Crest Oral-B aims for ‘best-in-class experience’

By today staff

This year promises to be an exceptional one for Crest Oral-B, as The Procter & Gamble Company aims to bring a fresh approach to its Greater New York Dental Meeting booth and reveal exciting updates to its products and programs.

The Crest Oral-B booth here in New York offers an all-new experience that provides a main theater presentation and hands-on demos, as well as an interactive product counter and a Taste the Paste area. At the booth, attendees can check out the Oral-B Deep Sweep Power Brush, which the company says continues to “WOW” consumers.

Also, this year is the third year of the company’s successful Pros-in-the-Profession program, and it now has a new option for hygienists to nominate themselves, if they so choose.

To learn more about all of the company’s latest updates, today sat down with John Scarchilli, P&G Global Oral Care Scientific Communications, for a Q&A session to provide all of the company’s news.

Thank you for taking the time to talk to us today. Let’s start with what’s right in front of us. Your booth is attracting quite the crowd, and it looks like you’ve made some changes to it from past meetings. Could you tell us a little about these changes and what inspired them?

Of course. There are quite a few changes vs. past years. We’ve really focused on creating a best-in-class experience for dental professionals that results in a deeper understanding of how Crest + Oral-B partners with dental professionals to help improve patients’ lives. The all-new experience is open and inviting for professionals and includes an entertaining main theater presentation and hands-on demos to showcase the technology behind our products.

Additionally, we have an interactive product counter to drive hands-on engagement with our top technology and an iPad application that includes education about our product offering as well as a gaming feature for attendees to enjoy.

We’ve also designed a Taste the Paste area, which drives trial and awareness of the variety of paste options we offer, and we are providing to professionals the opportunity for photo opportunities with our Crest + Oral-B product characters or our iconic, spinning globe display that showcases the global presence of The Procter & Gamble Company. Finally, we, of course, wanted to “own” the color blue, so our Crest + Oral-B equity blue is brought to life throughout the full experience.

The great thing about the Crest Oral-B booth is there are a lot of things to see, but what happens if someone is running on a short time frame? What do you suggest they concentrate on?

I’d highly recommend that if you’re running short on time, you go through the Crest + Oral-B innovation station and main theater presentation. These
experiences will help dental professionals learn about our top technology, and they will hear our story that brings to life how Crest + Oral-B offers exceptional products and solutions that can help improve patients’ lives. To experience both, it will only take about 15 minutes.

Let’s talk about some of your products now. Which products are you focusing on for this meeting, and can you tell us a little bit about them? This year, we are highlighting a couple of great products and technologies in our booth. First, our Oral-B Deep Sweep Power Brush continues to “WOW” consumers. We call it the “Power WOW,” referring to that thoroughly clean feeling people get when they first switch from a manual brush to the Deep Sweep Power Brush.

The Oral-B Deep Sweep power brush head was designed to make it easier for a manual brush user to switch to power and get a better clean, up to 100 percent more plaque removal vs. a regular manual toothbrush. The size and shape of the brush head is similar to that of a manual brush and the deep sweeping bristles move side to side to compliment the way many people already brush. The Deep Sweep brush heads are compatible with any of our Oral-B Professional Care Series handles. Second, our Crest Pro-Health clinical gum protection product with stannous fluoride technology is proven to reverse gingivitis in four weeks. It does this in addition to providing effective cavity protection and sensitivity protection.

There are a lot of companies offering oral health-care products and services, as we can see from just looking around the exhibit hall. What makes Crest Oral-B products stand out from the crowd?

What makes Crest & Oral-B products stand out is the depth of understanding and consumer research that goes into our products. For example, when we studied how people are using their power brushes, we found that while many were moving the brush from one tooth to the next, others were moving and positioning the brush in a similar way to how they would use a manual brush. This inspired the Deep Sweep head, which is designed to work with the familiar brushing motion that is ingrained in so many people. The benefit is that manual brush users can make the switch easier and get power brush results.

Another thing I wanted to talk to you about today is the Pros-in-the-Profession awards program. For those who might not be aware of it, could you give us a brief description of the program?

Pros-in-the-Profession is a program sponsored by Crest and Oral-B. It is designed to recognize, reward and celebrate registered dental hygienists who go above and beyond the call of duty to promote patients’ oral health.

This year (2013/2014) is the third year of the program, and the nomination period is currently open. The contest period ends in February 2014, with the last of four winners selected on Feb. 15. Anyone can nominate a hygienist for the program, and this year, hygienists can even nominate themselves. There are four winners selected during the contest period. One has already been selected, and the other three will be selected in December, January and February, respectively.

In addition to a $1,000 cash reward and exposure and recognition within the dental trade, the winners will receive an all-expense paid trip to Oral-B’s Kronberg Innovation Centre in Germany in June 2014. They will get a behind-the-scenes look at what goes into designing, developing and testing the world’s best power brushes.

This year, you’ve decided to allow hygienists to nominate themselves instead of being nominated by others. What brought on this change, and how do you think it is going over so far?

We allowed hygienists to nominate themselves this year because we’ve seen so many brilliant stories in the past couple of years of the Pros-In-The-Profession program, and we wanted to ensure that our process allowed for all stories to be captured. We’ve been very pleased so far with the quality of the nominations and are continuously impressed with the dedication and professionalism displayed by registered dental hygienists.

If someone out there wants to nominate a hygienist in their life — or even nominate herself or himself — how would they go about that? And can they do that here at the show?

They can nominate someone here at the show, or they can go online to facebook.com/professionalcrestoralb on a computer (not a mobile phone). Is there anything else you’d like to talk about while I have you here? No, thank you very much for the time.
Orascoptic puts focus on ‘head-to-toe’ ergonomics

By Orascoptic Staff

For more than 30 years, Orascoptic has been designing and manufacturing award-winning dental loupes with the goal of improving the overall performance, safety and comfort of dentists and dental hygienists around the world. By introducing “head-to-toe” ergonomics, Orascoptic plans to become a new leader for the best ergonomic conditions in a dental practice.

Orascoptic's vision is that every health-care procedure in the world will be performed with superior visualization, under the best ergonomic conditions, to drive the best patient outcomes.

The company is working to achieve its vision through the research and development of cutting-edge dental technology. Much of the inspiration behind Orascoptic’s innovative products stems from its willingness to keep challenging the status quo throughout the dental industry.

Superior visualization

The people at Orascoptic believe that as long as health-care professionals need superior visualization under the best ergonomic conditions, Orascoptic will remain on the forefront of delivering quality and cutting-edge technology.

Orascoptic product developers are aware of the specific needs of the dental industry and engage dentists and hygienists to support new product development.

By listening to and interacting directly with customers, the Orascoptic research and development team is able to understand the needs of dental professionals and translate those needs into award-winning solutions. The resulting products are designed to deliver superior visualization while improving ergonomic conditions that can help prolong dental careers.

Orascoptic recognizes the repetitive stress and strain that a dental professional’s body is subjected to on a daily basis. After supporting better posture among health-care professionals for more than three decades with magnification, it should come as no surprise that Orascoptic is launching the BodyGuard® Pro line of ergonomic chairs.

BodyGuard Pro — saddle stool

The new Orascoptic saddle stool delivers an adjustable, antimicrobial seat that is uniquely built for all dental professionals. The BodyGuard Pro stool allows the clinician to move easily across carpet or hardwood floors with set casters; it reduces cleaning time with the new Silvertex antimicrobial fabric and provides a custom fit for all shapes and sizes. With four simple adjustments, the stool reduces lower back strain, provides an improved balance point and encourages proper sitting for dental practice.

The repetitive stress and strain on a body can take its toll — and Orascoptic’s saddle stool is designed to help dental professionals practice in comfort. When paired with the company’s award-winning loupes and LED headlights, the BodyGuard Pro stool puts dentists and hygienists one step closer to the complete “head-to-toe” ergonomic practice.

The Ultimatum — new frame for Orascoptic loupes

Developers at Orascoptic not only research and develop cutting-edge technology for superior visualization but follow the trends with frames that are iconic and fashionable. Orascoptic continues its partnership with the Italian designer Rudy Project and its world-renowned craftsmen to release the Ultimatum frame.

According to the company, the Ultimatum provides a stylish design that meets the high-quality and functionality needed to perform every-day procedures in a dental practice. This new frame is uniquely built for the dental industry, wearing safety glass criteria and available with side shields.

Magnification — Loupes

With Orascoptic, dental professionals can experience the difference that high-quality optics can make when performing dental procedures. According to the company, Orascoptic sets the industry standard with the high definition of its loupes, which are renowned for the strong resolutions they provide across a deep and wide viewing field.

Orascoptic loupes help dental professionals practice in comfort. The use of loupes has been associated with decreased back and neck pain, as well as reduced eye fatigue.

Orascoptic loupes are custom manufactured for your unique working distance, angle of declination and facial geometry. The company is so sure that a purchaser of one of its loupes will love it that it offers a 45-day money-back trial period.

All Orascoptic telescopes are also backed by a lifetime warranty, giving you piece of mind and helping to ensure that you will be enjoying your loupes throughout your career. Choose the magnification that is right for you.

Illumination — LED headlights

To complete the “head-to-toe” dental ergonomic practice, Orascoptic offers the perfect companion to your loupe system — an LED headlight. Its headlights will make it easy to navigate your work area and see the critical details that can be missed with the naked eye. Dental LED headlights provide shadowless lighting across the oral cavity to enhance visualization, improve depth of field and reduce eye fatigue.

Applying non-pulsating, constant-current technology, Orascoptic has created the award-winning Endeavour headlight. This lightweight yet powerful LED system features the miniature “gun-drop” headlight that delivers a high-quality focused beam for better visibility, as well as advanced “capacitive touch” controls.
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Kim Stevens, RDH, MBA, OM, has probably placed more NiteBite appliances than any other dental professional in the country. And it’s not just because every patient she has given the device to has found relief from their bruxing.

The more likely reason is that Stevens’ own lifelong battle with the condition was brought to an end by the simple device — turning her into a credible and persuasive representative.

“Other devices just protect the teeth,” Stevens said. “This one stops the grinding. It puts the jaw at rest. It’s a restful appliance.”

Representing the device’s supplier, Keystone Industries, Stevens is in the IQ Dental Supply booth (No. 2007) in the exhibit hall — and she is ready to show you how simple it is to custom-mold and place the appliance.

Stevens learned about the NiteBite two years ago after one of the dentists she works with in northeastern Missouri brought it back from a conference for his wife to try. It worked, and the dentists encouraged Stevens to try it. It worked for Stevens, too, and she was soon recommending it to patients suffering from grinding, clenching, pain, headaches and jaw joint syndrome (TMD or TMJ).

“I have not had one patient say it doesn’t work,” Stevens said.

So many NiteBites were being shipped to the small Missouri towns of Hannibal and Louisiana (home of the two practices Stevens is associated with) that the product’s inventor contacted her to find out what was going on.

That’s how Stevens ended up taking her NiteBite advocacy national (while continuing to work as a certified oral myofunctional therapist and hygienist at the two practices).

With more than 50 million people (one in six) in the United States experiencing symptoms of bruxing, the market for an effective appliance is immense. However, according to Stevens, the other options rarely provide actual treatment. NiteBite is different, Stevens said, because of its thin construction and placement within the freeway space, which is described as the distance between the physiological rest position and the first point of contact of the upper and lower teeth.

The effect is that the muscles relax — and people stop clenching and grinding their teeth. Associated headaches and tooth and jaw pain can also disappear.
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This article illustrates recent advancements by Glidewell Laboratories to improve the esthetic properties of BruxZir® Solid Zirconia restorations. As the lab’s research and development department refines its processes, improving the material’s translucency, the esthetics continue to improve.

First appointment
We will replace the PFM crowns on teeth #8 and #9 (Fig. 1) with BruxZir Solid Zirconia crowns (Glidewell Laboratories).

First, we take the shade. I use the VITA Easyshade® Compact (VITA Zahnfabrik), which displays the shade in both VITA Classical and VITA 3D-Master® shades. Next, I hold the selected 2M1 3D-Master shade tab to the tooth, along with the 1M1 3D-Master shade tab for contrast. We photograph the shade tabs in the mouth. I use an Ultraxent syringe to place PFG gel (Steven’s Pharmacy) into the sulcus of teeth #8 and #9. Next, I use my STA Single Tooth Anesthesia System® device (Milestone Scientific) to anesthetize teeth #8 and #9. The Razor Carbide bur (Axis Dental) easily cuts through porcelain and metal substructures, and when used in combination with my KaVo ELECTRotorque handpiece (KaVo Dental), it easily cuts through the existing PFM. I torque the crown with a Christensen Crown Remover (Hu Friedy).

After using a periodontal probe to ensure I have enough biologic width to safely remove some tissue (Fig. 2), I use my NV MicroLaser™ (Discus Dental) to remove 1.5 mm of tissue. With the margins exposed, I use an 856-025 bur (Axis Dental) and KaVo ELECTRotorque handpiece to drop the margins to the new gingival level. My assistant relines BioTemps® Provisionals (Glidewell Laboratories) on teeth #8 and #9 with Luxatemp provisional material (DMG). Using a thin, perforated diamond disc (Axis Dental), we open the gingival embrasures to avoid blunting the interproximal papilla and make sure the gingival margins aren’t overextended and the emergence profile is flat. We use TempBond® Clear™ (Kerr Corp.) to cement the BioTemps and loupes to inspect around the temps and gingival embrasures for excess cement.

Second appointment
After two weeks, we remove the temps and clean the preps with a KaVo SONICflex scaler. After trimming the gingival margin with the diode laser, I place an Ultrapan® cord #00 (Ultradtent), cutting the cord intraorally on the lingual to avoid any overlap. I place a second cord (Ultrapan cord #2E) before refining the preparation.

As I pack the top #2E cord on tooth #6, the top cord on tooth #9 exposes the margin (Fig. 3). Now we can begin finishing the preps using a fine grit 856-025 bur. Two moistened ROEKO Comprecaps (Coltène/Whaledent) are placed on the preps, and the patient bites with medium pressure for eight to 10 minutes. The Comprecaps are removed and the top cords pulsed.

We syringe medium body impression material around the preparations for the impression and take a bite registration. The temporaries are then replaced.

Third appointment
After two weeks, the temps are off, the BruxZir crowns are approved and we place a layer of desensitizer on the teeth (G5™ All-Purpose Desensitizer [Clinician’s Choice]). I use a Warm Air Tooth Dryer (A-dec) after applying both coats of the G5, while my assistant places Z-PRIME™ Plus (Bisco) inside the crowns. We then load the crowns with a resin-modified glass ionomer cement (RelyX™ Luting Plus Automix [3M/ESPE]) and seat them, using a pinewood stick (Almore International) to ensure they are fully seated and the same length.

In this “after” picture (Fig. 4), there isn’t any porcelain on these BruxZir crowns.

I’m not suggesting you suddenly switch all of your anterior restorations to BruxZir crowns, but you may want to consider using it for patients with parafunctional habits or old PFM, where an esthetic improvement is essentially guaranteed.
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By Shofu Staff

Bulk fill resin-based composites are continuing to evolve and improve in terms of quality and esthetics, but despite their growing recognition, many dentists continue to be wary of embracing these newly emerging products.

Recent laboratory research shows their performance has proven to be comparable to traditional multi-increment resin based composites. So why not switch?

Obvious advantages are available with bulk filling, including faster technique, fewer incremental steps that allow easier placement and potentially less voids because of mass placement.

However, on the opposite side of the spectrum, there could more voids present because of lack of control when the material is placed at one time. Adequate contact, shrinkage stress and polymerization in the deepest portions of the restoration are additional challenges that have made many dentists concerned. Such complications can result in serious consequences, including debonding of restorations, marginal gaps, discoloration, recurrent caries and patient discomfort because of post-operative sensitivity.

Thanks to advances in technology, dental professionals are now being offered a new alternative — BEAUTIFIL® Bulk Flowable, a bulk fill material with an innovative filler technology that addresses these legitimate concerns.

Shofu’s new BEAUTIFIL Bulk Flowable incorporates Giomer, surface pre-reacted glass filler particles (S-PRG), known to provide continual fluoride release and high recharge when fluoride concentrations are present in the mouth.

In addition to fluoride, S-PRG filler also releases five other ions: sodium, strontium, aluminum, silicate and borate, all with known bioactive properties. When exposed to concentrations of lactic acid, these ions contribute to an acid neutralization effect that demonstrates the healing benefits of Giomers.

Preventative properties

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Depth of cure

The Giomer (S-PRG) filler particles in BEAUTIFIL Bulk Flowable provide an ideally balanced light diffusion and transmission effect that allows the material to be completely light cured up to 4 mm of depth without being too translucent, a known shortfall of other bulk fill composite material.
These unique optical characteristics are derived from the tri-laminar structure of the S-PRG filler. Incoming light goes through the glass core but scatters on the surface, allowing an outstanding depth of cure and an opacity that matches the surrounding tooth structure. Finally, there is a material that can have both complete depth of cure and an esthetic, natural look when placed in the patient’s mouth.

Polymerization shrinkage and shrinkage stress
The hydrophobic nature of the Giomer filler allows a dense distribution within the resin matrix, thus a higher filler load with low viscosity can be achieved with BEAUTIFIL Bulk Flowable (72.5 width percent and 51.0 volume percent), which helps to reduce polymerization shrinkage and shrinkage stress.

Test results reveal that BEAUTIFIL Bulk Flowable has the lowest shrinkage stress amongst its leading competitors. Lower shrinkage stress can help to prevent postoperative sensitivity, marginal leakage and secondary caries.

Mechanical properties
BEAUTIFIL Bulk Flowable was cut and tested at 1 mm up to 4 mm depths to measure the Vickers Hardness number. The results showed more than 90 percent hardness at the top surface of each point, outperforming competitive products, according to Shofu, and also showed excellent curing properties to ensure complete polymerization when filled in 4 mm increments. The material exhibited impressive flexural and compressive strength and high radiopacity to enable accurate diagnosis, according to the company.

Self-leveling feature
A fast, simple placement procedure is enhanced with self-leveling properties for ideal adaptation in deep cavity preparations, according to Shofu. The BEAUTIFIL Bulk Flowable self-leveling feature reduces the need to manipulate material and further contributes to the faster and easier placement technique associated with bulk fill restoratives.

The choice is yours
BEAUTIFIL Bulk Flowable addresses dental professionals’ concerns and overcomes the challenges associated with the bulk fill materials that were first introduced. Combining preventive benefits of Giomer, low shrinkage stress, high depth of cure and an easy placement technique, BEAUTIFIL Bulk Flowable is the new Giomer bulk fill restorative you can trust.
There are many dental practices vying for new business, and one of the easiest ways to set yours apart is to provide unparalleled customer service. At Broadview Networks, we understand all the unique challenges dental practices face, including increasing revenue, improving patient satisfaction, boosting staff productivity and keeping operational expenses to a minimum.

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When integrated with Dentrix, OfficeSuite enables your employees to not only anticipate patients’ needs, but also to address multiple needs in half the time without any searching. They can also answer questions about prescriptions and treatments and collect overdue balances — all with one phone call.

Here at the GNYDM

For more information on OfficeSuite, stop by the Broadview Networks booth, No. 4733.
Preventive orthodontics: Is it a logical and predictive procedure?

Benjamin Franklin once stated that an ounce of prevention is worth a pound of cure. In the case of preventive orthodontics, it can logically be stated that an ounce of prevention is worth 1.1 pounds of cure.

In a study of the Nite-Guide® preventive procedure involving 167 treated cases compared to 104 non-treated children, Keski-Nisula et al (2008) found that at the end of the procedure there existed 1.9 percent remaining deviations compared to 34.1 percent in the control group. So as a result, Ben Franklin was almost on the mark when it came to preventive orthodontics (34.1/1.9 = 17.9/16 = 1.1).

This procedure usually involves wearing a preformed appliance called Nite-Guide (Bergersen, 1995) only while sleeping to guide the erupting permanent teeth into an ideal occlusion. Usually two appliances are involved (Figs. 1a and 1b), and the second and last appliance serves as the retainer until about age 12. Once the permanent teeth erupt straight, the adult collagenous fibers form to stabilize them, which can prevent future relapse.

Because crowding of the lower arch is the most common of the various elements of a malocclusion and, because its orthodontic correction typically occurs at about age 12, the fibers are well-established by this time and usually result in about 75 percent relapse post-retention (Little et al, 1981; Little et al, 1988).

It is logical therefore, to concentrate on the developmental results that are most applicable to the lower arch. A graph (Fig. 2) of crowding changes in non-crowded (Mooreees, 1959) and crowded (Bolton Sample / Bergersen, 1966) non-treated sample cases show that the major developmental increases in incisal crowding occurs during the eruption of these teeth.

Once they are fully erupted, they retain the crowding during further growth of the jaws to age 17. Both groups start out in the deciduous dentition quite similarly; however, by age 8, after the full eruption of the permanent lower incisors has occurred, the resultant crowding is considerably different.

If a preventive technique were to be initiated at the start of the incisal eruption period, a result might occur that would more resemble the non-crowded sample of Mooreees.

Can this increase in crowding be predicted? Referring to Fig. 3, it is easily seen that different degrees...
of crowding occur depending on whether a child has deciduous mandibular interproximal spacing, closed contacts or actual incisal crowding at 4.7 years of age.

This observation of the mandibular arch is probably the best predictor of potential crowding of all the possible variations according to statistics. Fig. 4 indicates the risk for crowding by age 8 from the observation of deciduous incisal spacing at 5.7 years. Obviously, incisal spacing of 3 mm or less will result in a future crowding risk of 83 percent or higher, which would be a strong indication for preventive intervention.

Another significant principle is to count the number of broken contacts of the lower adult incisal area before or during their eruption. Potential broken contacts can be predicted before the adult incisors break tissue (Fig. 5), and they do not self-correct as further eruption takes place (Schwarz, 1932). These broken contacts can predict both the risk of crowding, stated as percentages, as well as the amount of expected crowding (Fig. 6).

It should be observed that there is little change in the lower incisal dentition once the incisors are fully erupted (Fig. 2). This indicates that a preventive or interceptive procedure should ideally be initiated as the first adult incisor breaks tissue at around 6½ years of age. Once the teeth are fully erupted, adult collagenous fibers begin their development in order to stabilize these teeth.

Any attempt to correct crowding after the full eruption of these teeth has to deal with the resistance that these fibers produce. An important study (Sanin et al, 1973) indicated that lower incisors that erupt straight at age 8 remain straight 82 percent of the time by age 14, and those that erupted crowded at age 8 remained crowded or increased their crowding by 14 years of age 89 percent of the time.

This research study is very compelling for early intervention in order to obtain straight teeth prior to the collagenous fiber development for their optimum retention. In conclusion,
preventive orthodontics is a logical procedure and with a careful analysis of the deciduous dentition prior to age 6, can provide important predictive information to aid in the diagnosis of an early developing malocclusion.

References

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Jacob K. Javits Convention Center
Sulzer Mixpac staff announced it has gained an order that finds certain dental mixing tips made by Shanghai NSJ Hardware Ltd. (NSJ) infringe Sulzer’s Colored Dome trademarks and violate a prior injunction.

On July 11, 2013, the U.S. District Court for the Southern District of New York entered an order that confirmed certain dome-shaped clear body mixing tips made by NSJ of China were prohibited by a prior permanent injunction and found NSJ in contempt for continuing to sell them.

On Nov. 13, 2013, the New York Magistrate judge also recommended that NSJ be sanctioned for the violation of the injunction by ordering it to pay damages to Sulzer and to pay a fine to the court. NSJ is prohibited by the orders from advertising, distributing, selling or offering for sale the clear body mixing tips or any colorable imitations of them in the United States.

MIXPAC mixing tips are an industry leader for two-component static mixing solutions for dental applications, according to Sulzer. The mixing tips have a unique registered trademark dome shape and candy colors (yellow, teal, blue, pink, purple and brown) used with a materials cartridge. The MIXPAC system is also protected by U.S. and certain foreign patents.

MIXPAC dental products are made exclusively by Sulzer Mixpac at its automated factory in Switzerland, where strict quality control, close tolerances and rigid cleanliness standards produce mixing tips of the highest quality, safety and reliability, according to the company.

Sulzer Mixpac is committed to protecting its markets and products. Genuine MIXPAC tips can be identified by the MIXPAC name stamped in the top beveled edge of the tip.

About Sulzer Mixpac
Sulzer Mixpac Ltd. is a leading manufacturer and supplier of cartridge-based metering, mixing and dispensing systems and disposable mixers for reactive multi-component materials. The head office is located in Switzerland. Subsidiaries are located in the United States, Denmark, United Kingdom and China.

Dental mixing tips copier held in contempt
By Sulzer Mixpac Staff

Sulzer Mixpac succeeds against product piracy

Here at the GNYDM
For more information on MIXPAC mixing tips, stop by the Sulzer booth, No. 5815.
For almost a decade, Aribex has been quietly ripping the X-ray system off the wall and putting it into the hands of the dental team. Aribex manufactures a handheld, completely mobile X-ray system called the NOMAD.

According to the company, one NOMAD does the work of multiple, wall-mounted X-ray systems, which can save the typical dental practice thousands of dollars in equipment costs. Moreover, because the NOMAD enables dental team members to safely and effectively stay with their patients during X-ray procedures, a bitewing series can be completed in half the time required by a wall-mounted system.

Unlike conventional wall-mount and portable X-ray systems, the NOMAD is lightweight, rechargeable (battery-powered) and can go anywhere. Dental professionals around the world have been choosing the NOMAD as their preferred X-ray device, with almost 13,000 NOMADs now in use.

Building upon the successes of previous innovation and design, Aribex recently introduced the NOMAD Pro 2, providing the same mobile convenience and cost savings as previous models while increasing durability and performance.

“The Pro 2 is exactly what our customers want,” said Ken Kaufman, general manager of Aribex. “We asked our customers how we could improve our marquee product. We listened, designed prototypes, asked for feedback and iterated until we met their requests. The end result of all of that hard work is the Pro 2. It’s simply the world’s best handheld X-ray system yet.”

The newly designed battery hand-set with infrared connectors, together with a new charging cradle, improves the system’s durability and boosts battery performance, said Kaufman. “One consistent comment we heard from our customers focused on the charging station,” said Kaufman. “Our engineers spent hours working with customers, researching new solutions. Our final design is a big improvement, and our customers will agree.”

Kaufman said durability also is enhanced by a re-engineered user interface that is more scratch and moisture resistant. “The operatory environment can be hard on equipment, particularly with our products that are easily carried from operatory to operatory,” said Kaufman. “The NOMAD Pro 2 will stand up to repetitive antiseptic and cross-contamination control.”

Save on (or win) a new NOMAD Pro 2
If you have an old, 8.5-pound, working NOMAD Dental, and the improved, sleeker, 5.5-pound NOMAD Pro 2 sounds appealing, visit www.aribex.com/trade-in to learn how you can get a $1,400 rebate when you trade in for a NOMAD Pro 2. Trade in the oldest NOMAD out there, and you’ll be in the running to win a free NOMAD Pro 2.

To learn more, contact your equipment dealer, an Aribex sales representative or visit www.aribex.com. “We’re excited to show our customers our new innovations and enhancements,” said Kaufman. “We invite our customers to visit our exhibit at booth No. 4131 at the Greater New York Dental Meeting for a special demonstration of our new NOMAD Pro 2.”

For almost a decade, Aribex has been quietly ripping the X-ray system off the wall and putting it into the hands of the dental team. Aribex manufactures a handheld, completely mobile X-ray system called the NOMAD.

According to the company, one NOMAD does the work of multiple, wall-mounted X-ray systems, which can save the typical dental practice thousands of dollars in equipment costs. Moreover, because the NOMAD enables dental team members to safely and effectively stay with their patients during X-ray procedures, a bitewing series can be completed in half the time required by a wall-mounted system.

Unlike conventional wall-mount and portable X-ray systems, the NOMAD is lightweight, rechargeable (battery-powered) and can go anywhere. Dental professionals around the world have been choosing the NOMAD as their preferred X-ray device, with almost 13,000 NOMADs now in use.

Building upon the successes of previous innovation and design, Aribex recently introduced the NOMAD Pro 2, providing the same mobile convenience and cost savings as previous models while increasing durability and performance. “The Pro 2 is exactly what our customers want,” said Ken Kaufman, general manager of Aribex. “We asked our customers how we could improve our marquee product. We listened, designed prototypes, asked for feedback and iterated until we met their requests. The end result of all of that hard work is the Pro 2. It’s simply the world’s best handheld X-ray system yet.”

The newly designed battery hand-set with infrared connectors, together with a new charging cradle, improves the system’s durability and boosts battery performance, said Kaufman. “One consistent comment we heard from our customers focused on the charging station,” said Kaufman. “Our engineers spent hours working with customers, researching new solutions. Our final design is a big improvement, and our customers will agree.”

Kaufman said durability also is enhanced by a re-engineered user interface that is more scratch and moisture resistant. “The operatory environment can be hard on equipment, particularly with our products that are easily carried from operatory to operatory,” said Kaufman. “The NOMAD Pro 2 will stand up to repetitive antiseptic and cross-contamination control.”

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Owandy is a manufacturer of dental imaging solutions, and its leadership team describes its latest imaging system as being one of the most unique imaging units available today. According to the company, with the launch of the I-Max Touch 3D panoramic imaging unit earlier this year, dental professionals everywhere have been able to experience unprecedented simplicity and functionality, thanks in part to the innovative product’s SimPlant Pro software.

SimPlant Pro – by Materialise, a supplier of treatment planning software, provides a library that continues to grow, with a combination of more than 8,000 compatible implants and abutments. It creates surgical drill guides (stents) for effective placement planning and technical assistance.

All of this functionality can be easily accessed in the palm of your hand with the new Team-Up! app from SIMPLANT.

The app facilitates team communication on SIMPLANT cases and is described as being an effective communication tool to use with patients to compellingly explain the benefits of the dental implant treatment plan. This application for iPad not only enables you to share and view SIMPLANT cases but also helps you easily communicate with everybody involved in the process.

Implant surgeons can now easily team up with their referral dentists, labs and other professional colleagues to discuss an implant planning case – all within the secure environment of the SIMPLANT cloud.

New Team-Up! app
Dental professionals who purchase the Owandy I-Max 3D from now until the end of December will receive a free iPad Air to enable them to immediately take advantage of the benefits available with SIMPLANT’s Team-Up! app.

With Owandy’s pursuit of innovation, through the use of controlled laser beams for accuracy, the I-Max 3D panoramic unit allows for universal and precise patient positioning – even for patients with reduced mobility. The acquisition modes feature significantly reduced radiation exposure, resulting in a higher level of patient safety.

The I-Max Touch 3D flat-panel high-definition sensor combines 2-D panoramic and 3-D images acquiring true panoramic and cephalometric X-rays – not just reconstructions – from the 3-D volume. The I-Max 3D offers an enhanced field of view of 9-by-8 centimeters, enabling the entire jaw to be imaged in a single exposure along with 16 panoramic and cephalometric program view options for a more precise diagnosis.

“The I-Max Touch 3D provides an economic solution with high image quality,” says Anish Patel, president of Ashtel Dental/Owandy USA. “The reliable, user-friendly system enables dental professionals to plan an implant procedure quickly, accurately and effectively. The end result is a safer procedure for patients with better outcomes for the clinician.”

The I-Max Touch 3D is the evolution of the I-Max Touch, a 2-D panoramic/cephalometric unit with a long record of success, according to the company.

By changing the sensor, and adding SimPlant Pro 3D imaging/treatment planning software, with a no-charge acquisition PC for volumetric data reconstruction, the original I-Max Touch 2D can be upgraded to provide CBCT (3-D) images. The unit also is 100 percent compatible with the company’s native QuickVision imaging software that is bridgeable to most practice management software.

For additional information about the I-Max Touch 3D, you can visit the company at www.owandyusa.com.
Together We’re Helping Health Happen

Henry Schein Cares, our global corporate social responsibility program, is a source of pride for Team Schein Members around the world. Through many activities, we “help health happen” by expanding care to underserved populations.

One way our customers can assist the important work of Henry Schein Cares is through participating in our Calendar of Caring programs. Throughout the year, we offer special products for purchase, a portion of which will be donated to the Henry Schein Cares Foundation in support of health-related causes. Together we can do more!

Make an impact!
Help us broaden access to health care around the world.
Please visit www.hscaresfoundation.org to make a donation or learn more about our programs.

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The Henry Schein Cares Foundation, is a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code of 1986, as amended. Contributions are tax-deductible as provided by law.
NSK launches new products in 2013, plans more for 2014

Engineers start with patient safety and handpiece efficacy, then keep improving versatility, accessibility, visibility, maneuverability and practitioner comfort

By Robert Selleck, today Staff

More than 17,000 individual parts go into the production of NSK handpieces, and close to 90 percent of those parts are built and tested in-house by NSK. This total-control approach in the manufacturing of its products is how the company backs up its slogan, “Expect perfection.”

According to Rob Gochoel, NSK Dental director of sales and marketing, the company adheres to that same “expect perfection” philosophy in its commitment to product development. Key to that commitment is the communications chain NSK continues to build in North America — linking dental professionals to NSK product engineers.

Because NSK handles every step of product development in-house — research, design, manufacturing and testing — feedback from customers is quickly funneled directly to the people who can take action.

“We’re constantly seeking out and receiving feedback in our product development efforts,” Gochoel said. “It’s all about making dentists more productive. Coming up with improvements that make dentists’ lives easier — and make their patients more comfortable is key.”

In 2013, with the year still not over, NSK has launched two major products. At least one more is expected to be out before year’s end. And at least two are far enough along that 2014 launches are already on the calendar.

Here’s a summary from Gochoel of recently launched and soon-to-launch major products and their release dates:

- **March 2013:** iProphy Air — a handpiece designed for dental hygiene work.
- **May 2013:** Ti-Max Z45L — the world’s first 45-degree electric handpiece.
- **October 2013:** Ti-Max X450 series — air-driven 45-degree surgical handpieces with an industry-leading two-year warranty.
- **January 2014:** Ti-Max Z series — a premium air-driven series.
- **March/April 2014:** a new handpiece maintenance unit.

Here at the GNYDM

Hold and test for yourself the new handpieces released by NSK in 2013 by visiting the NSK booth, No. 3236. You’ll be able to get a closer look at other popular NSK handpieces and products and learn more about products launching in 2014. It’s also an opportunity to share your own clinical needs with NSK staff (the result could be a product in your hand sooner than you think).
iProphy Air hygiene handpiece
Launched in March, the iProphy Air handpiece is designed specifically for dental hygienists, with the core design objectives being to minimize hand fatigue, reduce noise, increase versatility and simplify cleaning and sterilization.

NSK literature describes the handpiece as having a slim and easy-to-grasp design that is up to 15 percent lighter and 10 percent shorter than competitive handpieces. The design incorporates NSK’s micro machining technology to reduce vibration and achieve “virtually silent operation.” On the versatility front, the handpiece works with all standard doriot-style disposable or metal angles and connects directly to all four-hole tubing.

A unique two-part construction enables the handpiece’s nose-cone portion to be separately sterilized for proper disinfection and compliance. Additional nose-cones can be bought separately.

The design enables the handpiece to swivel at the user’s fingertips for improved maneuverability during polishing procedures.

Ti-Max Z45L electric contra-angle
Among the top requests constantly being analyzed by NSK engineers is this: What can you do to improve accessibility and visibility when working on hard-to-reach molars? The company’s latest response, launched in May, is the Ti-Max Z45L.

According to NSK, the handpiece boasts two industry firsts: It’s the world’s first 45-degree contra-angle electric handpiece, and it has the first two-way water spray function (mist or jet, on demand). According to the company, the overall resulting design provides “effortless access to back molars that a standard contra-angle can’t match.”

The handpiece’s growing legion of fans are finding that less time is needed for sectioning and third-molar extractions compared with the standard contra-angles — reducing stress for both the clinician and patient.

The ability to instantly shift between mist or jet spray via a small switch on the handpiece base, makes it suitable for a range of procedures, such as third-molar preparation and clarifications of the root canal orifice. The jet spray is used to prevent subcutaneous emphysema in surgical procedures, and the mist spray cools the bur while cutting. The handpiece handles a wide range of burs, from a 20 mm standard bur to a 25 mm bur.

A clean-head mechanism is designed to automatically prevent the entry of oral fluids and other contaminants into the handpiece head — prolonging the life of the bearings. A microfilter prevents particles from entering the water spray system to ensure constant, optimum cooling.

The solid titanium body is 30 percent lighter than stainless steel, while also being more durable and corrosion resistant.

A unique head-cap design creates an “anti-heat system” that helps limit heat generation during treatment — for increased patient comfort and safety.

Watch for more in 2014
More details on upcoming product launches will be available soon on the NSK Dental website, www.nskdental.us. Or you can contact NSK Dental at (888) 675-1675 or info@nskamerica corp.com.
Tissue fluorescence visualization detects more than the naked eye

Adding an adjunctive device to your normal head and neck examination protocol helps to differentiate your practice and may help attract and retain patients. The added benefit of seeing what your unaided eyes cannot means that your exams are more thorough and any suspicions can be quickly investigated for confirmation of oral disease.

A recent study involved oral-cancer screenings for 85 male and female patients considered to be at risk for oral cancer. All patients were screened in two ways: a conventional clinical examination, consisting of palpation of the face and neck and a naked eye inspection of the oral cavity; and an examination of the oral cavity using a tissue fluorescence visualization technology to help detect abnormal oral tissue.

The combination of the conventional and VELscope® Vx exams detected 13 lesions that were biopsy-confirmed to be either malignant or pre-malignant, five of which were missed by the conventional exam. The tissue fluorescence exam increased the number of cancerous or pre-cancerous lesions detected by 62.5 percent.

The distinctive blue-spectrum light of the handheld device causes the soft tissues of the mouth to naturally fluoresce. Healthy tissues fluoresce in distinct patterns that are visibly disrupted by trauma or disease, such as neoplastic lesions, and fungal, viral or bacterial infections.

According to the Oral Cancer Foundation, the high death rate associated with oral cancer (52 percent mortality within five years) is due to the cancer being routinely discovered by dentists late in its development when it has already metastasized to other parts of the body.

Explained Dr. Edmond L. Truelove, chair and professor of oral medicine at the School of Dentistry, University of Washington: “I have found VELscope to be a very useful addition to the diagnostic methods used for the detection and management of oral dysplastic and malignant lesions. In the year that I have used the VELscope, there have been several occasions where its use allowed detection of malignant or dysplastic oral lesions when clinical suspicion of the lesion was very low or nonexistent.”

Coming tomorrow: What to look for when selecting an adjunctive exam device

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2) Marzouki HZ, Tuong Vi Vu T, Ywakim R, Chauvin P, Hanley J, Kost KM.
3) Department of Otolaryngology, Head and Neck Surgery, McGill University, Montreal, Quebec.
Mydent International’s 4-ply patient towels have a unique technique that is used to bond the layers of tissue and poly securely together. This technique eliminates separation of the layers, and the reinforced edges provide added strength and durability. The new towels feature 3-ply tissue and 1-ply poly for absorption and patient protection.

The towels are 13 inches by 18 inches and come in a case of 500.

For more information, stop by the Mydent International booth, No. 3618, during the Greater New York Dental Meeting.

Villa Sistemi Medicali introduces its Rotograph Evo 3D, a dental imaging system with three-in-one functionality: panoramic, cephalometric and 3-D. The machine is based on the mechanical platform of the Rotograph Evo, but adapted mechanically and electronically to operate with the latest cone-beam technology, allowing 3-D reconstruction of the jaws.

The core of the Rotograph Evo 3D is the flat panel detector (FPD) using amorphous silicon technology associated with the cesium iodide (Csl) scintillator. Thanks to its ability to work in either panoramic or 3-D modality, pan images are acquired directly and not reconstructed from a volume. Because of this, the images take the layout usually found on traditional pan units.

The unit’s 3-D field of view, at 8.5 x 8.5 cm, ensures the entire dental status of a patient is visible at a glance, without the need to make different exposures to obtain it. The result is a complete diagnostic tool that features the most advanced technology but is as easy to use as a normal dental panoramic system.

The Rotograph Evo 3D can be integrated with a digital cephalometric arm or upgraded at a later time, if needed.

For more information on the Rotograph Evo 3D, visit villasm.com.
Dentin hypersensitivity is a prevalent condition with one in three people suffering from it at some point in their life. Despite this, many sufferers do not seek dental advice. Sensitivity can have a lifestyle impact and even lead patients to neglect their oral hygiene or avoid dental appointments. For this reason, it is important to identify these potential sufferers in your patients and help them to treat the pain. Through GlaxoSmithKline’s (GSK) commitment to scientific research and expert collaboration, Sensodyne® is dedicated to the continual development of specialized solutions for treating the pain of dentin hypersensitivity.

Sensodyne Repair & Protect toothpaste is GSK’s first twice-daily toothpaste in the United States for the prevention of dentin hypersensitivity utilizing the occlusion agent stannous fluoride. Studies have shown that the formulation of Sensodyne Repair & Protect toothpaste can both repair exposed dentin and protect patients from future sensitivity. The stannous fluoride formulation forms a reparative layer over and within the exposed dentin tubules and works to block painful stimuli from reaching the nerve. The result of this innovative science is effective, lasting relief for your patients.

For more information or to pick up some Sensodyne Repair & Protect toothpaste, stop by the GSK booth, No. 5218, during the Greater New York Dental Meeting.

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2. GSK data on file. Revised Sensitive Teeth AU. Age sub-group analysis.

POLAR EYES

polar_eyes is a cross-polarization filter that makes it easy to eliminate unwanted reflections on teeth that are caused by a flash. These specular highlights can obscure details in the teeth and cause problems when communicating with the lab. The sample photos show the typical reflections from a flash (without polar_eyes) and the reflection-free result when using polar_eyes. The filter attaches to your macro flash by small magnets. This allows the filter to be quickly attached or removed for patient photos. The polar_eyes filter is available to fit the following macro flashes: Canon MR-14EX, Metz MS-1 and Sigma EM-140DG. A filter for the Nikon R1 macro system will be available shortly.

For more information, contact Photomed at (800) 998-7765, visit www.photomed.net or stop by the booth, No. 1100, during the Greater New York Dental Meeting.