Be wary of counterfeit mixing tips

By Fred Michmershuizen, today Staff

Sulzer Mixpac AG, a first-time exhibitor here at the Greater New York Dental Meeting, is the manufacturer of trademarked MIXPAC mixing tips that are used by dentists in two-component dental applications, such as impressions and cements. The company is known for adhering to strict quality-control measures and rigid cleanliness standards at its factory in Switzerland.

MIXPAC tips are recognizable by their distinctive dome shape and six different “candy colors” — yellow, teal, blue, purple, pink and brown. They are designed to minimize waste while providing consistent results.

To help dentists identify its MIXPAC brand, the company is handing out “stress balls” here at the meeting that are modeled after these trademarked tips.

Speaking during an interview Tuesday morning on the exhibit hall floor, representatives from Sulzer said that such branding efforts are important because unscrupulous suppliers have been infiltrating the market with unauthorized, inferior product. One of the goals of the company is to help educate dentists about the dangers of using unauthorized, knockoff product.

Counterfeit mixing tips, which often come from China or Korea, might look alike, but they don’t have the same quality and performance, said Michael T. Murphy, an attorney with the K&L Gates law firm, who represents Sulzer Mixpac in various patent and trademark enforcement actions.

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“Sulzer’s mixing tips are highly engineered in a robotic, clean-room factory in Switzerland. They are made only in Switzerland. Dentists know that when they buy a proper mixing tip, it will mix completely and effectively, which means the procedure will be flawless. It means the dentist knows that it will be a quality procedure.”

The problem with a lookalike or copycat mixing tips is that they are made under unknown cleanliness conditions, and unknown plastics are used to create them, Murphy said. “The engineering quality varies greatly from manufacturer to manufacturer,” he said.

Murphy said that the message Sulzer wants to get across to dentists, who work so hard on their reputations and on building practices and client bases, is that this key mixing tip costs just 50 cents. “A well-informed dentist would not risk his or her reputation just to save a few pennies,” he said.

The good news, according to the company, is that there are a numbers of steps dentists can take to be sure they are buying genuine MIXPAC mixers. First, look for the Mixpac quality seal and trademarked logo, which identifies the tip as being Swiss-made. Be sure to buy from a reputable re-seller, and avoid bargain hunting on the Internet.

Murphy summarized: “We are winning the battle on the legal front, but we are also reaching out to the dentists, because we know that if we can reduce the demand from the dentist for these copycat products, that’s when we will ultimately make sure that only original and safe products are available for the customer.”
EXPERIENCE OUR ENTIRE COLLECTION ONLINE
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Discover & feel our 2014 collection for dental professionals at Booth #412
See imaging is believing

Shofu Dental is holding product demonstrations at booth No. 4407, featuring its injectable hybrid restorative, Beautifil Flow Plus. Now available in four shades — B1, B2, C2 and D2 in two viscosities — Beautifil Flow Plus gives dentists more esthetic treatment options at their fingertips.

Beautifil Flow Plus combines hybrid-like strength and functionality, unique handling and stackability and a flowable delivery. Additionally, it has 15 percent more radiopacity than enamel and offers the benefit of fluoride release and rechargeability.

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

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

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

A flowable base, liner and final restorative material, Beautifil Flow Plus is approved for all indications (Class I–V). With a smooth, self-leveling consistency, the material leaves a tight marginal seal on the bottom and a smooth, ready-to-polish surface on top.

Moreover, Shofu's proprietary S-PRG (surface pre-reacted glass) technology provides sustained fluoride release and recharge that can't be found in other composite materials.

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

For a limited time only, Beautifil Flow Plus is available in two introductory kits priced at $102.25, at the Shofu booth, No. 4407. (Photo/Provided by Shofu Dental)

Pick up Beautifil Flow Plus, available for a limited time in two introductory kits priced at $102.25, at the Shofu booth, No. 4407.

Here at the GNYDM

From 10 a.m. to 12:30 p.m. today in the Live Dentistry Arena, aisle 6200, room 4, Dr. Jack D. Griffin will present "Let's Stick Together — The Most Durable Esthetic Materials Ever." He will discuss the various uses of Beautifil Flow Plus and Beautifil II, relative to their properties and clinical usage. For more information, stop by the Shofu booth, No. 4407.
Patient-dentist relationships thrive on trust. With trust comes an openness to accept new treatments, consider additional dental work suggestions and comfortably refer family and friends to your care.

Adopting new technology that clearly puts the health of your patients first is one way to enhance the patient experience and build trust while standing out from the rest. Investing in an adjunctive device such as the VELscope VX Enhanced Oral Assessment System conveys that:

1. You care. Adding an adjunctive device to your normal intra- and extra-oral head and neck exam enhances the level of care you already provide. By selecting a non-invasive, two-minute protocol, you place your patients’ health at the forefront.

2. You are on the leading edge. Adding a sophisticated and proven new technology allows you to distinguish your practice. It demonstrates a dedication to the well-being of your patients. The results will be satisfied patients and a growing practice.

3. You are evolving. When you incorporate new technologies that are clinically proven to enhance the level of care for your patients, you earn their respect and trust. Patients will recognize that you are evaluating new technologies as they become available and bringing them the best care.

Unfortunately, oral cancer remains a threat not only for the conventional demographic (tobacco and alcohol users) but now more recently for a younger age group, with oral cancer incidence now linked to the sexually transmitted HPV-16 virus.

The VELscope VX Enhanced Oral Assessment System allows you to find abnormal areas that could otherwise have been overlooked. The device is extremely sensitive to abnormal tissue changes and helps ensure that a patient needing additional follow-up or a referral to a specialist will not be missed.

“I find the VELscope to be an invaluable tool for the detection of oral cancer,” said Tony Hewlett, DDS, of Standwood, Wash. “The response from my patients has been overwhelmingly positive. I have yet to have a patient decline the service.

In my opinion, this technology will be the standard of care in a short period of time. There is no other adjunctive method available to so accurately help find areas of oral cancer at a stage that is so readily treatable. I am so pleased with the device I am about to purchase another

Here at the GNYDM

For more information on the VELscope VX Enhanced Oral Assessment System, stop by the booth, No. 3313.
OfficeSuite® delivers countless benefits to dental practices nationwide. One such benefit is it helps prioritize calls to ensure patients speak to the right person every time.

The skills-based routing feature can forward calls to the employee best equipped to assist them—for instance, a procedural specialist or billing manager for procedure or billing inquiries.

In addition, OfficeSuite helps you generate additional revenue by using announcements to inform callers who are on hold of any and all current promotions.

Besides helping you improve the level of service you provide existing patients, Broadview’s award-winning, cloud-based OfficeSuite phone system also helps you improve new patient acquisition.

Enjoy higher return-on-investment on marketing efforts by tracking the success of campaigns and making adjustments to your advertising strategy based on real data.

It takes the guesswork out of marketing by showing you what works so you can maximize the advertising dollars you spend.

The OfficeSuite twinning feature allows desktop and cell phones to ring at the same time, allowing employees to answer calls on their cell phones, walk across the office and pick up the call on your desk phone automatically.

OfficeSuite also saves your practice real money because it is easy to manage, eliminating the extra fees you would typically have to pay for simple changes to the system.

Adding a new staff member takes minutes, and changing call routing for days your office must close is easily accomplished via an intuitive website that is accessible from your smartphone or tablet.

The OfficeSuite website can be accessed from anywhere, allowing employees to make quick and easy updates to their settings and personal preferences.

The system is so intuitive that everyone can make changes, providing more flexibility for staff and administrators alike.

Let OfficeSuite improve employee productivity and patient satisfaction.
A bone-cutting specialist

By Osada Staff

In 1984, Osada developed and introduced Enac, a piezoelectric ultrasonic system and multi-purpose instrument that can be used in various applications in the dental field. Utilizing the nature of piezoelectric ultrasonic systems, Enac has been used extensively in endodontic and periodontic treatments.

Because it is automatically tuned, Enac system is user friendly. It provides a continually stable oscillation at any level of power with any of the chosen tips; its ease of operation enhances the users’ technique in achieving excellent results.

The clinical application of the ultrasonic device in the oral surgery field has been seen in a variety of different contexts, such as the ultrasonic scalpels, apicoectomy and bone surgery in the maxillofacial area, to name a few.

In particular, bone surgery, which uses the piezoelectric element (the dynamic energy in the ultrasonic wave), ensures minimal invasion to biological tissues including blood vessels and nerves, which in turn leads to faster healing after surgery.

Upon introducing the Osada Enac OE-W10, featuring extended power setting #10 through #12 and sterile irrigation by the peristaltic pump, many extended applications in oral surgery became easily attainable: atraumatic tooth extractions, osteotomy, osteoplasty, sinus lift, split ridge, crown extension, implant preparation, corticotomy and more.

With Osada’s latest model, Enac OE-F15, the focus is on the powerful but safe bone cutting (power #10 through #15). The surgical tips (also known as ultrasonic scalpels) enable the surgeons to present fine, precise cutting results.

Combined with stronger tips, the OE-F15 makes the minimally invasive surgical procedures easier to attain by cutting the bone faster but leaving the adjacent soft tissue, blood vessels, nerves, etc., with minimal injury.

The ergonomically designed SE15 handpiece stays cool, and its LED illuminates the surgical area. The built-in peristaltic pump with simultaneous irrigation minimizes temperature increases on the handpiece, tips and the surgical area.

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Since 2006, DoWell Dental Products has been growing rapidly in the dental industry. The mindset of our company is to abide by basic fundamentals, providing quality products at competitive prices with great customer support and service. DoWell Dental Products uses only genuine manufacturer parts; we are obsessed with quality and attention to detail, and our products will speak for themselves. Our products vary from your basic equipment to dentistry’s most popular and traditional instruments.

For instance, we carry the PiezoART surgical unit. Our PiezoART surgical unit is a machine that utilizes piezoelectric vibrations. By adjusting the ultrasonic frequency of the device, it is possible to cut hard tissue while leaving soft tissue untouched by the process. We also carry biological bone-grafting materials such as bone, restorable membrane, pericardium and others.

Our instruments are made from the finest stainless-steel by skilled craftsmen and are subject to strict quality controls during the inspection process. Our instruments are guaranteed to be free from defects in workmanship and material. Any DoWell Dental Product instrument that proves defective will either be repaired or replaced at our discretion without charge.

The superior quality of our products did not happen overnight. It came about because of sheer enthusiasm coupled with years of experience and an unprecedented passion in dental instrument manufacturing. Caring for the community and future of the dental industry is very important to us, and that is why we support many colleges and universities throughout the country with maxicourses, lectures, continuing education courses and hands-on workshops.

We also support key clinicians whose techniques and new procedures are considered cutting-edge and innovative in the dental field. Here at DoWell Dental Products, we are also keeping up with the dental field by following new technology and techniques. The industry is always changing, and we are constantly changing along with it.

Our goal is to specialize in manufacturing the highest quality dental instruments for our customers by employing superior technicians and utilizing advanced production and equipment.

We offer an advanced website at www.dowelldentalproducts.com, where every item we carry is available to order. You can also find a variety of live surgery videos to see our products in action.

Our product line is always growing to cover new areas and procedures while some existing products are always being modified for superior use and ease.

Building customer relationships is the essence of our company’s success. At DoWell Dental Products, part of delivering great customer service and support, smile after smile, is having friendly, knowledgeable representatives to help you with any questions you may have.
New from Mydent International come the prophy angles with contra design, which reduces hand fatigue and micro traumas and allows for greater access. The prophy angles are disposable, latex-free, smooth running and vibration-free. They have a flared cup design that reduces splatter, and they come 100 per box.

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

Vol. 5 of Dr. Douglas Terry’s supplementary DVD set illustrates the procedures, techniques and scientific concepts presented in the book “Esthetic and Restorative Dentistry: Material Selection and Technique (Second Edition).”

The DVD begins with an introduction by Dr. Terry, followed by a demonstration showing the views most dental offices need to photograph as well as the technique needed to take each one of them.

For more information, go online to www.photomed.net, call (800) 998-7765 or stop by the PhotoMed booth, No. 1100, here during the Greater New York Dental Meeting.

Greater NY Dental Meeting
Visit us in Booth 4733 to see it LIVE!

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Our easy-to-use cloud-based phone system OfficeSuite® integrates completely with Dentrix CS so when a call comes into your practice, your staff will immediately be presented with patient details including the name and phone numbers, appointment information, treatment history and prescriptions, payment status, even family records—all from one screen.

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