It’s time to explore

On the exhibit hall floor, attendees at the 147th Midwinter Meeting have plenty to choose from

By Fred Michmershuizen
Dental Tribune

It’s the Chicago Dental Society’s 147th annual Midwinter Meeting, and more than 30,000 dentists and dental professionals are here at McCormick Place’s West Building to experience valuable continuing education, including more than 120 speakers, 190 courses and 38 hands-on courses.

On the exhibit hall floor, more than 600 exhibitors from around the globe are on hand to show off some of the industry’s most innovative products and technologies.

One of the many new products on display this year is the DrQuickLook dental viewer, on display at booth No. 4630. The device helps dentists explain treatment.

From ortho to oral surgery, today’s lectures cover it all

By Sierra Rendon, Dental Tribune

In addition to the hundreds of products and technologies available for your perusal today in the exhibit hall of the Midwinter Meeting, a bevy of educational opportunities await you as well.

Today’s schedule includes a variety of diverse topics, including dermal fillers, digital photography, internal marketing, nutrition, sales strategies and social media. Here is a small sampling of courses you can attend today:

• "Ortho Tips for the General, Perio, Implant and Cosmetic Dentist," with Dr. Jean Furuyma. Room W184BC. Free. 3 C.E. hours.

• "Hands-on Oral Surgery Workshop for General Dentist," with Dr. Robert Edwab. Room W175A. $360 fee. 3 C.E. hours.

• "Stress, Burnout and Substance Abuse Among Dentists," with Dr. Michael Oreskovich. Room W470B. Free. 3 C.E. hours.

• "Bone Grafting: Simple to Complex," with Dr. Edward Amet. Room W471A. Free. 1 C.E. hour.

For more in-depth information on these sessions, or any of the other available courses for today’s schedule, pick up the official program near registration.
Helping kids to smile

Henry Schein, supplier partners donate products and services to ADA’s ‘Give Kids A Smile’

Henry Schein, the largest provider of health-care products and services to office-based practitioners, and its supplier partners joined with the American Dental Association (ADA), Colgate-Palmolive and DEXIS to sponsor the 10th annual ADA ‘Give Kids A Smile Day.’ In celebration of a decade of success for the ‘Give Kids A Smile’ program, Stanley M. Bergman, chairman and chief executive officer of Henry Schein, opened the NASDAQ stock market on Feb. 3.

Henry Schein Dental, the U.S. dental division of Henry Schein, serves as the exclusive professional product sponsor of ‘Give Kids A Smile Day.’ With the participation of 29 supplier partners, the company was once again able to support oral health-care screenings for more than 400,000 children throughout the United States.

Nationwide, almost 40,000 dental team volunteers, including more than 10,000 dentists, participated in events held in 1,600 locations. During the past decade, Henry Schein and its supplier partners have donated products and services valued at more than $1 million to the program. These supplies and products have supported the hundreds of millions of dollars of work done by dentists to help 4.5 million children.

According to the American Academy of Pediatric Dentistry, tooth decay affects children in the United States more than any other chronic infectious disease, including asthma, early-childhood obesity and diabetes. Untreated tooth decay causes pain and infections that may lead to problems in eating, speaking, playing and learning.

What’s more, according to the ADA, children living in poverty suffer twice as much tooth decay as their more affluent peers, and their disease is more likely to go untreated. The U.S. Centers for Disease Control and Prevention reports that oral health disparities exist for many racial and ethnic groups, but are most pronounced in children ages 2 to 4 and 6 to 8 years. A disproportionately high rate of tooth decay is found in 25 percent of children of non-Hispanic descent. A disproportionately high rate of tooth decay, about 80 percent, is found in 25 percent of children. "Each year, we marvel at the commitment and dedication of every segment of the dental community in this quintessential example of the power of public-private partnership," Bergman said. "With this year’s ‘Give Kids A Smile’ events around the country, we once again underscore the seriousness of the silent epidemic of cavities in children and the importance of proper oral health to prevent oral disease in at-risk children. Together, we can help the ADA fulfill its mission of eliminating cavities in U.S. 5-year-olds by 2020.”

In an effort to combat this epidemic, the ADA expanded the “Give Kids A Smile” program, which began as a single-day event, into a year-round effort to increase access to oral care for underserved and at-risk children.

“The tremendous success of ‘Give Kids A Smile’ during the past decade is a testament to the deep commitment of our membership and the dental industry to confront the critical issue of access to oral care for underserved and at-risk children in the United States,” said Dr. William R. Calnon, president of the American Dental Association, himself a volunteer in the program. “The ADA is grateful for the strong support of Henry Schein, DEXIS and Colgate-Palmolive, as well as our many other industry partners, in helping ‘Give Kids A Smile’ provide oral care for 400,000 children in need this year.”

During 2011, the “Give Kids A Smile” program expanded when the ADA, 3M ESPE and Henry Schein hosted a free oral health-screening event on Oct. 15 for Charlotte, N.C., NASCAR fans at the Charlotte Motor Speedway’s “Kid Zone” during the NASCAR Charlotte Race Weekend. In addition to oral health screening, treatment and education for underserved children, the festivities featured a visit from NASCAR star Greg Biffle, driver of the No. 16 3M Ford Fusion, whose car and uniform sported the “Give Kids A Smile” 3M ESPE and Henry Schein Cares logos during the Charlotte Bank of America 500 Race.

3M ESPE presented the hood of the NASCAR car to Calnon during the opening of the NASDAQ stock market Feb. 3. In April, the ADA, 3M ESPE and Henry Schein will again team up to provide oral care and education to underserved children at the NASCAR Sprint Cup Series 400 at the Richmond International Raceway in Virginia.

“We’re proud to support the great work of the ADA and Henry Schein on the ‘Give Kids A Smile’ program and bring new awareness for this important cause,” said Mark Gates, vice president, U.S. sales and marketing, 3M ESPE Division. "As a new father, Greg Biffle is a terrific ambassador to help share the message about improving dental health for children in need. And 3M ESPE is committed to building ‘Give Kids A Smile’ into an even more dynamic, robust program to serve many more children in the years to come.”
Clearfil S³ Bond Plus

Strong, Simple, Speedy...

Strength, simplicity, speed. All good things, especially when it comes to bonding agents. Now Kuraray Dental, inventor of the world’s first self-etch system for adhesive bonding, introduces Clearfil S³ Bond Plus.

The same great durability you’ve experienced with Clearfil S³ Bond, in an even stronger, faster-curing formulation.

5 Important Facts about Clearfil SE Protect

1. Antibacterial Cavity Cleansing Effect
2. Fluoride Releasing
3. High bond strength for Enamel and Dentin
4. Virtually No Post-Operative Sensitivity
5. Procedure is the same as Clearfil SE Bond

Buy 1 Get 1 Free

Limit: 3 per customer

Visit our booth (#3843) for these and other spectacular offers!

800-879-1676
KURARAYDENTAL.COM
600 Lexington Ave.
New York, NY 11022
By Bill Dickerson, DDS, LVIM
Founder and CEO of LVI

It’s well known that we in dentistry can change people’s lives through cosmetic or neuromuscular dentistry, building their self-esteem or eliminating a lifetime of CMD pain. I’ve always said we are blessed to be in a profession that is so important, where we can change people’s lives for the better. There are not many occupations out there than can say that.

But what is less known is dentistry’s ability to save people’s lives. What could be more powerful than that? Of course, I’m talking about treating obstructive sleep apnea (OSA), which takes the lives of so many people every year.

Most patients who suffer from OSA are unaware of this condition. To make matters worse, their physicians focus on the co-morbidities they present with, such as high blood pressure, GERD, etc. The physician then prescribes cures for such co-morbidities without looking for a root cause. Also, statistics show that nearly 85 percent of physicians who are not sleep specialists do not even “screen” for OSA.

I would like to share a very personal experience with this aspect of dentistry. My brother was OSA positive. He had gone to a sleep physician who sent him for a PSG and found he had an AHI of 36.4, which became 53.3 during REM sleep.

For those of you unfamiliar with these terms, that indicated my brother had severe obstructive sleep apnea. His lowest O2 saturation was 71 percent. He was in the risk category for an early death.

He was prescribed a CPAP, which he hated and wasn’t wearing regularly, but it got his AHI down to 10. However, it was pretty much worthless because he wouldn’t use it during sleep.

I made my brother an LVI Somnomed (lingualless), which he loved. But I had him do both CPAP and the appliance for a while. This was all done last February (a year ago), and he reported he felt great. Recently, he informed me he was no longer using the CPAP, just the appliance I made him, and we scheduled him to be retested.

His AHI was 4.8! That’s right — normal! His average O2 saturation was 95.3 percent with the lowest being 87 percent. Making it even better is that he only slept on his back 6.7 percent of the time, but that amounted to an AHI of 18 percent during these times compared to his 3.9 percent for non-supine positions (most of the time he slept on his left side). If he can prevent himself from sleeping on his back, he would be even better off.

It should be noted that we took the bite in his LVI neuromuscular position, and he only titrated the appliance 0.8 mm forward from that position.

For those of you who treat OSA, you will realize that is amazing. He has no trouble getting his teeth together after using the appliance and is totally comfortable using it with no adverse symptoms.

I would encourage every dentist out there to get involved in this area of treatment for your patients and would encourage all of you to take the “Physiologic Approach to Dental Sleep Medicine” at LVI to learn how to do this properly. All sleep programs are not the same.

Many of you know that our tagline at LVI is “Changing lives daily.” We should add, “Saving lives daily!”
Join the Growing Number of Dental Practices

Embracing the Best Injection Technology

Now, you can have peace of mind knowing that the WAND® “All Injection Technology” will:
- Reduce patient chair time
- Increase patient referrals
- Increase production

THE WAND® “ALL INJECTION SYSTEM”

WATCH US!!! IT ONLY TAKES 2 MINUTES!!!
STOP AT OUR BOOTH FOR A DEMO AND RECEIVE A FUN GIFT
NuSmile crowns: a ‘gold standard’ for pediatric patients

By Kristine Colker and Sierra Rendon
Dental Tribune

A restorative solution for pediatric patients with early childhood caries, NuSmile® crowns offer an esthetic alternative to traditional stainless-steel crowns.

“Our company is dedicated to beautiful, healthy smiles for all children. NuSmile anterior and posterior crowns are anatomically correct, stainless-steel crowns with the most natural-looking, tooth-colored facing available,” said NuSmile CEO and President Diane Johnson Krueger.

In 1991, NuSmile joined the effort to end the esthetics-versus-durability dilemma, introducing its proprietary approach to manufacturing coated stainless-steel crowns.

Dr. Michael Ignelzi Jr., a speaker here at the Chicago Midwinter, has lauded the use of NuSmile crowns in many of his sessions.

“I have used virtually all of the resin-faced stainless-steel crowns on the market and use NuSmile crowns because they look great and are durable,” he said. “I have literally placed hundreds of NuSmile crowns and can count on one hand the times that resin has been lost from a NuSmile crown.”

Dentists can quickly learn the NuSmile technique for properly fitting crowns.

“They are relatively easy to use, and they last the life of the tooth,” Ignelzi said. “I mainly use the NuSmile crowns to restore maxillary incisors. However I’ll opt for composite resin when the teeth are overcrowded.

“I have seen the changes in a little person’s life when rotten, decayed maxillary incisors are transformed by NuSmile crowns into beautiful, white, lifelike teeth. Many of my patients who have been restored with NuSmile crowns are very proud of their ‘new’ teeth.”

Ignelzi is speaking from 9 a.m. to noon today on “What’s New in Prevention” in a pediatric dentistry course ($90). The class offers three C.E. credits. Then, he speaks again from 1:30-4:30 p.m. today in a “Practical Update in Pediatric Dentistry,” ($90), which will provide timely and practical information for any practice that treats children. The afternoon course will also include more information about using NuSmile Crowns.

“NuSmile crowns are the gold standard when restoring maxillary incisors affected by early childhood caries,” he said.

Dr. Michael Ignelzi Jr. has had success with NuSmile crowns.

Here in Chicago

For more information about NuSmile primary crowns, head over to booth No. 1915. You can also call (800) 346-5133 or check out the website at www.nusmilecrowns.com.

See Dr. Ignelzi

Dr. Michael Ignelzi Jr. will speak today from 9 a.m. to noon and again from 1:30-4:30 p.m. The courses are $90 apiece and offer three C.E. credits each.

Ignelzi received his DDS, certificate in pediatric dentistry and Ph.D. in biochemistry and biophysics from the University of North Carolina at Chapel Hill. He received his certificate in orthodontics and dentofacial orthopedics from the University of Michigan. He is a diplomate of the American Board of Pediatric Dentistry. Ignelzi is currently engaged in full-time private practice limited to orthodontics and pediatric dentistry in Greensboro, N.C.

Ignelzi is also an adjunct associate professor in the department of pediatric dentistry at the University of North Carolina School of Dentistry. From 1995–2006, he served as a full-time faculty member in the department of orthodontics and pediatric dentistry at the University of Michigan where he taught in the clinics, lectured and treated patients in the dental faculty practice. Ignelzi enjoyed 19 consecutive years of funding by the National Institutes of Health. He has published more than 75 scientific articles, abstracts and book chapters and has made more than 175 presentations to national and international audiences on orthodontics and pediatric dentistry. Ignelzi has been interviewed live on radio and television and has been quoted in dozens of newspapers as well as Parents magazine, Redbook, American Baby, Prevention, Working Mother magazine, and Contemporary Oral Hygiene. He is a national media spokesperson for the American Academy of Pediatric Dentistry, a consultant to the American Dental Association’s Council on Dental Practice, and a former member of the American Academy of Pediatrics’ Bright Futures Early Childhood Expert Panel.
Go to the E4D booth # 2420 for more information

LEE CULP, CDT  •  ALEX TOUCHSTONE, DDS  •  SHANNON PACE BRINKER, CDA, CDD

CAD CAMigos
2012 Chicago Midwinter Meeting

Saturday, February 25th, 2012

Live: Digital Dentistry Solutions
Join three of the premier leaders in restorative digital dentistry as they showcase all the capabilities of chairside CAD CAM dentistry – LIVE

FTV301 - LIVE DIGITAL DENTISTRY SOLUTIONS
02-25-2012 9:30 am - 10:30 am

FTV301R1 - LIVE DIGITAL DENTISTRY SOLUTIONS
02-25-2012 11:00 am - 12:00 pm

FTV301R2 - LIVE DIGITAL DENTISTRY SOLUTIONS
02-25-2012 3:00 pm - 4:00 pm

Located at the northeast corner of the Exhibit Hall
Seeing is believing

Check out a product demonstration of BEAUTIFIL Flow Plus this week

Shofu Dental is holding product demonstrations at booth No. 4025, featuring its new injectable hybrid restorative, BEAUTIFIL Flow Plus.

This restorative combines hybrid-like strength and functionality, unique handling and stackability and a flowable delivery. Additionally, the material 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 is lauded as the next step in the evolution of restorative materials based on its convenient flowable delivery system and physical properties and functionality that rival leading hybrid composites.

Brian Melanakos, 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: Snaps on the front of the cone to reduce regulatory hurdles.

For more information about Aribex’s NOMAD hand-held X-ray technology, stop by booth No. 2036.

Here in Chicago

Speaking of exposure, many have questioned the safety of the device.

"As they should be, radiological devices are subject to significant regulation," Kaufman said. "Safety is our No. 1 priority, and we’re proud that more than 50 independent studies and evaluations have validated our position by attesting to the safety and efficacy of our products.

"While these evaluations have made it possible for us to gain additional regulatory approvals worldwide, we call on reluctant regulators to consider the overwhelming evidence that our handheld X-ray is safe.”

Kaufman said that the company continues to work with government health officials on a state-by-state basis to clear regulatory hurdles.

He says dentists from Illinois, Michigan and Minnesota who are interested in using handheld X-ray technology in the future are especially welcome to stop by the Aribex booth to discuss outreach initiatives that would make the handheld X-ray technology even more widely available.

As one dentist recently asked: Why should a child in Cambodia receive better care than one in Michigan?
Join the thousands of dentists who prescribe CAPTEK®

Learn why the re-engineered Captek Nano is healthy, more esthetic and stronger than ever before, and a preferred high quality and cost effective restorative solution for dentists worldwide.

“I use all ceramics and PFM. I need Captek.”
— Robert A. Lowe
DDS, FAGD, FICD, FADI, FADC
Charlotte, North Carolina

For more information and a list of Captek Certified Labs call
(800) 921-2227
or visit www.captek.com

3 WAYS TO Win!
when you Visit Booth #3011
1. First 100 visitors receive $50 Coupon
2. Enter to win $1,000 Credit towards Captek Cases in March
3. Enter to Win a FREE Captek Patient Sample

1. First 100 visitors to booth #3011 will receive a $50 coupon off a Captek Nano Case prescribed through a Captek Certified Lab showing at the Midwinter Meeting.
2. Winner will be drawn and notified on Feb. 27th. $1000 credit must be redeemed within the month of March.
3. Winner will be drawn and notified on Feb. 27th.

Learn what other dental professionals are doing to take advantage of high gold prices.

Cost Effective Full Gold Crowns

Argencco Y+®
All CAD Captek Brackets in Stock

Optimizing Refining Returns with Argen and Henry Schein

ARGEN®
(800) 255-5524
www.argen.com
Scenes from Thursday

Officials from the Chicago Dental Society join the folks from Sultan Healthcare Thursday morning for the official ribbon cutting of Sultan’s redesigned booth (No. 1411). From left: CDS President-Elect Dr. David J. Fulton Jr., CDS President Dr. John Gerding, and Doug Hawkins, Scott Sontag and George Rogiokos from Sultan. Also present was CDS Secretary Dr. Richard Holba (not pictured).

Get your picture taken in the photo booth at Troll Dental (booth No. 1205). It’s fun! Just ask Brooke Hesse.

Katherine While of Glidewell Laboratories (booth No. 4411).

Robin Goldberg, left, and Patti Guthrie of DentalVibe (booth No. 4334) flash their Academy Award-caliber smiles.

Meeting attendees visit the 3Shape booth (No. 1644) to get more information.

It’s easy to find the NSK booth (No. 3846). Just look for the large rotating handpiece.

Photos by Fred Michmershuizen, Dental Tribune
David Clinard of Beutlich Pharmaceuticals (booth No. 1525).

Renée Gold from Shofu Dental Corp. (booth No. 4025) shows off one of the company’s award-winning products.

Dr. Jordan Reiss offers an educational presentation at the Carestream Dental booth (No. 3021/3217).

In a green environment it is vital to maintain hazardous waste, Solmetex makes it effortless.

Attention Dentist, stop by booth #1332 during the Chicago Mid-Winter to receive a Blue Push-Button Flashlight. Ask how it can be used to assist you when viewing the level of sedimentation and changing the Hg5 Collection Container and sign up for our Newsletter (While supplies last).

Waste Compliance made easy

- Amalgam Recovery • Lead Foil Recovery
- Bio-Hazard Disposal • Sharps Disposal
  • Photo Chemical Recovery
  • OSHA Training Kit & Manual
  • Hg5 Series Amalgam Separator

Contact your local Solmetex dealer for more information

1-800-216-5505  www.solmetex.com  Trademarks are the property of their respective owners.  All services and products of Layne Christensen company are subject to change.
VELscope CEO Peter Whitehead holds up the company’s ‘2012 Dental Excellence Award,’ from DrBicuspid.com. Whitehead accepted the award Thursday morning at the company’s booth, No. 4213.

Photo/Sierra Rendon, Dental Tribune

Vanessa Damoth of Garrison Dental Solutions (booth Nos. 1007, 4603) offers product information to a meeting attendee.

Jodi Barber of OralCDx (booth No. 536/636).

Richard Liu of DentLight (booth No. 3717).

Alex Miller, left, and Shane McElroy of Meisinger USA (booth No. 1331).

Shane McAnalley, left, and Barbie McAnalley of SockIt! Gel (booth No. 4808).

Stacey Marsden, left, and Derik Stockdale of Kidzpace Interactive (booth No. 3837) know how to make a visit to the dentist fun for kids—and grownups, too.

Say goodbye to the shark! The folks at SS White (booth No. 3920) say they will be retiring the iconic fixture of their booth after this weekend’s meeting. Pictured from left are Joe Pappas, Erik Bangston and Moira Nolan.

Kelly Beauregard of SolmeteX (booth No. 1332) offers information on amalgam separation to meeting attendees.

Are you feeling lucky? Stop by at VOCO America (booth No. 2043) and spin the wheel for a chance to win samples or coffee. Pictured is Liz Elliott.

Are you feeling lucky? Stop by at VOCO America (booth No. 2043) and spin the wheel for a chance to win samples or coffee. Pictured is Liz Elliott.
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 CDS in Chicago 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 # 438 to qualify!

Call now to reserve your space and receive an additional shot to win!

(800) get - suni  |  www.suni.com/usa

---

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

Sunimac 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 April 2012.

Now, Share and refer images instantly via the web!

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.

Call to begin your FREE 30 day trial today!  |  (800) get - suni  |  www.suni.com
Introducing INCLUSIVE®

Comprehensive patient-specific

BioTemps® Implant TCS (Tissue Contouring Solution) custom components to ensure ideal soft tissue contours included

Inclusive® Tapered Implant and required drills included

As the only provider in the industry to combine dental device manufacturing capabilities with expert dental laboratory services, Glidewell Laboratories is uniquely positioned to offer a single-source, restorative-driven approach to implant treatment.

Prosthetic guide for ideal restorative placement included
The Inclusive® Tooth Replacement Solution was designed to address planning, communication and component issues known to complicate implant cases between surgical and restorative phases.

**Simple, Convenient, Affordable**

This all-in-one, restorative-based solution includes everything needed to restore a missing tooth. Custom, patient-specific healing, temporary and impression components ensure ideal soft tissue contours are created from the day of implant placement. Inclusive — everything you and your patients need.

$695*

*Complete case includes*

- Prosthetic guide
- Implant and surgical drills
- BioTemps® Implant TCS
  - Custom healing abutment
  - Custom temporary abutment
  - Provisional crown
  - Custom impression coping
- Prescription for final Inclusive® Custom Abutment and BruxZir® Solid Zirconia or IPS e.max® crown (delivered separately)

*Price does not include shipping or digital treatment plan. Inclusive Tooth Replacement Solution with digital treatment plan and surgical guide is available at an additional cost.

#Not a trademark of Glidewell Laboratories

FOR MORE INFORMATION: 800-407-3379  
www.inclusivedental.com
CAD/CAM through many eyes
A look at the E4D from a dentist, tech and assistant’s point-of-view

The age of CAD/CAM dentistry is here. Patients expect the latest technologies when they walk into the dental office, and today’s innovative equipment and technology solutions enable dental professionals to deliver consistent, high-quality patient solutions in a more efficient, time-saving manner.

The E4D line of CAD/CAM solutions offers a reliable technology without any compromise in function or esthetics.

We sat down with three of the premier leaders in restorative digital dentistry — Alex Touchstone, DDS, Lee Culp, CDT, and Shannon Pace, CDA, CDD — to hear how E4D has changed their lives from a dentist’s, technician’s and assistant’s perspective.

Dentist (Touchstone)

In 1995, barely six months out of dental school, I embraced chairside CAD/CAM and never looked back. That decision was the catalyst — more than anything else I have done in dentistry the past 17 years — for a new level of growth of my practice. Since then, I have placed more than 4,000 chairside CAD/CAM restorations, from single crowns to full-mouth reconstructions and veneers, for more than 1,000 patients. Through that experience, I learned these restorations offer the pinnacle of esthetics and longevity my patients demand.

About two years ago, I made the switch to the E4D Dentist system. I am amazed by the intuitive software, workflow efficiency and wide range of applications to functional/esthetic dentistry that E4D offers.

I highly recommend the E4D Dentist system to all clinicians who are interested in vastly improving both patient care and dental office profitability.

Technician (Culp)

I have been involved with digital dentistry for 15 years and have watched and guided its evolution during that time. As a laboratory technician/ceramist, I have been able to define a harmony between technology and artistry, using CAD/CAM as a basis for restorative excellence.

Today, 100 percent of my restorative work is created digitally, with the E4D system being the cornerstone of my digital foundation. At Microdental, we use E4D technology and run eight E4D mills 16 hours a day, to mill more than 150 e max and Empress units per day.

Using this technology, I am able to produce anything from a single unit to a complex full-mouth rehabilitation efficiently, predictably and with the same level of ceramic artistry that I have been accustomed to using with more conventional methods.

CAD/CAM technology has allowed me a completely different way of thinking, creating and communicating, which is simply not possible using conventional methods.

Assistant (Pace)

In 2008, Dr. John Cranham and I were invited to Dallas to preview the E4D Dentist system. We had both previously lectured on the CEREC® system and were asked to come for a private viewing of something really incredible. Right away, we both knew this was not like our system back home. We both knew this was different from the first scan to the mill. We were impressed with the fact that no powdering was required, with the user-friendly tools and with the milling unit with multiple bur selections that gave us crisp clear margins. I remember the first restoration I completed, saying to myself, “This changes everything!”

After hearing the vision of E4D and its concept of training, which included educating the dental assistant, we were sold.

The idea of having the assistant take on a more significant role, which frees the dentist to do more productive and clinically intense procedures, again changed everything.

I was asked to help develop the CAD/CAM Dental Designer (CDD) certification for dental assistants and technicians, which requires competency in CAD/CAM design, digital intraoral photography, the finishing of restorations and the exchange of ideas and information on E4D’s online forum. I’m very proud of the contributions I was able to make.

Dentists who are thinking of purchasing the E4D ask me all the time: “You had both. Which one should I choose?” I ask them who will be scanning, designing and milling the restoration: the dentist or the assistant? They always say, “I want my dental assistant to take it from start to finish.”

I tell them to get the E4D — it is strong enough for the dentist, but really made for the dental assistant!
Save $$$ at the Chicago Midwinters with ProRepair and ProScore

ProRepair

Double your warranty with a free ceramic upgrade. Include this ad with your highspeed handpiece repair.*

ProScore

EZ Press III™
Ceramic Package

Just $679.99
EZ Press III w/DVD • Smart Cleaner
6 XTend Rebuild Kits • Cap Wrench
Everything you need to begin and more.

Visit Us at Booth 2422

1-800-367-3674
www.prorepair.com
www.scoredental.com
prorepair@henryschein.com

* Ceramic upgrade available for billable rebuilds and turbine replacements on most highspeed models. Ceramic warranty is double the warranty of ProRepair Premium Services. Valid only through Henry Schein ProRepair® Division. 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 3/9/12. Promo codes CR100, CH50, CH40.
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:

- XTend™ Ceramic turbine
- Smart Cleaner
- Gaskets
- Coupler o-ring sets
- Handpiece cleaner/lubricant
- Detailed maintenance instructions
- 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.
Great impressions start with injections

Provide a memorable first impression with the new DentalVibe Injection Comfort System

By Steven G. Goldberg, DDS
Inventor of DentalVibe

We all know that first impressions are everlasting, and I’m certain you would agree that the first impression we make with a new patient is one of the most important factors patients judge us on when they decide if we are going to be their dentist.

After graduating NYU College of Dentistry in 1988, I opened my own private practice in Boca Raton, Fla. Sure, I was well equipped with the clinical skills necessary to begin a general practice, but I soon realized the very first impression I was making on each of my new patients who, thankfully, were coming to me was to hurt them with an injection.

Of course, I did everything I could to reduce the injection pain — using topical warming capsules, injecting slowly, shaking the lip — but there was still that dreaded pressure pain caused by the tissue distention as the anesthetic solution was injected within the oral mucosa, especially on the palate. I realized I no longer wanted to hurt my patients to help them.

It then became clear to me that I needed to find a way to alleviate intra-oral injection pain and help diminish the anxiety millions of people endure as a result of the fear of pain when going to the dentist.

Remember, dentistry doesn’t hurt. Fillings, root canals and even extractions are painless, once your patient has been anesthetized. But the injection you administer at the very beginning of the procedure hurts them.

Showing your patients you are willing to invest in the very latest in technology to make their treatment experience as comfortable for them as possible is one of the most important investments you can make.

After many years of scientific literature research, I invented the DentalVibe Injection Comfort System, now in its second generation.

This patented, award-winning device utilizes revolutionary VibraPulse technology to send soothing pulsations deep into the oral mucosa while an injection is being administered. This counter-stimulation is picked up by the submucosal nerve receptors, sending a message to the brain and effectively closing the neural “pain gate,” enabling the comfortable administration of intra-oral injections.

Adults and children report painless injections, and dentists report less stress during the injection process. The device is cordless, portable, nonthreatening and easily affordable. It has been receiving rave reviews all around the world from key opinion leaders in dentistry and has been featured on TV news networks nationwide.

This is one dental product that can be marketed to consumers because of its universal appeal. Nobody wants to feel pain, and these days, patients are no longer willing to accept it as they may have years ago.

To take advantage of that, Bing Innovations, the maker of DentalVibe, has launched a multi-million dollar consumer awareness campaign, including TV commercials, consumer print ads, cinema advertising, Internet banner ads, and a web-based dentist locator, which is driving new patients to those dentists who use DentalVibe.

Use the new DentalVibe Injection Comfort System in your practice and you, too, will make great first impressions that will last forever.
Use your smartphone to learn more.

See why the mighty Ti-Max Z95L handpiece should be a trusted part of your office.
Ti-Max Z95L is the mightiest of the NSK Ti-Max series handpieces – the most durable, high-performance electric attachments. Thanks to NSK micro precision engineering technology, “mightier” doesn’t mean noisier or bigger. Ti-Max Z95L is amazingly silent, with virtually no vibration. And, its smaller head and slimmer neck give you better visibility and posterior access. Comfortably crafted from solid titanium, the Ti-Max Z95L is lightweight, durable and corrosion-resistant. It’s the ideal handpiece for everyday use, including those “mighty” indications where power and reliability are key.

Introducing

Ti-Max Z

Smallest head & slimmest neck in electric attachments.*

Now available in the U.S.

*Global handpiece market as of 11/2011

Come see the Ti-Max Z95L, your next “must have,” at:

2012 Chicago Midwinter Meeting
NSK Booth #3846
February 23 – 25, 2012

To find your distributor:
888.675.1675
www.nskdental.us
From intraoral scan to final custom implant restoration

By Perry E. Jones, DDS, FAGD

This case demonstrates the optical scanning of Inclusive® Scanning Abutments (GlideWell Laboratories, Newport Beach, Calif.) utilizing the iTero® digital scanning system (Align Technology, San Jose, Calif.) with software version 4.0. Digital data was used with laboratory CAD/CAM protocol to create custom all-ceramic implant abutments and a four-unit fixed prosthesis. The abutments and fixed prosthetic were fabricated using advanced computer-aided milling technology.

Dental history

The patient was a 52-year-old healthy Hispanic male who sustained a traumatic avulsion and lost his maxillary incisors in an automobile accident. Following healing, a four-month transitional removable partial denture was constructed. He was seen by the oral and maxillofacial surgery service of Virginia Commonwealth University for dental implant therapy.

Treatment plan

The patient was informed of the alternatives, benefits and potential complications of various treatment options before deciding to pursue implant restoration of his missing teeth.

The treatment plan included placement of two Replace® Select Straight RP # 4.3 x 15 mm implants (Nobel Biocare; Yorba Linda, Calif.) with a 5 mm healing abutments, followed by a six-month healing period and restoration with all-ceramic custom abutments and a four-unit, all-ceramic fixed prosthesis to restore the anterior incisors to form and function.

Surgical procedure

Using local anesthesia, two Replace Select Straight RP implant fixtures were placed in the area of teeth #7 and #10, using standard Nobel implant placement protocol. Placement angulation and depth were verified and deemed satisfactory. Standard RP 5 mm healing abutments were placed, and the fully reflected tissue flap was closed with interrupted sutures.

Restorative procedure

Following six months of healing post implant placement, intraoral photos were taken to record and confirm the healthy remaining dentition. Osseous integration was confirmed with a panoramic X-ray, followed by resonance frequency analysis (RFA) using an Ostéll® ISQ implant stability meter with SmartPeg™ attachment (Ostell USA; Linthicum, Md.), which displayed an implant stability quotient (ISQ) of 78 on a minimum to maximum scale of 1-100.

Counter rotation with a torque wrench confirmed no rotation to 35 Ncm. The all-ceramic milled BruxZir® Solid Zirconia bridge was tried-in and examined for proper occlusion. There was "tight" anterior coupling for this case as evidenced by the history of provisional denture fracture. The occlusion was checked and presented as so precise that no adjustment was required.

The anterior view of the final prosthesis demonstrates optimal mesial-distal width, proportion, incisal edge proportion, pontic-tissue contact and excellent shade/esthetics (Fig. 4). Further, the occlusal view demonstrates an optimal incisal edge arch form. The soft-tissue lip position and speech phonetics appeared to be optimal.

Following the trial seating, the fixed bridge was removed, the zirconia abutment retention screws torqued to 35 Ncm, the abutment screws covered with cotton/Cavit® Temporary Filling Material (3M™ ESPE™; St. Paul, Minn.), and the prosthesis cemented with GC Fuji PLUStim (GC America, Alsip, Ill.).

* Note: Cadent (Carlstadt, N.J.) was acquired by Align Technology (San Jose, Calif.) in May 2011.

References


Here in Chicago

For more information about the Inclusive Scanning Abutments, stop by the GlideWell Laboratories booth, No. 441.
Meet The Latest Additions To The Gendex Family

Embodyed in a sturdy, ergonomic design, these dynamic extraoral imaging systems deliver high-quality repeatable radiographic results using efficient tools such as EasyPosition™ and easy-to-use touchscreens.

Learn more about the GXDP-300, GXDP-700 and the full line of Gendex imaging solutions at gendex.com

Driving Innovation Across The Nation...

We've covered a lot of territory so far, and our journey of "driving innovation" across the nation with new, innovative products is still in full-swing. Our North American Dental Imaging Tour is bringing a unique, hands-on experience with everything from intraoral sensors to 3D CBCT systems to cities all around.

Check out our site at ExperienceGendex.com for a tour schedule, live GPS tracking and a peek of what's inside! You can even tell us where to stop next!

Tour the bus near Registration today!

EVERY 100TH GUEST
WINS A DIECAST BUS!

NEW from Gendex!

Cone Beam 3D Imaging Systems
Panoramic X-ray Systems
Intraoral X-ray Systems
Digital Intraoral Sensors
Digital X-ray Phosphor Plates
Intraoral Cameras
Imaging Software

Check out our videos from the tour!

Gendex Dental Systems
www.gendex.com
Call toll-free: 1-888-339-4750

Gendex
Imaging Excellence Since 1893
Low radiation provides the safest environment for patients

_SuniRay Sensors incorporate radiation safety in their design_

**By Robert L. Ash**

Increasing case acceptance is not enough. “Acceptance” assumes that the patient has already asked for a case presentation or is at least somewhat interested in having a procedure performed. The idea is to give all of your patients a free simulated “Smile Evaluation” picture. This picture can then be taken home to show the spouse, family or friends. Providing these pictures to your non-cosmetic patients has been shown to dramatically increase the number of cosmetic cases that you book on a weekly basis.

“Cosmetic Dental Simulation” is a well-known technique that is proven to substantially increase your bottom line, yet remains unspoken by many dentists, due to previous technological limitations. Recent advances by SNAP Imaging Systems have now made this method so fast and easy, it can quickly be implemented into your workflow with minimal effort and a near-zero learning curve.

The resulting financial impact is impressive. With SNAP Cosmetic Simulation Software, even untrained personnel can produce convincing and natural-looking side-by-side, full face or close-up simulations in just a minute or two. SNAP’s automated procedures and automatic video help are a pleasant departure from the old days of “200-page users manuals” and two-week training courses.

If providing free cosmetic simulations results in an increase in your revenue of as little as 10-15 percent, that can translate into an increase in your bottom line of 20-30 percent. How is that possible? There are three reasons. Cosmetic cases are routinely much more expensive than non-cosmetic cases, they provide a higher income per hour and once the offer is covered by your normal workload, anything over this amount is calculated at a much higher profit rate. A more aggressive way of using cosmetic simulation involves renting a booth or table at a bridal show, health club or gym, and offering “free smile evaluation photos.” Regardless of whether your aim is to increase your patient base or to increase the revenue from your existing patients, you will find that cosmetic simulation is a fast and easy way to achieve that goal.

**By Suni staff**

In today’s hectic world, not a day goes by without just about everyone hearing, reading or talking with someone about the “Greening of America.” It has become a national pastime for many Americans to work diligently at ways to make the environment better for themselves and for their children. “Greening” doesn’t just mean finding ways to conserve the environment, it also means finding ways to protect one’s health and improve quality of life for today’s earthy inhabitants and tomorrow’s earthly dwellers.

Let’s examine health care. Remember the days when cigarette smoking was actively promoted on television across the country? Cocktails every night before dinner was the rule versus the exception?

In general, people didn’t think or worry that much about their health or their children’s health. Well, times have certainly changed in that regard. Even now to improve health care for our children, there is a national campaign headed by First Lady Michelle Obama to eradicate obesity from kids across the United States.

People are exercising more now than ever. People are running, and people are playing more sports. There is less alcohol and cigarette consumption, and people are striving for happier and healthier lives.

So, why not expect health-care providers to strive for a safer, healthier life for people everywhere as well. Why not narrow down the focus specifically on dentistry?

Dentists diagnose and treat problems with teeth and tissues in the mouth, along with giving advice and administering care to help prevent future problems. They also provide instruction on diet, brushing, flossing, the use of fluorides and other aspects of dental care. They remove tooth decay, fill cavities, examine X-rays, place protective plastic sealants on children’s teeth, straighten teeth and repair fractured teeth.

Let’s narrow the focus more and talk about X-rays. Yes, it’s true the amount of radiation to which patients are exposed is minimal in the grand scheme of things, but it is radiation just the same. Nowadays, safety to patients and staff should be, and in many cases is, a critical aspect in dentists selecting equipment to outfit their operators. With the advent of digital technologies to capture and evaluate intra-oral and extra-oral images, there are many, many choices in the dental marketplace.

In regard to intra-oral imaging, just a few short years ago, the standard of care was film-based X-ray exposure. Nowadays the standard is moving quickly toward digital sensor technologies to rapidly capture and almost instantaneously view and diagnose anomalies in patient’s mouths. The simplicity of digital capture has made it one of the fastest, if not the fastest, growing technology in dentistry. There are many intra-oral sensor technologies available on the market today. Some boast the best image quality, some the most comfortable and some the best price. Why not determine buying preference based on the safest technology – one that can assure the safety of patients, especially children, and staff with regard to any excess radiation exposure.

Suni Medical Imaging, with sensor manufacturing facilities in San Jose, Calif., places all its energies and expertise on just that – providing a product that minimizes radiation exposure while still producing diagnostic quality images for proper treatment and case planning. Suni’s proprietary technology marries the sensor components together in such a way that radiation is minimized. Thus, radiation safety rises to the top of the attributes that Suni sensors provide.

Utilizing the concept of ALARA – “As Low As Reasonably Accepted” – radiation exposure, Suni’s combination of sensor pixel size, scintillator and fiberoptic technologies, a piece of everything so speak, provides a diagnostic quality product that rates high in the safety category.

Let me explain a bit more. Pixel size relates directly to the quality of the resulting image. Usually, the smaller the pixel size, the higher the resolution of the image. But the higher the resolution, the more “noise” factors in to the image and it may appear a bit more “grainy” than one would expect. So, now what is a scintillator? A scintillator when it interacts with radiation generates light, which is then transmitted to the sensor chip resulting in the exposed image. Adding a scintillator to a sensor helps to minimize noise and, thus, make a better image.

Lastly is the fiberoptic plate. This plate allows visible light to pass to the sensor chip where the image is formed, but it does so in such a way that any excess X-rays are not permitted to pass. So, taking each of these technologies in perfect combination, one can create a sensor that rates high in the image-quality department and equally high in the safety department because it minimizes exposure to extraneous and potentially harmful X-rays. This is the basis of Suni sensor development.

In fact, a recent independent study quantified that the SuniRay sensor, Suni’s flagship sensor product, required less radiation to expose an image than many of the competitive sensors on the market today.

Safety is a right, not a choice, especially when it comes to our health and the protection of our children’s health. If you’re considering adding digital technology to your practice, or if you’re considering an upgrade to a newer technology, make sure safety is a prime component in your buying decision. It’s definitely in your and your patients’ best interest.
INTRODUCING MYDENTALPAD

Revolutionizing dental training

Action packed with 400+ live surgical videos, 3200+ photos, and custom animations. All the notes and instructions you’ll need, meticulously documented by leading doctors.

Benefits:

- Provides a highly interactive user experience that is designed to ensure knowledge retention and skills development.
- Serves as an on-demand refresher course to access training 24/7.
- Simple enough even for the most technology-challenged participants to use.
- All of the course modules are included.
- Enables you to maintain the integrity of the original training experience.
- MyDentalPad Kit includes 4 full-course bound manuals plus 5 bonus training models. (†Tablet sold individually)

Visit us at Booth #3418 to see MYDENTALPAD demo
Visit us at: handsontraining.com or mydentalpad.com
No interface degradation? It must be Ceramir Crown & Bridge

By Robin Goodman, Dental Tribune

Permanent and stable are words that bring peace of mind to many. Now, Doxa Dental brings this peace of mind to the dental office with Ceramir Crown & Bridge, a new bioceramic luting cement. You might wonder, "How can a new luting cement be any different than what is already out there?"

One difference is that Ceramir® has the unique ability to make tight and impermeable contact with tooth tissue that is stable over the long term. In fact, no cement is closer to natural tooth structure than Ceramir. This is because Ceramir fosters a build-up of nano-crystals that integrate with dentin and enamel, forming a biomimetic material that the company calls "nanostructurally integrating bioceramics" (NIB). The transmission electron microscope images, showing how at 20 nm (the molecular level) Ceramir integrates with enamel in vivo, are quite compelling and can be seen at the booth (No. 3248).

Another dramatic difference in comparison to other cements is that Ceramir creates an alkaline environment (high pH) that resists acid and bacterial decay. Thus, the product remains chemically stable in the oral environment over time. Because it was designed to be stable in an oral environment, Ceramic does not require optimal conditions for a good seal.

The questions on everyone's mind when discussing dental cement usually revolve around working time, setting time, film thickness and mechanical strength. Ceramir's working time is two minutes while its setting time is approximately five minutes. In addition, Ceramir meets the film thickness for well-fitting restorations by coming in at around 15 µm. Finally, Ceramir's mechanical strength was measured in terms of compression strength and, after 24 hours, was measured at 170 MPa.

Recall data from a two-year clinical study confirms that Ceramir Crown & Bridge demonstrates outstanding effectiveness with 0 percent sensitivity, 100 percent retention, 100 percent marginal integrity, 0 percent marginal discoloration and 0 percent secondary caries.

Ceramir Crown & Bridge is now available as Ceramir Crown & Bridge Singlecap and Ceramir Crown & Bridge Doublecap. Ceramir Crown & Bridge Singlecap is specifically designed for single unit restorations and eliminates waste while the original doublecap is still available for multiple unit restorations.

Ceramir Crown & Bridge cement is backed by 25 years of research and development by Swedish Professor Leif Hermansson and his wife, Irmeli, founders of Doxa Dental. Stop by the booth, No. 3248, to learn more about this unique bioceramic luting cement.
PERFORMS LIKE NO OTHER CEMENT YOU’VE EVER USED.

AND WE CAN PROVE IT!

Ceramir® Crown & Bridge – the first and only Bioceramic Luting Cement.

Now in Singlecaps for Economical Single Unit Cementation!

- 0% sensitivity
- 100% retention
- 100% marginal integrity

The results of a recent 2-year clinical study reveal that Ceramir Crown & Bridge is a superior luting cement with exceptional retention and marginal integrity. Different than all others, Ceramir is the only luting cement developed using a proprietary technology with a high pH that promotes self-sealing properties, supporting a permanent seal that will not degrade. And with Ceramir, clean-up is fast and easy.


Results of Two Year Clinical Study

<table>
<thead>
<tr>
<th>Retention</th>
<th>Marginal Integrity</th>
<th>Marginal Discoloration</th>
<th>Secondary Caries</th>
<th>Sensitivity</th>
</tr>
</thead>
<tbody>
<tr>
<td>100%</td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>


100% GUARANTEE

If you are not completely satisfied with Ceramir Crown & Bridge Luting Cement, simply return the unused portion for a full refund.

Show Special!
Buy 1-20-Pack Refill or 1 Starter Kit, Get a $25 Visa Gift Card FREE!*

Must mention promo code A1 at the Doxa Booth #3248.

Exclusively distributed by:
HENRY SCHEIN®
DENTAL
To Order Call: 1.800.372.4346 8am - 9pm (et)
Fax: 1.800.732.7023 24 Hours
www.henryscheindental.com

*Offer valid 2/3/12 - 2/25/12 in the US only. No substitutions. Gift cards fulfilled by Doxa Dental Inc, 1-855-DOXA-USA. Please allow 2-4 weeks for delivery of free gift card. Note: Participating in a promotional discount program (e.g., points, gifts or other special awards) is only acceptable if your practice does not bill any federal health care programs (e.g., Medicare, Medicaid or HMOs) for dental or pharmaceutical services, and, by participation, you agree that to your knowledge neither your practice nor your patients are reimbursed by such programs for such services. VISA® is a registered trademark of Visa in the United States. ©Copyright 2012 VISA. All Rights Reserved.

Visit Booth #3248, Chicago Midwinter Meeting

For more information and current clinical research visit www.CeramirUS.com.
Global handpiece manufacturer expands North American presence

NSK Dental invests in support, service and distribution to serve more practices

For years, NSK dental handpieces have had a strong base of devoted users in the United States and Canada, attracted to the reliable, user-friendly performance and reputation for quality. A word-of-mouth advertising strategy combined with highly targeted customer relationships has worked well for the organization. But the strategy has also meant that the company is often “the most loved by customers,” Gochoel said. “Not only will we address this need is that the S-Max Pico has gone on to also receive high interest from pediatric practitioners throughout the world.

“We know there are other needs out there that aren’t being met,” Gochoel said. “We want to provide options based on what customers are asking for. We love to solicit feedback through our office at (888) 675-1675 and through our microscope, www.nskdental.us.”

Key to the company’s ability to develop equipment in direct response to customer need is its commitment to controlling the entire manufacturing process. Nearly 90 percent of the 17,000-plus parts that go into the creation of its handpieces are manufactured in-house.

Focus on quality starts at the top

In addition to supporting its market responsiveness, NSK’s keep-in-house philosophy enables it to relentlessly control quality at every step of the development, testing and manufacturing process. “Quality is really the top priority for us,” Stiehle said, “especially for Eiji Nakanishi [NSK president and CEO].” Nakanishi, confirmed that statement: “Since the founding of the company,” he said, “we have adhered to very strict quality controls to make sure our products earn dentists’ satisfaction. We have strong policies on manufacturing almost all components in-house. Currently, about 90 percent of the mechanical components, including electric micromotors and high-speed ball bearings, are manufactured in-house. No other competitors can make ball bearings and micromotors in-house like we do now. This is one of our biggest strengths and competitive advantages.”

Based out of Japan, but frequently traveling the world, Nakanishi described his role at NSK as being able to ensure the global organization has a strong, motivated team in place with a clear understanding of what it takes to delight customers. “We have the engineering excellence needed to enable dental professionals to make their dream products real,” Nakanishi said. “We want to listen to the voices of dentists in order to develop very useful and wonderful products.”

Stiehle said responding to specific customer demand isn’t limited to a product’s purpose and function. “It’s not just that we offer a product in every category of dentistry from a clinical point of view,” Stiehle said. “It also means offering a range of price points.”

Cost sensitivity drives the company’s focus on providing one of the largest selections of coupler adapters available — to make it easier for practitioners to test-drive and purchase an NSK handpiece.

“Our intent is to make it as easy as possible to integrate an NSK handpiece into the practice,” Gochoel said. “By being compatible with virtually all competitor coupler systems, we eliminate the need to buy a lot of additional couplers or incur the expense of retrofitting all the operators. It’s just one more example of a smart, customer-centric focus.”

Rounding out the commitment to quality assurance, pricing options and responsiveness, is awareness that the ultimate customer is the patient. “I am a strong believer in the need to be aware that we are a medical device company and that, with that, comes a huge responsibility not just in terms of quality, but also comfort and safety of the patient,” Stiehle said.

“Why is it that I work so hard with the product but that I work so hard with the best product out there. That’s what is most important to us: the safety and comfort of the patient.”

(Source: NSK Dental LLC)

The S-Max Pico from NSK, with the world’s smallest head and neck size, owes its existence to dentists asking NSK for a better device to use with patients with smaller mouths. Now, the handpiece is also netting praise from pediatric dentists.

The S-Max Pico from NSK, www.nskdental.us

Dental President Mirco Stiehle. “We have very good feedback from the market so far. I am looking forward to working with dental professionals and learning more about what they want from us — because that’s where we’re coming from. We need to understand what we need to be doing to be successful in the United States. And that means providing products that fit customer demands.”

NSK is able to respond quickly and specifically to localized needs because it maintains complete in-house control of the manufacturing process. An example of how such a philosophy translates into real products is the NSK S-Max Pico, which has the smallest head and neck size of any handpiece on the market. NSK built it in response to requests from Asian markets with higher numbers of patients with smaller-than-average mouths. Interestingly, a bonus realized by the company’s willingness to address this need is that the S-Max Pico is compatible with virtually all competitor coupler systems, we eliminate the need to make it easier for practitioners to test-drive and purchase an NSK handpiece. “By being compatible with virtually all competitor coupler systems, we eliminate the need to buy a lot of additional couplers or incur the expense of retrofitting all the operators. It’s just one more example of a smart, customer-centric focus.”
See the **New** Scientific Breakthrough for Pain-Free Injections

**DentalVibe**
INJECTION COMFORT SYSTEM

BOOTH 4334

Put it to Work for You.
DentalVibe uses patented, award-winning technology to close the Pain Gate to the brain and help you deliver painless injections. The result is greater patient satisfaction, increased treatment acceptance, and added referrals.

**$100 OFF**

Bring this coupon with you to Booth 4334, at the Chicago Midwinter Meeting, February 23-25. This offer is good for up to 3 devices. Offer expires 02/29/2012.

Promo Code CMM2012

For more information call us at 1.877.503.VIBE (8423) or visit DentalVibe.com

30-DAY RISK-FREE TRIAL
Ask us about it.
Keystone shows off its new medal-winning mouthguard

By Fred Michmershuizen
Dental Tribune

Ever see them play water polo? Well, let’s just say it can get a little rough. Just ask Brittany Hayes, who won a silver medal at the 2008 Summer Olympics in Beijing as a member of the U.S. women’s water polo team.

“Getting my teeth knocked out was my biggest fear,” Hayes said. With her at the Keystone booth was Rick Merlo, who also won silver in Beijing as part of the men’s water polo team.

Hayes and Rick Merlo, who also won silver in Beijing as part of the men’s water polo team, both extol the virtues of the Pro-form Patriot Mouthguard by Keystone Industries.

Hayes, who has beautiful teeth and a beaming smile, told Dental Tribune that an uncle who is a dentist had impressed on her from an early age the importance of protecting her mouth while playing a sport with so much physical contact. She said she likes the Patriot mouthguard because it is easy to break in, is not extremely thick and, perhaps most importantly, it is easy to breathe through—which is obviously important for any physically demanding sport.

And it’s not just water polo players who have benefited from mouthguards supplied by Keystone. The mouthguards are also popular with players in the National Football League, the National Hockey League and the National Basketball Association as well as with many college football players.

Each mouthguard is custom fit for the wearer. According to Keystone, the important physical characteristics of mouthguard materials are tensile strength, softness and uniform density. The Pro-form laminate maintains these characteristics best because of its laminating process, which combines heat and pressure. Strength is enhanced because of the laminate’s multiple layers.

Features of the mouthguards include an anterior brace for extra protection, custom fitting for great oxygen intake, an easy-to-attach breakaway strap, a custom-made shock absorbing surface, excellent abrasion resistance and more.

Pro-form mouthguards are designed to protect both professional and amateur athletes from orofacial injuries, tooth fracture and concussions.

Recently, some new tie-dye designs have been added to the extensive line of Pro-form laminated mouthguards. They are all made using the same laminating procedure to insure the same Pro-form quality. They are also available in round.

To learn more, visit Keystone Industries at booth No. 4008 or visit the company online at www.keystoneind.com.
GROW YOUR REVENUES
by engaging your existing patients and attracting new patients to your practice

REDUCE YOUR COSTS
by completely automating many routine patient management activities

WOW YOUR PATIENTS
by giving them the self-service tools they need and the personal attention they want

Revolutionize your practice with RevenueWell: the automated practice marketing and patient communications suite that takes the hassle out of growing your business. The system works with your existing practice management software to attract new patients, promote your services to existing ones and increase patient satisfaction -- with very little effort from you!

CAMPAIGN MANAGER
Automatically recall your patients, follow-up on treatment plans and more!

APPOINTMENT MANAGER
Let patients request appointments online and automatically confirm each one

REPUTATION MANAGER
Get more appointments by getting found and selected online

REFERRAL MANAGER
Ask every patient for a referral without doing it yourself

PATIENT CONNECT 365
Reduce your costs and increase collections with online patient account access

online account access email SMS automated voice direct mail

See a demo at Patterson Dental booth 1016 or visit www.PattersonDental.com/AppStore

CDS MIDWINTER PROMOTION: 50% off one-time installation fee
U.S. EPA to propose dental rule requiring amalgam separators

By Al Dubé, National Sales Manager, SolmeteX

The U.S. Environmental Protection Agency (EPA) was scheduled to release a proposed dental rule in October 2011. The proposed dental rule has been released from the draft committee and is now undergoing a cost analysis.

Once this analysis is complete, the EPA will release the final proposal for public comment. Anyone has the right to comment on the proposal.

The company’s recent release of DEFEND Powder-Free Textured Nitrile Exam Gloves, “diffuser” (anti-fog) pleated procedural ear-loop mask with shield and more. DEFEND product sold goes to Autism Speaks, the nation’s largest and most effective autism science and advocacy organization. Mydent International also supports Dental Lifeline Network and ADA’s Give Kids a Smile through a variety of product donations.

Mydent International is dedicated to fully maintaining the DEFEND brand promise: “To provide the healthcare professional with the highest quality infection control products, disposables, preventatives and impression materials, as a one-minute kill time for human immunodeficiency virus-1.

This product is available in flavors like mint, cherry, vanilla/orange, root beer, tangerine and bubble gum.

Mydent also manufactures a variety of gloves and facemasks, including powder-free micro textured latex exam gloves, powder-free nitrile textured exam gloves, powder-free nitrate textured exam gloves, powdered professional latex exam gloves, “diffuser” (anti-fog) pleated ear loop and tie-on mask, DEFEND PLUS Pleated Procedural Ear Loop Mask, Pleated Ear Loop Mask with Shield and more.

The company’s recent release of DEFEND Powder-Free Textured Nitrile Exam Gloves (LITE) have quickly gained popularity. These latex free gloves, purple in color, are packed 200 per box to provide maximum value. They are also highly puncture resistant and provide great tactile strength and dexterity.

For 2012, Mydent International will continue to grow its product line by introducing DEFEND Prophy Angles, light-cured pit and fissure sealant, X-ray barrier envelopes, temporary crown and bridge material, dental needles, plastic triple trays, paper tray covers, bountiful caps and shoe covers.

Mydent International is also active in supporting charitable organizations. With autism rates estimated as high as 1 in 91 children, Mydent International feels compelled to take action. As a result, a portion of the profits from every DEFEND product sold goes to Autism Speaks, the nation’s largest and most effective autism science and advocacy organization. Mydent International also supports Dental Lifeline Network and ADA’s Give Kids a Smile through a variety of product donations.

Mydent International is dedicated to fully maintaining the DEFEND brand promise: “To provide the healthcare professional with the highest quality infection control products, disposables, preventatives and impression materials at affordable prices, supported by superior service and 100 percent customer satisfaction.”

Dental professionals are encouraged to take advantage of Mydent International’s free product sample program. To learn more, visit www.defend.com/freesamples.

(From: Mydent International)
DO YOU BELIEVE IN EARLY DETECTION?

VISIT OUR BOOTH AND GET YOUR VELSCOPE NOW!

BOOTH 4213
Kuraray offers CLEARFIL Bond System F

Kuraray’s legend dates back to 1926, in the town of Kurashiki, Japan, where it began as a producer of synthetic fibers. In 1978, Kuraray developed the technology that would redefine dentistry as we know it now, with the introduction of the world’s first dentin bonding agent, CLEARFIL BOND SYSTEM F.

Concurrently, Kuraray pioneered the first total-etch and the first self-etch technique on dentin and enamel. Today, Kuraray has set the gold standard for dental bonding agents with its revolutionary product released in 1999, CLEARFIL SE BOND. With this product, Kuraray has coined itself as a leader in bonds and adhesives.

Kuraray’s focus on adhesive dentistry makes it a true partner in the industry, the company says. With the creation of CLEARFIL SE BOND and Panavia products, Kuraray has earned its title as a leader in adhesive dentistry. The goal is to preserve dental health through longevity of the restoration utilizing the concept of minimal intervention. A strong chemical bond will hold a restoration in place without having to remove large amounts of tooth structure. With the development of the proprietary monomer, MDP, for more than 25 years, this strong chemical bond between the restoration and tooth structure can occur with virtually no post-operative sensitivity. For 2012, Kuraray is proud to present the dental industry with another ground-breaking bonding agent, CLEARFIL S3 BOND PLUS. This is an all-in-one, self-etching adhesive for treating enamel and dentin with only one liquid component and one application, making it a smart choice for the dental professional looking to save time while decreasing post-operative sensitivity. With CLEARFIL S3 BOND PLUS, phase separation is omitted, when compared with other competitive single-step bonding products. This product also contains the proprietary monomer, MDP, for a chemical bond, which offers the most advanced, one-step bonding system. Historically, one-step products demonstrate poor performance, creating the need for CLEARFIL S3 BOND PLUS. Low technique sensitivity and virtually no post-operative sensitivity go hand-in-hand with CLEARFIL S3 BOND PLUS. Originally introduced in 2005 as Clearfil S3 Bond, improved curing properties, new photo initiator, fluoride-release and a shortened self-etch time of 5 seconds are all improvements bringing it to the “PLUS” status. With many competitors, it is common for there to be many steps within a “single-step” product. Simplicity is the basis of CLEARFIL S3 BOND PLUS, there is no bottle shaking, no mixing, no multiple applications involved with this product (offered in a bottle or a unit dose applicator). This bonding agent perfectly complements a dentin or enamel bond when used with light-cure composites, and it can also be used for post-cementation and core build-ups in conjunction with CLEARFIL DC CORE PLUS.

Ease of use with outstanding performance and long-term results proves the Kuraray name within the dental industry, the company says. Dental professionals can rest assured when they see the Kuraray name within their dental practice, knowing that they have chosen the gold standard for their dental practice.

The new gem in the Denticator family

Hygienists have been talking, and Denticator has been listening

As the needs of clinicians continue to evolve, Denticator has simultaneously tailored its products to better serve its customers. Denticator is committed to making preventive dentistry more accessible, affordable and enjoyable for all clinicians by continuously delivering products that bring fun to the dental office, without sacrificing the quality dental professionals and patients both expect and deserve.

Denticator Emerald™

After extensive research, product development and continuous focus groups, Denticator has designed a disposable prophy angle that meets the needs of a clinician performing prophylaxis: the Denticator Emerald.

The Emerald’s most prominent feature is the ergonomic bend found in the prophy angle body. This extra 17-degree bend greatly enhances access to the posterior regions of the oral cavity. The bend also helps keep the operator’s wrist in a more neutral position during prophylaxis cleanings to decrease wrist fatigue and chances of further complications.

A latex-free, short cup was designed specifically for the Emerald. This cup features ridges on the outside to help guide paste and reduce splatter. These ridges also enhance stain removal — especially in interproximal regions — and help provide optimal cup flare. Moreover, accessing interproximal, subgingival, lingual, buccal and occlusal surfaces have been improved. Clinicians can use the outside of the cup to access lingual and buccal regions as well.

Additionally, the Emerald has an updated gearing system, designed to help it operate smoother and reduce vibration while running on slow-speed hygiene handpieces. The compatibility of the Emerald angle with slow-speed hygiene handpieces makes it usable for most clinicians, and the new gearing system provides an improved comfort for both the clinician and the patient.

Another enhanced feature is the subtle separation is omitted, when compared with other competitive single-step bonding products. This product also contains the proprietary monomer, MDP, for a chemical bond, which offers the most advanced, one-step bonding system. Historically, one-step products demonstrate poor performance, creating the need for CLEARFIL S3 BOND PLUS. Low technique sensitivity and virtually no post-operative sensitivity go hand-in-hand with CLEARFIL S3 BOND PLUS. Originally introduced in 2005 as Clearfil S3 Bond, improved curing properties, new photo initiator, fluoride-release and a shortened self-etch time of 5 seconds are all improvements bringing it to the “PLUS” status. With many competitors, it is common for there to be many steps within a “single-step” product. Simplicity is the basis of CLEARFIL S3 BOND PLUS, there is no bottle shaking, no mixing, no multiple applications involved with this product (offered in a bottle or a unit dose applicator). This bonding agent perfectly complements a dentin or enamel bond when used with light-cure composites, and it can also be used for post-cementation and core build-ups in conjunction with CLEARFIL DC CORE PLUS.

Ease of use with outstanding performance and long-term results proves the Kuraray name within the dental industry, the company says. Dental professionals can rest assured when they see CLEARFIL products on their shelves, knowing that they have chosen the gold standard for their dental practice.

Here in Chicago

To learn more about the Denticator Emerald, or any of Denticator’s other products, call (800) 227-3321 or e-mail info@denticator.com. To request samples or learn more about the company’s products, visit www.denticator.com or stop by the Denticator booth, No. 3925.

In hand with CLEARFIL S3 BOND PLUS.

Here in Chicago

Additional information can be found by visiting the Denticator booth, No. 3925, or by visiting online at www.kuraraydental.com.
-elite series™
for the elite hygienist

a complete line of prophy angles & cups:

- **-elite original™**
  external ridges for enhanced stain removal & splatter control
  
- **NEW -elite flex™**
  25% softer for more flex & flare than the elite original

- **NEW -elite extend flex™**
  19% longer than the elite flex

- **pointed polisher**
  versatile polishing accessory for improving access in tight spaces

For more information on Young’s line of prophy angles and cups, visit [www.youngdental.com](http://www.youngdental.com)

proudly made in the USA
Patterson Dental and RevenueWell get serious about practice marketing

Patterson Dental comes to this year’s CDS Midwinter meeting with a brand new product and a renewed focus on helping its customers succeed in the Internet age. Its new partner, Chicago-based RevenueWell Systems, developed a breakthrough online service that helps dental offices cut costs, attract new patients and engage existing patients with very little effort from the doctor and staff.

RevenueWell is an online system that uses information from the office’s existing practice-management software (e.g. Eaglesoft, Dentrix) to automatically communicate with patients, access accounts online and help practices send out highly targeted, effective marketing campaigns to the patient base.

One of RevenueWell’s main value propositions is its ability to completely automate more than 20 types of common patient communications. RevenueWell does this by analyzing each patient’s appointment, procedure and account data and sending them timely e-mails, postcards, letters, SMS messages and automated voice calls based on the practice’s settings. Some of these communications, like appointment confirmations, birthday cards, welcome packets and post-op instructions, are focused on improving the practice’s operations and delivering better patient care. Others are geared at bringing patients back into the office for recommended treatment and maintenance. This includes:

- Recall and reactivation communications that use a combination of e-mail, SMS and direct mail messages to ensure patients stay current with their hygiene appointments
- Expiring insurance benefits reminders that remind patients to use their insurance benefits before the end of the year
- Video treatment plan follow-ups, an industry-first feature that automatically follows up with patients who have had a treatment plan created for them but

Here in Chicago
For more information on the RevenueWell Systems, stop by booth No. 1016.

For more information or to see the Canon Rebel T3i for yourself, visit www.photomed.net or stop by the PhotoMed booth, No. 825, here during the Chicago Midwinter.

The Canon Rebel T3i is the first Rebel model to include the ability to work with wireless flashes. This feature was previously reserved for higher end, professional cameras and allows the T3i to work with modern wireless macro flashes.

Doing away with the flash power pack and cord results in a lighter, more balanced camera.

The Rebel T3i is an 18-megapixel digital camera that features an articulating LCD screen and a 1080p HD video mode.

PhotoMed offers two wireless flash options for the T3i as well as two traditional macro flashes and four macro lens options.

Every day, your hygienist sees a spot like this

OralCDx® is the only painless way to know it’s not precancerous

For 2012, OralCDx® provides many new benefits for your patients and your practice. Stop by the booth or call us to find out more.

877.712.BRUSH
www.sopreventable.com

See MARKETING, page 38
JOIN THE REVOLUTION IN ORAL CARE

SOCKIT!
ORAL HYDROGEL WOUND DRESSING

• Provides fast, constant, drug-free pain relief (true patient-controlled analgesia)

• Protects injured tissues from contamination

• Optimizes wound healing

"The ultimate in post-treatment care."
- Scott Benjamin, DDS

LEARN MORE!
WWW.SOCKETGEL.COM

VISIT US AT BOOTH #4808
to their patients, who hold the screen in their hands for quick and easy visual clarification. No computers or software are needed. Dr. Bob Clark, who invented DrQuickLook, says it’s all about increasing case acceptance.

In addition to the new, there is also the tried and true. Doxa Dental, for example, is offering its Ceramir Crown & Bridge bioceramic dental luting cement, which is designed for the permanent cementation of crowns and fixed partial dentures, as well as gold inlays and onlays, prefabricated metal and cast dowels and more. Stop by booth No. 3248 to learn more.

Many companies offer special promotions, show specials or giveaways at the Midwinter Meeting. At VOCO America (booth No. 2043), you can spin a wheel to win free product samples or even gift cards to Starbucks. And at Suni Medical Imaging (booth No. 439), you can practice your free throw technique and enter a drawing for prizes. If you’re lucky, you could win cool Apple products or even a vacation!

Of course, these are just a sample of the hundreds of offerings that await meeting attendees on the show floor. The exhibit hall is open today until 5:30 p.m. and Saturday from 9 a.m. to 5:30 p.m.
FUSION “DOES” more!
The FUSION transforms to Dental Oral Exam System

- Oral Cancer Detection Instrument
- Curing Light (5 Second Cure)
- Caries & Composite Detection
- Extra Magnification Illumination

VOTED “Fastest ROI” The dental instrument which pays for itself within 30 days.

“The smallest most comfortable loupe lights”

CMW SPECIAL
FUSION
FREE Curing Head w/purchase DOE NANO
$100 off of or buy 2 get 1 free
Booth #3717

Increased vision...
Increased revenue...
Increased oral care!

DentLight
www.dentlight.com
1-800-763-6901
FINALLY, AN INJECTABLE HYBRID RESTORATIVE FOR ALL INDICATIONS

NEW KITS!
Visit Booth 4025

BEAUTIFIL Flow Plus

- Indicated in classes I, II, III, IV & V
- Physical properties rival hybrids
- Stackable & sculptable; stays put
- Self-polishing "leveling-effect"
- High radiopacity, beyond enamel

BEAUTIFIL Flow Plus is the next step in the evolution of restorative materials, combining the delivery of a flowable and the strength, durability, and aesthetics equal to or better than leading hybrid composites.

Visit www.shofu.com or call 800.827.4638

Shofu Dental Corporation • San Marcos, CA