purchases:** Earn Patterson Advantage Dollars based on your membership level and the amount of your practice’s purchases.
- **eBusiness merchandise purchases:** Submit your order using one of our eBusiness methods and your office will earn Advantage Dollars at a higher rate.
- **Equipment and technology financing:** Receive Advantage Dollars for equipment and technology financing through Patterson Dental.
- **Technical service labor fees:** 10 percent of all technical service labor fees are deposited into your office’s Advantage account as Advantage Dollars.
- **Rental equipment:** Up to 50 percent of your rental equipment fees are deposited into your Advantage account as Advantage Dollars.

Reinvest your practice’s Advantage Dollars

From handpieces, sterilizers, chairs and compressors to CEREC, digital radiography and CAESY, there are endless opportunities to reinvest your office’s Advantage Dollars back into the practice.

For a list of equipment and technology you can redeem with Advantage Dollars, find these offers throughout every issue of ONtarget and on www.pattersondental.com.

Here at the ADHA

For more information on the Patterson Advantage program, visit www.pattersonadvantage.com, call (800) 873-7683 or stop by the Patterson Dental booth, No. 209.

Operable, it can bring down the entire office, frustrating you, the staff and your patients.

As a Patterson Advantage member, your practice will receive top priority on technical service, allowing you to get back up and running quickly. Discover the advantages of:

- **Priority scheduling** that moves your practice ahead of nonmember requests in line.
- **Guaranteed emergency response time** of four hours to get you back up and running fast when your compressor or vacuum pump is inoperable.
- **A percentage discount on technical service fees.**
- **Complimentary labor warranties on new equipment.**

Take advantage of members-only promotions

Your practice’s Patterson Advantage membership gives the entire staff access to exclusive savings opportunities on Patterson office supplies and merchandise. Find these offers throughout every issue of ONtarget and on www.pattersondental.com.

Take patient care to the next level with Patterson Advantage

Here at the ADHA

For more information on the Patterson Advantage program, visit www.pattersonadvantage.com, call (800) 873-7683 or stop by the Patterson Dental booth, No. 209.
Crest Oral-B names Olga Torres a pro in the profession

RDH from Clewiston, Fla., becomes fifth winner of the award

Crest Oral-B congratulates Olga Torres, RDH, of Clewiston, Fla., as the fifth winner of the brands’ second Pros in the Profession award program, which honors registered dental hygienists who go above and beyond the call of duty every day. Torres has been practicing dental hygiene for five years, holding a dental hygiene degree from Palm Beach Community College and working as the sole hygienist at the Florida Community Health Center.

Torres frequently works with pediatric patients, sometimes seeing up to 15 children a day for dental cleanings. She said she has a passion for these patients and dedicates much of her free time to giving presentations to both kids and their parents to teach them about the importance of oral health.

She also utilizes her bilingual skills to communicate with migrant patients facing language barriers in her community.

When Torres is not working or volunteering, she is in school part-time pursuing a bachelor’s degree or spending time with her 16-year-old daughter. She also guest-hosts a local radio show a few times a year, covering a variety of dental health and hygiene topics.

Torres said she relies on Crest and Oral-B products for maintaining her own oral hygiene as well as her patients’. Among her favorite products, she said, is the Crest and Oral-B Pro-Health For Me Collection for her pre-teen patients.

Throughout the year, a total of six professionals will be named this year’s Crest Oral-B Pros in the Profession winners. Winners will receive a $1,000 monetary prize, recognition at a special award cocktail reception at RDH’s Under One Roof 2012 in Las Vegas, a plaque, a tribute in dental trade media news announcements and on www.dentalcare.com and an exclusive trip to P&G headquarters.

AD

Here at the ADHA

To learn more about Olga Torres and the other winners of the Pros in the Profession program, as well as about the program itself, visit www.prosintheprofession.com or stop by the Crest Oral-B booth, No. 501.
WE UNDERSTAND THAT TREATING PATIENTS IS YOUR NO. 1 PRIORITY AND THAT EQUIPMENT AND TECHNOLOGY ARE YOUR TOOLS TO GET THE JOB DONE.

THIS IS WHY WE PROVIDE THE SERVICE AND SUPPORT YOU NEED TO MAKE THE MOST OF YOUR PRACTICE INVESTMENTS, AS WELL AS A 100-PERCENT SATISFACTION GUARANTEE.

WHETHER YOU ARE A SMALL OFFICE OR A LARGE OFFICE WITH MULTIPLE LOCATIONS, OUR SKILLED SALES REPRESENTATIVES AND SPECIALISTS CAN ASSIST YOU IN PROVIDING Expert DENTAL CARE.
A faster way to seal

For decades, dentists and hygienists have had no alternative but to use harsh phosphoric acid etching to improve the bondability of dental sealants to enamel. In doing so, they have lost countless hours to applying acids, waiting, rinsing and drying.

With all these added steps, perhaps the greater issue is how many failures have resulted from trying to shortcut procedures? Indeed, working with phosphoric acid is always a double-edged sword. If not left on long enough, one risks failure; leave it on too long and healthy enamel is eroded.

Thanks to advances in adhesive technology and a new pit and fissure sealant from Shofu, dental professionals don’t have to choose between a secure bond and lost time and preservation of tooth structure anymore.

BeautiSealant from Shofu is a faster, easier and gentler pit and fissure sealant system that completely eliminates the need for phosphoric acid etch and rinse steps, while still maintaining equivalent bond strengths to acid etched competitors. Considering these steps represent a 40 percent to 60 percent reduction in working time, that extra productivity can go a long way toward keeping a practice profitable. In these difficult economic times, every liberated minute counts.

Fast application

The instructions for BeautiSealant are simple:
- Apply the primer to a clean tooth and leave for five seconds.
- Air-dry five seconds.
- Apply the sealant.
- Light-cure 10 seconds LED (20 seconds halogen).

Secure bond, gentle on enamel

BeautiSealant Primer contains dual-adhesive monomers (carboxylic and phosphonic acid) that thoroughly penetrate and prepare pits and fissures for bonding to the sealant, forming a chemical bond to calcium in the enamel. Unlike traditional sealants, which require phosphoric acid etching, severely demineralizing and dehydrating healthy teeth, Shofu’s self-etching primer is significantly less acidic, helping to preserve healthy tooth structure.

Despite this lack of acid etch and rinse steps and a HEMA-free composition, shear bond strengths remain at levels that meet or exceed market-leading sealants at 19.5MPa.

Smooth application

BeautiSealant Sealant is an easy-to-apply sealant, optimized for smooth, bubble-free consistency. Achieve precise delivery without the common issue of overfilling with a specially designed no-ooze syringe and a tiny 0.27 gauge needle tip. This improved control over the flowability of the sealant allows placement of just the right amount of material, reducing the common occurrence of overfilling.

Sustained remineralization from giomer fillers

Shofu’s proprietary Surface Pre-Reacted Glass (S-PRG) filler particles are not only pre-charged with fluoride during manufacturing, they also recharge when fluoride concentrations in the mouth are high. Simply put, household dental hygiene products, such as fluoridated toothpaste, allow BeautiSealant to provide sustained remineralization benefits to adjacent tooth structure over the life of the sealant.

In addition to fluoride, S-PRG filler also releases five other ions: sodium, strontium, aluminum, silicate and borate, all with known bioactive properties.

When exposed to concentrations of lactic acid, these ions contribute to an acid neutralization effect that demonstrates the healing benefits of giomers.

Special offers here at the ADHA

The first 10 dentists or hygienists to mention this special at Shofu’s booth, No. 451, will receive a free BeautiSealant Kit ($81.12 retail value). In addition, the first 100 attendees who mention this special will receive a full-size sample of lip gloss. For more information, contact Shofu at (800) 827-4638, visit www.shofu.com or stop by booth No. 451.

Place BeautiSealant in four steps: Apply the primer to a clean tooth and leave for five seconds, air-dry five seconds, apply the sealant and then light-cure 10 seconds LED.

![BeautiSealant from Shofu](Images/Provided_by_Shofu)

![BeautiSealant Primer contains dual-adhesive monomers (carboxylic and phosphonic acid) that thoroughly penetrate and prepare pits and fissures for bonding to the sealant, forming a chemical bond to calcium in the enamel.](Images/Provided_by_Shofu)

![Shofu’s proprietary Surface Pre-React ed Glass (S-PRG) filler particles are not only pre-charged with fluoride during manufacturing, they also recharge when fluoride concentrations in the mouth are high.](Images/Provided_by_Shofu)
More and more dental offices are choosing disposable bib holders to avoid the risk of cross-contamination. Various news reports and three separate scientific studies have implicated reusable bib holders as having bacterial contamination that could be a risk to patients and dental workers.

In response to the shift away from traditional bib holders, a new option is now available through major dental distributors. Snap-Its are single-use bib holders made with recyclable plastic. They snap into place on the bib, similar to traditional holders, and can be taken off and adjusted if a patient gets up out of the chair during a dental procedure.

Snap-Its are a single-patient use item and should be disposed of after each patient for proper infection control. Snap-Its can be recycled with other plastic recycling items. Snap-Its are available to order today in boxes of 200 through most major dental distributors.

To learn more about Snap-Its and to view a list of authorized Snap-Its distributors, visit [www.duxdental.com](http://www.duxdental.com) or call customer service at (800) 833-8267.

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**MI VARNISH WITH RECALDENT**

GC America has launched MI Varnish™, a 5 percent sodium fluoride varnish with RECALDENT™. MI Varnish is unique compared with other fluoride varnishes, bringing bioavailable calcium, phosphate and fluoride to the tooth surface.

MI Varnish releases high levels of fluoride and works in concert with the sodium fluoride. MI Varnish is indicated for the treatment of hypersensitive teeth. It is well known that fluoride is an important tool in the fight against cavities. Fluoride’s benefits are boosted by calcium and phosphate supplements, helping to maintain a healthy oral environment. MI Varnish with RECALDENT provides these essential minerals to reduce hypersensitivity.

RECALDENT is a milk-derived protein that strengthens teeth by releasing calcium, phosphate and fluoride. MI Varnish is a new addition to the RECALDENT family.

MI Varnish is available in a 50 unit-dose box. The unique unit-dose containers are easy to open and contain enough material for any full-mouth application.

An application of MI Varnish is smooth and dries clear. It comes in a fresh strawberry flavor.

For more information on GC America and its complete product line, visit [www.gcamerica.com](http://www.gcamerica.com) or stop by the booth, No. 210, here at the ADHA.
“Open wide” is merely the opening line of an engaging story between you and your patients.

From there, the conversation moves to how much they love skateboarding, eating vanilla swirl ice cream, or family picnics.

By delivering great oral care in the office, your patient’s journey to a healthier mouth and more fulfilling mindset has begun. Our at-home patient-based solutions help them continue a great oral health routine after they leave. We share your passion for helping patients more fully engage in their lives, whether it’s acing that job interview or making plans for that white wedding. Stories you’ll hear more about at their next visit.

To see the compelling solutions tailored for your patients, please visit dentalcare.com.