The new BIOLASE: Practice growth assured

In 2015, BIOLASE, a leader in the dental laser segment, has had quite a number of changes, including a new president and CEO; a renewed focus on placing customers first; new and improved products, such as WaterLase iPlus 2.0 and EPIC X; and its groundbreaking Practice Growth Guarantee.

“Having worked in dermatology for the better part of the last ten to 15 years and, before that, in a number of other businesses, I know that less than 10 per cent of dermatologists used lasers 15 years ago,” Nugent said. “Today, virtually every dermatologist has at least one or two lasers in his or her practice for real patient-practice benefits,” he stated.

“Coming into BIOLASE, I saw the profound differences that lasers can make in the practice of dentistry. It’s a market in need of improved clinical benefits, patient preference in terms of significant pain reduction, and practice growth opportunities for our primary audience, which is dentists.” To that end, Nugent said that one of the first things he did at BIOLASE was shut down its focus on any segment other than dental lasers.

“We’re essentially refocusing the direction of the company almost 180 degrees,” he said. “One of our objectives is that a minimum of 30 per cent of our revenue every year will come from new or improved products.”

This is in line with the company’s refocus on placing customers first. “Our commitment to the dental professional is the most important thing that we do,” Nugent said.

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New and improved products by BIOLASE include both EPIC X and WaterLase iPlus 2.0.

“We introduced a new diode laser, EPIC X, back in November, that is the result of a total focus on quality,” Nugent said. “And in February, we introduced the new WaterLase 2.0, which is a product upgrade offering significant improvements to uptime and functionality.”

Another new concept from BIOLASE is the Practice Growth Guarantee, which is an industry first in dentistry, according to Nugent. “The Practice Growth Guarantee is our commitment to dentists that we are going to guarantee that they will grow their practice by focusing on the seven core procedures identified by dentists as the most important,” Nugent said. “We assure them that we are going to work with them by providing practice marketing materials and more training assistance. With the increased ease of use of the WaterLase, it all works together to address the No. 1 need that we hear from dentists: growing their business. That’s not to diminish the dentists’ focus on clinical outcomes and patient needs, but they are business people and they want to build their practice.”

Practice growth could mean a number of different things, according to Nugent. It might mean more patients, it might mean more referrals or it might mean being able to treat many of the patients who before would have been sent elsewhere.

“We’re partnering with the dentist and, in six months, if you haven’t grown your practice, we’re going to come in and do an analysis and figure out why. And we’ll come back and give you more resources.”

BIOLASE believes that practice growth arises from clinicians enhancing patient experience.

“One of the things we’re really focused on is making sure that dentists retain more of their patients and don’t have to refer out or not nearly as many patients as they did before because they’re now capable of handling those procedures,” Nugent said.

For more information on EPIC X, WaterLase iPlus 2.0 or BIOLASE’s Practice Growth Guarantee, visit www.biolase.com.
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ANTHOGYR PRESENTS FIRST INSTRUMENT FOR AUTOMATIC OSTEOTOME

A solution for performing osteotomies through impacted crestral access, Osteo Safe from Anthogyr can be used for all indications related to implant site preparation and bone remodelling in the context of vertical bone augmentation.

A pre-calibrated automatic impact instrument, it is connected to a micromotor and is simple and quick to use owing to the sequence of four osteotomes for the placement of Axiom REG/FP implants.

Reproducible and precise, Osteo Safe allows controlled and regulated movement during impact. Clinicians can also hold the instrument with just one hand for improved visibility during implant surgery. Since it is atraumatic, it offers improved patient comfort and better safety, the company said.

In addition to Osteo Safe, Anthogyr has a number of other instruments and dental implants on display at EuroPerio.

PLANMECA IMPLANT PLANNING WORKFLOW

Planmeca offers a complete range of tools for implantology that cover the entire implant planning workflow—from presurgical planning to postoperative evaluation of the patient. The superior combination of CBCT and virtual prosthetic data creates the best possible basis for implant planning and open CAD/CAM, the company said. The advanced 3D data combinations, realistic implant libraries and sophisticated dental unit integrated devices are supposed to ensure the smooth planning of patient-specific implants in all situations.

The Planmeca Romexis software suite provides patient-specific information on bone density, the shape of the alveolus, as well as the height and width of the proposed implant site. According to the company, this increases the implant success rate, as operations can be planned meticulously and implants positioned predictably.

The software uses realistic implant, abutment and crown models from its own libraries. Users can import and superimpose a soft-tissue scan and crown design with CBCT data—providing the perfect environment for implant planning. Crowns can either be ordered from a dental laboratory or milled on-site with chairside equipment.

Planmeca says that Romexis enables fully guided implant placements with superior accuracy. The software suite provides a wide array of implant planning features, such as an implant alignment tool, a custom abutment editor and an implant extension option. The safety distances between implants and between an implant and a nerve can also be reliably defined by releasing a warning when the set boundary is breached.
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The NobelProcera Full-contour Zirconia (FCZ) Implant Crown combines full-contour strength that’s tough enough for the posterior with restorative flexibility that the Swiss company said is hard to beat.

CAD/CAM manufactured using high-strength translucent zirconia, and with the option to create angulated screw channels, the NobelProcera FCZ Implant Crown offers predictable strength, aesthetics and function. Suitable for all tooth positions, the strength of the FCZ Implant Crown ensures predictability even under the high occlusal forces of the posterior, which makes it an ideal restorative option for the molar region. According to Nobel Biocare, there is no need to worry about chipping either, as the full-contour nature of the NobelProcera FCZ Implant Crown removes the need for veneering.

The biocompatibility of the materials used represents an additional benefit by providing biological stability in the areas it matters most. Plus, being screw retained, the FCZ Implant Crown is completely cement free, avoiding the risks associated with cement excess entirely. Even the titanium adapter is mechanically retained.

As it can be placed in the posterior, the FCZ Implant Crown gives clinicians the chance to increase the number of screw-retained restorations they place. This means more patients treated with a restorative solution that is easier to maintain and retrieve, and without cement.

The NobelProcera FCZ Implant Crown is designed for use with Nobel Biocare’s extensive range of conical connection implants. Nobel Biocare implant systems and restorative solutions are tested together as one system, as they exist in the patient’s mouth. Combining Nobel Biocare components means all elements have been designed to work together for a perfect treatment outcome, the company said.

The possibility to use an angulated screw channel (ASC) allows the screw access hole to be placed anywhere between 0° and 25° in a 360° radius. This means it can be angled towards the front of the mouth for easy access even in the posterior. It also helps avoid placing the access channel on the cusp of a tooth, where it could affect occlusion.

Working on the restoration is further simplified by the Omni-grip Screwdriver. Its effective pick-up function and secure grip on the screw help the clinician to work safely and efficiently.

Natural-looking tooth colour is another benefit offered by the FCZ Implant Crown. Whichever of the eight available shades is used, the colour is applied throughout the material. This means adjustments can be made without having to worry about discolouration. It is also no problem to use cutbacks or staining to achieve the desired aesthetic effect, according to Nobel Biocare.

Patients, clinicians and dental laboratories all want restorations they can rely on. The NobelProcera FCZ Implant Crown possesses incredible strength for long-term predictability, but with restorative flexibility too. This way, the company said it is well on its way to becoming “the crown that rules them all.”

**EXPAZEN**

Fifteen years after the launch of Expasyl, ACTEON is once again revolutionising the field of gingival retraction. With the global launch to be anticipated at IDS 2015, Expazen is supposed to significantly improve patient care. The primary goal remains the preserving the periodontium, the company said.

Expazen is a paste with unique properties. With its optimally designed diameter tip, the capsule never penetrates the sulcus. It delivers a cord paste large and dense enough to effectively separate the marginal gingiva, without the risk of damage. Its viscosity has been precisely calculated for effective opening of the sulcus without damage to the epithelial attachment. Thus it is no longer necessary to wait for tissue healing.

Expazen becomes fully effective in less than two minutes. Owing to the material’s slowly solubility, it can be kept in the sulcus up to 12 minutes.

According to ACTEON, the Expazen capsules have been specifically designed to fit any kind of composite applicators.

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**PREPARED FOR TEPE ORAL HYGIENE PRODUCTS**

There was an era where ‘Song for Europe’ was a key annual family event that involved eating strange European foods and sitting on the sofa together as a family. In which the British excel, with the notion of dental hygiene products and tools for the end of the spectrum, with oral hygiene products and tools for manual disruption of the biofilm at the less exciting end. Less exciting perhaps, but equally important for all stakeholders in periodontal and general health.

Effective plaque control remains the mantra in periodontal disease, brushing twice daily for two minutes and interdental cleaning once a day. Big brush, little bridge equals periodontal health - not rocket science but certainly a ‘Song for Europe’... And one which TePe have sung for an impressive 50 years.

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**WE CARE FOR HEALTHY SMILES**

Patients, clinicians and dental laboratories all want restorations they can rely on. The NobelProcera FCZ Implant Crown possesses incredible strength for long-term predictability, but with restorative flexibility too. This way, the company said it is well on its way to becoming “the crown that rules them all.”

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