Special pricing and services offered on preventative dentistry products

Visit oralcarepro.com for more information on the full line of products from Arm & Hammer, Orajel and Spinbrush

The Church & Dwight Oral Care website for dental professionals, www.oralcarepro.com, provides information on a wide variety of top-brand dentifrice, toothbrushes and other preventative dentistry products.

Professionals can purchase at discounted prices by calling (800) 447-6666. There are no contracts or minimum purchases required.

Flexible payment options are available. You also receive automatic shipment of your choice of products based on the frequency you select: quarterly, bimonthly or monthly.

Whenever your purchases hit at least $250 total in a quarter, you receive a free case of Arm & Hammer’ toothpaste.

The three main brands represented are Arm & Hammer, Orajel® and Arm & Hammer Spinbrush®. A wide selection of products is available within each brand family.

For example, the Arm & Hammer toothpaste selection includes Sensitive Multi Protection, Sensitive Whitening, Sensitive Freshening and Complete Care Plus Enamel Strengthening as well as the Whitening Booster product.

The Arm and Hammer Spinbrush Battery-Powered Toothbrush choices include Pro Sensitive, Pro Clean, Pro Whitening, Pro Clean Sonic, Pro Clean Sonic Recharge, Kids My Way for boys or girls, Swirl and Globrush as well as replacement heads for all of the applicable products.

Orajel products include My Way Fluoride-Free Toddler Toothpaste, My Way Anticavity Fluoride Toothpaste, Tooth & Gum Cleanser, Toddler Training Toothpaste, Teething Pain Relief Single Use Swabs, Baby Orajel Naturals Teething Pain Relief Gel and Baby Orajel Naturals Teething Pain Relief Tablets.

You can call (800) 447-6666 to place an order or ask questions, 9 a.m. to 5 p.m. (EDT), Monday through Friday.

The website, the 800 phone number and the special professional pricing are intended for use by only licensed dentists, registered dental hygienists, licensed medical professionals and their staff.

(Source: Church & Dwight Oral Care)
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Quality control achieved by controlling everything

At NSK, it’s all in-house: researching, developing, manufacturing, testing, improving

NSK uses more than 17,000 precision part research, development and manufacturing cutting instruments and accessories, which include handpieces and tips used by dental professionals for restorations, prosthodontics, endodontics, oral hygiene, lab work and surgery.

Considering the market’s ongoing demand for ever-more precise, strong and compact instruments, that’s not really surprising.

The surprising part is this: Out of those 17,000-plus parts, NSK manufactures more than 85 percent in-house. The company even designs and builds the equipment it uses to manufacture and test those parts — so it can ensure micro-order accuracy. It’s all part of an obsessive focus on quality control that dates back to the company’s founding in Japan in 1930.

Today, NSK products have proven their worth in more than 130 countries — including the United States, which in 1984 saw the company’s first overseas expansion with establishment of NSK America, now called NSK Dental.

The philosophy of building the machines to build the parts to build the product has followed the company into every market it enters. The organization’s overall management structure puts control at regional levels to ensure prompt product delivery and responsive after-sales servicing. Just as important, it’s within the various regions that the company constantly solicits feedback from users of its products. The goal is to be able to swiftly respond to local needs.

This ability to quickly respond to local demand trends goes directly back to NSK’s in-house control over every step of the research, development and manufacturing process. As an example, because of growing interest in products that combine mechanics and electronics, NSK has formed a specialized group of engineers looking specifically at such applications.

Also supporting the company’s quick-to-respond product-development efforts are its in-house electro magnetic compatibility (EMC) standard test facilities. EMC standards for medical equipment are stricter than those for general consumer appliances. Ensuring EMC compliance at the earliest stages of research and development helps NSK shorten the overall product-development process.

It’s all about the hand

Control of all aspects of the development process helps NSK ensure timely regulatory compliance, improve reliability and speed up development time. But even more critical to NSK is the direct channel its processes create between end users and product developers. With its dental instruments in particular, much of the focus goes directly to the hand of the end user.

“Handpieces and the Human Hand — Powerful Partners” is the company’s core branding message. A guiding philosophy is that a medical apparatus must work in the dental professional’s hand first, or it’s not worth expending all of the quality control efforts that go into its creation.

NSK defines another of its trademarked messages, “Expect Perfection,” also from the perspective of the product’s users. The phrase is meant to reflect the company’s dedication to “close consultation with dental professionals” as central to any product-development effort.

NSK has precise measurement standards for achieving quality control with its ultra-fine parts processing techniques. But it takes more than numbers to measure performance of a complete apparatus and operating system. That’s where a user-oriented design philosophy becomes critical. The ultimate goal is an ergonomic design that becomes an extension of the dental professional’s hand, transmitting intentions of delicate hand movements promptly and precisely to the target.

Only after the need or concept expressed by the end user is in place does creation and manufacturing of the instrument (and its individual parts) begin. It’s at this phase that each part typically goes through six to eight processes prior to completion. Every worker involved with any part bears responsibility for quality in all processes. If any defect is spotted, the part must be brought into micro-order tolerance or removed from the process. State-of-the-art processing machinery further protects the company’s goal of guaranteeing 100 percent quality.

NSK production workers are constantly improving their skills, with more-experienced workers providing colleagues comprehensive training.

Quality focus includes environment

Looking at its mission from a broader perspective, NSK also demonstrates a strong commitment to minimizing environmental impacts of its manufacturing, distribution, sales and support systems. The company has achieved the ISO 14001 environmental management standard, with the certification earned from what is considered one of the strictest certifying authorities, TUV CERT in Germany. Achieving the ISO 14001 standard required the design of a comprehensive environmental management system and an environmental plan encompassing the company’s future vision.

Other certifications NSK has earned include: EN 46001 (stricter guarantee of quality for medical apparatus in Europe); ISO 13485 (an international standard); MDD (93/42/EEC) (European accreditation); and ISO 9001 (the international standard of a guarantee of quality).

NSK President and CEO Eiichi Nakanishi

Again, control of product development comes into play, with the company modifying processes to save energy and minimize waste at every step of research, development, manufacturing, sales, delivery and support.

The company does not use environmental load chemicals such as chlorofluorocarbons. It has a recycling system that achieves a 97 percent recycling rate for cutting oil, used primarily in metal cutting.

Again, control of its entire manufacturing process enables the company to focus on environmentally friendly materials at the earliest stages of design and development in complement with a focus on durability and energy efficiency.

A tradition of innovation

NSK’s total quality control, end-user focus and track record have earned it a global reputation for innovative advancements in dentistry products.

Recently, these advancements include an ultrasonic scaler and tooth polisher, bone-cutting instruments that employ ultrasonic technologies, a mass-produced all-titanium handpiece body, air turbines with a unified inner race and rotor shaft to achieve vibration-free and silent operation, and the S-Max pico, an ultra-miniature-head handpiece (currently the world’s smallest) for better access and patient comfort.

It adds up to a strong reputation for reliability, responsiveness and high-value contributions to advancements in patient care across all dental sectors, including implant treatment, laboratory techniques, general dentistry and endodontic treatment.

Here at the CDA

For more information, contact NSK at (800) 687-4675, e-mail info@nskamericacorp.com, go online to www.nskaamerica.com or stop by the NSK booth, No. 140.

Again, control of product development comes into play, with the company modifying processes to save energy and minimize waste at every step of research, development, manufacturing, sales, delivery and support.

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The S-Max pico from NSK, with the world’s smallest head and neck size, was developed based on dentist feedback expressing an unmet need for a smaller-head handpiece.
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A DENTAL TECHNOLOGY INTERNATIONAL COMPANY
Clinical benefits of the Inclusive Tooth Replacement Solution

By Darrin W. Wiederhold, DMD, MS, and Bradley C. Bockhorst, DMD

A hallmark of the most successful modern clinicians is the ability to strike a balance between a daily load of 12 to 16 patients and maintaining the same high standard of care. No easy task when it comes to implant cases.

Currently, the manufacturer is responsible for the components, the laboratory for the restoration — after receiving the impressions. Restoratively, that’s like erecting a house on an existing foundation, limiting the builder. Proper esthetics requires soft-tissue contouring that begins at implant placement, making stock components less than ideal.

With the new Inclusive® Tooth Replacement Solution from Glidewell Laboratories, custom-designed temporary components allow for immediate provisionalization specific to each patient, and a matching custom impression coping communicates the final gingival architecture to the laboratory. Add the implant, surgical drills, prosthetic guide, final custom abutment and final BruxZir® Solid Zirconia restoration (Glidewell), and the clinician receives all the components necessary to place, provisionalize and restore the implant.

The Inclusive Tooth Replacement Solution supports a streamlined workflow that ensures predictability and long-term success. Armed with the endgame in mind and the tools and road map to get there, experienced and novice clinicians can place and restore dental implants with more confidence than before.

Implant treatment workflow
• Consultation and data collection
• Day of surgery protocol
• Healing phase
• Restorative phase: final impressions
• Delivery of final prosthesis

Consultation and data collection
For single-tooth replacement or full-mouth rehabilitation, comprehensive treatment planning is paramount. You’ll need:
• Full-arch upper/lower impressions (PVS)
• Bite registration
• Full-mouth radiographs (panoramic and CBCT scan, as needed. Note: If you do not have a CBCT scanner, refer patient to an imaging center)
• Shade match of existing dentition
• Preoperative photos

Once you’ve selected a diameter and length of implant, forward the diagnostic materials (impressions, models, bite registration, shade, implant size) to Glidewell for fabrication of the custom components. The laboratory will pour the components, delivered to you in an all-inclusive box (Fig. 1):
• Prosthetic guide (Fig. 2a)
• Custom temporary abutment (Fig. 2a)
• BioTemp® provisional crown (Glidewell) (Fig. 2a)
• Custom healing abutment (Fig. 2a)
• Custom impression coping (Fig. 2a)
• Surgical drills (Fig. 2b)
• Inclusive Tapered Implant (Glidewell) (Fig. 2b)

Day of surgery protocol
Place the box contents alongside your usual surgical armamentarium. Confirm the prosthetic guide fits snugly around the teeth. Visually confirm the proposed location of the implant osteotomy correlates with your planned location.

After placing the implant, decide based on the level of primary stability whether to place the custom healing abutment or the custom temporary abutment and accompanying BioTemp crown. Either option will begin sculpting the soft-tissue architecture around the implant to develop the future emergence profile.

Here at the CDA
For more information about the Inclusive Tooth Replacement Solution, stop by the Glidewell Laboratories booth, No. 1444.

If there is adequate attached tissue, use a tissue punch to remove the soft tissue over the osteotomy site, otherwise, reflect a flap. Note that the margin of the custom temporary abutment is set at approximately 3 mm.

Depending on the thickness of the soft tissue, the abutment can be adjusted and BioTemp crown reined. The custom healing abutment or BioTemp crown must be 1 mm to 1.5 mm out of occlusion to avoid occlusal stress.

Store custom impression coping with patient chart for the restorative phase.

Healing phase
Schedule monthly follow-up appointments to ensure osseointegration is progressing and to adjust the provisional restoration.

Restorative phase: final impressions
Upon successful osseointegration, the restorative phase begins. Contours of the custom impression coping match those of the custom healing abutment or custom temporary abutment, so it’s simple to remove the custom abutment, seat the impression coping and take an accurate full-arch final impression using a closed-tray or open-tray.

Complete a simple prescription form included with the original box, select your final custom abutment and final shade for your BruxZir or IPS e.max® (Ivoclar Vivadent, Amherst, N.Y.) restoration, and simply forward these items to Glidewell. There are no additional laboratory fees.

Delivery of final prosthesis
On the day of delivery, remove the custom temporary abutment and clean all debris from inside and around the implant. Try in the final Inclusive® Custom Abutment (Glidewell) and BruxZir or IPS e.max crown (Fig. 3). Check the contours, contacts and occlusion and adjust as needed.

The final occlusion should be light on the implant-retained crown, with forces directed along the long axis to minimize lateral forces. The abutment screw is tightened to 35 Ncm, head of the abutment screw covered and crown cemented. All excess cement must be removed. Instruct your patient about home care, and set a recall schedule.
E4D makes the difference for Dr. Pescatore.

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- Christopher Pescatore, DMD
Danville, CA

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Put a curve in those anterior restorations

The Blue View VariStrip contoured anterior matrix, which was first introduced in February in Chicago, is here in Anaheim this week. Produced by Garrison Dental Solutions of Spring Lake, Mich., the VariStrip is pre-contoured and tapered end to end to allow the clinician to exactly match the height of any anterior tooth. Said to be ideal for all anterior restorations, you can see VariStrip at either of Garrison's booths, No. 751 or No. 1552, on the exhibit hall floor.

“We walked across the parking lot to get this concept,” said Tom Garrison, managing partner and co-founder of Garrison Dental Solutions. “My brother John’s practice is directly across the parking lot from our facility. He and I were talking about other anterior matrix options we have, and he came up with the VariStrip concept. It was a sketch on a sticky note that we turned into a great little device.”

The problem, as Dr. John Garrison described it, was that standard matrix tape is flat, and it needed to be curved to match tooth anatomy. However, if you simply produced it in a curve, you wouldn't account for the significant differences in occluso-gingival tooth height. If it could be tapered and curved, a clinician could slide it forward or back interproximally, until it was positioned for an ideal match.

Sounds simple enough.

While the VariStrip is the epitome of simple—a polyester strip with some curves built in—it was the machine to make them is anything but simple.

“We thought this would be a slam-dunk to produce,” said Tom Garrison. “Wrong!” He explained: “The prototypes weren’t too hard. We hand-stretched the film over a curved metal form, heated it with a hair dryer and then cut it out with scissors. Trying to scale that up to a commercially viable production machine was tough! But our engineers were tenacious, and in the end, they got it.”

You can see the new Blue View VariStrip and all Garrison’s matrix products here at the CDA at either booth No. 751 or booth No. 1552.

Here at the CDA
To see the new Blue View VariStrip, stop by either of the Garrison Dental Solutions booths, No. 751 or No. 1552. Garrison Dental Solutions is also online at www.garrisonodontal.com.

“My brother] came up with the VariStrip concept. It was a sketch on a sticky note that we turned into a great little device.’

— Tom Garrison
“Accountability for your learning experience is built into everything we do.” -Steve Buchanan

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“Whether you do very little endo or have been doing molars for 10 years you will benefit greatly from this class. Dr. Buchanan’s teaching method allowed for progression from simple to complex cases without feeling lost or overwhelmed. Hands down, the best CE of my 10 year career.”

Dr. Patrick O’Brien, Fayetteville, NC
November 2011 Lab Participant

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“I just took one of your CE Online courses and I wanted to let you know how impressed I am with your site. Because it was free, I expected that some material would be left out, but just the opposite was true! I gained information I was able to use in practice the very next day, and when I posted a question about the technique, I was amazed how quickly you responded. A really first-rate experience. Thank you!”

CE Online participant comment, December 2011
Size doesn’t matter

Whether a big or small practice, CAD/CAM will make a difference

By Amy Reynolds, RDA, CDD, CIS

By Al Dubé, National Sales Manager SolmetX

For 14 years, I assisted chairside in a small rural town in Texas (population 6,000 or so), in a single GP office with four operators. I went through the every-day motions of comforting my patients, taking radiographs, preparing my operatory, pouring up models, disinfecting and sterilizing. Day in and day out, things stayed the same, until about two years ago when we converted to a digital dentistry system.

On first impression (no pun intended), we had to ask each other many of the questions that I’m sure all dental professionals have when they first come across digital dentistry. Could this really work in our office? Would our existing patients be interested and receptive to this change? Could we attract new patients with the system? Could we handle the actual fabrication of the restorations? And could we get the same quality restorations we expected and our patients deserved?

The answer to all of these questions is and was: Yes! We even made the decision to incorporate chairside CAD/CAM dentistry with the E4D before we invested in other technology such as digital radiography.

The E4D allowed us to then invest in other technology opportunities in our office.

After the system was integrated into our office by a very knowledgeable and friendly member of the E4D training team, the system took off in our office like a rocket. My dentist trusted me to take the restoration from start to finish. This gave him the opportunity to do other procedures, after which he would come back to seat the restoration when it was completed.

I started out with three same-day restorations per day — scanning only intra- orally designing in front of the patient, milling out the restoration, then characterizing for aesthetics with a simplified stain and glaze technique.

The results were amazing, my dentist was more than pleased — top line and bottom line. The nice part was there were no temporary professional margins that the dentist or mentee had to adapt to. There was an immediate gratification for the office and the patient. Our patients were more than eager to have a same-day restoration.

Soon after the word spread that our office could provide a final restoration in one visit, we started getting calls and new patients who wanted more efficiency in their care, and we even had a unique group of patients who were about to be deployed to Iraq and could not serve our country’s active duty military. Their restorative care was finalized — all in one day.

My favorite was the very busy corporate sales patient who traveled quite a bit. He had broken a tooth at the most inopportune time. He came to our office and took not one but two conference calls while I was designing and finishing his restoration.

Some people are “afraid of the learning curve.” Well, after about two months, there was not a posterior case I was hesitant to tackle, including quadrants. From there, it was a quick step to the anterior cases and implant restorations. The sky was the limit with the E4D system.

So often, as we dental assistants sit chairside assisting the case, using creative efforts to make temporary restorations, we are contributing 0.12 metric tons of mercury.1 This is often rounded to 80 percent in the state of Texas for registered dental assistants2 in the state associations as being at 0.7 metric tons.3 The EPA has in draft form a “Dental Rule” if enacted,4 would require annual replacements of collection containers.

The dental community discharges larger quantities of mercury than most have been led to believe. However, there are some simple steps to minimize the environmental impact of dental mercury.

Installing an amalgam separator will help minimize dental mercury discharges now and into the future. Amalgam separators come in a variety of sizes and cost profiles. It is important to understand the total costs of the separator.

Watch out for contracts and hidden fees, such as additional costs for materials and installation time if mounting brackets are not provided. Be wary of promises of extended life beyond 12 months, as the proposed dental rule will require annual replacements of collection containers.

Chairside digital dentistry works — no matter how big or how small your practice is. The time is now — challenge your capabilities and engage what is best for your patients, team and office.

Take a close look at the E4D Dentist system and see how great the change can be.
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*High-speed rebuild services are only available if existing chuck is in good working condition and meets ISO specifications for bit retention force. If not, a new turbine will be required.

Offers available during CDA only (May 3 - 5, 2012) and cannot be combined with any other offer. Repairs sent to manufacturer are not included in this offer. Must include original ad to be valid. All offers expire 5/10/12.
Witnessing the evolution of digital impression solutions

An interview with dentist Svend W. Carlsen

By 3Shape staff

Since 1982, dentist Svend Carlsen has used various differing intra-oral scanners for taking impressions digitally. 3Shape spoke with Carlsen about developments in digital impression systems and how technology can help dentists in daily work.

"It all started with a digital chairside solution, where we had both the technology to digitally record the tooth and the milling equipment to manufacture the crown," Carlsen said. "In the beginning, we were all very enthusiastic about the new technology, but we discovered that results lacked the required accuracy. We were forced to regard our ceramic inserts only as well-functioning megafillers. Since then, I have been constantly searching for a digital system that could meet the accuracy challenge."

Carlsen said a little more than a year ago, he attended an event that included a demonstration of 3Shape's TRIOS system. "This experience renewed my belief that digital impressions can fulfill our needs," he said. "To-day, we use the 3Shape TRIOS system for all of our impressions, and we can take an impression so quickly and easily. I think the high degree of control that dentists can demonstrate with the technology creates a greater sense of security for patients. Patients can follow their own treatment's details on the screen and thus better understand what it entails."

"How does the new system compare to the earlier devices you have tried?"

"Previously, you had to apply spray or powder on the teeth before you could scan. This was very annoying because it's hard to put an even layer of coating on the teeth — and an uneven layer would ruin scan precision. With previous systems, it was also necessary to maintain a completely steady hand while scanning. The slightest movement of the operator or the operator's hand was enough to create a useless image."

"The new scanners allow a high degree of movement freedom, and this makes it much easier to get a good picture. Here at our clinic, assistants scan as often as dentists. The system is very intuitive."

You started with a chairside milling system, but the TRIOS system you use to-day builds on cooperation with the lab. How do you see these two different approaches?"

"I know from my own experience that chairside milling systems are tempting for many dentists. But in reality, at least as the technologies stand today, chairside milling is not worth the investment because dentists need to spend too much time perfecting the esthetic details."

"In relation to my business, I have no doubt that it's better for me to outsource my milling needs. More importantly, skilled dental technicians will usually provide better restorations than dentists can. They are simply better artists and have more practice."

Have digital impression solutions come to stay?

"I think the existence of digital impression solutions in all offices will soon be taken for granted. Even in a little town such as ours, all dental clinics are equipped with their own digital impression system."

"Actually, we find that our area's high-tech profile affects competition because it helps us attract patients from other cities. We also see a clear trend among laboratories. More and more labs are working with advanced digital systems that allow them to mill crowns directly from our digital impressions — without first manufacturing a model. This means that we can get our crowns back from the lab even faster."

About the dentist

Svend Carlsen has been a dentist for more than 50 years and has always actively taken interest in the most advanced technologies within the dental profession. Today, Carlsen runs his Herringgaard Center Dental Clinic in Faaborg, Denmark. The clinic uses the 3Shape TRIOS digital impression system on a daily basis.
The Miratray Implant Advanced Tray simplifies the process of taking open tray implant impressions. The tray is provided in three maxillary- and three mandibular-sized trays, and the trays are unique in their design. The occlusal surface is covered by a transparent foil. This allows identification of the heads of the pins intraorally. Retention slots and an internal rim provide mechanical retention to retain the impression material within the tray.

Should the practitioner choose to supplement the retention with a PVS adhesive, it is recommended it not be applied to the foil surface, as this may obscure visualization of the pins when inserting the tray to proper depth.

The technique involves filling the tray with an appropriate impression material. The tray is then inserted over the open tray impression heads intraorally and pressed down crestally until the top of the impression pins are visible through the transparent foil.

The practitioner then presses the tray further until the pins puncture the foil and are visible protruding through the foil. This contains the impression material within the tray, eliminating the potential problem often seen when using custom or modified stock trays where the impression material obscures the tops of the pins.

Upon setting, the pins are rotated in a counterclockwise fashion and removed from the impression, and the impression is removed intraorally. Because of the design of the tray, it can be used in all-implant impression situations, whether the arch is partially dentate or fully edentulous.

Case example
A patient presented ready for the prosthetic phase of a single implant in the maxillary second premolar and an adjacent crown on a natural molar. The treatment plan would restore the implant at the second molar with a custom abutment and restore the site with a cemented bridge with a cantilever pontic at the first premolar.

Following preparation of the molar, an open tray impression abutment was placed on the implant fixture. The Miratray was tried in to verify that it was large enough to capture all of the teeth in the arch without impingement on teeth or soft tissue.

An impression material was injected around the gingival aspect of the open tray impression abutment and the sulcus of the molar preparation. The Miratray was filled with additional impression material and inserted intraorally.

As the tray was pressed gingivally, the long pin was allowed to perforate the clear foil on the occlusal aspect of the Miratray. Upon setting, the long pin was removed, and the Miratray impression was removed intraorally and sent to the laboratory for prosthetic fabrication. A master cast was created from the impression, and the prosthetics were completed and returned for insertion.

References

About the author
Gregori M. Kurtzman, DDS, MAGD, FACD, FFFA, FAADI, DICOD, FADIA, is in private general practice in Silver Spring, Md., and is a former assistant clinical professor at the University of Maryland. He has lectured both nationally and internationally and has more than 200 published articles. He is on the editorial board of numerous dental publications, is a consultant for multiple dental companies and has earned fellowship in the AGD, AAIP, ACD, ICOI, Pierre Fauchard and Academy of Dentistry International, mastership in the AGD and ICOI and diplomat status in the ICOI and American Dental Implant Association. He can be contacted at dr_kurtzman@maryland-implants.com.
A revolution in oral care

SockIt! Gel helps to manage and heal oral wounds

By SockIt! Gel staff

Dentistry has seen dramatic developments in materials and techniques, especially in the past 20 years. Dentists provide care to patients as a matter of course that was unthinkable just a few years ago. However, dentistry finds itself still woefully lacking in one area—that of oral wound care.

Various procedures that result in injured tissues are performed every day. Patients may receive a prescription for pain medication, sometimes coupled with instructions to use a rinse to help reduce oral microbial counts, and that is about all.

However, we still do not provide patients with the one thing that is considered the standard of care in treatment of almost any other exposed part of the body: a wound dressing. This is not surprising because current wound dressings are not practical in dentistry.

Wound dressings are hallmarks of proper wound care. Wound dressings perform functions that are requisites for optimal healing: they protect wounds from irritation (and pain) and help reduce microbial contamination. But because of the impracticality of standard oral wound dressings, dental patients have been denied ideal care.

We prescribe narcotics, but these drugs come with their own set of issues. In addition to their toxicities and potential for abuse, they do not provide sufficient pain relief or the relief doesn’t last until patients can safely take another dose. These concerns apply even to over-the-counter drugs such as acetaminophen.

A plethora of bacterial, fungal, protozoal and viral species reside in the human mouth. Many of these are potential pathogens that can delay healing.

In an attempt to address this issue, many dentists resort to various antimicrobial rinses to help prevent infection. However, almost all of these are toxic to some extent and should not be swallowed.

In addition, many of these products contain ingredients such as chlorhexidine, povidone-iodine, etc., that, while effective against bacteria, are toxic to the cells of oral healing. Would it be nice to be able to provide patients with a safe and effective means to achieve constant pain relief, to protect oral wounds from contamination and to promote optimal healing?

SockIt! Oral Hydrogel Wound Dressing is the answer to this pressing need.

SockIt! is a hydrogel wound dressing approved by the FDA for management of any and all oral wounds. SockIt! is ideal for tooth extractions, with periodontal, implant, graft and other procedures, as well as mucosal ulcers, lesions and all injuries to the mouth.

SockIt! signals a revolution in oral wound care because of the benefits it provides and the safety it possesses. SockIt! is unique in composition. It is drug-free. But more than that, SockIt! is composed entirely of all-natural food ingredients.

The specific combination of ingredients is extremely effective in providing the desired benefits, is completely non-toxic and is safe when swallowed. SockIt! has no medical, pharmacological or age restrictions associated with its use.

SockIt! provides three important benefits to the patient:

- Fast pain relief without a numb sensation. The patient may apply SockIt! as often as needed for pain relief (true patient-controlled analgesia).
- Protection of wounds from contamination.
- Optimal wound healing. SockIt! is easy to use. Apply SockIt! in the office. Dressing wounds as soon as possible to protect them from contamination is a major tenet in wound care. Send the syringe with the remainder of the gel home with the patient. Patients should apply SockIt! to the affected area(s) at least 4 times each day until the syringe is empty. They may apply it more often if needed for pain relief. There are no restrictions to its use.

Dentistry provides a multitude of opportunities to care for oral wounds. According to the ADA, the following numbers of procedures are performed each year in the United States (and for which SockIt! is ideal):

- 46 million tooth extractions
- 506,000 gingivectomy or gingivo-plasty procedures
- 934,000 oesophageal surgeries
- 500,000 bone-replacement grafts
- Hundreds of thousands of other periodontal procedures
- 2 million surgical implant placements
- 13 million scaling and root planing procedures
- 5 million complete denture deliveries, many of which are immediate dentures

That’s a lot of discomfort that should be managed and healing that must occur. SockIt! safely and effectively addresses both needs. Patients report immediate pain relief with reduced (or no) need for prescription narcotics. Dental professionals report a significant reduction in postoperative complications and faster healing.

Join the revolution in oral care with SockIt! Oral Hydrogel Wound Dressing. Your patients will love you for it!

References

3. Mort JR et al. Opioid-paracetamol pre-
Innovative Products from Suni, the Pioneer in Digital Dentistry

Suniray Intraoral Sensor
The Low Radiation Sensor with Clear Images

- Faster Acquisition Time
- Crystal Clear Images
- Diagnostic Image Enhancers
- Kit Includes: Sensors, imaging software, training, life-time technical support, and 2 year warranty
- Low Radiation
- Compact and Portable Safety Cable Release

Dr. Suni Plus Intraoral Sensor
The Thinnest Sensor

- Long Sensor Warranty
- Intuitive Software functions
- Integrates with all PM
- Kit Includes: Sensor, imaging software, training, life-time technical support, USB Box
- 3 Sizes: 0, 1, & 2
- Superior Patient Comfort
- Durable & Reliable

Visit us at the CDA in Anaheim and test your basketball skills to win great prizes like an iPad or MacBook Laptop. Take a shot at the in-booth basketball hoop, located at Suni booth # 2552 to qualify!

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SuniMac Imaging Software, coming soon to a Mac near you!

Suni Medical Imaging unveils an innovative, user-friendly imaging software designed specifically for Mac users—both novice and advanced. SuniMac uses the power and style typically associated with Mac products and includes a streamlined, sleek design, as well as an easy-to-use window dragging feature. SuniMac is extremely user-friendly, providing a full set of tools for image enhancing, note taking, and importing and exporting images. SuniMac will be available to customers in June 2012.

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Introducing web-based image sharing powered by dentalsharing.com. The innovative dental-sharing feature set allows practitioners to share all images and patient documents easily and instantly, and allows dental professionals to manage the patient information in a safe and secure web-based HIPAA environment.

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The difference between a good practice and a great one

By Greg Sconce, InfoStar President

There are a lot of variables to be considered when it comes to distinguishing between a good practice and a great one. To begin with, every dentist, every dental practice, every market and every community is unique. We could fill this publication with opinions, suggestions and theories.

What I want to focus on is what I believe should be at the top of the list: 1) attracting new patients and 2) an increase in per patient revenue.

Let’s assume for a moment that everything else in a practice is perfect: a great facility, high-tech equipment throughout, a well-trained, experienced team and a nice patient base — a formula for a good dental practice.

What separate a good practice from a great practice are a consistent flow of new patients and a high percentage of fee-for-service revenue. An aging prac- tice will eventually die. The factors are aging patients, and if a dentist is doing his/her job correctly, patients will eventually need less dental work.

More fee-for-service revenue is necessary because of the decline in insurance payouts and the increasing cost of doing business. You have to make more per hour, which means you have to find a way to increase your per patient revenue.

How to attract new patients

Become more involved with Internet marketing in order to put new patients into your chairs. The vast majority of dentists across the county are redirecting their marketing dollars from paper advertising (yellow pages, post cards, etc.) to the Internet and are experiencing a much greater return on investment (ROI).

Anyone can make a website, but most don’t make a properly developed website, which is extremely important. A website alone does not constitute an Internet marketing program, you may need more.

But be careful. The industry is full of those who will promise you the world. Decisions should not be based upon price, but on the website developer’s history, results and testimonials. Do some research to ensure you select the right website developer.

At InfoStar, we develop websites that will eventually be listed on page one or two of search engines. During the past 18 months, we have developed a very successful program. For those clients who have been on our SEO and Social Media marketing plan for six months or longer, approximately 51 percent of site traffic is from search terms (1,600-plus terms) listed on page one or two in a Google search. We would be happy to show you the results.

InfoStar offers an SEO and Social Media marketing package that includes, among other things, a language translator, page titling, YouTube videos, blogs, a patient review module, inter-linking, back-links, content criteria, searchable page titling, individual page IP addresses, call-to-action advertising, a business Facebook, Twitter, a Google+ account, an internet video commercial, a smart-phone application and more. The best part is we do everything for you daily, weekly and monthly, and we provide performance reports.

Dr. Michael Erickson of Castro Valley and San Leandro, Calif., uses the SEO and Social Media marketing package.

“We market our practices through our dental website and a social media marketing program with InfoStar, Comcast television ads and the Yellow Pages,” Erickson said. “In our annual analysis of the effectiveness of each, the ROI for web/social media was 11.67 percent, while the best from the others was 2.3 percent. We are seeing an increasing number of patients from our expansion into the social media format. The good news is that InfoStar does all the work.”

Increase per patient revenue

Generally, patients resist a procedure upgrade when it is not covered by their insurance. The fact of the matter is that when a patient has a clear, visual understanding of their procedure alternatives, they will often elect a fee-for-service procedure.

It’s an easy process if a dentist will take two to three minutes per patient to visually show a procedure illustration and then explain the alternatives and options. The results are amazing!

A perfect tool

Having a great practice also means having the right tools. The Sidekick MP, which was developed by InfoStar with the dentist in mind, is a robust, user-friendly program that is compatible with both PC and Mac, network servers, the Cloud, tablets and smart phones.

In addition to an already dynamic load of procedure images and movies, the new SideKick MP allows its users to easily add their own images anywhere within the program. The program is audible in English and Spanish. Users can edit text on the fly and translate text into any of 35 languages.

The Sidekick MP includes many new and enhanced features, such as a continuous play “looping” movie module, a smart menu, an e-mail module that addresses your own images and clear audio/video operation instructions. The Sidekick MP comes with a site license, and there are no ongoing fees.

The SideKick MP from InfoStar.

Photo/Provided by InfoStar.

AMD LASERS shows off its new booth

AMD LASERS, a global leader in affordable dental lasers and dental laser education, has announced a new booth presence at the CDA Presents The Art and Science of Dentistry. AMD LASERS can be found in booth No. 1506, near one of the main entryways of the exhibition hall and across from its parent company, DENTSPLY International.

The booth will feature three interactive workstations mounted near AMD LASERS’ white wall, with plasma displays showcasing clinical applications that can be performed with Picasso laser technology. The booth will also feature product display cases, a lounge and end-cap kiosks with media displays showcasing promotional and clinical media.

“This is the first major dental trade show where AMD LASERS and DENTSPLY will be in close proximity,” said Alan Miller, president and founder, AMD LASERS. “We look forward to being close to its iconic village, which will help us share the amazing benefits of laser dentistry with more dental professionals.”

Along with a new booth presence, prospective and current laser owners will have the opportunity to see Picasso laser technology in use in lecture topics ranging from esthetics to implants to interdisciplinary care and presented by notable laser clinicians Drs. Parez Shah and David Little. Lectures will take place both today and on Friday (see the official program for details).

Clinicians will also have the opportunity to experience Picasso laser technology in an interactive, hands-on environment at the “Wonderful World of Lasers in Dentistry” moderated by Dr. Don Cobuzzi, taking place from 10 a.m.–12:30 p.m. and from 2:30–5:30 p.m. today and Friday.

Experience AMD LASERS in booth No. 1506, and also join the community on Facebook at www.facebook.com/officialamlasers, Twitter at www.twitter.com/amlasers and YouTube at www.youtube.com/amlasers.

Here at the CDA

Check out AMD LASERS’ new booth (No. 1506), where you can also see the Picasso laser technology for yourself.

Here at the CDA

To learn more about how social media can help your practice grow, contact InfoStar at (940) 988-2593, go online to www.infostarproductions.com or stop by the booth, No. 1506.

Here at the CDA

To view all current deals, visit www.amdlasers.com.

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To provide the right clinic care, go to www.amdlasers.com.

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DUX Dental is launching its fourth annual “Bib-Eze for Boob-Eze” campaign today here at CDA. The campaign raises money to fight breast cancer while also honoring dental professionals for their day-to-day patient care.

“Dentists, dental assistants and hygienists take good care of their patients, and we want to honor them for the work they do,” said Paul Porteous, CEO and president of DUX Dental. “The Bib-Eze for Boob-Eze campaign does that in two ways. We give dental offices the opportunity to try a great product for free, and second, we make a charitable donation in their name.”

To participate, dental professionals are invited to bring their old, used bib holders to the DUX Dental booth, No. 1216, in exchange for a free box of 250-count Bib-Eze disposable bib holders. DUX will donate $5 to the fight against breast cancer for each bib holder or chain turned in at the booth.

Forgot to bring your bib holders? Offices can send their old bib holders directly to DUX Dental headquarters to participate. Simply download an exchange form at www.bibezeforboobeze.com and send the form and the used bib holders to: “Bib-Eze Exchange,” DUX Dental, 600 E. Hueneme Road, Oxnard, Calif. 93033. DUX will accept bib holder exchanges up until Oct. 31.

“The holders we collect at CDA this week are just the beginning,” said Stacey Williams, marketing director at DUX Dental. “We will be collecting holders until October in hopes of reaching our goal of donating $5,000 to the fight during Breast Cancer Awareness month.”

Peggy Lee, a registered dental hygienist for the past 32 years, participated in last year’s Bib-Eze for Boob-Eze program and expressed appreciation for DUX’s support of breast cancer causes.

“As a 12-year breast cancer survivor, I’m always appreciative of the public’s support of breast cancer research and treatment,” Lee said. “It’s even more special when a member of the dental community — and one as respected as DUX Dental — devotes its time and resources to ensure breast cancer causes remain a priority and receive continual support.”

DUX says it gives a portion of the annual sales of Bib-Eze to support breast cancer research or treatment efforts. The company has contributed thousands of dollars to the cause since introducing the Bib-Eze product.

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Here at the CDA

Bring your old bib holders or chains to the Dux Dental booth, No. 1216, and receive a free box of 250-count Bib-Eze disposable bib holders. DUX Dental will donate $5 to the fight against breast cancer for each bib holder or chain turned in at the booth.

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Image/Provided by DUX Dental
BeautiSealant: 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.
- 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 MPa.

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-Reactive 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 fluoride toothpaste, allow BeautiSealant to provide sustained remineralization benefits to adjacent tooth structure over the life of the sealant.

Crest Oral-B names Kashia Lower, RDH, as a recipient of the ‘Pros in the Profession’ award

Crest Oral-B congratulates, at left, Kashia Lower, RDH, of New Port Richey, Fla., as the fourth 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. Lower has been practicing dental hygiene for more than 14 years, holding an associate of science degree from Pasco-Hernando Community College.

After careful consideration of a pool of qualified candidates, a panel of judges selected Lower for the award based on her passion for community service and giving back to those in need.

Lower is an active volunteer for the Great American Teach-In, a program in which she visits local schools and teaches children about the importance of oral health. She also regularly works with the Smile Faith Foundation, an organization that helps physically damaged patients restore their smiles, regain their confidence, discover their personal growth and prepare them for new career opportunities through major dental care and life-coach counseling.

Lower said one of her most memorable experiences in her career occurred while performing a routine head and neck exam, during which she detected a cancerous lump in a patient’s neck. Lower said she considers this experience a testament to the importance of thorough patient examinations and the crucial role dental hygienists can play not only in oral care but in overall health.

Throughout 2012, 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 RFD’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.
Keystone Industries announces the addition of Pro-form Glitter Guard to its line of athletic mouth guards. The Glitter Guard material adds a bit of sparkle to the Pro-form line, which delivers protection, affordability and style. The mouth guard line offers numerous colors and styles to match any athlete’s preferences, but now athletes can choose shimmering glitter material that matches their star performances on the field.

Pro-form mouth guards are used by professional and amateur athletes alike because they provide a high level of protection, retention, comfort and fit without hindering speech or breathing. The custom-fit mouth guard goes above and beyond typical boil-and-bite mouth guards, according to the company, which cites its superior fit and retention.

In addition, Keystone Industries states that Pro-form mouth guards are thin and comfortable while still maintaining shape and protection long after other mouth guards have worn out. These custom-made athletic mouth guards are proven to reduce the number of tooth breakage by properly distributing the stress of a hard impact to the entire length of the tooth.

The durability is enabled thanks to a double layer of laminated sheet vinyl and a lingual plate imbedded behind the incisors. The mouth guard maintains its form because of the heat and pressure laminating process. The tensile strength is because of the two layers of laminate while the density is maintained during the pressure laminated process for controlled, uniformed shape.

Used at all levels of competition, Pro-form has proved itself a top performer on the field when athletes need it the most. Advantages of Pro-form include:
- Increased oxygen intake for maximum performance and endurance during competition
- Improved speech for clear communication on the field of competition
- Natural comfort with a secure fit
- Maximum impact dispersion and protection against tooth damage
- Custom fit for any size mouth
- Myriad color options to meet the needs of patients, including new glitter form.

For more information on Pro-form’s Glitter Guard or any Keystone product, contact Keystone Industries toll-free at (800) 333-3131, fax (856) 663-0381, go online to www.keystoneind.com or stop by the booth, No. 460.
Solving one of dentistry’s most challenging problems

By Mark Hochman, DDS

Of all the procedures performed on a routine basis, the one procedure that is universally perceived by patients as the most fearful and anxiety provoking is the dental injection. In spite of the significant advances made during the past 100 years, our profession has yet to conquer one of the greatest challenges of dentistry — or has it? Milestone Scientific, after spending the past decade responsibly and methodically studying this problem, now believes that with the introduction of its new instrument, The Wand®/STA Single Tooth Anesthesia System, this age-old problem has finally been conquered.

The Wand/STA Single Tooth Anesthesia System represents the world’s first and only technology that uses the patented Dynamic Pressure Sensing® (DPS®) technology — accurately and safely performs a pressure-regulated intra-ligamentary dental injection. The new Wand/STA Single Tooth Anesthesia System can also perform all traditional dental injection techniques, i.e., inferior alveolar block, supra-periosteal infiltration, etc. All techniques are performed more efficiently, more effectively and virtually painlessly.

Milestone’s new technology incorporates visual and audible real-time feedback, giving clinicians an unprecedented level of control and information when performing a dental injection. The Wand/STA Single Tooth Anesthesia System replaces the antiquated heavy metal dental syringe with a lightweight disposable handpiece weighing less than 10 grams for superior ergonomics and tactile control. The experience for both patient and dentist is one that is significantly less stressful.

Milestone Scientific created and defined a new category of dental instruments called C-CLAD® (computer-controlled local anesthesia delivery) systems. These are the only dental injection instruments that have the published scientific data that substantiate the claim of eliminating or reducing pain perception when performing a dental injection.

This technology has undergone the rigors of clinical testing that has been performed in numerous universities and research centers throughout the world for more than a decade. These studies are published in some of the most highly respected dental journals in our profession. No other instrument, technology or device developed specifically to reduce pain and anxiety while performing a dental injection can currently make that statement.

With the introduction of C-CLAD technology, several new defined injections were also introduced to dentistry. The Wand/STA Single Tooth Anesthesia System has been optimized to perform these new dental injections. The first of these techniques, the anterior middle superior alveolar (P-ASA) nerve block, published in 1997 by Friedman and Hochman, is a contemporary technique to achieve maxillary pulpal anesthesia from a single palatal injection without producing the undesired collateral anesthesia to the lip and face.

Subsequently, Friedman and Hochman introduced a second injection, named the palatal approach anterior superior alveolar (P-ASA) nerve block, in which pulpal and soft tissue anesthesia of the central and lateral incisors are achieved by a single palatal injection. The general reduction in pain perception for all injections has lead to innovative ways to produce more efficient and effective dental anesthesia.

In addition to the new dental injections discussed above, The Wand/STA Single Tooth Anesthesia System improves the success rate of traditional injections such as the inferior alveolar nerve block. Holding The Wand handpiece with its unique pen-like grasp allows the clinician to easily rotate while simultaneously moving the needle forward, increasing accuracy by decreasing needle deflection. Advancing the ability to use the new multi-cartridge injection feature, The Wand/STA Single Tooth Anesthesia System provides numerous advantages when performing traditional injection techniques.

The introduction of The Wand/STA Single Tooth Anesthesia System represents a material improvement over previous versions of this exciting technology. Numerous innovative new features are available in the Wand/STA Single Tooth Anesthesia System, including automatic purging of anesthetic solution that primes the handpiece prior to use; automatic plunger retraction after completion of use; a multi-cartridge feature allowing multi-cartridge injections and reduction of anesthetic waste.

Milestone Scientific has developed a novel training feature in the Wand/STA Single Tooth Anesthesia System, providing clinicians with spoken instructional guidance on the use of the instrument and thereby substantially reducing the initial learning curve. The Wand/STA Single Tooth Anesthesia System is today’s most advanced C-CLAD technology and represents the next generation of computer-controlled drug delivery instruments for dentistry.

References

About the author
Mark Hochman, DDS, is director of clinical affairs at Milestone Scientific.

Here at the CDA To see The Wand/STA Single Tooth Anesthesia System for yourself, stop by the Milestone Scientific booth, No. 1624.

The STA Single Tooth Anesthesia System. Photos/Provided by Milestone Scientific.


About the author
Mark Hochman, DDS, is director of clinical affairs at Milestone Scientific.
We're huge fans of underground art.

We know it's the delicate art you create under the surface that allows the restoration above the surface to last a lifetime. When we crafted our EndoGuide® Access Burs and V-Taper™2 NiTi Rotary Files, we were inspired by you, the artisans who use them. SS White's™ intelligently designed endodontic system preserves that which matters most — vital dentin at the heart of the tooth. We'll help you craft your masterpieces with healthier roots that sustain beautiful, longer-life restorations, more satisfied patients, and a practice that continues to grow.

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— Dr. Eric Herbranson, Endodontist

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Helping you do it yourself

The EZ Care™ Handpiece Maintenance Kit is the latest addition to the ProScore line of products. These maintenance kits are customized to your handpiece and include everything needed to keep the handpiece in optimal running condition: an XTend™ Ceramic turbine, Smart Cleaner, gaskets, coupler o-ring sets, handpiece cleaner/lubricant, detailed maintenance instructions and other products. The EZ Care Handpiece Maintenance Kit complements both ProScore’s in-office repair product line and the ProRepair/ProService Handpiece and small equipment maintenance courses presented at various dental shows.

XTend Ceramic kits and turbines for high-speed handpieces

With the XTend Ceramic line of turbines and kits, ProScore offers dentists the best quality do-it-yourself products for high-speed handpieces in the market, according to the company. Not only are XTend Ceramic products backed with one of the best warranties in the business — one year for turbines and six months for rebuild kits — but XTend products have been known to outperform steel bearings, last longer and produce less noise and vibration.

The ceramic bearing technology incorporated in XTend Ceramic products provides many handpiece performance benefits:

- **Reduced wear.** Ceramic balls are twice as hard as steel balls.
- **Increased durability.** Ceramic balls are 40 percent lighter than steel balls, which reduces the internal forces and loads caused by high-speed rotation.
- **Longer life.** Ceramic bearings perform better than steel under marginal lubrication.
- **Quieter and smoother operation.** Noise and vibration are reduced as a result of lower loads.

Other EZ Solutions

ProScore’s other EZ Solutions offer dentists various do-it-yourself repair and maintenance options:

- **EZ Press III™ and EZ Rebuild™ Kits:** The EZ Press III Repair System is the answer to the high costs and downtime associated with sending high-speed handpieces out to be repaired. Allowing the dentist to easily change those parts that have worn out, the EZ Press III utilizes simple procedures, requires no guesswork and ensures precision placement of the bearings on the spindle.

- **EZ Install™ Turbines:** For an instant repair, dentists can replace cartridges chairside with EZ Install Turbines, which are manufactured with high-quality parts and quality assurance procedures, including dynamic balancing. The result is a high-performance, long-lasting turbine that often outlasts others in the market, according to ProScore.

- **Smart Cleaner:** The Smart Cleaner is a one-of-a-kind maintenance tool that not only helps prevent residue build-up in handpieces and coupler waterlines but also clears away obstructions if they occur. Simply connect the handpiece or coupler to the Smart Cleaner and activate the hand pump to clear obstructions and debris.

- **EZ Care™ Cleaner and EZ Care Lubricant:** EZ Care Cleaner was formulated to flush debris and remove build-up from the handpiece’s internal rotating parts, improving long-term handpiece performance and sterilization efficacy. EZ Care Lubricant has been designed to minimize bearing wear and to resist corrosion. When used together, EZ Care Cleaner and EZ Care Lubricant ensure that handpieces and accessories will achieve maximum longevity and maintain optimum performance.

ProScore has been dedicated to do-it-yourself handpiece repair and maintenance since entering the dental market more than 15 years ago as Score International. Now, ProScore is part of Henry Schein’s “Family of PROs,” including ProRepair and ProService, which aims to offer you the best fit for your repair needs.

For more information, visit ProScore at booth Nos. 2018/2318, call (800) 726-7365 or visit www.scoredental.com. You can also follow the company on Facebook at facebook.com/ProScore.

Photo/Provided by ProScore
SCREEN WITH CONFIDENCE.

VISIT OUR BOOTH AND GET YOUR VELSCOPE NOW!

BOOTH 2430

"As a hygienist, I love the VELscope! In addition to our visual and tactile oral cancer screening, the VELSCOPE is a LIFELINE that helps us look past what we can see into the subsurface layer, ensuring that we do not miss any abnormalities. Patients love the technology, too, because they feel more confident that we are taking great care of them. The VELscope plays a critical role in early detection of potentially deadly lesions. Using the VELscope on every patient at every visit increases our quality of service every hour of every day."

Cris Duval, RDH/Patient Coach
For Brian McKay, DDS
Seattle, Wa

VELscope®
See Prevention In a New Light

HENRY SCHEIN®
DENTAL
New FlashTips™ Disposable Air Water Syringe Tips from Sultan Healthcare provide the performance you expect from an air water syringe tip while reducing the risk of cross contamination that can occur with metal tips.

“To prove the point, we took 20 metal tips in use from a dental office, cut them in half and took pictures to show there was something inside,” said Sultan Healthcare Product Manager Tim Lorencovitz. “We uncovered that it is very difficult to keep the inside of a metal tip clean.”

FlashTips are fast because they directly replace metal air/water syringe tips. No adaptors or converters are necessary, and there is no need to spend additional time reprocessing metal tips.

FlashTips provide safety with a double-grooved, deep-locking mechanism to ensure the tip remains secure in the syringe. Its edges are smooth, so they’re comfortable for your patient and gentle on equipment.

FlashTips offer a solid construction with an inner water tube that will not shift under pressure. They are strong enough for cheek retraction.

FlashTips come in five colors: blue, green, pink, orange and purple.

FlashTips are available exclusively through dental dealers. For more product details, images of the inside of metal tips and a special purchase offer, visit www.flashtips.net or stop by the Sultan booth, No. 1116, here at the CDA.

New Integrity™ Multi-Cure Temporary Crown and Bridge Material is a dual-cure 10:1 bis-acrylic material with improved flexural strength. Integrity Multi-Cure can be used as a self-cure material but also provides the option to eliminate wait time by light curing each unit for 20 seconds. Integrity Multi-Cure has the fastest cure-time range among leading competitive products.

Integrity Multi-Cure is available in a 76-gram cartridge delivery system with five refill shades — A1, A2, A3.5, B1 and BW — and in an introductory kit including Integrity Multi-Cure material, Integrity TempGrip cement and cartridge dispenser.

For more information, visit www.integritymulticure.com, call (800) 532-2855 or visit the DENTSPLY Caulk booth, No. 1406, here during the CDA Presents The Art and Science of Dentistry.

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