Renew your passion for dentistry at LVI

By LVI Staff

Welcome to the Yankee Dental Congress 2012, and congratulations on actively moving your understanding and professional success forward. It is only through excellent education that we can individually grow and develop as dental health professionals and, through that, build a practice that is not just successful but delivers comprehensive and high-quality care. As a patient, you expect the best care you can find. As a dentist, you want to deliver the best care possible. That takes us to the power of continuing education, and as dentists, we are faced with choices in this area. As a way to introduce you to the Las Vegas Insti-

tute for Advanced Dental Studies, or LVI, we want to outline what LVI is about and what void it fills in your practice. The alumni who have completed programs at LVI were given an independent survey, and unlike the typical surveys of dentists, 99.7 percent say they love being a dentist, and of those surveyed, 92 percent enjoy their profession more since they started their training at LVI.

While the programs at LVI cover the full breadth of dentistry, the most powerful and life-changing program is generally reported as being Core I, or “Advanced Functional Dentistry – The Power of Physiologic Based Occlusion.” This program is a three-day course designed for clinicians and their teams to learn about the power of getting the patient’s physiology on their side. In this program, clinicians can learn how to start the process of taking control of their practice and start to enjoy the full benefits of owning their practice and providing high-quality dentistry. Regardless of whether it is a solo practice or a group setting, every dentist can start the process of creating comprehensive care experiences for their patients.

We will discuss why some cases that dentists are asked by their patients to do are actually dangerous cases to restore cosmetically. We will discover the developmental science behind how unattractive smiles evolve and what cases may need the help of auxiliary health-care professionals to get the patient feeling better. The impact of musculoskeletal signs and symptoms will be explored as well as how the supporting soft tissue is the most important diagnostic tool you have — not simply the gingiva but the entire soft-tissue support of the structures, not just in the mouth but also in the rest of the body.

A successful restorative practice should not be built on insurance reimbursement schedules. An independent business should stand not on the whims and distractions of a fee schedule but rather on the ideal benefits of comprehensive care balanced by the patient’s needs and desires.

Dentistry can be a challenging and thankless business, but it doesn’t have to be. Through complete and comprehensive diagnosis, there is an amazing world of thank yous and hugs and tears that our patients bring to us — but only when we can change their lives. The Core I program at LVI is the first step on that journey. That’s why when you call, we will answer the phone: “LVI, where lives are changing daily!”

For more information, visit www.lviglobal.com.
Oral health care moves beyond ‘Open wide’

An interview with Dr. Veronica Sanchez, Global Scientific Communication ER Manager at Procter & Gamble

By Robin Goodman, Dental Tribune

What is the story behind the new motto on the booth, “Go Beyond Open Wide”? Dr. Veronica Sanchez: When you go to the dentist’s office, what is the first thing the dentist or dental hygienist says after you sit down in the exam chair? “Please open wide.” Thus, because Crest and Oral-B are partners with dental professionals, we want to make certain the care of their patients doesn’t end when they leave the dental office.

Care begins when they ask the patient to open his or her mouth wide, and it continues after the patient returns home and uses the recommended dental products over and over again. You’ll see when you look at our booth, compared to other dental conventions, that we have reshaped our booth in two ways. We changed the visuals that are used and the way that we are communicating and helping dental professionals to take care of their patients, given the different needs they may have.

In “Going Beyond Open Wide,” I see the company is presenting some very specific options. Would you please tell me about the options?

At Procter & Gamble, and especially at Crest and Oral-B, we say the consumer is boss. In our case, our consumers are dental professionals, so we have been in constant dialogue with them about what their patients are asking them for when in the dental office.

We discovered there are six specific answers patients were giving: better care of gingivitis, whitening, a daily cleansing routine, better care of sensitivty, the oral health of their children and oral-health concerns for those who wear braces.

In response to these answers, we designed six different regimens that are tailored to each of the concerns. In addition, in order to help the dental professional remember these six regimens so they can recommend them to their patients, we came up with archetypes.

For example, did you know that one of every two consumers in the United States faces gingivitis, meaning blood in the sink, when brushing? So this is 50 percent of the population at some point in their lives.

Gingivitis is serious, obviously, because if left untreated, it leads to periodontitis and tooth loss. We represent this pinnacle with Mount Everest, because it is something that can be prevented. We offer the best solution for this situation with our toothpaste, dental floss and toothbrushes because they are tailored to prevent plaque and gingivitis. This at-home solution is called Clinical Gingivitis System.

When we asked consumers how they would like to appear to others, the answer, especially from women, was usually, “I want to look beautiful.” When asked what makes them look beautiful, the reply was, “When I have white teeth.” In addition, when we asked dentists, they commented that this is one of the things that they believe their patients are in need of.

Crest and Oral-B have a wonderful regimen for whitening teeth called Crest and Oral-B 3D white. We not only have a paste that specifically whitens teeth, but there is also an electric toothbrush and a dental floss. More importantly, we have what I think is the best invention for everyone to achieve whiter teeth — it’s called the Crest 3D White Whitening Strips.

Today, these strips use our newest technology — called “advanced seal” — that really molds to the teeth. They are easy to use and assists with compliance. When patients use all of these products together, they are going to see whiter teeth in just one day. So this archetype is represented by a couple that is getting married, a day upon which everyone wants to look his or her best.

The next at-home solution is called System Whitening.

There are other people who don’t present any issues with their oral health, but they always want to make certain their mouth is clean and feels fresh to them. This archetype is represented by a man who is jogging. These are the many people who take care of their health by eating right, watching their weight and engaging in daily exercise.

For this group, we offer Crest and Oral-B with Scope, which has a paste, a rinse and an electric toothbrush. Each of these works together, so the user is going to feel his or her mouth is five times more fresh and clean by using these products in unison. This at-home solution is called System Daily Clean.

The other archetype is a group that has tooth sensitivity, and (this complaint) is one that dentists commented was the most often heard among patients. This at-home solution is called System Sensitivity, and it includes a new addition to the electric toothbrush that allows the user three points of control to prevent the application of too much pressure when brushing.

The next point of control is a part of Oral-B Professional Care SmartSeries toothbrushes, which have three modes of action: oscillating, pulsating and rotating. When the patient is brushing his or her teeth and is pressing too hard, the pulsating mode stops.

The next point of control is a light in the handle that turns on. These toothbrushes also have a SmartGuide, which is a coach that looks at you from the mirror and tells you how you are doing. When the SmartGuide shows a red unhappy face, the patient knows he or she is brushing too hard. So this is the first toothbrush that is coaching patients with sensitive teeth how to brush.

The next at-home solution is called System Kids and actually features two options, one that is called Oral-B Stages and the other that is Crest Oral-B PRO HEALTH FOR ME. Stages has three sections, for ages 4 to 24 months, for ages 2 to 4 years, and for ages 5 to 7 years. Each section was designed to address children’s dentition, dexterity and development as they grow.

PRO HEALTH FOR ME is the first complete collection of oral-care products specifically designed for 8- to 12-year-old patients. It features cool packaging, but what’s included prevents caries, strengthens enamel and freshens breath.

This system encourages children to get in the habit of using the different products, so they can achieve optimum oral health in conjunction with regular visits to their dentist.

The final at-home solution is called System OrthoEssentials, which includes four different products, one of which is the Oral-B Professional Care SmartSeries 5000 electric toothbrush with SmartGuide, plus Oral-B Ortho and Oral-B Power Tip brush heads. This SmartGuide is a bit different, however, in that it tells kids to brush for at least three minutes.

We also provide a system that engages the orthodontist, the general practitioner, the child’s parents and, of course, the child as well. The four of them form an agreement to follow certain guidelines so the money the parents are spending on orthodontics doesn’t go to waste.

So the goal of all of these systems is clearly for us to collaborate with the dental professional. After getting the kit from the dentist, the patients can purchase the consumable items they need — floss, toothpaste and mouth wash — by going to their local store in order to help them maintain their regime.

I understand that Crest 3D White Whitestrips now adhere better to teeth? What brought about this change?

When we spoke to consumers, they commented that after the 30 minutes of prescribed time wearing the strips, they would be slipping down a bit. They also didn’t particularly care for the fact that you couldn’t talk while wearing them, as people would notice.

In order to improve upon these hurdles, we contained the gel in a way that is perfectly to the mouth now so it doesn’t slip down. You can talk and even drink while wearing the strips now.

Dr. Veronica Sanchez, Global Scientific Communication ER Manager at Procter & Gamble (Booth No. 1005). Photo/Provided by Robin Goodman, Dental Tribune
Triotray Pro: Accuracy matters

Disposable dual-arch trays are popular tools for impression taking, but they do have a sometimes-undeserved reputation for inaccuracy.

Mindful of the perception, however, and seeking to produce a dual-arch tray that was unquestionably accurate, Triodent developed Triotray Pro, a reusable, rigid, stainless-steel tray with single-use mesh inserts.

Not only does the Triotray Pro produce impressions at least as accurate as those from full-arch trays, but like most of its dual-arch ilk, Triotray Pro uses less impression material, so the technique is quicker and it’s more comfortable for the patient.

According to Triodent, lab technicians love it, too, for its accuracy and the fact it’s easy to work with. "The Triotray Pro has been evaluated by a lot of labs, and the feedback is 100 percent — this is the tray labs would like their clients to use," Triodent CEO Simon McDonald said. "Remakes become a thing of the past when their dentists use Triotray Pro."

McDonald said the Triotray Pro completely overcomes the issues of distortion common to many disposable trays, and he said his new tray will produce upper, lower and bite registration impressions as accurate as any full-arch tray.

**Key features**

- **Stainless-steel frame:** The frame is made from polished stainless steel, which helps keep patient discomfort to a minimum, and cleaning is extremely easy. The frame manages to be very firm despite having a thin connector to fit behind the last molar.

- **Low-cost inserts:** One of the major benefits of the Triotray Pro is the low cost of the inserts. After the initial tray purchase, running costs are around half those of most disposable trays. The plastic rims of the inserts slot into grooves in the tray walls. The mesh is progressively passive toward the mesial end, allowing the dentist to record deep occlusal patterns accurately.

- **Any impression material will do:** Triotray Pro works with any impression material, so there’s no need to use a special rigid impression material necessary with many other trays, and because the flared walls of the tray lock in the impression, adhesive is optional.

- **Rigidity equals accuracy:** The lingual wall of the tray acts as a tongue retractor, keeping the tongue in a passive position where it cannot interfere with the impression, a major cause of distortion. Along with the tray’s general rigidity, this ensures the overall accuracy of the tray is remarkable.

- **Two sizes fit all:** The Triotray Pro comes in two sizes — large for when a wisdom tooth is present and small when it is not. Both trays are suitable for crowns and bridges, and they are ideal for making temporary crowns.

- **Easy clean:** The tray and the fresh impression are sent intact to the lab for modeling, as with any other tray. When the tray comes back, you simply rip or slide the old impression out of the tray, dispose of the impression, give the tray a wipe and autoclave it. Cleaning could hardly be simpler.

Here at Yankee
For more information or to see the Triotray Pro for yourself, stop by the Triodent booth, No. 2426
DENTSPLY Caulk has patented its integrated brush unit-dose delivery system used for Calm-It™ Desensitizer. U.S. patent No. 7,959,370 was awarded to DENTSPLY for its all-in-one unit dose dispenser that includes an integrated application brush. The built-in brush makes application of the desensitizing material easier and faster. The steps are simple: snap open the unit dose vial, apply and gently air dry.

Calm-It Desensitizer is fast and provides pain relief in seconds. It lasts, eliminating or reducing dentinal hypersensitivity and eliminating discomfort from cervical erosions for six months. Calm-it Desensitizer is well-tolerated by other dental materials such as restoratives, adhesives, cements, temporary materials and amalgams. Calm-it Desensitizer comes in a 6 ml bottle.

For more information, contact your local DENTSPLY Caulk distributor, call (800) 532-2855, go to www.caulk.com or stop by the booth, No. 2412.

RAZOR SCULPT

Razor Sculpt is a new generation of advanced trimming and finishing carbides that respond to a feather touch and carve an exceptionally smooth surface.

The unique cutting path provides efficient, chatter-free cutting while clearing excess material without gouging or striations often left by diamond instruments. The one-step finisher is optimal for both anterior and posterior restorations and for adjusting provisionals.

The Razor Sculpt finisher is available in five packs through authorized Axis Dental distributors.

For more information, call (800) 355-5063, visit www.axisdental.com or stop by the Axis Dental booth, No. 1927, here at Yankee Dental.

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