TOKYO, Japan — It is no secret that the years since the global financial crisis have not been very kind to companies in Japan. First, the recession slowed business investments significantly down, then the negative effects of the 2011 tsunami and the massive destruction it wrought almost brought the world’s third largest economy to a halt.

For NSK, one of the country’s largest dental manufacturers, troubles in the home market are its least concern because the company conducts most of its business elsewhere.

According to President and CEO Eiichi Nakanishi, with whom Dental Tribune International had the opportunity to speak at the company’s headquarters in Tochigi, more than 80 percent of the company’s revenues are now generated by its operations outside of Japan.

In the last three years, NSK has been performing particularly well in mature markets such as Europe and North America, where it boosted its presence with the opening of its new headquarters near Chicago, despite unfavorable conditions such as high market saturation and the ongoing decline of the yen against the dollar.

Since 2009, Nakanishi has also seen his company regaining its former market shares in Asia through centralized distribution and after-sales support offered by its new subsidiary in Singapore.

Another significant contributor has been NSK’s European office in Germany, which accounted for almost one third of the 22.2 billion yen ($278 million) in sales the company reported in 2011.

“That is why economic conditions in our home market have little or no impact on our overall business. We really think globally,” Nakanishi explained.

According to the 48-year-old, who has run the company since 2000, one of the major reasons for NSK’s strong market position, even in established markets, is its dedication to innovation and quality, combined with the excellent after-sales service it is able to provide to customers in almost every country except North Korea. But this hasn’t always been the case.

Founded in the 1930s, the company had a rough start and operations were completely halted during World War II. Since the production of dental handpieces resumed in 1951, however, the company has grown extensively and now employs more than 700 people in its Japanese offices in Tochigi and Tokyo. NSK also still produces most of the precision parts in-house, which, according to Nakanishi, is one of the reasons that dentists now identify the company with high-quality products.

“We employ many good engineers and marketing people who help us to constantly improve our brand and make it more attractive to dentists,” he said.

NSK still manufactures most of the precision parts in-house.

Here in Chicago

For more information on NSK Nakanishi and its products, stop by the booth, No. 1245.

One of NSK’s most recent innovations, which was launched at IDS in Cologne in 2011, for example, is the Ti-Max Z series, a durable premium handpiece that is purported to have the smallest heads and necks in the industry, as well as an exceptionally low noise level and virtually no vibration.

The Surgic Pro surgical micromotor has also received much interest, particularly by dental implant surgeons. This device is distributed alongside implant systems by major implant manufacturers.

NSK asserts it pays close attention to the needs of its customers, a philosophy that has resulted in products such as the S-max pico, which was developed solely for the treatment of patients with smaller mouths, such as children.

Moving into other markets is conceivable but unlikely to happen anytime soon, according to Nakanishi. Even though his company has begun to enter new areas in the last decade with the launch of instruments such as ultrasonic scalers and polishers, its core business will remain dental handpieces and other small-motor equipment.

“When it comes to handpieces, we have produced more innovations than our competitors,” Nakanishi said. “Our goal is to become the No. 1 company worldwide in this segment.”
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Check out a product demonstration of BEAUTIFIL Flow Plus here in Chicago

Shofu Dental is holding product demonstrations at booth No. 4011, featuring its new injectable hybrid restorative, BEAUTIFIL Flow Plus. Now available in three new shades — B1, B2 and C2 in two viscosities — BEAUTIFIL Flow Plus gives dentists even more esthetic treatment options at their fingertips.

In addition, you can get a taste of BEAUTIFIL Flow Plus when you visit the main podium at 9:30 a.m. today where Dr. Frank Milner will perform a live patient presentation on esthetic anterior restorations using various Gionio materials such as this.

BEAUTIFIL Flow Plus combines hybrid-like strength and functionality, unique handling and stackability and a flowable delivery. Additionally, it has 15 percent more radiopacity than enamel and offers the benefit of fluoride release and rechargeability. Those interested in seeing the material firsthand are encouraged to come check it out at the Shofu booth.

According to Shofu, BEAUTIFIL Flow Plus represents the next step in the evolution of restorative materials, based on its convenient flowable delivery system and its physical properties and functionality that rival leading hybrid composites.

Brian Melonakos, president of Shofu Dental, said he has been very pleased with the success of the product. “We’ve always known that we have an amazing product on our hands … but none of us imagined how quickly it would catch on,” he said.

Unlike other flowables, BEAUTIFIL Flow Plus has stay-put handling and physical properties that allow use on the occlusal surface and marginal ridge, eliminating the need to pack a hybrid composite on top.

A flowable base, liner and final restorative material, BEAUTIFIL Flow Plus is approved for all indications (Class I–V). With a smooth, self-leveling consistency, the material leaves a tight marginal seal on the bottom and a smooth ready-to-polish surface on top. Moreover, Shofu’s proprietary S-PRG (surface pre-reacted glass) technology provides sustained fluoride release and recharge that can’t be found in any other composite material.

BEAUTIFIL Flow Plus is available in two distinct viscosities. F00 (zero flow) offers precision stacking, and F03 (low flow) is an ideal base/liner.

For a limited time only, BEAUTIFIL Flow Plus is available in two introductory kits. The standard kit (PN 2000S) offers two 2.2-gram syringes of both viscosities in shades A2 and A3, and the pedo kit (PN 2000P) offers two 2.2-gram syringes in both viscosities in shades A1 and bleach white. Both kits also contain samples of Shofu’s top-selling products, including the seventh-generation bonding agent BeautiBond, One Gloss, Super Snap and Shofu’s hybrid material, BEAUTIFIL II. The kit retails for $102.25 (a $160 value).

Stop by the Shofu booth, No. 4011, to see BEAUTIFIL Flow Plus for yourself.
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Booth #2321

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Patient Marketing
Oral Cancer Awareness Month is in April, so why not offer this valuable service to your patients? DentalEZ can provide you with a FREE Marketing Kit to help you promote your commitment to their total health. Help fight the devastating effects of this terrible disease.

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The importance of being Google-able

The domain where visibility equals increased patient volume

By David Evans, PhD, MBA

How important is Google? Important enough that it’s now part of our daily lexicon. We don’t search online, we “Google it.”

From Halloween costumes to health care, we all use the world’s dominant search engine to locate what we need. Just take restaurants, for example. Millions of diners turn to Google on a daily basis to read about restaurants their friends are talking about. And if a restaurant’s website doesn’t appear when you search, you may wonder how good it really is — even though, in reality, there is no connection between the quality of the food and the restaurant’s Internet visibility.

Consumers use Google for everything, not just restaurants. This includes one of the most important aspects of their lives: health care. In fact, according to one report, some 84 percent of Internet users have used the Internet to search for health-care information in the past year, with 52 percent searching on behalf of loved ones.

How do they find the information they’re looking for? Google. With 70 percent of the search market, Google dominates the search world.

In today’s digital world, prospective patients associate the quality of your practice with your visibility on Google, even when their search began from a word-of-mouth referral. If your practice doesn’t appear in Google’s search results, your potential patients may be highly visible on the Internet, it is equally important that once prospective patients get to your website or profile listing, they find the information they need to contact you. Your Google visibility strategies will be wasted unless you present your practice website, Google business listings, pay-per-click (PPC) ads, review sites such as Yelp and directory listings. Perhaps the most valuable tool, however, is search engine optimization (SEO).

Step 1: The Google visibility test
This easy test should give you a good indication of where you stand. Simply go to Google and type in a few key terms related to your practice specialty, such as “cosmetic dentistry” “veneers,” “implants” or “teeth whitening.”

Note the following:
- Where do you appear?
- Is information about your practice readily visible on the first page?
- Where do your competitors appear?
- What about the second page?

If you have trouble finding information on your practice in the Google results pages, so will your potential patients.

Core terms such as the ones mentioned above are searched by tens of thousands of prospective patients each day. Consumers often begin their Google searches with these terms before moving on to more complicated, location-based searches such as “procedure New York” or “dentist Los Angeles.” However, make sure to look for your practice in the local-based search results as well.

Within the Google search results, there are several ways in which to present your practice to consumers, including your practice website, Google business listings, pay-per-click (PPC) ads, review sites such as Yelp and directory listings. Perhaps the most valuable tool, however, is search engine optimization (SEO).

Step 2: Prominent contact information
While it is critical for your practice to be highly visible on the Internet, it is equally important that once prospective patients get to your website or profile listing, they find the information they need to contact you. Your Google visibility strategies will be wasted unless you make it easy for patients to contact you by phone or email.

To accomplish this, your contact information needs to be displayed in a prominent location — on your website as well as anywhere else you advertise your services. If it isn’t, make sure you do what is needed to change this so that prospective patients are able to easily set up a consultation.

Step 3: The right elements
What do patients want to see on your website? It depends on the patient, but the most popular elements are before-and-after pictures, patient testimonials and procedure results.

Be sure to include these elements in your search engine optimization strategy — and make sure they are displayed conspicuously wherever your practice information appears on the Internet. The goal should be an excellent practice website that is easy for consumers to find. So long as you give your target audience what they’re looking for, they will have no reason to look elsewhere.

The Internet is a very important component of marketing for premium practices, and an experienced Internet marketing firm will help ensure your website and your Internet marketing strategy achieve your goal of increased patient volume and a significant return on your marketing investment.

Here in Chicago
For more information on how to increase your practice’s Internet and Google visibility, stop by the Ceatus Media Group booth, No. 4816.

About the author
David Evans, PhD, MBA, is the CEO of Ceatus Media Group, based in San Diego. A recognized authority on Internet medical marketing strategies, Evans has presented at meetings such as the Greater New York Dental Meeting, the American Society for Aesthetic Plastic Surgery, the European Society of Catarract and Refractive Surgeons and the American Society of Plastic Surgeons, among others. He can be reached at dewans@ceatus.com.
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Chairside restorative solutions take to the ‘Sky’

With the release of E4D DentalLogic™ software version 4.5 featuring E4D Sky, D4D Technologies announces the creation of a truly open network of chairside restorative solutions for patient treatment. The E4D Sky communication network enables E4D system operators to exchange case data via the Internet with internal and external service providers, extending the range of treatments they can provide to their patients. 

“With E4D version 4.5 and E4D Sky, a dental office has total flexibility and a full range of options for assistance with more complex cases, for some extra help at busy times or for additional material options than those that are typically milled in office, such as zirconia,” said Gary Severance, DDS, of D4D Technologies.

E4D Sky is supported by Henry Schein’s DDX (Digital Dental Exchange) and connects E4D systems running version 4.5 software with a variety of outsourcing options for restoration design and fabrication:

• E4D Digital Services experts design, mill and complete restorations as well as make models or bridges.
• E4D Certified Laboratories offer a variety of services.
• Any third-party provider can be sent an .stl open platform file.

“E4D Sky takes the E4D system to the next level while supporting the launch of our E4D Solo scan-only options. Operators will also be able to exploit the flexibility of the .stl open platform file export to access numerous other services with their scanned data,” said Glen Freeman of D4D Technologies.

“We are pleased to announce that the expanded capabilities of E4D DentalLogic software version 4.5 with E4D Sky are now available to all new and current customers.”

About D4D Technologies

D4D Technologies aims to take the dental profession to a higher level of productivity, patient comfort and convenience with its E4D restorative solutions, according to the company. DentalLogic software in the E4D Design Center enables the operator to customize a virtual restoration before it is sent to the E4D Mill for fabrication.

With the introduction of version 4.5 and E4D Sky, each of these system components is now also available for custom configurations and interfaces to meet the needs of more dental offices and laboratories.

E4D Sky communicates with E4D Digital Services, certified E4D dental laboratories and any third-party provider accepting open format files (.stl) for a full range of production and delivery options. E4D Compass™ integrates E4D restorative designs with cone-beam data to plan and communicate restoratively driven implant therapies. E4D Compare™, the latest addition to the E4D suite of products, employs adaptive learning technology to dental education.

Headquartered in Richardson, Texas, a suburb of Dallas, D4D Technologies has partnerships with major corporations in the dental profession. Henry Schein Dental is responsible for global sales and distribution, 3M ESPE and Ivoclar Vivadent provide restorative materials.
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A total tech solution

BIOLASE hands-on showcase includes new EPIC laser

BIOLASE, a leading dental laser manufacturer and distributor — and distributor of NewTom and 3Shape TRIOS technologies in North America — is showcasing its full line of award-winning laser systems, 3-D cone-beam devices and digital intraoral scanning technology here at the Chicago Midwinter and at all other major regional 2013 trade events.

The company is featuring the products in its new Total Technology Pavilion, a large space with functioning equipment to allow hands-on demonstrations and discussion of the full range of applications. The pavilion also features an overview presentation of the total technology concept, along with brief presentations by practicing dentists who have deployed such technologies in their practices.

“We are proud to present the Total Technology Pavilion at the Chicago Midwinter and beyond,” said John Bernhard, director of marketing at BIOLASE.

“It represents the collective efforts of multiple teams to create an environment where dental professionals can spend time with these groundbreaking technologies to gain an understanding of their applications in the dental clinic.”

EPIC standard set for diode lasers

New to the Total Technology Pavilion this year is the EPIC Total Diode Solution, the newest laser from BIOLASE. It’s described by the company as being packed with one category-exclusive feature after another, setting a new standard in diode laser performance and value.

A graphical touchscreen gives dentists fingertip access to as many as 20 common soft-tissue procedure presets — plus 20-minute full-mouth whitening and FDA-cleared temporary pain relief.

Additionally, EPIC can be a financial boon for many practices because of its integrated, FDA-cleared protocols for laser hygiene and perio as an adjunct to scaling and root planning.

In addition, a new ComfortPulse setting reduces pulse length to as little as one ten-millionth of a second to avoid heat buildup at the surgical site. This provides for fast tissue cutting with less patient discomfort.

3Shape TRIOS digital scanner, full range of WaterLase all-tissue lasers

Another addition to the Total Technology Pavilion is the 3Shape TRIOS digital intraoral scanner system. The TRIOS digital solution, which includes a handheld scanner, operator’s control cart and intuitive software, provides faster impression taking, improved accuracy and clinical results, reduced need for retakes and less adjustment and grinding.

According to 3Shape, TRIOS’ unique features include spray-free scanning, high accuracy optimized for an extensive range of indications, clinical scan validation, online communication with the dental lab and intuitive Smart-Touch user interfacing.

Other products in the pavilion include WaterLase iPlus, WaterLase MDX and WaterLase MD Turbo, BIOLASE’s full range of all-tissue laser devices. According to the company, WaterLase iPlus represents a pinnacle of 20 years of research to improve cutting speed to match that of a high-speed drill, with a fraction of the discomfort and ancillary challenges a dental drill creates.

The WaterLase MDX and WaterLase MD Turbo are described as being ideal for practices seeking a basic, lower-cost entry point for full-tissue laser dentistry.

Although the WaterLase MD platform was first released in 2004, there have been many improvements and refinements, including a more flexible fiber, faster-cutting bandpieces and more,” said Dmitri Boutoussov, BIOLASE chief technology officer and longtime head of the company’s research and development department.

The BIOLASE Total Technology Pavilion is here at the Chicago Midwinter and will also be at all other major dental shows this spring. It offers hands-on demonstrations of the company’s award-winning laser systems, 3-D cone-beam devices and digital intraoral scanning technology.

NewTom compact CBCT technology

Finally, the Total Technology Pavilion has full-size models of NewTom Cone-Beam Computed Tomography (CBCT) technology. The technology is relatively new to dentistry and is a more compact version of standard medical CT imaging that uses a cone-shaped X-ray beam to obtain a multitude of radiographs that construct digital 3-D models of maxillofacial anatomies.

The NewTom VGi is reported by the company to have the finest image quality of any CBCT system in dentistry, with a minimal dose of radiation to patients.

Dentists using the NewTom CBCT technology report increased treatment plan acceptance, improved diagnostic capabilities and other advantages, according to the company.

About BIOLASE

BIOLASE is a biomedical company that develops, manufactures and markets dental lasers and distributes and markets dental imaging equipment. BIOLASE’s core products include dental laser systems that perform a broad range of procedures (including cosmetic and complex surgical applications) as well as a full line of dental imaging equipment and CAD/CAM systems. BIOLASE has sold more than 21,000 lasers. Other products under development address ophthalmology and other medical and consumer markets.

(Source: BIOLASE)
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Connect, communicate

TRIOS Inbox and 3Shape Communicate help labs and dentists interact in the cloud

Chat forums, Skype™, video conferencing — this is an age that values its tools for smart communication and easy interaction. Inspired by these trends, 3Shape offers new communication solutions that bring full digital workflows between clinics and labs much closer.

Dental labs with a TRIOS® Inbox can receive ready-for-design digital impressions directly from connected clinics — just minutes after the dentist completes the scan. But that’s only half of the story: 3Shape Communicate™ software, running in both labs and clinics, provides an interactive communications platform with online exchange of case information, 3-D designs and 2-D previews through their mutual Communicate Cloud.

The typical Communicate workflow
1. The dentist sends the digital impression plus order information to the lab directly from the TRIOS interface after completing scanning.
2. The lab receives the order in its TRIOS Inbox, accepts the details and suggested delivery date or else returns its suggestions for changes.
3. The lab designs the case directly from the digital impression as specified in the agreed order information.
4. The lab sends the dentist 2-D previews, smile previews, a digital 3-D model, questions and comments.
5. Both labs and dentists can add annotations to the 3-D view that both access through the Cloud.
6. The dentist approves the design when satisfied, and the lab can immediately start manufacturing the restoration.

Closing in on complete digital workflows between clinics and labs
Once connected, the clinic and lab meet and interact through their mutual 3Shape Communicate Cloud. In practical terms, this means labs can provide their client dentists with high-quality views of design results in 3-D before the restoration is manufactured, and dentists can send their comments back to the lab.

Benefits for labs
Interaction enabled by the digital workflow enhances the dentist’s influence in relation to final results, benefiting the lab, the dentist and the patient.

TRIOS Inbox allows labs to connect to

Labs can also use their Dental System software to create and send realistic before-and-after views of full smiles that dentists can show their patients. Both sides can continuously refer to the complete order history, including agreements between them.

Communicate from anywhere — also without a 3Shape TRIOS
Communication is not restricted to the office. Both lab technicians and dentists can use the Communicate web interface to access the 3Shape Communicate Cloud remotely, using their tablet PC or laptop. This same Communicate web interface provides a communication solution for dentists who do not own a 3Shape TRIOS system but still want to interact with their lab.

Labs and clinics connect and communicate
3Shape’s TRIOS Inbox™ is a software component that is integrated within Dental System™. It enables labs to receive TRIOS digital impressions and orders directly from connected dental

The benefits of using 3Shape Communicate

- Enhanced patient satisfaction
- Improved communication between clinics and labs
- Streamlined workflows
- Real-time collaboration
- Increased efficiency

NOMAD Pro offers the highest level of safety, convenience, and quality for dental practices.
NOMAD Pro provides hundreds of images from one battery charge, and goes easily from operator to operator, in or out of the office.
The operator stays with the patient through the entire procedure, greatly increasing office workflow and efficiency.

Midwinter Meeting Booth 818
the many TRIOS systems out there — offering new opportunities to expand their customer base. Digital delivery of impressions from clinics makes lab work easier and more efficient. There is no need to provide pick-up services of impressions, and designing can start right away.

The digital impression can be used both for designing the restoration and, if needed, producing a model in parallel. Efficient communication helps labs cement business relationships with their dentist clients.

Benefits for clinics
In clinics, both impression taking with TRIOS and dispatching scans digitally saves loads of time and allows dentists to serve more patients faster. 3Shape’s direct-upload concept allows clinics to bypass time-consuming solutions that require sending digital impressions to special cleaning centers before they get to the lab. Efficient, exacting communication makes it easier to ensure optimal results for the patient and reduce the number of remakes.

TRIOS Inbox upgrade is part of LABcare upgrades
3Shape Dental System users in labs get the TRIOS Inbox update for their Dental System as an integral part of their subscription, and they can immediately start receiving TRIOS scans from the clinics after connecting.

Start today
TRIOS Inbox is available upon request today and will be included per default on all Dental System installations from this month on. Communicate comes with 2 GB of free Cloud storage space, allowing the lab to work with approximately 100 cases simultaneously — which should cover the needs of most labs. Large labs, that may at some point need more capacity, can extend their cloud storage space at a limited cost.

Together, 3Shape Communicate and TRIOS Inbox provide unlimited connection and communication. There are no hidden pay-per-case or pay-per-connection programs behind 3Shape’s solution — it’s an open digital freeway.

Root canal shaping is about to change

Axis|SybronEndo introduces the TF Adaptive

Root canal preparation can present dental professionals with numerous challenges, ranging from ledge formation to perforations and persistent bacteria. That’s why Axis|SybronEndo, a leading manufacturer of endodontic equipment, instruments and dental supplies, is set to improve technology in the endodontic field with the release of its TF Adaptive instrumentation system.

The TF Adaptive works with Axis|SybronEndo’s Elements Motor by using adaptive motion technology and, ac-
Diagnose caries like never before

SOPRO, a world leader in dental video imaging, has applied all of its technical expertise in conjunction with scientific and clinical researchers to develop a patented technology based on the principle of fluorescence. The result of this effort is a device called SOPROLIFE (light induced florescence evaluator), an intraoral camera with high-image quality coupled with a feature to diagnose and treat caries.

SOPROLIFE allows you to see what was once invisible to the naked eye. It provides greater accuracy in identifying, evaluating and determining the location of a carious lesion with image magnification of 30 to 100 times.

SOPROLIFE offers the ability to detect tooth decay at different stages of its development, allowing the clinician to determine the most effective course of treatment. With the push of a button, the blue LED lights are activated, and variations in the amelodentinal architecture results in visible color changes to the tooth’s image.

During diagnosis, the auto fluorescence technology in SOPROLIFE detects occlusal or interproximal decay, even in its earliest stages, which can often be missed by X-rays.

During treatment, SOPROLIFE differentiates healthy tissue from infected tissue in order to excavate only the affected areas.

SOPROLIFE is not software dependent and functions with all SOPRO docking stations. SOPROLIFE is compatible with Windows® 32/64 bit and Mac OS®/Apple®.

About Acteon

Acteon North America is part of The Acteon Group, a world leader in small equipment and consumables for dentists. The Acteon Group’s companies include SATELEC Equipment, SOPRO Imaging and Pierre Rolland Pharmaceutical, which employ more than 650 workers worldwide. Acteon continually develops products for a growing international dental market.
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The phenomenon: A clinician’s perspective

The story behind BruxZir restorations, where they’ve come from and where they’re going next

By Michael C. DiTolla, DDS, FAGD

May 6, 2011, is an important day in dental history. That’s the first day dentists prescribed more BruxZir® restorations than PFM restorations.

At the time, BruxZir was 2 years old and PFMs were 50 years old. Here at the lab, it confirmed a trend we had been observing during those two years. The days of the PFM being the dentist’s everyday restoration were coming to a close.

The sales of BruxZir® never dipped below those of the PFM again, in fact, the gap between the two continues to grow wider as BruxZir grows and PFMs continue to shrink.

Ten years ago, our R&D department asked me what they should work on, what kind of restorative material would most benefit dentists and patients. My answer was simple: cast gold (again, with the exception being cast gold).

They reminded me they were engineers, not alchemists, but I remained undeterred in my push for a cast gold in shade A2.

Five years later, they presented me with BruxZir, an impressive effort at creating my request. Fast-forward five more years to today, and it is clear they were truly on to something big.

As the translucency and esthetics of BruxZir continue to improve, it has transitioned from just a posterior material to an anterior material as well, one that can be used in almost any clinical situation.

The biggest reasons for the rapid growth of BruxZir are high strength and fit. As a monolithic restoration with no porcelain on it, BruxZir has the lowest fracture rate of any restoration (besides cast gold) in our lab.

It’s clear that dentists place strength very close to the top of their list of desirable characteristics for an everyday crown and bridge material.

The most common comment we get is about how well the BruxZir® restorations fit compared with most of the crowns these dentists have used in the past.

Dentists notice the emergence profile of BruxZir crowns blend with the tooth structure and soft tissue better than any material they have previously used, if you will, with the exception being cast gold.

The microscopic images (Fig. 1 and Fig. 2) demonstrate how a high-strength monolithic material (BruxZir®) has a much better emergence profile than a bi-layered crown (PFM) on an identical prep.

This combination of fit, strength and improved esthetics has made BruxZir the most prescribed restoration in the lab. The final frontier for BruxZir is to be used for veneers, and with the translucency and esthetics improving monthly, that day is not too far off.

Indications

BruxZir® Solid Zirconia is indicated for crowns, bridges, veneers, inlays and onlays. It is an esthetic alternative to PFM metal occlusal/lingual or full-cast restorations and ideal for restorations requiring extra durability such as crowns under partials or screw-retained implant crowns. BruxZir® is chip-proof durability.

BruxZir® restorations makes them ideal for bruxers who have broken natural teeth or previous PFM restorations. BruxZir® restorations are also ideal for patients lacking the preparation space for a PFM.

Preparation requirements

- Shoulder preparation not needed, feather edge is OK. It is a conservative preparation similar to full cast gold, so any preparation with at least 0.5 mm of occlusal space is accepted.
- Minimum occlusal reduction of 0.5 mm, 1 mm is ideal (Fig. 3).

A look at the increase in the amount of BruxZir® restorations prescribed.

Here in Chicago

For more information or to see BruxZir for yourself, stop by the Glidewell Laboratories booth, No. 3213.
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Commentary:
Not all handheld X-ray systems are created equal
By Dr. Joel Gray

As a recent article on www.dental-tribune.com points out, there are some safety issues with handheld X-ray units made in China and Korea and elsewhere outside the United States. There are two sources of radiation from an X-ray system — leakage radiation from the X-ray tube and scattered radiation from the patient. The leakage radiation is minimized by placing highly absorbing material, such as lead, around the X-ray tube.

The major issue with the handheld X-ray units is the scattered radiation — that is, X-rays that are scattered from the patient toward the operator. In fact, about 20 to 30 percent of the X-rays are scattered from the patient toward the person holding the device. The X-ray units from outside the United States, which are under FDA scrutiny, do not provide any protection from X-rays scattered from the patient.

These systems look like a large camera you hold with both hands. There is no shielding provided by these systems; the user’s hands are exposed to all of the X-rays scattered from the patient. Consequently, the user’s hands are going to receive a radiation dose that will probably exceed the radiation-protection limits for skin and extremities.

We evaluated one handheld X-ray unit made in the United States (NOMAD, Aribex) and compared staff doses with those for the same staff using conventional wall-mounted systems prior to acquiring the handheld systems (Gray et al. 2012). This handheld system uses a proprietary shielding material around the X-ray tube, resulting in leakage radiation levels that are virtually immeasurable.

In addition, it has an integral leaded-acrylic shield that protects the user from radiation scattered from the patient. The results of our study indicated the users of the handheld X-ray system received lower radiation doses than they did when they were using conventional wall-mounted systems.

Buyers should be beware that not all handheld X-ray systems are created equal and not all of those being sold on the web have been reviewed by the FDA. Handheld X-ray units should have sufficient shielding to minimize leakage radiation from the X-ray tube and an integral shield to protect from radiation scattered from the patient.

Here in Chicago
To check out the NOMAD for yourself, stop by the Aribex booth, No. 818.
Sesame: Transforming how dental practices engage with patients

The digital age is completely changing the way dental practices and patients interact. The days of low-tech marketing efforts are long gone. Direct mailers, yellow pages and other traditional forms of dental practice marketing will not suffice. A digital strategy focused directly on patient engagement is now imperative to grow and maintain a long-term, sustainable practice.

There are four key outcomes that drive a sound patient engagement strategy. Each of these outcomes is interrelated and work in concert to position the dental practice for sustained growth and stability.

New patient acquisition
An optimized website is the cornerstone of a successful patient engagement strategy. What does optimized mean? It means your site is built based on patient behavior and can be easily found by prospective patients within your region. This includes content, design and search engine optimization.

Practice loyalty
While finding prospective patients helps offset attrition, it’s always easier to keep a patient than acquire a new one. Sesame Patient Login offers a secure site that offers a comprehensive list of online services, such as reminders, automated calling, invoice review and online payment. This part of your strategy seeks to deepen the relationship with patients while reducing administrative burden on office staff.

Increased treatment plan adoption
This same portal also provides a new level of education and understanding for your patients. It lets them review advanced treatment plans and helps them articulate the benefits of the procedure recommendations. Suddenly the dental practice is transformed from the role of service provider to trusted advisor — it’s this latter role that helps patients make the decision to invest in their oral health and enrich their lives.

Referral acceleration
Existing patients are interacting with the practice online and benefiting from a terrific online experience. Now it’s time to make sure they are telling others about it. This is where social media outlets such as Facebook, Twitter and YouTube come into play. They provide a window to express their satisfaction, recommend the practice to their online friends and complete the patient acquisition circle.

Sesame Communications provides a complete digital solution that works across all four key outcomes and positions your dental practice for sustained growth and success. Sesame has created the only cloud-based platform that addresses all areas of patient relationship management.

By creating this online “ecosystem,” your practice will attract and retain more patients, drive higher treatment plan adoption and reduce the instance of no-show appointments.

Here in Chicago
To learn how Sesame Communications can transform the way your dental practice builds and manage patient relationships, stop by the booth, No. 4299.
DENTSPLY Tulsa Dental Specialties has introduced its newest innovation and an expansion of its endodontic file system. PROTAPER NEXT is the same variable taper design found in the original ProTaper that clinicians have turned to for more than a decade, but it’s been refined to improve performance.

PROTAPER NEXT features patented M-Wire® NiTi alloy for increased flexibility and resistance to cyclic fatigue, rectangular cross-section for greater strength and a unique asymmetric rotary (AR) motion.

PROTAPER NEXT uses the same trusted rotary action as the original ProTaper. What’s different is how the file moves down the canal. The off-center rectangular cross-section of PROTAPER NEXT differs from the center of mass. Only two points of the cross-section touch the canal wall at a time, reducing the torsional stress on the file. The result is a fully tapered and predictable shape achieved with greater procedural efficiency.

The single-use and pre-sterilized PROTAPER NEXT files also feature shorter handles (11 mm) and are available in 21-, 25- and 31-mm lengths.

Four sizes of color-coded and precision-matched absorbent points, gutta-percha points and obturators fit all PROTAPER NEXT prepared canals.

About DENTSPLY Tulsa Dental Specialties

DENTSPLY Tulsa Dental Specialties describes itself as being a premier producer and marketer of endodontic dental systems in North America. It is a division of Pennsylvania-based DENTSPLY, a leading developer, manufacturer and marketer of products for the dental market. For more details, visit www.tulsadentalspecialties.com.

DENTSPLY International is a manufacturer of dental and other healthcare products and is one of the world’s largest manufacturers of professional dental products. Headquartered in the United States, DENTSPLY has global operations with sales in more than 120 countries.

Here in Chicago

For more information or to see the PROTAPER NEXT system, visit www.tulsadentalspecialties.com/protapernext.aspx, call (800) 662-1202 or stop by the DENTSPLY Tulsa Dental Specialties booth, Nos. 1802/2002.
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‘Barrier protection’ critical in dental professionals’ gloves

While caring for their patients, dental and health care professionals are constantly exposed to bodily fluids that may carry viruses and other infectious agents. It is therefore critical that the gloves these professionals use provide the best possible barrier protection.

Many types of gloves are available today, but it is important to know that not all gloves have the same barrier capability, depending on the type of material used. For example, natural rubber latex gloves have long been acknowledged for their very effective barrier properties, while non-latex gloves, such as vinyl (PVC), have inferior barrier capability as shown by numerous studies.

Other synthetic gloves, such as nitrile and polyisoprene, perform much better than vinyl but are more costly, especially polyisoprene gloves. Using gloves with inferior barrier capability could expose both the patients and users to undesirable/harmful infections.

Malaysia is the world’s largest medical gloves exporter (latex and nitrile). Both quality and user’s safety are of top priority to the nation’s glove industry. To this end, a quality certification program (the Standard Malaysian Gloves or the SMG) has currently been formulated for latex examination gloves.

All SMG-certified gloves must comply with stringent technical specifications to ensure the gloves are high in barrier effectiveness and low in protein/low allergy risks, in addition to providing excellent comfort, fit and durability — qualities that manufacturers of many synthetic gloves are attempting to replicate.

Furthermore, latex gloves are green products, derived from a natural and sustainable resource, and are environmentally friendly. (You can find more at www.smg-gloves.com and www.latexglove.info).

The use of low-protein powder-free gloves has been demonstrated by many independent hospital studies to vastly reduce the incidence of latex sensitization and allergic reactions in workplaces. More important, latex allergic individuals donning non-latex gloves can now work alongside their co-workers wearing the improved low-protein gloves without any heightened allergy concern.

However, for latex-allergic individuals, it is still important they use appropriate non-latex gloves that provide them with effective barrier protection, such as quality nitrile and polyisoprene gloves.

Selecting the right gloves should be an educated consideration to enhance safety of both patients and users. For decades, gloves made in Malaysia have been synonymous with quality and excellence, and they are widely available in an extensive array of brands, features and prices.

They can be sourced either factory-direct (www.mrepc.com/trade and click “medical devices”) or from established dental product distributors in the United States.
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Curve Dental goes mobile

Customers can access practice schedule and patient contact information with Apple or Android smartphones

Curve Dental, developers of Web-based dental software, announced its customers would soon have mobile access to key practice information via Apple or Android smartphones, allowing clinicians to change, create or delete appointments as well as view patient contact information when away from the office, at no additional cost to the customer.

“Our mobility features are specifically designed to provide a level of convenience and flexibility that fit the doctor’s lifestyle,” said Ian Zipursky, president of Curve Dental. “With our technology, Curve Dental customers are better able to deliver quality healthcare beyond the walls of their practice. Our customers have taught us that dentistry is a profession and a passion, not a nine-to-five job. Having key information available at any time from anywhere helps our customers build an exceptional practice.”

With Curve Dental’s mobility technology, customers can view, edit, delete or add appointments to their schedule. Changes to the schedule are synched and reflected across all devices accessing the same database. Customers can also view basic patient information, such as contact information and patient pictures. Practitioners can call or send an e-mail message to their customers with one-touch functionality.

Future development plans include access to patient images.

Curve Dental’s mobility technology is compatible with Apple and most Android smartphones as a web application. To access practice information using a smartphone, Curve Dental customers navigate to the same login page as they would if they were on a regular computer. The technology recognizes the page is being accessed by a mobile device and then displays a compatible login screen. User names and passwords are the same, whether the customer is logging in with a smartphone or with a computer. After a period of 30 minutes of inactivity, customers are automatically logged out.

Curve Dental customers can freely utilize the new mobility technology at no additional charge. The service is included with a customer’s monthly subscription fee to the company’s practice management system. With a successful completion of planned field testing, the company intends to make the technology available in stages, the first to be ready early this year.

About Curve Dental

Founded in 2004, Curve Dental provides web-based dental software and related services to dental practices within the United States and Canada. The company is privately held, with offices in Orem, Utah, and Calgary, Alberta.

With Curve Dental mobile technology, dentists have the ability to change, create or delete appointments as well as view patient contact information when away from the office. Photo/Provided by Curve Dental

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Hiossen ETIII implants and abutments: A coordinated approach to esthetic restorations

By John DiPonziano, DDS, MAGD, DICOI, CDT

In 28 years of placing and restoring implants, I have seen that three key factors need to be present to achieve esthetic implant restorations: good implant positioning, accurate impressions and proper abutment design. This article will focus on abutment design and how the Hiossen ETIII abutments work in conjunction with their implants to produce consistent esthetic results.

An abutment needs to be kept small in diameter so as to allow good tissue health in the critical subgingival area. An abutment that is too large can compromise the gingival blood supply, which leads to recession and/or an abnormal tissue color.

From a prosthetic standpoint, a smaller abutment allows for greater amount of porcelain for the restoration, which optimizes esthetics.

The Hiossen ETIII system has a wide range of stock abutments in various gingival and coronal heights and diameters. In cementable restorations, it is crucial to select the proper gingival height to position the crown margin no greater than 2 mm subgingival. This allows access for cement removal and aids in the maintenance of biologic health.

A 17-degree angled abutment is available, which is ideally suited for the premaxilla area. This angled abutment is gold in color and very narrow, which preserves gingival health and, as mentioned above, provides ample room for porcelain (Figs. 1, 2). Zirconia stock abutments are also available and can be customized as needed.

In situations that call for a custom abutment, Hiossen has a GoldCast abutment that can be waxed to the desired shape and cast in precious metal. This abutment is also used for one-piece, screw-retained restorations that use an occlusal access opening.

Another feature of the Hiossen system that helps simplify abutment selection is that the five regular-sized implants — from 4 mm to 7 mm — share the same abutment platform, and all five can use the same abutments interchangeably. The 3.5 mm mini implant has its own group of abutments that are just as extensive as the regular-sized implants. The mini implant is useful in situations with minimal ridge width and is strong enough to be used in posterior areas with confidence.

Hiossen ETIII implants are designed with built-in platform switching — the abutment diameter is slightly smaller than the implant platform.

For more information on the Hiossen ETIII system, stop by the Hiossen booth, No. 4643.

About the author

John DiPonziano, DDS, MAGD, DICOI, CDT, has been placing and restoring implants since the mid-1980s. He is a master of the Academy of General Dentistry, a diplomate of the International Congress of Oral Implantologists and a Certified Dental Technician. He is past-president of the New Jersey Academy of General Dentistry, and he chaired the AGD Implantology Task Force, which formulated dental implant educational guidelines in 2009. DiPonziano lectures nationally on surgical and restorative implantology and maintains a full-time private practice in San Leandro, Calif.
Do-it-yourself high-speed handpiece repairs

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The EZ Press III Repair System is the answer to high costs and downtime associated with sending high-speed handpieces out to be repaired. Utilizing simple procedures, requiring no guesswork and ensuring precision placement of the bearings on the spindle, the EZ Press III guarantees easy in-office removal and replacement of worn high-speed parts.

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

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XTend™ Turbines and Rebuild Kits are assembled with premium ceramic bearings for reduced wear, increased durability, longer life and quieter and smoother operation. They feature a one-year and six-month warranty, respectively.

ProScore has been dedicated to do-it-yourself handpiece repair and maintenance since entering the dental market more than 19 years ago as Score International.

References
App lets you try on a Pro-form mouthguard

Application also provides in-depth information on all Pro-form products

Ever wonder what you or your patients would look like with a certain color mouthguard? Pro-form offers a nearly unlimited amount of options for custom, vacuum-formed mouthguards. That’s why Keystone Industries has created an iPhone and iPad app to help dentists and patients see what they would look like wearing a Pro-form mouthguard.

Check out the new, free Keystone Pro-form Mouthguard app today. The app is easy to use — just smile wide and take a photo. Then you will be able to see what you look like with a Pro-form mouthguard. Is one of your patients on the fence about getting that patriotic red, white, and blue mouthguard, or maybe someone wants a purple and gold mouthguard?

There are so many choices to try on, and you get to see exactly what they would each look like. Once you’ve taken a photo, you’ll be able to save the photo to your iPhone or iPad, and you can also email it.

In addition, the app has information about the Pro-form line and the protection it can provide for athletes of all levels (even professional athletes). The app works on both the iPhone and iPad and can be downloaded on iTunes. Key features of the app include:

- Free to install
- Uses iPhone/iPad camera for high-definition photos
- Easy-to-navigate menus
- Hundreds of Pro-form selections
- Information and links to Keystone’s website and social media
- A large library to enable you to save photos
- Ability to email photos to whomever you want

Keystone Industries plans to continue to grow the app through updates and will offer new versions that will display other products. Customers will be informed of any updates or newer versions.

For more information on Keystone Industries and Pro-form Mouthguards, call (800) 333-3131 or visit www.keystoneind.com. The App is free on the iTunes store by searching “Keystone Industries” or “mouthguards.” You can also stop by the Keystone booth, No. 3302, to get an in-person look at the mouthguards.
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