The Greater New York Dental Meeting opens its doors for the 87th annual meeting

By Jayme S. McNiff, Greater New York Dental Meeting Program Manager

Welcome to New York and to one of the largest and most comprehensive dental meetings in the United States. Whether it’s your first time here or your 50th, you will find something to interest you — from the latest technologies to resources and education designed to keep your dental practice current, competitive and rock solid.

The exhibit floor and the diverse continuing education programs are the centerpiece of this annual expansive meeting. Organizers coordinate more than 300 full- and half-day seminars, essays and hands-on workshops. Among the specialty programs are topics including orthodontics, endodontics, cosmetic dentistry, pediatric dentistry and implant dentistry.

Exhibit floor
Last year, the Greater New York Dental Meeting’s (GNYDM) exhibit floor included 600 exhibitors and more than 1,500 exhibit booths, offering a unique opportunity to meet face-to-face with companies that export. The continuous partnership with the U.S. Department of Commerce International Buyer Program allows exhibitors a free listing in the GNYDM Export

And we’re off!

New York City offers plenty to see and do. (Photo/NYC and Company)
What's inside your metal syringe tip?

FlashTips™
Disposable Air/Water Syringe Tips

Now, help prevent cross contamination in seconds... with FlashTips™!

Your metal tip’s tiny chamber could be home to a nasty buildup from blood, saliva, dental materials and tip corrosion. Over time, that buildup gets harder and harder to properly clean and sterilize. Don’t take the risk anymore! New FlashTips are the fast, easy answer... for you, your practice and your patients.

For more info visit www.flashtips.net

Present a copy of this ad at GNYDM Booth #813 for a FREE sample!

There’s something for everyone during the DTSC Symposium

Join us for the fourth annual Dental Tribune Study Club Symposium.

As the official online education partner of the Greater New York Dental Meeting (GNYDM), Dental Tribune is once again teaming up with the meeting’s organizers to offer four days of symposia in various areas of dentistry.

Dental Tribune welcomes you to a new experience in the world of dentistry. Each day will feature five individual one-hour lectures led by experts in the field.

The final day will feature the second Osseo University Summit, a program dedicated to implantologists, followed by the Laser Summit.

Participants of any of the sessions will not only earn C.E. credits but also gain an invaluable opportunity to learn diverse aspects of dentistry and how to integrate a variety of treatment options into their practice. For more information and course descriptions, check the schedule at www.dtstudyclub.com/gnydm.

Dental Tribune would like to thank our sponsors: Shofu, LVI, Cadent, VOCO, AAPE, Cariescan, Suni, Action Run, AMD LASERS, Kuraray, Pentron, SMT, Onpharma, Danville, LVI, Klockner, Technology 4 Medicine, and Champions Innovations. Their support proves their dedication to the ongoing goal of quality continuing education for dentists worldwide.

We look forward to seeing you in aisle 6000, room 3!

---

**Sunday, Nov. 27**

<table>
<thead>
<tr>
<th>Time</th>
<th>Speaker</th>
<th>Lecture Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>10–11 a.m.</td>
<td>Dr. Howard Glazer</td>
<td>GIMERS: New Giants of MI Dentistry</td>
</tr>
<tr>
<td>11:15 a.m.–12:15 p.m.</td>
<td>Dr. Shamshudin Kherani</td>
<td>Comprehensive Dentistry Using Digital Impression Technology</td>
</tr>
<tr>
<td>12:45–1:45 p.m.</td>
<td>Dr. Ron Kaminer</td>
<td>Minimally Invasive Dentistry: Tips and Tricks to Maximize Success</td>
</tr>
<tr>
<td>2–3 p.m.</td>
<td>Dr. Louis Malcmacher</td>
<td>The Hottest Topics in Dentistry</td>
</tr>
<tr>
<td>3:15–4:15 p.m.</td>
<td>Dr. Brian Novy</td>
<td>Technology to Improve Your Caries Management</td>
</tr>
<tr>
<td>4:30–5:30 p.m.</td>
<td>Dr. George Freedman</td>
<td>Evolving Conservative Restoration</td>
</tr>
</tbody>
</table>

**Monday, Nov. 28**

<table>
<thead>
<tr>
<th>Time</th>
<th>Speaker</th>
<th>Lecture Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>10–11 a.m.</td>
<td>Dr. Fay Goldstep</td>
<td>What Patients Want ... What Dentists Want: Easy, Healthy Dentistry!</td>
</tr>
<tr>
<td>11:15 a.m.–12:15 p.m.</td>
<td>Dr. Damien Mulvany</td>
<td>Why View Your 3-D Patients with 2-D Images? A Common Sense Approach to 3-D Imaging in the General Dental Practice</td>
</tr>
<tr>
<td>12:45–1:45 p.m.</td>
<td>Dr. Larry Emmott</td>
<td>Remember When “i” Was Just A Letter? Use e-Services to Improve Patient Care and Increase Profitability</td>
</tr>
<tr>
<td>2–3 p.m.</td>
<td>Dr. Fay Goldstep &amp; Dr. George Freedman</td>
<td>Diode Lasers and Restorative Dentistry</td>
</tr>
<tr>
<td>3:15–4:15 p.m.</td>
<td>Dr. Shamshudin Kherani</td>
<td>The Power of Dentistry: Positively and Significantly Affecting Our Patients’ Lives</td>
</tr>
<tr>
<td>4:30–5:30 p.m.</td>
<td>Dr. Marty Jablow</td>
<td>Understanding the Advances in Self-Adhesive Technology and How to Incorporate Them into Your Restorative Practice</td>
</tr>
</tbody>
</table>

**Tuesday, Nov. 29**

<table>
<thead>
<tr>
<th>Time</th>
<th>Speaker</th>
<th>Lecture Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>10–11 a.m.</td>
<td>Dr. Gregori Kurtzman</td>
<td>Core Buildups, Post &amp; Cores and Understanding Ferrule</td>
</tr>
<tr>
<td>11:15 a.m.–12:15 p.m.</td>
<td>Dr. Paul Goodman</td>
<td>Capitalize on the Hidden Implant Production in Your Practice</td>
</tr>
<tr>
<td>12:45–1:45 p.m.</td>
<td>Dr. Fay Goldstep &amp; Dr. George Freedman</td>
<td>The Diode Laser: The Essential Soft-Tissue Handpiece</td>
</tr>
<tr>
<td>2–3 p.m.</td>
<td>Dr. Pedro Lazaro Calvo</td>
<td>Surgical Decision Making in Aesthetic Implant Dentistry</td>
</tr>
<tr>
<td>3:15–4:15 p.m.</td>
<td>Dr. Stanley Malamed &amp; Dr. Mic Falkel</td>
<td>Local Anesthetic Performance: Fiction, Fact and Advancements (Precision Buffering)</td>
</tr>
<tr>
<td>4:30–5:30 p.m.</td>
<td>Dr. Enrico DiVito</td>
<td>Minimally Invasive Endodontics Using Photon Induced Photothermal Streaming (PIPS)</td>
</tr>
</tbody>
</table>

**Wednesday, Nov. 30**

<table>
<thead>
<tr>
<th>Time</th>
<th>Speaker</th>
<th>Lecture Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>10–11 a.m.</td>
<td>Dr. Ira Lamster</td>
<td>Management of the Patient with Diabetes Mellitus: Considerations for Dental Practice</td>
</tr>
<tr>
<td>11:20 a.m.–12:20 p.m.</td>
<td>Dr. George Freedman &amp; Dr. Marc Gottlieb</td>
<td>ABC’s of Bonding Ceramic Crowns and Ceramic Repair</td>
</tr>
<tr>
<td>12:30–5 p.m.</td>
<td>Dr. David Hoexter &amp; Dr. Ron Kaminer &amp; Dr. Armin Nedjat &amp; Dr. Robert Horowitz &amp; Dr. Michael Egan</td>
<td>The 2nd Annual Osseo University Summit: Revolutionary Implant Design Unveiled followed by the Laser Summit moderated by Dr. Selma Camargo</td>
</tr>
</tbody>
</table>
Interest Directory, the opportunity to meet many worldwide senior-level volume buyers, a chance to receive export counseling by government specialists and additional benefits derived from extensive international marketing efforts.

International Pavilion
The GNYDM has significantly expanded its international program to accommodate 6,970 international visitors in 2010. In terms of education, the GNYDM discounts all of its programs by 50 percent for international attendees. In efforts to expand hospitality, free multi-language courses are offered in Portuguese, French, Spanish and, this year, Italian and Russian as well.

Live Dentistry Arena
This revolutionary concept offers eight free live patient demonstrations right on the exhibit floor. By placing two large screens on either side of the stage as well as smaller screens scattered throughout the audience, attendees are able to get an up-close view of the procedures occurring in real time.

Educational programs
Once again, the GNYDM offers an unparalleled educational program, featuring some of the most highly regarded educators in the field of dentistry. There are choices of 300 essays, full-day and half-day seminars as well as hands-on workshops including salivary diagnostics (offered in English and Spanish), Botox/Dysport and dermal fillers, lasers, orthodontics and endodontics.

SomnoMed and Invisalign
For the first time ever, SomnoMed is collaborating with the GNYDM to offer the first SomnoMed Academy Sleep and Appliance Exposition.

With an expert team of clinicians and staff from SomnoMed, attendees will have the chance to explore over a four-day period an array of popular topics, including obstructive sleep apnea fundamentals and advanced oral appliances and therapy as well as how to implement dental sleep therapies into your practice.

In addition, the GNYDM will again partner with Align Technology to present its four-day Invisalign Exposition. This diverse array of educational courses is taught by a seasoned team of Invisalign specialists. Dental professionals learn the logistics of tooth alignment, including treatment for crowding cases and other orthodontic abnormalities.

Orthodontics
This year, the GNYDM offers an array of orthodontic specialty programs throughout its full-day event.

The New York State Academy of General Dentistry Mastership Program kicks off the second orthodontic program today. Drs. Elliott Moskowitz and Laurence Jerrold will host “Orthodontic Essentials for the General Practitioner: Learn It Today, Do It Tomorrow.” This hands-on full-day workshop focuses on the practical utilization of various removable and fixed orthodontic appliances within a general or pediatric dental practice.

Drs. Jay Bowman, Lydie E. Johnston, Gerry Samson and Luis Carriere from New York University’s College of Dentistry and Orthodontic Alumni Association will present a full-day seminar on Tuesday. Topics include Class II, simple Quick Fix Device for mild Class IIs and IIIs and treatments.

“Applications of Evidence-Based Orthodontics and Pediatric Dentistry,” presented by Moskowitz and Dr. Stanley Alexander on Wednesday, will include areas of growth and development, cephalometrics and palatal expansion as well as Class II and treatments.

Endodontics
The GNYDM has planned multiple days of endodontic programs, including workshops, seminars and essays. On Monday, Dr. Ralan Wong will present “Endodontic Diagnosis,” discussing basic principles and understanding of pulpal pathosis, its relation to dental pain and the treatment of the acute emergency patient. This half-day seminar is scheduled from 2–5 p.m. Also on Monday from 2–5 p.m., it is a hands-on course with Dr. Joseph Maggio covering the proper steps with irrigation to insure bonding; plastic blocks and supplied extracted teeth are obturated along with the use of a microscope.

Wong presents two workshops on Tuesday that deal with locating canals. The morning workshop discusses hybrid techniques for cleaning and shaping root canal therapy, and the afternoon session details the rationale for utilizing different instruments and pros and cons of each.

On Wednesday, Drs. Todd M. Geisler and Bruce Seidberg represent the New York State Association of Endodontists by presenting regenerative endodontic procedures and familiarizing participants with the objectives and application of clinical REPs and the basic elements of tissue engineering. Legal and ethical aspects of dentistry will be discussed during the afternoon. This program is from 9 a.m.–noon and 2–5 p.m.

Closing this year’s meeting is Dr. Barry Muzikant, who will present two half-day workshops on Wednesday. These hands-on tutorials introduce endodontic instrumentation and advanced endodontic techniques.
GREATER NEW YORK DENTAL MEETING

SHOW SPECIAL

VISIT US IN BOOTH #4431 FOR OUR BEST OFFER OF THE YEAR!

Just 4 Days Left!

Order your new Picasso laser at the GNYDM and receive
The $3,000 Scholarship Package!

FREE! HANDS-ON TRAINING & CE
Master the art of laser dentistry with a free hands-on course in a city near you.

FREE! LASER CERTIFICATION
Get your entire practice laser certified! Now your team will have the knowledge needed to take your practice to the next level.

FREE! CLINICAL USE MANUALS
Receive a free set of our three-volume step-by-step clinical manuals. More than 700 pages covering 161 procedures and 53 CDT codes - all at your fingertips.

FREE! IPAD APP FOR PICASSO
The profession’s first iPad App for laser dentistry is yours free with your Picasso purchase – take your laser learning experience on the go.

Visit us in Booth #4431 to order Picasso today!

866.999.2635 | AMDLASERS.COM

© 2011 AMD LASERS. All rights reserved. Cannot be combined with any offer or discount. This offer valid at Greater New York Dental Meeting only, Nov. 27-30, 2011.
Here at the Greater New York Dental Meeting: what to know

When and where do I register?
Registration takes place in the Upper Level of the Jacob J. Javitz Convention Center. Registration hours are:
• Today-Tuesday: 8 a.m.–5:30 p.m.
• Wednesday: 8 a.m.–5 p.m.

What are the dates and times for the exhibit hall?
• Today-Tuesday: 8 a.m.–5:30 p.m.
• Wednesday: 8 a.m.–5 p.m.

Can I still buy tickets to any of the paid functions?
Yes. Tickets for all still-available functions can be purchased at all general registration booths located in the registration area on the upper level of the convention center. You must pay by cash or credit card.

What about food during the meeting?
Full-service and specialty cafes, food carts and restaurants are located throughout the convention center. Options include a variety of hot and cold sandwiches, salads, snacks and beverages.

What if I’m an international visitor?
The GNYDM has a hospitality center just for international visitors. Find it in the registration area in the Crystal Palace. The center is open whether you want to relax or join colleagues for a cup of coffee. The hours are as follows:
• Today-Tuesday: 8 a.m.–5:30 p.m.
• Wednesday: 8 a.m.–5 p.m.

What if I want to bring my kids?
Children are allowed to attend the meeting. However, baby strollers are not permitted on the exhibit hall floor. A limited number of baby carriers are available in the Exhibits Office. Today, an offering of children’s programs are available.

In the Special Events Hall Lower Level 1, there will be a magic show from 10:30–11:30 a.m., face painting from 11:45 a.m.–1:45 p.m. and a carnival from noon–2:30 p.m. Also in the same place, from 11:30 a.m.–2:30 p.m., will be a child identification program. The Grand Lodge of Free and Accepted Masons of the State of New York sponsor this free, five-minute child identification program. The organization will offer the following:
• Digital photos
• Digital fingerprinting
• Personal information burned on to a CD

What are some of the highlights of today’s education sessions?
You won’t want to miss the Live Dentistry sessions, which are just that: dentistry on live patients, in a 300-seat theater with 18 high-definition, 60-inch screens. Here is the schedule:
• Today, 10 a.m.–12:30 p.m., VOCO America presents “Anterior Composites” with Dr. Frank Milnar
• Today, 2:30–5 p.m., Discus Dental presents “Cosmetics and Restorations” with Dr. Michael Miyasak
• Monday, 10 a.m.–12:30 p.m., VOCO America presents “Class IV Restorations” with Milnar
• Monday, 2:30 p.m.–5 p.m., Oco-BioMedical presents “Implant Placement” with Dr. Aza Nazarian
• Tuesday, 10 a.m.–12:30 p.m., Discus Dental presents “Whitening Techniques” with Dr. Marilyn Ward
• Tuesday, 2:30–5 p.m., Henry Schein Dental presents “Prosthetic Rehabilitation” with Drs. Ruben Cohen and Gary Kaye
• Wednesday, 10 a.m.–12:30 p.m., Nobel Biocare presents “Prosthetic Rehabilitation” with Drs. Hooman Zarrinkelk and Joseph Massad
• Wednesday, 2:30–5 p.m., “Bar Retainer Prosthesis and Implants” with Massad

Are you still hiding from your x-ray?
Why?

Handheld X-ray System
With its cordless handheld design, the NOMAD Pro offers the highest level of safety, quality, and patient care for your dental practice. Providing hundreds of images from one battery charge, it goes easily from operatory to operatory, in or out of the office. And you can stay with the patient through the entire procedure. So why hide?

Call your equipment dealer for more information or to arrange for a demo.

GNYDM Booth #925
FINALLY, AN INJECTABLE HYBRID RESTORATIVE FOR ALL INDICATIONS

Visit us Booth 3215

BEAUTIFIL Flow Plus

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

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

Visit www.shofu.com or call 800.827.4638

Shofu Dental Corporation • San Marcos, CA
Looking to export?

U.S. Commercial Service helps meeting participants go global as on-site export expertise brings together buyers and sellers

- Ninety-five percent of the world’s consumers live outside the United States, and more and more U.S. companies are looking to meet these prospective buyers. To increase international sales, businesses are turning to the Commerce Department’s U.S. Commercial Service and other federal agencies for export services.

Here at the Greater New York Dental Meeting (GNYDM), the commercial service offers export programs to assist you in your export and partnering efforts.

So, whether you’re new to export or want to expand into new markets, the commercial service expertise can help add to your bottom line.

Stop in and see the commercial service representatives. They are located in the International Business Center, part of international registration, just next to the show office.

International Buyer Program

Once again this year, the GNYDM has been selected by the U.S. Department of Commerce to participate in the international buyer program (IBP), a service that significantly enhances the ability to make the show a truly global marketplace.

Through this program, the commercial service offers a number of services to help attendees make the most of their show experience and assists small- and medium-sized U.S. businesses in exporting their products and services.

During the show, commercial services trade specialists will manage the International Business Center. At the center, buyers can negotiate with sellers, use the meeting rooms provided -- free of charge on a first-come, first-served basis -- and take advantage of the facility to plan visits to the exhibit floor.

Exhibitors are encouraged to visit the International Business Center for export counseling by staff and to meet with international buyers.

The commercial service offers free, interactive export seminar

Through the Commercial Service Export Seminar, exhibitors will learn the tools of the trade and have an opportunity to learn about the different markets represented by international commercial specialists.

The export seminar will take place 8:30–9:30 a.m. on Tuesday in the exhibitor lounge on the fourth floor, A/B Terrace.

Go global with help from the U.S. Commercial Service

U.S. firms looking to increase their bottom line by making new sales abroad can benefit from the export services and programs of the U.S. Commercial Service, many of which are available at no cost. Talk to a commercial service representative to find out more. Highlights include:

- market research,
- trade events that promote products or services to qualified buyers,
- introductions to international partners,
- counselling and advocacy.

Contact

For more information about the U.S. Commercial Service worldwide network, call (800) USA-TRADE or visit www.trade.gov/cs.

Now with Fiber Optics.

$5,430
LED Motor & Fiber Optic Implant Handpiece
Works with Most Implant and Endo Systems on the Market
AEU-7000L-70V & AHF-85M20M-CX

Other Packages Starting at $3,695

1.866.244.2954
www.aseptico.com

Offer Expires December 31, 2011
Promo Code DT-1111
Gendex is Driving Innovation Across the Nation...

Team Gendex is hitting the road with new, innovative products — and we want you to come along for the ride! We’ve always driven innovation in dental imaging, but now we are literally “driving innovation” by bringing you the latest in dental imaging technology with the very first North America’s Dental Imaging Tour. With each stop, get to know our Team and learn about our exciting products. Step aboard for an up-close, hands-on experience with everything from intraoral sensors to 3D CBCT systems.

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

We look forward to meeting you all,

Team Gendex

ExperienceGendex.com/GNY

Special Surprise Today!

Be sure to gather at the Experience Gendex bus at 1:45p today, for a special surprise you won’t want to miss!

- See you there!

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

Like us
facebook.com/Gendex
Follow us
@gendex
Dr. Ron Kaminer talks tips and tricks of minimally invasive dentistry

By Kristine Colker, Managing Editor

TODAY from 12:45 to 1:45 p.m. in aisle 6000, room 3, Dr. Ron Kaminer will present “Minimally Invasive Dentistry: Tips and Tricks to Maximize Success” as part of the DTSC Symposia.

In his session, he will cover many aspects of minimally invasive dentistry. New concepts and techniques will be introduced that make sense and that will allow practitioners to raise their level of care to their patients. Easy-to-follow techniques will facilitate rapid integration into anyone’s practice.

Kaminer talked to us about what to expect from his symposium.

Your DTSC Symposia session is called “Minimally Invasive Dentistry: Tips and Tricks to Maximize Success.” What are some of the key issues you will be discussing in your presentation?

The goal of this short presentation is to give the practitioner some quick tips that he or she can easily add to his or her daily routine to improve patient care while maximizing production.

Your presentation will deal with some new concepts and techniques surrounding minimally invasive dentistry. Could you go into a little more detail about some of these?

We will cover a post and core technique — routine dentistry for most — that will take only a few minutes but will bond the tooth from apex to crown. We will also simplify a restorative implant technique and discuss splinting periodontally involved teeth with a new bonded fiber and a new flowable composite.

Why do you think it’s important for clinicians to practice this type of dentistry?

I always believe it is our responsibility to explore new materials and techniques to provide our patients with state-of-the-art care.

If an attendee is interested in going to your session, is there anything he or she should be aware of ahead of time? Is your session geared to specialists or is it more of a general topic?

It is for the GP looking to maximize production with high-tech materials and techniques.

Your session is sponsored by VOCO. How did you begin working with the company and what is it that you like about its products and services?

Voco has very innovative products that either fill a void in dentistry or drastically improve on current materials out there. The products are all well-researched and thought out before we see them on the trade floor. I believe this fits the bill for most practitioners as it does for me.

If there is one thing you hope attendees to your session walk away with, what would it be?

Change is important. Always look for the opportunity to change. If a product or technique will make you better and will allow you to provide better treatment for your patients, go for it. Don’t be scared to try something new.

About the author

Dr. Ron Kaminer graduated from the State University of New York at Buffalo in 1990 and remained in New York to practice laser and comprehensive dentistry in Hewlett and Oceanside. He lectures around the globe on the subject of integrating lasers into dental practices and is a member of the Academy of Laser Dentistry, Academy of General Dentistry, American Dental Association and Academy of Operative Dentistry. He lives in Hewlett, N.Y., with his family.

You know how important photographs are to your practice, but you don’t know who to turn to for advice. PhotoMed understands your needs and can help you choose the right camera. We also include a support and loan equipment program for the life of the camera so you have someone to turn to if you have questions.

PhotoMed dental cameras feature the best digital camera equipment available. The Canon G12, Rebel T3 and T3i are great choices.

Choosing a quality dental system for your practice doesn’t have to be difficult. Call the experts at PhotoMed and we’ll help you with all of your camera questions.

PhotoMed www.photomed.net • 800.998.7765

Greater New York Dental Meeting — Nov. 27, 2011

Improve patient care and maximize production

▲▲

About the author

Dr. Ron Kaminer talks tips and tricks of minimally invasive dentistry

By Kristine Colker, Managing Editor

TODAY from 12:45 to 1:45 p.m. in aisle 6000, room 3, Dr. Ron Kaminer will present “Minimally Invasive Dentistry: Tips and Tricks to Maximize Success” as part of the DTSC Symposia.

In his session, he will cover many aspects of minimally invasive dentistry. New concepts and techniques will be introduced that make sense and that will allow practitioners to raise their level of care to their patients. Easy-to-follow techniques will facilitate rapid integration into anyone’s practice.

Kaminer talked to us about what to expect from his symposium.

Your DTSC Symposia session is called “Minimally Invasive Dentistry: Tips and Tricks to Maximize Success.” What are some of the key issues you will be discussing in your presentation?

The goal of this short presentation is to give the practitioner some quick tips that he or she can easily add to his or her daily routine to improve patient care while maximizing production.

Your presentation will deal with some new concepts and techniques surrounding minimally invasive dentistry. Could you go into a little more detail about some of these?

We will cover a post and core technique — routine dentistry for most — that will take only a few minutes but will bond the tooth from apex to crown. We will also simplify a restorative implant technique and discuss splinting periodontally involved teeth with a new bonded fiber and a new flowable composite.

Why do you think it’s important for clinicians to practice this type of dentistry?

I always believe it is our responsibility to explore new materials and techniques to provide our patients with state-of-the-art care.

If an attendee is interested in going to your session, is there anything he or she should be aware of ahead of time? Is your session geared to specialists or is it more of a general topic?

It is for the GP looking to maximize production with high-tech materials and techniques.

Your session is sponsored by VOCO. How did you begin working with the company and what is it that you like about its products and services?

Voco has very innovative products that either fill a void in dentistry or drastically improve on current materials out there. The products are all well-researched and thought out before we see them on the trade floor. I believe this fits the bill for most practitioners as it does for me.

If there is one thing you hope attendees to your session walk away with, what would it be?

Change is important. Always look for the opportunity to change. If a product or technique will make you better and will allow you to provide better treatment for your patients, go for it. Don’t be scared to try something new.

About the author

Dr. Ron Kaminer graduated from the State University of New York at Buffalo in 1990 and remained in New York to practice laser and comprehensive dentistry in Hewlett and Oceanside. He lectures around the globe on the subject of integrating lasers into dental practices and is a member of the Academy of Laser Dentistry, Academy of General Dentistry, American Dental Association and Academy of Operative Dentistry. He lives in Hewlett, N.Y., with his family.

You know how important photographs are to your practice, but you don’t know who to turn to for advice. PhotoMed understands your needs and can help you choose the right camera. We also include a support and loan equipment program for the life of the camera so you have someone to turn to if you have questions.

PhotoMed dental cameras feature the best digital camera equipment available. The Canon G12, Rebel T3 and T3i are great choices.

Choosing a quality dental system for your practice doesn’t have to be difficult. Call the experts at PhotoMed and we’ll help you with all of your camera questions.

PhotoMed www.photomed.net • 800.998.7765
A Groundbreaking New Technology That Allows Your Patients To “Test Drive” Their New Smiles.

Jason J. Kim Dental Aesthetics will be introducing, for the first time ever at the 2011 Greater New York Dental Meeting, PreNew PreView®, a unique marketing tool for dentists that will allow their patients to see exactly what their new smiles will look like...before the actual restoration work is done.

Think about it...some patients have been unwilling to authorize certain restoration work right away because they were unsure about the outcome. Now, because of PreNew PreView®, they can see and show off their new smiles before proceeding with the work. And, unlike those bulky appliances, this technology presents the most realistic depiction of a beautiful smile. PreNew PreView® can have a profound impact on increasing your business.

Register now for a free demonstration right in our Booth. But hurry, there are only a few spaces left!

To Register: Please visit our website, www.jjkda.com and click on the GNYDM banner to make your reservation.

Introducing... PreNew PreNew

Booth #3714
The Greater New York Dental Meeting
Sunday, November 27, 2011 – Wednesday, November 30, 2011
Jacob J. Javits Convention Center
Telephone: (516) 829-4933
**SuniRay IntraOral Sensor**
*The Low Radiation Sensor with Clear Images*

- Faster Acquisition Time
- Crystal Clear Images
- Diagnostic Image Enhancers
- $3,000 OFF and Free Tablet PC With Purchase of any SuniRay Kit.
  - Kit Includes: sensors, imaging software, training, life-time technical support, and dell tablet PC
- Low Radiation
  - Compact and Portable
  - Safety Cable Release

**Dr. Suni Plus IntraOral Sensor**
*The Thinnest Sensor*

- Long Sensor Warranty
- Intuitive Software Functions
- Integrates with all PM
- One Sensor Kit for $4,995
  - Kit Includes: sensor, imaging software, training, life-time technical support, USB Box
- 3 Sizes: 0, 1, & 2
  - Superior Patient Comfort
  - Durable & Reliable

**SUNICAM II INTRAORAL CAMERA**

- Free Focus Fully Automatic
- Top of the Line Images
- Integrates with all PM
- Tradeshow Special $3,995, $2,995
  - No Distortion, just perfect images every time.
- Easy Image Capture
  - Distortion Free
  - Easy Access

GET A DEMO AND ENTER A DRAWING TO WIN A FREE TABLET PC!
Suni3D Panoramic

Suni 3D Panoramic’s nine easy-to-use programs use state of the art technology to provide superior image quality and extensive diagnostic capability - Standard, Hemi-Panoramic, Frontal Dentition, Sinus, TMJ Open and Closed, Incisor Clear, Orthogonal, Canal Clear and Maxillary Clear, all with easy-to-follow steps that make for fast and accurate diagnoses.

FULLY UPGRADEABLE TO CEPHALOMETRIC AND 3D CONE BEAM SYSTEM

Suni3D Panoramic/Cephalometric

Suni’s One-shot Cephalometric is the most advanced Ceph system for orthodontic specialists. Its 0.9 second exposure time ensures zero image distortion and absolutely no motion artifacts, plus the added benefit of reduced x-ray exposure for patients. Its state-of-the-art area sensors allow for previously unavailable high quality images.

FULLY UPGRADEABLE TO 3D CONE BEAM SYSTEM

Suni3D Cone Beam System

The Suni3D Cone Beam’s optimum field of view and superior image quality allow for accurate, exact diagnoses. Available with a 5x5 or 8x5 cm field of view – it’s the perfect system for capturing the necessary 3D anatomic structures for implantology, TMJ evaluation, and Endodontic Procedures. Suni3D optimizes your practice while allowing you to provide the optimum care your patients deserve.

FULLY UPGRADEABLE TO CEPHALOMETRIC

ASK ABOUT GETTING INTO 3D FOR $3 A DAY
Dentistry’s hottest topics

Dr. Louis Malcmacher explains why Botox and dermal fillers are the keys to your success

By Kristine Colker, Managing Editor

TODAY from 2 to 3 p.m. in aisle 6000, room 3, Dr. Louis Malcmacher will present “The Hottest Topics In Dentistry” as part of the DTSC Symposia.

In his session, he will aim to teach dentists and staff how to easily integrate such hot procedures as Botox and dermal fillers, no-prep porcelain veneers and resin bonding as well as discuss overhead control and treatment acceptance.

These practical concepts will enable clinicians to offer new dental services, reduce stress, significantly increase production, substantially lower overhead and have fun doing dentistry. This seminar is a fast-paced, entertaining and educational course. This course will get dentists and their staff excited about dentistry!

You talk a lot about Botox and dermal fillers to a practice. Why are these types of procedures a good fit for dentists? Most states now allow dentists to perform Botox and dermal filler procedures, and they are an excellent fit for every dental practice. Dentists will see how these procedures can quickly integrate into their treatment plans for both esthetic and therapeutic uses.

The treatment time for Botox and dermal fillers only takes a few minutes when dentists are comprehensively trained, and these treatments result in outstanding outcomes and are a real service to patients. Botox and dermal filler procedures can also be highly profitable for dental offices when done correctly.

What do you see as the most important benefits of adding some of these procedures to a practice? The most important benefits include having a more profitable practice and adding services to your practice that your patients want and are paying for elsewhere. New services such as these also add to your professional satisfaction and are the key to preventing burnout in dentistry.

Your session is sponsored by the American Academy of Facial Esthetics. What can you tell us about this organization and how did you get involved in it? The American Academy of Facial Esthetics (www.FacialEsthetics.org) is a professional and multi-disciplinary organization whose primary mission is teaching the best non-surgical and non-invasive facial esthetic techniques, such as Botox and dermal fillers, to dentists, physicians and health-care professionals worldwide.

The American Academy of Facial Esthetics courses are set apart from other Botox training courses and dermal filler training courses in both educational support and outreach. I am one of the founders of the academy and serve as its president.

We started the American Academy of Facial Esthetics because we knew that once dentists were trained in Botox and dermal fillers, they would need resource support as well as access to our faculty for questions on patient treatment and treatment planning.

Our membership forums are very active, and our members are continually learning how to provide their patients the best facial esthetic outcomes through non-surgical minimally invasive techniques, which every dentist has the skill set to provide.

We provide the best training available, and the academy offers post-course support, which is absolutely essential for your practice. The American Academy of Facial Esthetics has trained more than 6,000 dental professionals from 48 states and 25 countries and offers fellowship and mastership status in facial esthetics. The academy also offers successful practice management and business models for dental practices to insure dentists’ success in this area.

By the way, the American Academy of Facial Esthetics supports and teaches dentists about all aspects of facial esthetics, including topics such as teeth whitening, no- or minimal-prep veneers and implants and how these all integrate with Botox and dermal fillers for the best dental esthetic and dental therapeutic outcomes.

If there is one thing you hope attendees to your session walk away with, what would it be? Attendees will come away from this session with the understanding of what the hottest topics in dentistry are and new ways to improve their practice immediately with the introduction of new services that they can add to their practice easily while making their dental practices more efficient.
COME SEE A DEMO AT BOOTH #1222

Explore New Opportunities
Two Technologies - One Solution - New Opportunities

E4D Compass is the first and only native chairside implant and restorative planning and communication software that combines cone beam data with intraoral scans for restorative-driven implant planning right in your office.

Call 1-877-293-4945 or go to www.E4D.com/compass for more information.
Dr. George Freedman gives insight into conservative preparations and simplified restorations

By Kristine Colker, Managing Editor

Dr. George Freedman will present “Evolving Conservative Restorations” as part of the DTSC Symposia.

In his session, he will discuss how conservative preparations and simplified restorations are the primary parameters of the successful practice.

In addition, Freedman will talk about how the precursor for every restorative procedure is a predictable one-step seventh-generation adhesive. Single-step resin cements create the ideal interface between tooth structure, metal and ceramic while special additives target alumina and zirconia crowns and bridges.

Freedman sat down with us to share more insights into his session.

Today you will be presenting a DTSC Symposia session, “Evolving Conservative Restorations.” Could you give us a general overview of what your session will entail?

Conservative preparations and simplified restorations are the essential parameters of the successful practice. For direct procedures, the evolution of minimal preparation concepts is complemented by newer generation Giomer filling materials, both “super” flowable and hybrid, that are functionally and esthetically superior.

These procedures assume the availability of predictable one-step seventh-generation adhesive technologies that are the clinical infrastructure for every restorative procedure.

For indirect restorations, the materials and protocols of cementation have changed tremendously over the past decade; both techniques and technologies are far easier, more predictable and clinically superior. The practitioner is required to cement porcelain-fused-to-metal (PFM), all-ceramic, alumina and zirconia crowns and bridges.

Could you go into a little more detail about the Giomer filling materials and the single-step resin cements that you work with? What are some characteristics you look for when choosing what products to use?

The advantages of resin restorative and cementation materials include adhesion to all tooth and restorative surfaces and fluoride release to protect the remaining tooth structure from bacteria. The Giomer materials have been shown to adhere to both enamel and dentin above the critical 17 MPa mark, thus they are able to resist the forces of polymerization shrinkage that are the causes of gap formation, marginal breakdown, microleakage and re-decay.

Many restorative materials today have a capacity to release fluoride, making the marginal area of the restoration inhospitable to bacteria. Once a restoration has released the bulk of its fluoride ions, this protective mechanism ceases to be effective.

Giomers are uniquely able to both discharge fluoride and regenerate fluoride, depending on the relative concentration of fluoride ions in the oral environment. Thus, under normal circumstances, Giomers release fluoride ions.

When the fluoride ion concentration in the mouth is higher than that in the restoration — such as with fluoride rinses, varnishes or topicals — the migration of ions is into the restoration, recharging the Giomer. These restorations thus have the capacity to absorb and release protective fluoride ions over the span of many years of intraoral function.

Resin cements have shown an excellent capacity to form micromechanical and chemical bonds with dentin, enamel, composite resin, ceramic and metal surfaces. They are ideal agents to affix crown and bridge restorations as well as inlays and onlays.

The major advantages of single-step resin cements include ease of use, rapid deployment and predictability of adhesion. Because the cement is automated immediately prior to use, its chemistry is always ideal and its properties optimal.

The simple step is suitable for both four-handed and two-handed dentistry and leaves virtually no room for inadvertent procedural error. The bonds are strong, and they undergo the best possible maturation in the wet environment of the human mouth.

The newer alumina and zirconia crown and bridge materials generally do not adhere to resin cements and thus require additional primers to ensure they can be adhered, not just luted, onto the dentition.

Would you say your presentation is geared toward a specific audience or is it more general? Is there anything attendees need to know about ahead of time in order to understand it?

The presentation is directed to general practitioners, restorative specialists and the team members who are actively involved in restorative procedures. While experience in direct and indirect restorative protocols is preferable, the clinical discussions and descriptions are very comprehensive and will benefit those who are just beginning to address these materials and technologies.

Your session is sponsored by Shofu. How did you begin working with the company and what is it that you like about its products and services?

I began to work with Shofu in the mid-1980s and have maintained an active and close relationship ever since that time. I have enjoyed an excellent rapport both with the American and the Japanese components of the company. Shofu has been an innovative leader in the dental field for a century and a half, and it has been responsible for the development and introduction of numerous industry-changing techniques and technologies.

Shofu’s extensive pre-introduction research provides clinical comfort that materials will function as indicated, last as long as expected and perform at the highest standards.

What are the most important concepts that you hope attendees to your session will walk away with?

1. One-step development of occlusal anatomy with “super” flowables.
2. Predictable adhesion for all restorative procedures.

On today from 4:30 to 5:30 p.m. in aisle 6000, room 3, Dr. George Freedman will talk about “Evolving Conservative Restorations” as part of the DTSC Symposia.

In his session, he will discuss how conservative preparations and simplified restorations are the primary parameters of the successful practice.

The presentation is directed to general practitioners, restorative specialists and the team members who are actively involved in restorative procedures.
ANNUAL DENTAL TRIBUNE STUDY CLUB
SYMPOSIA AT THE GNYDM

SUNDAY
NOVEMBER 27

FULL DAY C.E. SCHEDULE
YOU CAN FIND US IN AISLE 6000, ROOM #3.

10:00 - 11:00  DR. HOWARD GLAZER // COURSE NO. 3780
GIOMERS: NEW GIANTS OF MI DENTISTRY

11:15 - 12:15 DR. SHAMSHUDIN KHERANI // COURSE NO. 3790
COMPREHENSIVE DENTISTRY USING DIGITAL IMPRESSION TECHNOLOGY

12:45 - 1:45  DR. RON KAMINER // COURSE NO. 3800
MINIMALLY INVASIVE DENTISTRY: TIPS AND TRICKS TO MAXIMIZE SUCCESS

2:00 - 3:00  DR. LOUIS MALCMACHER // COURSE NO. 3810
THE HOTTEST TOPICS IN DENTISTRY

3:15 - 4:15  DR. BRIAN NOVY // COURSE NO. 3820
TECHNOLOGY TO IMPROVE YOUR CARIES MANAGEMENT

4:30 - 5:30  DR. GEORGE FREEDMAN // COURSE NO. 3830
EVOLVING CONSERVATIVE RESTORATIONS

ADA C.E.R.P.®  Continuing Education Recognition Program
DENTAL TRIBUNE AMERICA LLC IS AN ADA C.E.R.P. RECOGNIZED PROVIDER.

Dental Tribune
DT STUDY CLUB
courses | discussion | technology | resources

FIVE FANTASTIC PRIZES TO BE WON EACH DAY!
JOIN US!
Kodak® RVG 6100
Digital Radiography System

The only digital radiography system with Logicon caries detector software availability.

INCLUDES:
- Free Shipping
- Free Apple iPad®2 with each sensor purchased

Starting at $6,687
(Save thousand$)

Kodak® 9000
Panoramic System

The Perfect Tool for Creating the Excellent Digital Images your Practice Requires.

INCLUDES:
- Free shipping
- Free software
- Free installation
- Free on-site training
  (over $5,000 bonus package)

$44,039
($57,590 value)

2 Free Apple iPad®2s with Kodak 9000 purchase

Kodak Imaging & Practice Management Software available at similar savings... ask your Darby Account Manager.
Just say, “Bill me through Darby...” or simply call us to save thousands!

Darby Dental Supply offers a large selection of name-brand equipment at some of the lowest prices in dentistry. Although we don’t have a booth at GNY, we’re ready to take your order. So when you see something you need, take it for a “test drive” at the manufacturer’s booth. Then call us to place your order. You’ll save thousands, and we’ll also throw in a FREE iPad®2 (or 2) with select purchases!

DCI Pro 31 Ensemble

DCI Equipment is proudly handcrafted in the USA

ENSEMBLE INCLUDES:
- Free shipping
- Free basic installation
- Typically ships in 7-10 days
- Choose from 6 designer colors (over $1,400 bonus package)

Includes everything shown plus an assistant’s stool! $7,446 ($13,990 comparable value)

Free Apple iPad®2 with each Ensemble purchase

IRS Section 179 encourages business owners to invest in equipment or technology by allowing them to deduct up to $500,000 of the value during the first year of ownership. Consult with a tax professional to determine how much you can save before year’s end.

Also available...
Other great exclusive Darby offers on Pelton & Crane, Tuttnauer, KaVo, and Dentsply equipment... call us for details!

888.435.1214
www.darbydentalsupply.com

Cannot be combined with any other Darby promotion or offer. Certain item exclusions may apply. Not responsible for typographical errors. Offers expire 12/16/2011.
©2011 Darby Dental Supply, LLC
No-flow flowables for ‘Beautifil’ restorations

By Howard S. Glazer, DDS, FAGD, FASDA

That’s not a spelling error in the title. I have intentionally spelled it to mimic the name of the non-runny, non-flowable resin material I will discuss.

Resin dentistry has come a long way since the early days of silicates. Both patients and dental profession- als have demanded restorative mate- rials that are functional, durable, versatile and aesthetic. Imagine, if you will, a material that is a base, liner and restorative all in one tube.

Shofu has developed just such a product: Beautifil Flow Plus. This new flowable resin is a sculptable, non-flowing resin available in two formulations: F00 and F03. Those designations mean that it flowed zero millimeters when an amount was placed on a pad and held vertically for one minute. Similarly, the F03 flowed only 3 mm during one minute. Both formulations contain the proprietary Giomer chemistry and S-PRG fillers, which release and recharge fluoride like a glass ionomer.

The Giomer chemistry is impor- tant. Gomers have an anti-plaque effect by providing a smoother sur- face when photo-cured. Furthermore, they aid in the reinforcement of tooth structure by forming an acid-resist- ant layer as well as helping to remineralize dentin. Recently, the ADA published the results of an eight-year Giomer study, done at the University of Gainesville in Florida, that showed no secondary caries, no restorative failures, no post-op sensitivity and a 95 percent retention of luster on the restoration.

Beautifil Flow Plus stays where it is placed and does not require a more traditional composite resin to be placed on top to complete the restoration as some bulk fills do. It is approved for all cavity preparation classification.

There are nine shades for F00, including an opaque, incisal and bleach white. For F03, there are 12 shades, including a unique A0.5, “milky” and cervical shade. Once photo-cured, the materials are about 95 percent finished and polished, and a very high gloss can be achieved using the One Gloss and Super Snap Singles polishing systems (Shofu).

As you will see in the cases that follow, Beautifil Flow Plus is a very useful product that allows us to emphasize our artistic ability in the art and science of dentistry.

Case I

The patient is a 33-year-old male who has neglected his dental hygiene for several years and has a history of chewing gum and parking it in his cheek when on the telephone or focusing on his work.

He now presents with several areas of severe cervical erosion. These were successfully restored using a #35 inverted cone carbide and SmartBur II #4 round (both SS White) and then BeautiBond and Beautifil Flow Plus F03 A03 opaque shade and then F00 shade A3.

Fig. 1: Pre-op photos of the lower left first and second premolars and first and second molars showing cervical decay. (Photos/Provided by Dr. Howard S. Glazer)

Fig. 2: Post-op of the lower left first and second premolars and the lower left first molar.

Case II

The patient is a 63-year-old male with a history of sucking on lemons. The upper right cuspid enamel has been eroded, and the patient had mild sensitivity. The canine was restored using a #34 inverted cone bur (SS White), and the restoration was performed with BeautiBond and Beautifil Flow Plus F00 shade A30 Opaque and A3.

Fig. 3: Pre-op photo of the upper right cuspid. Note the large area of enamel erosion.

Fig. 4: Post-op photo of the upper right cuspid. Erosion restored with “invisible” margins.

Case III

The patient is a 42-year-old male who fractured the upper right central incisor opening a package. The tooth was restored using a Fiasurotomy bur (SS White) to create the enamel bevels and BeautiBond and Beautifil Flow Plus F00 A2.

Fig. 5: Pre-op photo of the upper left central incisor fracture.

Fig. 6: Post-op photo of upper left central incisor.

Attend today’s session!

Today from 10 to 11 a.m. in aisle 6000, room 3, Dr. Howard Glazer will present “GIOMERS: New Giants of MI Den- tistry” as part of the DTSC Symposia. In his session, he will address the follow- ing questions: What is a giomer? How does it work and what does it do? How is it different from glass ionomer? What does the research say? What products contain giomer technology and what is the advantage over others that do not? How is it used clinically?

About the author

Howard S. Glazer, DDS, FAGD, FACD, FICD, FASDA, FAAFS, is a past presi- dent of the AGD and former assistant clinical professor in dentistry at the Albert Einstein College of Medicine in Bronx, N.Y. He is the deputy chief forensic dental consultant to the OCME- NY. Named as one of the “Leading Clinicians in Continuing Education” by Dentistry Today, he lectures and publishes internationally on the sub- jects of cosmetic dentistry and forensic dentistry.
LET’S HEAR IT FOR HYGIENISTS!

Do you know a registered dental hygienist who goes above and beyond the call of duty – truly making an impact on patients and for the oral health cause every day? A friend? A colleague? A peer?

Crest® Oral-B® wants to know!

6 extraordinary dental hygienists will receive:

- Recognition plaque
- All-expense-paid trip and recognition at a special award cocktail reception at RDH Under One Roof 2012 in Las Vegas, NV
- $1,000 monetary prize
- Recognition in dental trade media news announcements and on dentalcare.com
- Exclusive trip to P&G headquarters!

So, do you know a Pro?

Log on to www.prosintheprofession.com or stop by the Crest Oral-B booth at upcoming dental conventions and tell us about them. Through April 2012, Crest Oral-B will be accepting nominations.
Taking a look at digitally enabled comprehensive restorative dentistry

By Shamshudin ‘Sam’ Kherani, DDS, FAGD, LVIM, FICCMO

Digital connectivity is enabling a new era of comprehensive restorative dentistry. Just five years ago, we began replacing our traditional PVS impression process with the iTero digital impressions system. Since then, we have seen rapid expansion in digital capture devices and digital manufacturing for traditional X-rays, impressions, cone beam CT, implant treatment services, surgical guides, laboratory prosthetics and orthodontic treatment. Keeping a practice up to date with these technologies is advancing our ability to better evaluate, plan and treat the comprehensive restorative cases that challenge us every day.

Connectivity between these individual technologies is becoming easier all the time. When thinking about the technologies we bring into our practices, it’s important to thoroughly evaluate their potential for connectivity to technologies we already use and to those we may be interested in acquiring.

The buzz word is open architecture – I refer to it as open choice. Just as my traditional devices and materials allow me to select and deliver any treatment plan I want, my digitally enabled products and services to do the same.

We chose to start using a digital impression system that is fully open because we wanted to ensure our investment would allow us to maintain complete control over the treatment options. The iTero hasn’t let us down. Not only is it the only powder-free intra-oral scanner on the market, it’s the only system that enables us to do work easily with all aspects of our digital service providers.

A recent upgrade to the iTero system has enabled two important features for enhanced connectivity: Real Time Modeling (RTM) and open access STL export by the clinician or lab.

Real Time Modeling

RTM gives the clinician greater control over the digital file to mark margins chairside and complete the high resolution modeling on the scanner itself. With RTM, I have excellent control over the preparation scans, which allows me to maximize tissue management.

The preparation scans are isolated and scanned first. Each individual tooth can be impressed in a process that allows the user to digitally capture each preparation scan before the adjacent and opposing arches are scanned.

These preparation images are then set aside while the opposing and adjacent scans are completed. Once finished with both the preparation and arch scans, the system digitally maps in the preparation scans to the arch scans. The process is especially helpful for large full-arch cases.

The RTM process also enables us to use the system for fixture-level implant dentistry. We cannot normally use a scan body or scanning abutment to create a custom abutment and crown from one scan of the scan body. iTero enables this feature with both Straumann implants and BIOMET 3i implants, along with scan...
You’ll know why

Sheila Keator has been named one of *Barron’s* Top 100 Women Financial Advisors for three years in a row.**

To learn more, call or visit www.keatorgroup.com

**Criteria based on quantitative and qualitative criteria as well as by examining regulatory records and talking with peers, supervisory clients and the advisors themselves. Factors included in certain rankings include: assets under management, revenue produced for the firm, regulatory record, quality of practice, and risk tolerance work. Portfolio performance is not a criterion because most advisors do not have matched track records and because performance figures often are influenced more by clients’ risk tolerance than by an advisor’s investment picking abilities. **2006, 2007, and 2008**
body solutions from Glidewell and 5-Axis Dental that service multiple brands of implant systems.

With the iTero, we can take a full-arch scan of the patients’ pre-surgical arches. We then export this STL file and can send it to a third-party implant treatment planning service (i.e., Materialise, Anatomage, Straumann/Gonex) for integration with our cone beam CT images. The combined images can then be used in the treatment planning process and the creation of digitally manufactured surgical guides, if desired.

Once the implant is placed, we can use a scan body attached intra-orally into the implant fixture. We then take a digital impression of the scan body and arches. The file is sent to multiple parties at the same time. iTero sends the file to my lab, which reviews the margin line and model.

Once complete, the lab sends the file to the selected implant partner, who creates a custom abutment and coping for the restoration. The lab receives a milled model from iTero and the abutment and coping (if desired) from the manufacturer. The lab also has the option to fabricate the coping or restoration from the same digital file at the lab.

In this case, the three components required (model, custom abutment and restoration) are fabricated digitally from one unique digital impression at three separate sources and are joined in the lab for final inspection prior to delivery.

With some implant systems, a model is not needed — both the custom abutment and crown are fabricated digitally and delivered.

The lab also has the ability to fabricate any kind of restoration prescribed from the digital file — porcelain veneers, gold crowns, bridges, zirconia copings, PFM s, etc.

The choice, accuracy and digital workflow allow the clinician to efficiently manage the treatment and deliver precision components in fewer patient appointments.

We continue to see the advantages of diagnosing, planning and treating our patients through digital modalities. Whether treating a single-unit crown, multiple veneers, implants or comprehensive restorative treatments, choosing an open digital impression system will ensure you maintain choices in your treatment options today and as new technologies develop and emerge in the coming years.

The intra-oral scanner is the link that allows us to join our multiple digital services to enhance our dentistry and patient experience. The accuracy, flexibility and choice that intra-oral scanners offer make it the must-have technology for today’s restorative practice.
**XCP-DS FIT**

**UNIVERSAL SENSOR HOLDER**

**Universal design. Custom FIT.**
*The self-adjusting clip stretches to fit any sensor!*

Reduce loading time during digital radiograph procedures with XCP-DS FIT Universal Autoclavable Sensor Holders.

- One holder works with both size 1 and size 2 sensors for less inventory
- Autoclavable for low cost per use
- Rigid sensor support keeps sensor positioned accurately
- Use with the XCP-ORA 3-in-1 Positioning System for easy parall eling

559900  XCP-DS Fit Hygiene Kit
XCP-ORA Arm and Ring; XCP-DS Fit biteblocks, 2 each: anterior, posterior, horizontal bitewing, vertical bitewing

559908  XCP-DS Fit Endo Kit
Endo Aiming Ring, Endo Arm, 2 XCP-DS Fit Endo Biteblocks

559909  XCP-DS Fit Complete Kit
XCP-ORA Arm and Ring, XCP-DS Fit biteblocks, 2 each: anterior, posterior, horizontal bitewing, vertical bitewing, Endo, Endo Ring and Arm

**Biteblock Refill Packs**
2 biteblocks per pack. Order by part number.

**Fits Size 1 and Size 2 Digital X-Ray Sensors**

---

**DENTSPLY RINN**
**REFERENCE APPLICATION**

Mobile application that provides reference material on Rinn products & new positioning techniques in dental radiography

---

DENTSPLY Rinn
A Division of DENTSPLY International Inc.
www.rinncorp.com
800-323-0970

---

Available on the App Store
Building your practice with caries management and CarieScan PRO

By Dr. Michael A. Miyasaki

- Caries detection has been undergoing significant technological changes during the past two decades, with the explorer now giving way to less invasive protocols. Radiographs are used but often indicate decay only when its well-developed.

  A relatively new development is the CarieScan PRO, which uses AC impedance spectroscopy to determine changes in tooth mineral density. This is the same technology used to measure and quantify bone mineralization throughout the body. Fortunately, this works very well to discover areas of early demineralization on the occlusal surfaces and the smooth buccal and lingual surfaces of the teeth.

  What sets CarieScan PRO apart from other units is its improved sensitivity (detection of caries) and specificity (confirmation of health) with an unmatched accuracy of 92.5 percent. This high degree of accuracy means fewer false positives, giving me more confidence in my diagnosis.

  Putting ourselves in our patients’ shoes, we’d all like to catch those soft areas early before a full-blown filling needs to be placed deep against our pulp. As clinicians, we’d like to have a second set of eyes looking into the enamel, knowing that with today’s fluoride use, we sometimes find decay that can be quite extensive below the apparently intact enamel.

  We’d also like a better way to communicate the need to our patients when they present with almost undetectable, asymptomatic decay. CarieScan PRO helps us accomplish all these points.

  Setting up the CarieScan PRO for use is quick. The collar of the CarieScan PRO is pushed into the sensor tip, which pops on ready for use.

  To prevent cross-contamination, there are disposable sleeves that wrap nicely over the unit, leaving the single-use disposable sensor tip exposed (Fig 1).

  The CarieScan PRO technique is simple. A lip hook is placed, and the tooth to be measured is dried by blowing dry air over the surface for five seconds to remove the visible moisture, then placing the sensor tip on the portion of the tooth to be analyzed and pressing firmly (Fig 2) while the CarieScan PRO takes its reading and displays its color-coded digital measurement of 0-100 on an LCD screen.

  Red is associated with a reading of 100, indicating a high probability that there is dentinal decay. Green is associated with a reading of 0, indicating health, and yellow indicates varying degrees of possible demineralization (Fig 3). The patient feels nothing.

  Using the CarieScan PRO

  Patients appreciate that we have invested in technology to detect disease earlier, that we can quantify the condition of their teeth and that we have another way to involve them in their health, especially today, where their dollars mean so much to them.

  I also believe that this type of technology helps in retaining your current patients and keeping your patients active in your practice, as you have ongoing monitoring that they are involved in.

  More information on CarieScan PRO will be presented by Dr. Brian Novy today from 3:15 to 4:15 p.m. in aisle 6000, room 3.

About the author

Michael A. Miyasaki, DDS, is a 1987 graduate of the University of Southern California School of Dentistry and has been involved in dental education for more than 21 years. He served as the editor in chief of Dental Shopper Magazine, has maintained a private fee-for-service practice focusing on comprehensive, minimally invasive esthetic restorative dentistry and function, works with many dental manufacturers and laboratories on product research and advanced protocols, lectures and publishes articles internationally, founded the educational company Principle-Based Dentistry, is working as a professional relations and advanced education consultant for Ditus Dental and, through HDIG Dental, is working to create a new educational model for the future.
Save $$$ at the Greater New York Dental Meeting with ProRepair and ProScore

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

**ProScore**

**EZ Press III™**
Ceramic Package

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

Visit Us at Booth 1314
1-800-367-3674
www.prorepair.com
www.scoredental.com
prorepair@henryschein.com

* Ceramic upgrade available for billable rebuilds and turbine replacements on most highspeed models. Ceramic warranty is double the warranty of ProRepair Premium Services. Valid only through Henry Schein ProRepair Division. Cannot be combined with any other offer. Repairs sent to manufacturer are not included in this offer. Must include original ad to be valid. All offers expire 11/30/11. Promo codes QN100, QN50, QN40.
Addressing occlusion, sleep breathing disorders and esthetics

By Shamshudin (Sam) Kherani, BSc, DDS, FAGD, LVIM, MICCMO

In performing long-lasting comprehensive dentistry, form, function, esthetics and stability are the attributes that we strive for, and should strive for, for good reason. In the end, it is physiology that informs and governs the long-term end result. In generalities, anatomy (i.e., form) gives us guidance whereas physiology determines the end result.

There have been exponential changes in how we use technology to help us witness what happens in the human body in real time, both in terms of imaging and physiological events. Coupled with that is the advancement in material science that helps us get closer to replicating nature and, at the same time, allowing such human interventions to serve us for a relatively long time. Such advancements have been made possible by the synergies between accredited higher learning institutions, an industry committed to research and development and continuing education institutions. Such synergy is the requirement for the advancement that we witness today. The health professional has to be a perennial student who should be given access to such information in a manner that makes it practical to use that information for the benefit of the general public.

Suffice it to say that such an environment does leave things open to frivolous and unsubstantiated treatment regimens that should be monitored. In the absence of a robust policymaking mechanism, which would in turn be stifling, a peer-to-peer mechanism is most efficient and practical. Continuing education facilities provide a fertile ground for such peer-to-peer mechanisms, which foster excellence and allow for practitioners to gain knowledge that will help them incorporate such knowledge into practice.

This year at the Greater New York Dental Meeting (GNYDM), I will discuss the theory and science behind the neuromuscular occlusion philosophy and its application in treating numerous cases that range from esthetic needs to pain management in a contemporary setting. This philosophy of treatment is predicated on measuring physiological parameters so that one can be sure the balance within the stomatognathic system has been attained. This seminar will be from 9 a.m. to noon on Monday in room 1E06.

Another area that needs to be mentioned is sleep-breathing disorders, which affect at least 20 percent of the American population. The gold standard of sleep center-orchestrated sleep studies, coupled with the gold standard of prescribing CPAPs (continuous positive air pressure), is meeting with a lot of resistance, such that a majority of patients need treatment that allows the alleviation of this harmful disorder that, without treatment, can have such far-reaching complications as increased mortality and morbidity. Successful long-term treatment outcomes will be shared along with patient testimonies.

Ambulatory sleep studies that are considered diagnostic in nature, along with the delivery of mandibular advancement appliances, are gaining ground as a viable alternative to the gold standard, resulting in physicians and dentists combining their abilities for the benefit of the patients who need help with their affliction.

In addition, there is correlation between sleep breathing disorders and the lack of balance within the stomatognathic system; therefore, exploration within both of these areas can lead to a win-win for the patient who not only gets relief from the sleep breathing disorder but balance within the stomatognathic system. Suffice it to say that this body of knowledge is gaining further interest, and as time goes on, we will see more information about it, including best practices.

In my lecture at the GNYDM, I will touch upon this much-ignored arena of sleep-disordered breathing in the overall diagnosis, leading to treatment that allows the alleviation of this harmful disorder that, without treatment, can have such far-reaching complications as increased mortality and morbidity. Successful long-term treatment outcomes will be shared along with patient testimonies.

Finally, I would like to underscore that we at the Las Vegas Dental Institute (www.lviglobal.com) offer a comprehensive series of continuing education courses that are specifically organized so you may avail yourself with all this information in an organized manner.

The courses are also practical because we do offer live-patient treatment programs. I would encourage you to visit our website and see for yourself what is offered. I sold both my highly productive offices in Calgary, Canada, to serve as the clinical director at LVI because it gives me a great deal of satisfaction in giving back to my esteemed profession.
TRIED & TRUE MEETS NEW & IMPROVED.

IT’S PALODENT®. PLUS SO MUCH MORE. From the original name in sectional matrix systems comes new Palodent® Plus. It’s an entirely re-engineered system, based on the latest industry-leading technology. With this easy-to-use system, you’ll find exceptional ring stability, reduced procedure time, and predictable, accurate contacts. Plus, you get the reassurance and convenience of a support team you already know and depend on from DENTSPLY Caulk. Visit PalodentPlus.com today.
Another bubble?

By David Keator, Keator Group

There is an old adage: “Those who ignore history are destined to repeat it.”

So let’s journey through a few of the major milestones in the market since 1982. I’ve chosen 1982 because that was the time the market became the subject of daily media chatter. Paul Volcker was the chairman of the Federal Reserve at that time, and in August 1982, he lowered interest rates. This caused the stock market to take off. From that point onward, the market was a hot topic.

One of the first “derivatives” that emerged after that time was in the form of portfolio insurance. The idea was attractive. Essentially, it was a program sold to institutions and large investors that “sold” their securities if the market hit certain levels. The large investors and institutions loved the idea. This “product” became so lucrative to Wall Street that it was re-packaged and sold to smaller investors.

Everyone started buying in to this protection mechanism. In hindsight, this idea failed to recognize that it could become self-fulfilling. If the market started to fall, then the “insurance” would be triggered, which would in turn signal program selling. This would cause the market to fall as more and more program selling would ensue.

This period in the market has been labeled the Crash of ’87. Let’s call this automatic pilot approach “complacency.”

Starting in 1995, new technology burst onto the scene, and the over-the-counter market (NASDAQ—all those four-letter stocks) became the “new” hot investment. It was the subject of every analyst, commentator and/or neighbor with a computer. Sometimes, the value of a stock would double in a day. It looked like there was no end to the money that could be made. It looked easy, and complacency took hold again. “How could you lose? The Internet isn’t going away. Technology has changed our lives.”

That bubble burst in March 2000, and the subsequent recovery was interrupted by the attacks on Sept. 11, 2001. This economic roadbump would keep further growth in the stock market at bay until March 2003 when stocks began to rally again.

Who would have guessed the next bubble would be real estate? There is another Wall Street axiom: “Trees don’t grow to the sky.” Housing prices soared; people were refinancing their mortgages and spending their equity as if going to an ATM machine. That bubble has now burst, and real-estate values have plummeted from stratospheric highs. This has caused many consumers a tremendous amount of pain and panic. Many, feeling helpless, have walked away from their homes to the detriment of their credit scores and overall financial well-being.

We believe that this real-estate adjustment is going to have long-term effects on our economy, as it will take time to work through the excess real-estate inventory. Until that happens, prices probably won’t rise. Although there are pockets of the country that have already seen some stabilizations, it could be years before there is substantial growth in the real-estate market.

We see the new bubble being interest rates. Remember that current yields are a function of income divided by price. If bond yields are low, then bond prices are high. Everyone is looking for someplace to invest money for a better return. The U.S. Treasury is borrowing money for two years at a rate of less than 1 percent. Money market rates are less than one-fourth of 1 percent (0.25 percent).

So if you want to help reduce risk, you may need to endure some pain by accepting low current yields. If inflation stays low, then real return is OK. Unfortunately, if inflation starts to rise, then the net return on low-yielding investments could be zero or worse. Looking for more income in the market is like walking through a minefield: If you exclusively hunt for yield, without paying attention to quality, then your perceived “safe” investment might not perform to your satisfaction.

It reminds me of another adage: “Buyer beware.” I can’t predict when, but interest rates will rise. They cycle just as all other asset classes and markets do. OK, so what do I do?

• Keep a good cushion (we call it a bunker) of available cash for emergency purposes. This could include money markets, certificates of deposit or short-term government bonds. No, the yields aren’t attractive now, but it will allow you to access funds if needed without forcing the sale of something at an inopportune time.
• Keep your portfolio liquid. Stay clear of investments that tie up your funds and have large charges or limited liquidation rights.
• Have a diversified investment plan. By identifying future goals, you can back into the risk that you should be taking. If that is excessive, then you know you need to modify your goals and expectations.
• Think globally when determining your asset allocation. There may be investment opportunities in the international markets that could potentially enhance a portfolio’s return.
• Look for transparency in your investments. What do you own? What does it cost? These are all appropriate questions to be asking your advisors.
• Stay disciplined. Keep your consumer debt low and continue to actively save for your future.

Keeping these points in mind will help you avoid some of the pitfalls that investors have suffered during the last decade. It is through planning and discipline that we believe you will have the best chance of reaching the financial future of your dreams.

About the author

David Keator is a partner with Keator Group. You may contact him at 218 Main St., Lenox, Mass. 01240; (413) 637-2118; www.keatorgroup.com.

Editor’s note: Investment in securities, and associated services, are not FDIC/insured/not bank guaranteed/may lose value. Investment products and services are offered through Wells Fargo Advisors Financial Network, LLC (WFAFN). Member SIPC, Keator Group, Fargo Advisors Financial Network, LLC, is a separate entity from WFAFN. WFAFN did not assist in the preparation of this report, and its accuracy and completeness are not guaranteed. The opinions expressed in this report are those of the author and are not necessarily those of WFAFN or its affiliates. This material has been prepared or is distributed solely for information purposes and is not a solicitation or an offer to buy and sell securities or instruments or to participate in any trading strategy. Past performance is no guarantee of future results.

Diversification does not guarantee a profit or protect against loss. Investing in foreign securities presents certain risks not associated with domestic investments, such as currency fluctuation, political and economic instability and different accounting standards. This may result in greater share price volatility.
get connected — many solutions, one price

- Appt. Reminders
- Social Media
- E-Marketing
- Referrals
- Online Reviews

For a 60 Day Trial go to solutionreach.com or call 866.605.6867

Stop by our booth #3733 @ GNYDM and learn how solutionreach can better your practice.
Smaller and mightier!
Now available!

Introducing **S-Max pico**
The world's smallest head.

S-Max pico
X600L (Standard Head)
handpiece technology.

Japanese engineering is celebrated for making our favorite technologies smaller and perform better. Now, that smaller, smarter technology is making its U.S. debut with the NSK family of rotary dental tools. Whether you choose an electric or air-turbine handpiece, you'll find innovative features like super-slender styling, a lightweight titanium body and our patented Clean Head technology for enhanced infection control. Plus the new S-Max pico offers the world's smallest head* for easier access — excellent for hard-to-reach molars and pediatric cases. Ask how you can get it in your hands.

Come see the S-Max pico, your next “must have,” at:
Greater New York Dental Meeting
NSK Booth #233
November 27 – 30, 2011

To find your distributor:
888.675.1675
www.nskdental.us

*(Gross handpiece market as of 1/1/2011)

(mighty)
Exhibit hall
floor plan
### COMPANY | BOOTH
---|---
1-800 DENTIST | 628
3M ESPE | 4600, 4812
3Shape | 449
A. Titan Instruments | 705
AB DENTAL USA | 2116
ABO Rio de Janeiro Dental Congress | 1111
Academy of General Dentistry | 314
Accutron | 3914
AClID Relaxation/Fujiryoki | 2525
AECTON NORTH AMERICA (Satelec & Sopro) | 3617
Adam's Ad Corporation | 242
AdDent | 3470
A Dec | 3401
A Dent Dental Equipment | 3611
ADM, a.s. | 237
Advanced Technology & Capital | 535
AED Professionals, General Medical Devices | 915
AEDUC/Index Conferences & Exhibitions | Organization 2400A
Aegis Communications | 4528
AFTCO | 216
Aim Dental Laboratory | 2808
Air Techniques | 3809
AllPro | 905
Almonte Pallago Group | 432
Altifest Personal Wealth Management | 429
Amazing Animation | 3721
AQUA LASER | 4431
American Academy of Pediatric Dentistry | 4829
American Association of Endodontists | 4730
American Dental Assistants Association | 639
American Dental Association | 133
American Dental Software | 4721
American Eagle Instruments | 2727
American Express Open | 1525, 4617
American Friends of DVI (Dental Volunteers for Israel) | 4833
AMIC Dental | 136
Anatomage | 136
Armanian Zijing Medical Instruments | 1875
APCO San Paolo State Dental Association | 1105
Apex Dental Materials | 918
Apixia | 3930
Arizoma by Jumar Corporation | 1026
Architectural Design Associates | 3307
Arphino Handpiece Repair & Sales | 1900
ASA Dental USA | 737
Astrapho | 807
Ashael Dental | 531
Asociacion Dental Mexicana (Federacion Nacional de Colegios de Cirujanos Dental) | 104
Aspen Dental | 3633
Ato | 604
AXA Advisors | 229
AXIS Dental | 3933
Aztec | 3517
B&L Biotech USA | 4807
B.C.Sheriff Insurance Agency | 206
Buck Quality | 2631
Bank of America Pratice Solutions | 3339
Bausch Articulating Papers | 2912
Beacon Construction Services | 528
Beaverstate Dental | 2914
BeSure | 1510
Beetling Design Corporation | 2119
BELMONT EQUIPMENT | 809
Benco Brand Gloves & Merchandise. | 3830
Benco Dental | 3825
Benco Dental | 3835
Benfotec 1 | 1950
Best Card | 1905
Best Instruments USA | 1014
Beuthich LP Pharmaceuticals | 2872
Beyes Dental Canada | 214, 3400
Bisco Dental Products | 1601
Bisco Bieplefider DentalSilicone | 613
BlueSkyBio | 4231
Bosworth Company | 3720
Brasseler USA | 2847
Brewer Design | 1614
Brilliant Ideas Consulting | 2010
C & D Complete Business Solutions | 3639
C.E.I. Dental | 306
CamSight Co. | 1117
Can Group | 1521
CapitalSource | 3820
CareCredit | 4014
Careington International | 919
Carestream Dental | 4235
Carl Zeiss Meditec | 3201
Casale Evans Design Group | 3233
Cases by Source | 3334
Cameo | 2503, 2803, 3103
Cavex Holland BV | 117
Center for Hearing and Communication | 5606
Central Data Storage (CDS) | 3952
Centerex | 3003
Certol International | 3334
Champions Innovations | 538
ChairsideAdvantage | 1423
China Dabeng Group | 3435
Citl Health Card | 436
Citivis Architects | 2921
Clam Medical Products | 1015
Claron Financial | 3834
ClearCorrect | 802
Clinician’s Choice Dental Products | 2511
Clinix | 1120
Colegio de Cirujanos Dentistas de Puerto Rico | 112
COLGATE | 2825
Coltene/Waldental | 4201
Columbia Dentiform | 3409
Common Sense Dental Products | 3223
Consult Fin/DBC Marketing | 831
ContactEZ | 3823
Cortex Dental Implants Industries | 3837
Codrenal | 1011
CER Foundation | 3437
Cranberry USA | 512
Credi Suisse | 1431
Credent Prosthetics | 4235
Crest Oral B | 1033
Crosstech International | 3509
Custom Earpiece | 1916
CustomAir | 3409
Cyber-Dentics | 1505
DA’s — A Henry Schein Company | 1222
da Vinci Dental Studios | 1613
Daegu Technopark Bio Industry Center | 4836
Dairos | 4314
Davinci Materials and Engineering | 1016
DC International | 3234
DCI Dental Consulting | 716
DCI Equipment | 1113
DDS Refining/Enviro-Dent | 1110
Dear Doctor | 165, 4722
Dentist USA | 4177
DeilFa Dental Europe GmbH-Germany | 2103
Delta Dental | 2307
Demandforce | 1425, 2625
DENBUR | 2908
DenLine Uniforms | 1616
DenMat Holdings | 3017
Depro Dental, Inc. | 5438
Dent Corp, Research & Development (DENTO O Co) | 1104
Dentec Dental Press | 3238
Dental Assisting National Board (The Dale Foundation) | 3323
Dental Benefit Providers | 1212
Dental Burs USA | 4417
Dental Economics/RHJ Magazine | 3313
Dental GPS | 228
Dental Health Technology | 736
Dental Learning Centers | 514
Dental Marketing Labs | 4410
Dental Product Shopper | 4420
Dental Products Report | 1021
Dental Savings Club | 3536
Dental Technology Consultants | 330
Denture Pro and Shaper | 729
Dent USA | 110
Dental Expo Russia | 2402
DentalEZ Equipment | 3409
DentalEZ Group | 3409
Denture-Mall Sales | 828
Denture.com | 820
dentoflow | 4819
Dentalware | 2317
Dently | 636
DENTSAGE | 4832
DENTATUS USA | 2401
Dentzine | 537
Dental Care | 2922
Denticator | 1108
DentistRX | 4036
Dentistry Today | 522
Designer BMG America | 3314
DentLight | 102
DentoSystem | 3305
Dentrix | 1422
Dentserv | 507
DEKS Digital X-ray | 4405
DialGold | 2629
Diatach | 1009, 3211
Digital Doc | 4102
DIO Implant USA | 3817
Direct Crown Products | 3524
Discus Dental | 201, 607
Dines & Cowper Associates | 2072
DMG America | 1807, 819
DMX | 3428
Dorcees | 804

*pink denstex today advertiser*
PRECISE™ LTM
YOUR SOFT TISSUE HANDPIECE

PERFORMANCE
Easily shape, contour gingival tissues. Faster, predictable healing. All in a clear, dry field.

PRICE
Contact us for our aggressive “special end-of-year pricing”
Includes wireless foot control, 2 autoclavable handpieces
and 2 in-depth training programs.

Come see us at GNYDM, Booth #1423
Three more reasons to buy Precise LTM:
1. Take advantage of year-end tax savings
2. Add to that a $500 manufacturer’s rebate **Offer ends 12/31/11**
3. GNYDM Special - mention this ad at GNYDM and we’ll add a
FREE BeeGentle Topical Anesthetic Introductory Kit to your purchase.

Finally, a soft tissue handpiece
that is right for you.

Ask your Henry Schein
Representative or call:
1.800.645.6594
prompt #1

Exclusively Distributed by
Henry Schein®

© CAO GROUP, Inc. All Rights Reserved. Precise™ LTM is covered by several U.S. patents. Additional U.S. and international patents pending. AC4567 11AUG2011

CAO GROUP, INC.
www.caogroup.com

Designed, Developed, Manufactured in the USA.
DEXIS X-rays: Highest Quality, Most Consistent.

The DEXIS Platinum Digital X-ray System has emerged as the one that captures the highest quality, most consistent diagnostic images across the widest range of exposure settings. This results in the best performance at the lowest dose which is appreciated by patients and clinicians alike. Now that’s quantum efficiency.

<table>
<thead>
<tr>
<th>Low Dose</th>
<th>High Dose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competitive Sensor</td>
<td>Competitive Sensor</td>
</tr>
<tr>
<td>DEXIS Platinum Sensor</td>
<td>DEXIS Platinum Sensor</td>
</tr>
</tbody>
</table>

+ Visit Booth #4405 to see the DEXIS difference
+ GNY Special Pricing available
+ Ask about our Competitive Trade-in Program!

Trade-in Opportunity!

$Save when you trade-in your competitive X-ray sensor* for the ultra-portable, most comfortable, PerfectSize™ DEXIS Platinum Sensor. Not only will you get diagnostic benefits from the best image quality, but you’ll also enjoy the easiest-to-use software and fastest workflow. See the DEXIS difference for yourself. Ask your DEXIS representative for details or call 1-888-883-3947 today.

*Competitive trade-in sensor must be in working condition. Cannot be combined with any other offer or promotion. Other terms and conditions may apply.
<table>
<thead>
<tr>
<th>COMPANY</th>
<th>BOOTH</th>
<th>COMPANY</th>
<th>BOOTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ortho Classic</td>
<td>223</td>
<td>Sybron Implant Solutions (a wholly owned subsidiary of Sybron Dental Specialties)</td>
<td>4027</td>
</tr>
<tr>
<td>Ortho Organizers</td>
<td>2303</td>
<td>Sybron (a wholly owned subsidiary of Sybron Dental Specialties)</td>
<td>4028</td>
</tr>
<tr>
<td>Ortho Titan</td>
<td>31795</td>
<td>TD Bank</td>
<td>4235</td>
</tr>
<tr>
<td>Otsuka</td>
<td>2911</td>
<td>Technology 4 Medicine</td>
<td>4009</td>
</tr>
<tr>
<td>Ostehealth</td>
<td>2515</td>
<td>Teleflex</td>
<td>3519</td>
</tr>
<tr>
<td>Otto Leibinger GmbH</td>
<td>611</td>
<td>TelephoneOnHold.com</td>
<td>3800</td>
</tr>
<tr>
<td>Oxyژn</td>
<td>3293</td>
<td>Telvex</td>
<td>423</td>
</tr>
<tr>
<td>Oximeter Plus</td>
<td>3711</td>
<td>Temrex</td>
<td>4001</td>
</tr>
<tr>
<td>Pacific Coast Tissue Bank</td>
<td>2730</td>
<td>Tissu Oral Health (formerly Tissu Corporation)</td>
<td>816</td>
</tr>
<tr>
<td>Pacific Dental Services</td>
<td>3333</td>
<td>The Clement Group</td>
<td>2817</td>
</tr>
<tr>
<td>Pacific Training Institute—Bo-tox</td>
<td>34</td>
<td>The Dental Record</td>
<td>105</td>
</tr>
<tr>
<td>Palisades Dental</td>
<td>2814</td>
<td>The Design Group</td>
<td>3738</td>
</tr>
<tr>
<td>Panasonic Healthcare</td>
<td>420</td>
<td>The Doctors Internet</td>
<td>3425</td>
</tr>
<tr>
<td>Panoramic Corporation</td>
<td>1706</td>
<td>the New York Times</td>
<td>4333</td>
</tr>
<tr>
<td>Paragon Dental Practice Trans-</td>
<td>920</td>
<td>The Quality Life</td>
<td>4137</td>
</tr>
<tr>
<td>Parkell</td>
<td>1001</td>
<td>TheraSnore by Distar</td>
<td>3235</td>
</tr>
<tr>
<td>Partell SRL</td>
<td>2314</td>
<td>Theo</td>
<td>1508</td>
</tr>
<tr>
<td>Patient News</td>
<td>3306</td>
<td>Tokuyama Dental America</td>
<td>3921</td>
</tr>
<tr>
<td>Partner Dental Supply</td>
<td>3855</td>
<td>TopDentists.com</td>
<td>4631</td>
</tr>
<tr>
<td>PDI, Inc. Paradise Dental Tech-</td>
<td>625</td>
<td>TotalCare (a wholly owned subsidiary of Sybron Dental Specialties)</td>
<td>4125</td>
</tr>
<tr>
<td>Pelton &amp; Crane, KaVo and Marus</td>
<td>1201</td>
<td>Town &amp; Country Dental Studios</td>
<td>4112</td>
</tr>
<tr>
<td>Pemco/Newark Dental</td>
<td>2609</td>
<td>TFC Advanced Technology</td>
<td>3833</td>
</tr>
<tr>
<td>PeriOrbit</td>
<td>2915</td>
<td>Transworld Systems</td>
<td>839</td>
</tr>
<tr>
<td>PeriSwab</td>
<td>3112</td>
<td>Tri Hawk International</td>
<td>1609</td>
</tr>
<tr>
<td>Pharmaron/Healthy</td>
<td>3736</td>
<td>TriState Dental</td>
<td>3009</td>
</tr>
<tr>
<td>PHB</td>
<td>2714</td>
<td>Trumax Dental Services</td>
<td>713</td>
</tr>
<tr>
<td>Philips Dental</td>
<td>201</td>
<td>Trojan Professional Services</td>
<td>906</td>
</tr>
<tr>
<td>Philips SUNicare</td>
<td>601</td>
<td>Truvia Natural Sweetness/Cargil</td>
<td>2520</td>
</tr>
<tr>
<td>Phonatons</td>
<td>213</td>
<td>Tulsa Dental Services</td>
<td>2616</td>
</tr>
<tr>
<td>PhotoMedical International</td>
<td>1100</td>
<td>DENTSPLY</td>
<td>2603, 2803, 3103</td>
</tr>
<tr>
<td>Physio-Control</td>
<td>3604</td>
<td>TURKOM CERA SAGLIK MADEN GIDA ENERJI</td>
<td>4337</td>
</tr>
<tr>
<td>Pierre Pharma</td>
<td>2315</td>
<td>Durma de Bem</td>
<td>137</td>
</tr>
<tr>
<td>Pfak Smacker</td>
<td>4827</td>
<td>Tuttnauer USA</td>
<td>2715</td>
</tr>
<tr>
<td>Pianmeza USA</td>
<td>4005</td>
<td>U.S. Bank</td>
<td>730</td>
</tr>
<tr>
<td>PNC Bank, N.A.</td>
<td>4834</td>
<td>Ultimate Creations</td>
<td>2830</td>
</tr>
<tr>
<td>POF Oral Health Products</td>
<td>3224</td>
<td>Ultratrad Products</td>
<td>617</td>
</tr>
<tr>
<td>Polydentia SA</td>
<td>1013</td>
<td>UltraLight Optics</td>
<td>232, 4318</td>
</tr>
<tr>
<td>Portrait Instrument</td>
<td>1019</td>
<td>Ultracare/DentistRx</td>
<td>4036</td>
</tr>
<tr>
<td>Porter Royal Sales</td>
<td>1017</td>
<td>Unicorp Instruments</td>
<td>2113</td>
</tr>
<tr>
<td>Pratt</td>
<td>4451</td>
<td>Unidental Direct</td>
<td>2320</td>
</tr>
<tr>
<td>Premier Dental Products Com-</td>
<td>4606</td>
<td>UNIDNT</td>
<td>2312</td>
</tr>
<tr>
<td>Preventech</td>
<td>2711</td>
<td>United Concordia Companies</td>
<td>115</td>
</tr>
<tr>
<td>Prexion</td>
<td>433</td>
<td>United Laboratories &amp; Manufac-</td>
<td>4419</td>
</tr>
<tr>
<td>PrF</td>
<td>3738</td>
<td>turing</td>
<td>4016</td>
</tr>
<tr>
<td>Prima Systems</td>
<td>3923</td>
<td>Upper Cervical Chiropractic Of New York</td>
<td>406</td>
</tr>
<tr>
<td>Professional Dental Supplies</td>
<td>4106</td>
<td>US Army Medical Recruiting Station</td>
<td>637</td>
</tr>
<tr>
<td>Professional Mfg. Corp.</td>
<td>4011</td>
<td>Valplast International</td>
<td>1628</td>
</tr>
<tr>
<td>Professional Protector Plan</td>
<td>5087</td>
<td>Vatech America</td>
<td>633</td>
</tr>
<tr>
<td>Professional Sales Associates</td>
<td>3809</td>
<td>Vector R &amp; D</td>
<td>419</td>
</tr>
<tr>
<td>Professional, DENTSPLY</td>
<td>2603, 2803, 3103</td>
<td>Velopex International</td>
<td>4524</td>
</tr>
<tr>
<td>Prophecy</td>
<td>1015</td>
<td>VELocure – LED Dental</td>
<td>2728</td>
</tr>
<tr>
<td>Prophylay</td>
<td>1073</td>
<td>Vident, a VITA Company</td>
<td>1415</td>
</tr>
<tr>
<td>ProSite</td>
<td>2356</td>
<td>Video Dental Concepts</td>
<td>3605</td>
</tr>
<tr>
<td>ProStims</td>
<td>1709</td>
<td>VisilCom</td>
<td>1024</td>
</tr>
<tr>
<td>Prosthetics, DENTSPLY</td>
<td>2603, 2803, 3103</td>
<td>Vita Mx</td>
<td>4523</td>
</tr>
<tr>
<td>Prudential Financial</td>
<td>519</td>
<td>Vivio Sites</td>
<td>2013</td>
</tr>
<tr>
<td>PSP Dental</td>
<td>4237</td>
<td>VICO America</td>
<td>4415</td>
</tr>
<tr>
<td>Pulpdent</td>
<td>2211</td>
<td>Water Pik</td>
<td>3415</td>
</tr>
<tr>
<td>Pure Water Development – Metasys Group</td>
<td>4522</td>
<td>Weil Farge Practice Finance (formerly Matco)</td>
<td>3704</td>
</tr>
<tr>
<td>PureLife Dental</td>
<td>2230</td>
<td>White Towel Services</td>
<td>112</td>
</tr>
<tr>
<td>C-Optics/Quality Aspirators</td>
<td>1413</td>
<td>Whiter Image Dental</td>
<td>1904</td>
</tr>
<tr>
<td>Quintessence Publishing</td>
<td>3066</td>
<td>World Dental Exhibition Alli-</td>
<td>1112</td>
</tr>
<tr>
<td>R.A. Florio Building</td>
<td>3924</td>
<td>ance</td>
<td>2312</td>
</tr>
<tr>
<td>Raintree Enzix Ginroen, DE-</td>
<td>2603, 2803, 3103</td>
<td>XDR Radiology</td>
<td>4806</td>
</tr>
<tr>
<td>S. Resio Dental</td>
<td>124</td>
<td>Y &amp; O International Exhibition (Hong Kong) Limited</td>
<td>2214</td>
</tr>
<tr>
<td>RamaxDental</td>
<td>1420</td>
<td>Yankee Dental Congress</td>
<td>2514</td>
</tr>
<tr>
<td>RamVac</td>
<td>3409</td>
<td>Yodel</td>
<td>2304</td>
</tr>
<tr>
<td>Rasajda Enterprises</td>
<td>1412</td>
<td>Young Dental</td>
<td>1803</td>
</tr>
<tr>
<td>Raveniaencia Brunoa Foundation</td>
<td>4592</td>
<td>Zhejiang Changxing Dongsheng Bio-technology</td>
<td>4700</td>
</tr>
<tr>
<td>Ray Foster Dental Equipment</td>
<td>3338</td>
<td>Zilla, a FOLMAR Company</td>
<td>2817</td>
</tr>
<tr>
<td>Raynard Insurance Company</td>
<td>4804</td>
<td>Zimnental</td>
<td>917</td>
</tr>
<tr>
<td>Returning Swans</td>
<td>2502</td>
<td>Zirc Company</td>
<td>4024</td>
</tr>
<tr>
<td>ReviewTree</td>
<td>4523</td>
<td>Zoll Medical Corporation</td>
<td>4805</td>
</tr>
<tr>
<td>HF America</td>
<td>1023</td>
<td>Zoll Dental</td>
<td>3427</td>
</tr>
<tr>
<td>RF Co., Ltd.</td>
<td>4407</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RGP Dental</td>
<td>4602</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rhode Island Novelties</td>
<td>4315</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RibiBion</td>
<td>1063</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Richmond Dental &amp; Medical</td>
<td>1409</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rinn, DENTSPLY</td>
<td>2603, 2803, 3103</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RMN Consultants</td>
<td>601</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Did you know...

the average dental practice sees 440 patients with a high risk of suffering from life-threatening sleep apnea?¹

And, of those, from 80 to 90 percent have not yet been diagnosed.²

Improve your patient’s wellness and quality of life with Henry Schein Sleep Complete™ Dental Sleep Medicine Program.

Henry Schein Sleep Complete is the “turnkey” program that delivers all the information and products necessary for the successful implementation of dental sleep medicine in your practice.

Comprehensive educational programs featuring:
• 2-day implementation program for dentist and staff
• Dental Sleep Medicine 2-hour LIVE presentations
• Dental Sleep Medicine 1-hour webinars

Product offerings from top companies within Dental Sleep Medicine
• Dental Writer™ Diagnostic Report Writer and Medical Billing Software for Dentistry
• Modern Dental Laboratory USA – The Moses™ and EMA® Oral Appliances
• Itamar Medical’s WatchPAT® – Portable Sleep Monitoring Device

Come See Sleep Complete at Henry Schein Dental, Booth #1217

¹Based on an average practice of 1,700 patients, and “Prevalence of Symptoms and Risk of Sleep Apnea in the US Population”
David M. Herrstand, Pat Britz, Molly Goldman and Barbara Phillips; Chest 2006;130: 786-786.
³Customer is responsible for determining and complying with local, state and federal legal and regulatory requirements, as well as specific payer requirements.

For additional information, please contact your Henry Schein Dental Consultant or call 1-800-372-4346.
www.sleepcomplete.com
Hesitant to step into CAD/CAM technology? Henry Schein and D4D Technologies are ready to dispel common misconceptions about the technology with live demonstrations of the E4D Dentist CAD/CAM system — by a fourth grader!

Ten-year-old Kyle Westfall had about an hour of training on the E4D system prior to the Greater New York Dental Meeting in order to demonstrate its capabilities live at the Henry Schein exhibit booth.

Kyle’s mom, Natalie Westfall, is director of sales for Henry Schein Financial Services (a division of Henry Schein, global distributor for D4D). “Many dental professionals think the technology is too complicated,” Natalie Westfall said. “We thought this would create some energy and buzz — having a 10-year-old demonstrate the parts that people think are hardest.”

Kyle’s trainer, D4D Technologies’ Northeast District Manager Steve Kotecki, said visitors to the booth can expect a bonus, too, “Because with Kyle, you also get a tremendous personality.”

Kyle is ready to answer questions and interact with visitors watching him at work.

“It was impressive to see Kyle just flowing through it with ease,” Kotecki said. “He immediately started picking up on the nuances in the software as he was playing with it. Watching a young person catch right on really demonstrates how intuitive and user-friendly the software is and how it’s designed to be used by the entire office.”

While Kyle demonstrates the perceived tricky parts, staff on other setups of the E4D system will be presenting every step from start to finish: scanning (just like Kyle) with the laser intra-oral digitizer, which requires no powder or other reflective agent; showing how the ultra-precise scan of a prepared tooth and surrounding anatomy reduces the need for refinement after the scan; and finally, offering up for inspection a fabricated restoration straight from the milling chamber.

That’s the main point, to demonstrate how the E4D system, with its design center and precision-milling center, enables you to design, fabricate and seat full-contour, ceramic or composite crowns, inlays, onlays and veneers in one appointment. And, even better, how using it can add energy to your office, attract and better serve patients and let you quickly see the return on your investment.
FIND THE HIDDEN PROFITS IN YOUR PRACTICE
MAKE MORE MONEY
WITH YOUR SCRAP REFINING

Honest and Accurate Refining Services

Visit us at the Henry Schein Booth #1217 and enter to win a Silver Eagle Coin!

The Argen Corporation and Henry Schein have partnered together and made it easier for you to make more money! Learn how dentists are using our new refining process to get the highest returns from their dental scrap refining.

Start refining today at: www.dentistrefining.com

The Argen & Henry Schein GUARANTEE.
If you're not 100% satisfied with your assay, we'll return all materials to you at no cost.

ARGEN®
Alloy Makers to the World
Customer Service
(866) 853-0774
Learn more about Argen's refining process at www.argen.com
In today’s economy, it has become increasingly difficult to increase cosmetic production. Because most cosmetic procedures are paid for with disposable income, and there has been a noticeable lack of disposable income in the last few years, the problem has become almost impossible to overcome.

Cosmetic simulation is a well-known technique that is proven to substantially increase your bottom line, yet remains unused by many dentists because of previous technological limitations. Recent advances by SNAP Imaging Systems have now made this method faster and easier, and it can quickly be implemented into your workflow with minimal effort and a near-zero learning curve. The resulting financial impact can be impressive.

Even the name of the product, SNAP Instant Dental Imaging, can give you a preview of how fast and easy this previously difficult technique has become. Untrained personnel can easily produce convincing and natural-looking side-by-side full-face or close-up simulations in just a minute or two. SNAP’s automated procedures and automatic video help are a big departure from the old days of 200-page user manuals and two-week training courses.

Increasing case acceptance is not enough. Acceptance assumes the patient has already asked for a case presentation or is at least somewhat interested in having a procedure performed. Is it possible to turn uninterested, non-cosmetic patients into cosmetic patients in less than a minute? The answer may surprise you.

The idea is to give all of your patients a free simulated smile evaluation picture. This picture can then be taken home to show the spouse, family or friends. Providing these pictures to your non-cosmetic patients has been shown to dramatically increase the number of cosmetic cases that you book on a weekly basis. If providing free cosmetic simulations results in an increase in your caseload of as little as 10 percent to 15 percent, that can translate into an increase in your bottom line of 20 percent to 30 percent.

How is that possible? There are three reasons: Cosmetic cases are routinely much more expensive than non-cosmetic cases, they provide a higher income per hour, and once the office overhead is covered by your normal workload, anything over this amount is calculated at a much higher profit rate.

A more aggressive way of using cosmetic simulation involves renting a booth or table at a bridal show, health club or gym and offering free smile evaluation photos. Bridal shows offer your practice a huge opportunity because of several factors. First, most potential brides would love a free preview of what her bridal photo will look like. Secondly, the photo will almost certainly make it home to show the other people in the family, and that leads us to the third and possibly best opportunity — the fact that you may end up booking procedures for the bride, groom and two mother-in-laws.

How do you get started? Do a few minutes of research. Then actually do something about it. Do a web search for “smile design programs,” “cosmetic dental imaging,” “smile simulation” or any one of another dozen terms that can be used to describe what you want to do. Look at the various products that are available, and look for something that will do the job in a minute or two, not an hour or two. Look for a money-back guarantee.

The main thing is to get started, and start using it this month, not next year. Nothing changes until you change. In today’s economy, now is the time to dramatically increase your cosmetic revenue and overall profits.
TheraCal LC is a light-cured, resin-modified calcium silicate. Its unique apatite-stimulating ability makes it ideal for direct and indirect pulp capping and as a protective base/liner under composites, amalgams, cements and other base materials. TheraCal LC is a natural (or perfect) replacement to calcium hydroxide, glass ionomers, RMGI and IRM/ZOE due to its interactive properties.

Resin-Modified Calcium Silicate Pulp Protectant/Liner

- Calcium release stimulates hydroxyapatite and secondary dentin bridge formation
- Alkaline pH promotes healing
- Significant calcium release leads to protective seal
- Protects and insulates the pulp

GNY Booth #1601

Buy a 4-Syringe Pack, Get a FREE Syringe

Offer expires 12/7/2011
Promo code: YDNY-001. Customers only.
Discounts cannot be combined with any other offer. Rx Only

TO ORDER CALL: 800.247.3368 www.bisco.com
Evaluation of Align iTero optical scanning used with Invisalign: A user perspective

By Perry E. Jones, DDS, FAGD

One of the biggest clinical problems facing dental clinicians is producing an accurate replica of the teeth. Many different impression materials have been used, including plaster, rubber base material, polyether, reversible hydrocolloid and PVS material. The most common traits of these materials are that patients find the properties unpleasant and dentists find it difficult to produce consistent stellar results with them. Patients object to the taste, tray size, bulk of material and, most especially, the not uncommon gag reflex.

Conventional impression taking with PVS is not without a plethora of potential errors, including pulls/tears, bubbles/voids, distortion, tray/tooth/occlusal contact, poor tray bond, delamination, problems resulting from temperature, technique, time sensitivity and chemistry, varying shrinkage, stone model poring and die trimming discrepancies, to name a few issues.

Optical scanning represents a significant beneficial technology to replace conventional PVS impression taking and help eliminate the patient and dentist objections while offering a higher degree of accuracy. Digital impressions now replace conventional impression materials such as PVS for single-, multiple- and full-arch impressions as well as Invisalign submission.

Accuracy

One of the key features of the Align iTero scanning technology is that it does not require any sort of powder, powder dusting or accent frosting for any type of scanning or any type of restoration. Full-arch scanning for Invisalign submission requires a high-quality scan with interproximal detail and a high level of accuracy to ensure arch width dimensional stability. iTero’s powder-free technology delivers accurate digital impressions of the interproximal areas and ensures arch width dimensional stability.

Align chose to partner exclusively with iTero because of the powder-free technology and because it is the only optical scanning system that provides sufficient information for Align’s required high-quality scan. Invisalign submission requires an accurate reproduction of the coronal portion of the teeth in a single impression. This can be very challenging for practitioners, as evidenced by the necessity for impression retakes both for Invisalign and everyday restorative.

Studies indicate about one-third of dentists retake impressions three or more times per month and, on average, about one-third of dentists re-appoint patient impression taking at least once per month. Align iTero optical scanning eliminates retakes as the scan can be reviewed in real time on the computer screen while tools such as an eraser tool aid scan accuracy.

Technology

There are two different digital scanning technologies available to the dental industry: parallel/confocal and triangulation/sampling. The Align iTero system uses parallel/confocal, which uses laser and optical scanning to digitally capture the surface and contours of the teeth and gingival. The iTero scanner captures 100,000 points of laser light in perfect focus at 300 focal depths.

Triangulation/sampling scan technology requires a powder coating and applies one angled cone of light to capture a single image at 15,000 microns. Because parallel/confocal technology does not require tooth coating, the iTero system can operate with surface contact in the scanning technique. What this means for Invisalign scanning is highly accurate digital impressions on which to produce better-fitting aligners.

Patient experience

No. 1 in patient acceptance is “no gagging.” Patients remark that they appreciate the absence of bulky trays, unpleasant material taste and “impression mess.” The updated iTero 4.0 software seems to produce a noticeably better fit of the aligner as evidenced by patient reports of a better fit and less saliva collecting under the aligner.

Communication with patients is enhanced as they see their dentition on the computer screen, watching as the images are “cleaned” by the software and a very near “scanned” model appears on the screen. An additional enhancement is that the new software has significantly decreased the wait time for the ClinCheck treatment plan. This feature has greatly improved patient acceptance and communication.

Practice growth

Practices enjoy a much improved submission process with the new Align iTero 4.0 software. Once the scan is completed, it is quickly posted on the Align Doctor site and can be further reviewed by the submitting Invisalign provider. This helps office productivity, patient acceptance and patient communication.

Practice productivity is increased as records and submission time are decreased. In the case of restorative productivity, restoration delivery time is reduced by about half because of the accuracy and predictability of restorations originating from iTero scans.

As an example, assume $500 of hourly production. Saving an average of 15 minutes in the chair per scan is saving $125 per production hour. Assuming only one scan restoration per day at a conservative 120 production days per year results in a yield of 120 times $125 for an estimated $15,250 savings per year. Even with this most conservative practice model, one can see the technology costs are offset by the projected time savings.

Practice integration

Digital data can be used to create extremely accurate polyurethane models that can be used in lieu of conventional stone models.

The following list includes some of the many useful applications and Align iTero polyurethane models: models for thermoplastic matrices for surgical guides, retainers, movement appliances, pontics and retainers, to help optimize tissue morphology following socket healing, pontics to mask missing teeth, bleaching trays, occlusal guards, athletic mouth-guards, thermoplastic provisional matrix appliances, models for custom provisionalals such as BioTemps and even limited use for RPD fabrications.

Align scanning technology is an open platform that can create a polyurethane model that any dental laboratory can use to create any indirect restorations.

Current advances in laboratory technology allow the scanned data to be used with CAD/CAM to produce a virtually seamless fabrication of the restorative. Laboritories such as Biocore offer a library of different virtual implant fixtures that can be used with CAD/CAM technology to create custom ceramic abutments as well as ceramic final restorations on a virtual platform with modeless milled ceramic restorations.

Software development now offers merging of CBCT DICOM files with AlignSTL files to offer surgical guides developed with simultaneous consideration of hard tissue and optimal implant restoration location.

Summary

Align and Invisalign represent significant technological advances that offer tremendous benefits to my patients and my practice, both in terms of clinical application and profitability. Digital impressions offer superior accuracy, cost savings and patient satisfaction.
“More brawn than beauty”

BruxZir®
SOLID ZIRCONIA CROWNS & BRIDGES

BruxZir Solid Zirconia crowns were placed on tooth #8 and #9. As you can see in the non-retouched “before” photo, the patient had two pre-existing high-value PFM s over what appeared to be base metal copings. The condition of the gingiva in the “before” photo suggested a possible base metal allergy, which contributed to the decision to go with BruxZir all-ceramic (monolithic zirconia) crowns.

- Ideal for bruxers who have destroyed natural teeth or previous dental restorations
- An esthetic alternative to metal occlusal PFM s and cast gold
- Conservatively prepare as thin as 0.5 mm with feather edge margins, much like you would cast gold

Upload your digital impressions and save $20 per unit when prescribing restorations without model work.

Wear Compatibility

In a recent study to measure the volumetric loss of enamel, glazed BruxZir Solid Zirconia was found to wear compatible with enamel and virtually identical to glazed IPS e.max.


Antagonist Wear

The antagonistic (Steatite balls) wear shows BruxZir Solid Zirconia only with 72±21 micron, which is significantly lower than Ceramco®3 (110±48 micron). The University of Tubingen study was run using an eight chamber Willytec Chewing Simulator at 1.2 million cycles.

*Price does not include shipping.

Call for case pickup

800-854-7256
www.glidewell.com

GLIDEWELL LABORATORIES
Premium Products – Outstanding Value
By Michael C. DiTolla, DDS, FAGD

BruxZir® solid zirconia crowns and bridges were originally designed by Glidewell Laboratories as an aesthetic alternative to posterior cast gold or metal occlusals. As dentists began placing BruxZir restorations and were satisfied with the results, they started to prescribe BruxZir for bicuspids. At this point, the lab realized it needed to increase the translucency of the material if dentists wanted to prescribe BruxZir in the anterior.

When Glidewell R&D was ready to test the material, I gave them an esthetic challenge we all face: the single-unit central incisor crown adjacent to a natural tooth.

This article highlights the clinical steps for placing an anterior BruxZir restoration. For a crown that is 100 percent zirconia with no ceramic facing, I think the lab pretty much nailed it.

**Figure 1**
Tooth #9 is going to be prepped for a BruxZir crown. I chose this case because tooth #8 is a natural tooth, tooth #7 is an all-ceramic crown, and teeth #10 and #11 are a PFM cantilever bridge. It will be a good test of how this light interacts with the BruxZir crown versus the natural tooth and two restorations.

After anesthetizing the patient with the STA System, I broke the proximal contacts just enough to place the first of two retraction cords into the sulcus (Ultrapak Cord #00). Then I used the 801-021 bur to trace around the gingival margin before making my depth cuts: 2 mm at the incisal edge, 1.5 mm at the junction of the incisal and middle thirds and a 1 mm half-circle reduction at the gingival margin.

Depth cuts ensure that we get enough facial reduction to have an esthetically pleasing crown that is the same size as the adjacent natural tooth. This is difficult to achieve.

**Figure 2**
My depth cuts were now finished, which allowed me to fly through the rest of the prep because the gingival was essentially done. The incisal edge took about 15 seconds, and the facial reduction was marked with a depth cut. I turned my handpiece speed to 5,000 RPM and shut the water off to dial in and smooth the margins.

**Figure 3**
At this point, the prep was nearly complete. After I placed the top cord (Ultrapak #2E), I had a final opportunity to get a great look at the prep. Typically, I spend about 45 seconds polishing the prep, especially the gingival margin. Once again, I turned the handpiece down to 5,000 RPM and the water off, using a red-striped fine grit 856-025 bur to give the prep a mirror-like finish.

**Figure 4**
I placed on the prep a ROEKO Comprecap anatomic, which helps keep the retraction cord in place. Slightly wetting the inside before placing it keeps the tooth moist. I ask the patient to bite down for eight to 10 minutes. The result is a sulcus that cannot be missed with an intraoral tip. (When your assistant pulls the top cord, look down from the incisal with a mirror to see what I mean.) The impression material flows into the sulcus. This level of detail enables the dental technician to build a proper emergence profile into the restoration.

**Figure 5**
I tried in the BruxZir crown and found the fit acceptable. I decided to cement the restoration rather than bond it into place because I had sufficient prep length, and it was not overextended.

I used ReliX Luting Plus Cement because of its natural bond to dentin and simple cleanup. The inside of the crown was coated with Z-Prime Plus from Bisco to enhance the bond of the cement to the zirconia crown. A pine-wood stick provided pressure while the cement set.

**Figure 6**
This is the final BruxZir solid zirconia crown (tooth #9) on the day of cementation. It probably won’t be mistaken for a natural tooth, but it blends well with the adjacent natural tooth (tooth #8). When I compare it to the existing crowns in the anterior segment, I think the BruxZir crown looks better. While I don’t recommend that you jump into prescribing BruxZir for single-unit central incisors, this clinical anterior BruxZir solid zirconia crown case demonstrates that this material is one step closer to being as well-suited for anterior restorations as it is for posterior restorations.
Tight, Predicable, Virtually Flash-Free Contacts!

3D is now even better!

The orange-tipped 3D ring is now significantly less bulky, lasts much longer and is easier to place. Combined with Slick Bands advanced non-stick matrix bands and the newly improved, easier-to-use Ring Placement Forceps, you can see why — IT'S TIME TO UPGRADE!!

1. IMPROVED STRENGTH FOR THE LONG HAUL!
The NEW redesigned reinforcing overmolded enhancement ring tension and longevity. It is significantly smaller than the previous version giving you more room to work, and the new materials could help the ring last much longer. All 3D system rings are steam autoclave only.

2. IMPROVED RING PLACEMENT FORCEPS!
The newly improved ring placement forceps provide a more ergonomic grip to open strong rings more easily. Ring placement over matrix is easier and the tips lock rings in place for perfect control.

3. FAST AND EASY TO PLACE
The sloped bottom fits directly over the wedge simplifying placement and allowing for wedge adjustment.

4. EASY WIDE EMBRASURES
The tips of the new Soft Face™ 3D Ring are wider than standard separator rings allowing placement on wider embrasures. (maximum separation, soft orange part of ring.)

5. FLASH IS GONE!
Three-dimensionally contoured tips with Soft Face™ adaptable silicone hug the matrix band to the tooth. Flash is virtually eliminated greatly reducing finishing time. No other sectional system has Soft Face™ tips.

6. MAXIMUM SEPARATION
A firm core in the center of each soft, adaptable tip directs the ring’s tension precisely where it is most effective for the separation of teeth.

Buy 2 Get 1 FREE
Buy two of the $642 package shown below, Get one FREE.

Composi-Tight 3D™ Trade Show Package contains:
- 3 - Soft-face 3D separator Rings
- 2 - thin tined separator Rings
- 170 - Slick bands
- 400 - WedgeWands®
- Ring placement forceps
- Matrix band forceps
- Multi-Function Composite Instrument

Regular $642 Per package

www.garrisondental.com
Sold through dealers internationally.
Isolite Systems, maker of innovative dental isolation technology, announced that its products have received new industry recognition.

Isolite dental isolation technology converges light, suction and retraction into one tool that speeds procedures and improves the dental experience. It provides dental professionals unprecedented control over the oral environment, isolating an entire quadrant in just seconds.

Isolite retracts the patient’s tongue and cheek, protects the airway and keeps the mouth gently propped open, all while providing intra-oral illumination and continuous suctioning.

Working with Isolite Systems technology, dental procedures are completed on average 30 percent faster. Compared to other dental isolation methods, such as the rubber dam or manual suction and retraction, Isolite has proven to be faster and easier for dental professionals and on the patient, according to the company, providing an added measure of safety and comfort for all involved.

The Isolite system features five levels of intra-oral illumination. Dentistry Today magazine recognized the Isolite dental isolation system as one of its Top 100 Products for 2011. Isolite dental isolation technology was also featured in the November 2011 issue of Dentistry Today magazine as one of its Top 50 Technology Products for the year.

In addition, Isolite received six consecutive Dentaltown magazine Townie Choice Awards. The Isodry system, which performs the same functions as Isolite but without intra-oral illumination, received the DrBicuspid.com Dental Excellence Award — Best New Instrument for 2011. Both dental isolation systems utilize the patented Isolite mouthpiece. The unique shape and softness of the mouthpiece is key to the advanced dental isolation. The latex-free mouthpiece allows fluids to be evacuated from deep within the oral cavity. Built-in tongue, cheek and throat shield protect the patient from injury and provide an added measure of assurance that the airway is better protected from possible dental debris. Continuous suction means the patient never feels like he or she is drowning. Single-use Isolite mouthpieces are available in five sizes to fit the spectrum of patients, from small child to large adult.

About Isolite Systems
Isolite Systems was founded by Thomas R. Hirsch, DDS; his brother, James Hirsch, industrial designer, and Sandra Hirsch, CPA, in 2001 to bring to market the Isolite dryfield illuminator and other products. The company is committed to transcending limitations of existing dental technology with innovative, ergonomically efficient products that help dental professionals work more productively with less stress and fatigue.
CAESY Cloud: Great CAESY content is just a click away!

Gain instant access to more than 280 multimedia patient education presentations featuring 3D animation, full-motion video, narration and colorful images.

With CAESY Cloud, you can access these valuable presentations from multiple locations and multiple devices throughout your office at the same time.

Contact your Patterson representative or call 800-294-8504.
CAESY Cloud is Patterson Dental’s latest addition to the CAESY Patient Education Systems family of products. CAESY Cloud is online and guarantees dental professionals immediate access to more than 280 multimedia patient education presentations, including the most up-to-date materials featuring 3-D animation, full-motion video, narration and colorful images.

Recently updated, CAESY Cloud version 1.1 now includes six new orthodontic presentations to help practices keep patients informed, including braces care for adults, early intervention, retainers, molar uprighting, Invisalign Teen and identifying oral habits for kids.

A number of existing presentations were also updated in CAESY Cloud version 1.1, including adult braces procedure, child braces procedure and Invisalign for adults.

Additional CAESY Cloud features include:

- Easy startup with no installation required and only a low monthly subscription fee so you can start using CAESY Cloud in your practice immediately.
- Compatibility/accessibility with both PC and Mac services, smartphones and the iPad, iPhone and iPod – no additional software purchases are necessary.
- No network connections are necessary between participating computers, allowing presentations to be accessed from multiple locations within the practice with no additional charge.
- Presentations are updated frequently, and with the ease of a standard Internet connection, users will immediately be able to use the latest videos in all patient appointments.

With the addition of CAESY Cloud, dental professionals now have more tools and more options to present their patient education materials. There are three chairside formats to choose from – CAESY Cloud, CAESY DVD or CAESY Enterprise – as well as front office programming with the Smile Channel. According to Patterson, countless dental professionals have seen how CAESY optimizes staff time, eliminates the fatigue of repeating explanations and increases case acceptance rates in the practice.

Dr. Marty Jablow, a beta-tester and new user of CAESY Cloud, said: “I have found the convenience of a cloud-based system delivers many benefits in comparison to the alternatives. Using a cloud-based system eliminates the need for time-consuming and frustrating installations. It’s as simple as opening up a web browser and logging in to a website. With some other patient education systems, there is a need to update software or install the latest version. However, with CAESY Cloud, practices have instant access to all updates and all new presentations automatically. There is no hassle updating software. IT headaches and, more importantly, IT costs are eliminated by using the cloud.”

“I find that using CAESY Cloud along with other educational tools, such as CAESY Smile Channel from Patterson Dental in the reception area, is an effective way to educate patients and create new business,” Jablow said. “I would definitely recommend it for small and large practices alike that want to increase case acceptance rates and put their practice at the forefront of technology.”

CAESY Education Systems has been one of dentistry’s premier developers of leading-edge patient education technology and content since 1993. Patterson Dental Supply acquired CAESY in May 2004. The award-winning multimedia information on preventive, restorative and aesthetic treatment options helps dental practices worldwide educate their patients and grow their practices.

The CAESY content is distributed via video and computer networks, DVD players and now through the cloud throughout the clinical and reception areas of a dental practice. The entire family of products includes CAESY Cloud, CAESY DVD, Smile Channel DVD and CAESY Enterprise, which includes CAESY, Smile Channel and ShowCase.
THE NEXT GENERATION IN DENTAL IMPLANTS

THE FUNDAMENTALS OF OSSEOUS FIXATION™
By pairing the patent pending Bull Nose Auger™ tip with our Embedded Tapered Platform™, the OCO Biomedical implant system’s unique Dual Stabilization™ body design creates tension (not pressure) on the bone at placement. Coupled with a minimally invasive placement procedure, OCO Biomedical implants offer exceptionally high implant stability at placement which is a critical success factor during the early healing process of osseointegration.

Learn more at ocbiomedical.com

GNYDM LIVE SURGERY
Dr. Ara Nazarian presents “Achieving Osseous Fixation™ in the Maxilla” Monday, November 26th at the Greater New York Dental Meeting. View this exciting live surgery which will highlight the immediate function capabilities of OCO Biomedical One Piece Implants.

VISIT BOOTH #1819
Meet with OCO Biomedical US National Sales Manager Christopher Sanchez for hands on implant demonstrations and learn about new products and strategies for implant practice success.

OCO BIOMEDICAL
(800) 228-0477  www.ocobiomedical.com
Designed and Manufactured in the USA
At NSK, it’s all in house: Researching, developing, manufacturing, testing, improving

NSK uses more than 17,000 precision parts to build its high-speed rotary cutting instruments and accessories, which include handpieces and tips used by dental professionals for restorations, prosthetics, endodontics, oral hygiene, lab work and surgery.

Considering the market’s ongoing demand for ever-more precise, strong and compact instruments, that’s not really surprising.

The surprising part is this: Out of those 17,000-plus parts, NSK manufacturers more than 85 percent of them in house. The company even designs and builds the equipment it uses to manufacture and test those parts — so it can ensure micron-order accuracy. It’s all part of an obsessive focus on quality control that dates back to the company’s founding in Japan in 1930.

Today, NSK products have proven their worth in more than 130 countries — including the United States, which in 1984 saw the company’s first overseas expansion with establishment of NSK Dental LLC.

The philosophy of building the machines to build the parts to build the product has followed the company into every market it enters. The organization’s overall management structure puts control at regional levels to ensure prompt product delivery and responsive after-sales servicing. Just as important, it’s within the various regions that the company constantly solicits feedback from users of its products. The goal is to be able to swiftly respond to local needs.

This ability to quickly respond to local demand trends goes directly back to NSK’s in-house control over every step of the research, development and manufacturing process. As an example, because of growing interest in products that combine mechanics and electronics, NSK has formed a specialized group of engineers looking specifically at such applications.

Also supporting the company’s quick-to-respond product-development efforts are its in-house electro magnetic compatibility (EMC) standard test facilities. EMC standards for medical equipment are stricter than those for general consumer appliances. Ensuring EMC compliance at the earliest stages of research and development helps NSK shorten the overall product-development process.

- NSK’s U.S. headquarters in Hoffman Estates, Ill., and NSK President and CEO Eiichi Nakamichi.

It’s all about the hand

Control of all aspects of the development process helps NSK ensure timely regulatory compliance, improve reliability and speed up development time. But even more critical to NSK is the direct channel its processes create between end users and product developers. With its dental instruments in particular, much of the focus goes directly to the hand of the end user.

“Handpieces and the Human Hand — Powerful Partners™” is the company’s core branding message. A guiding philosophy is that a medical apparatus must work in the dental professional’s hand first, or it’s not worth expending all of the quality control efforts that go into its creation.

NSK defines another of its trade-marked messages, “Expect Perfection,” also from the perspective of the users of its products. The phrase is meant to reflect the company’s dedication to “close consultation with dental professionals” as central to any product-development effort.

NSK has precise measurement standards for achieving quality control with its ultra-fine parts processing techniques. But it takes more than numbers to measure performance of a complete apparatus and operating system. That’s where a user-oriented design philosophy becomes critical. The ultimate goal is an ergonomic design that becomes an extension of the dental professional’s hand, transmitting intentions of delicate hand movements promptly and precisely to the target.

Only after the need or concept expressed by the end user is in place does creation and manufacturing of the instrument (and its individual parts) begin. It’s at this phase that each part typically goes through six to eight processes prior to completion.

Every worker involved with any part bears responsibility for quality in all processes. If any defect is spotted, the part must be brought into micro-order tolerance or removed from the process. State-of-the-art processing machinery further protects the company’s goal of guaranteeing 100 percent quality. NSK production workers are constantly improving their skills, with more-experienced workers providing colleagues comprehensive training.

Quality focus includes environment

Looking at its mission from a broader perspective, NSK also demonstrates a strong commitment to minimizing environmental impacts of its manufacturing, distribution, sales and support systems. The company has achieved the ISO 14001 environmental management standard, with the certification earned from what is considered one of the strictest certificate authorities, TUV CERT in Germany. Achieving the ISO 14001 standard required the design of a comprehensive environmental management system and an environmental plan encompassing the company’s future vision.

Other certifications NSK has earned include: EN 46001 (stricter guarantee of quality for medical apparatus in Europe; ISO 13485 (another international standard); MDD (93/42/EEC) (European accreditation); and ISO 9001 (the international standard of a guarantee of quality).

Again, control of product development comes into play, with the company modifying its processes to save energy and minimize waste at every step of research, development, manufacturing, sales, delivery and support.

The company does not use environmental load chemicals such as chlorofluorocarbons. It has a recycling system that has a 97 percent recycling rate for cutting oil, used primarily in metal cutting. Again, control of its entire manufacturing process is crucial for the company to focus on environmentally friendly materials at the earliest stages of design and development in complement with a focus on durability and energy efficiency.

A tradition of innovation

NSK’s total quality control, end-user focus and track record have earned it a global reputation for innovative advancements in dentistry products.

Recently, these advancements include an ultrasonic scaler and tooth polisher; bone-cutting instruments that employ ultrasonic technologies; a mass-produced all-titanium handpiece body; air turbines with a unified inner race and rotor shaft to achieve vibration-free and silent operation; and the S-Max pico, an ultra-miniature-head handpiece (currently the world’s smallest) for better access and patient comfort.

The company adds to a strong reputation for reliability, responsiveness and high-value contributions to developments in patient care across all dental sectors, including implant treatment, laboratory techniques, general dentistry and endodontic treatment.

(Source: NSK Dental LLC)
Diagnostic performance and value combined into one!


ClearTouch™
Easy to use and navigate control panel makes daily operation a breeze.

PickPoint™
Allows for unlimited placement of the cone beam volume within the dental arch.

EasyScout™
Ensures ideal placement of the FOV which eliminates retakes.

AES - Automatic Exposure Settings
Automates exposure selection which ensures optimal image quality.

Visit us at booth # 2208 and learn how the CRANEX 3D can help change your practice!

Digital imaging made easy™

Visit us online at www.soredex.com/usa
**Suntech® Full Zirconia crowns and bridges** are an affordable, durable and esthetic alternative to full cast crowns and bridges.

Using Suntech CAD/CAM technology, the anatomical features, size and shape of a Suntech Full Zirconia crown or bridge are designed from the scan of a model or from an STL file. The restoration is then milled full contour to a perfect replica of the digital design.

Once the desired shade is established, the crown is hand-stained and glazed. Advantages of the Suntech Full Zirconia include:

- Alternative to full gold crowns, PFGs and pressed ceramics
- Cost savings for labs and dentists
- Available in 16 Vita shades
- Use of conventional cements
- More than twice the strength of other pressed ceramics

**Benefits/advantages**

- **Chip-resistant:** Milled solid, Suntech Full Zirconia is monolithic, which eliminates the need for porcelain overlay and makes it completely chip-resistant, even for those cases when excessively high tension is put upon the teeth (bruxers and grinders).
- **Saves tooth structure:** Because it requires minimum shoulder preparation, Suntech Full Zirconia avoids the irreversible removal of a considerable amount of tooth structure and is ideal for cases with restricted interocclusal space — a minimum of 0.5 mm is accepted.
- **Perfect marginal fit:** Suntech Full Zirconia is fabricated using Suntech design and milling technology, which guarantees a precise marginal fit, contributing to the reduction of chair time.
- **Metal-free:** Suntech Full Zirconia is metal-free and relieves the problem of dark margins around the gingival line, being an alternative to full cast crowns.
- **Strength:** Suntech Full Zirconia has a bending strength of 1,200 (±200) MPa.
- **Prevents plaque:** The glazed final restoration is proven to prevent plaque build-up and opposing den- tition wear.

**Indications**

- Posterior crowns and bridges (span of up to 13 mm)
- Ideal for bruxers and grinders

**Materials**

Zirconia is the oxidized form of zirconium and can exist in several phases, depending on the temperature. In dental ceramics, zirconia can inhibit crack growth and prevent catastrophic failure.

Overall, zirconia has proven to be a strong and reliable framework material. In combination with CAD/CAM, this material allows for the fabrication of esthetic all-ceramic restorations in all areas of the mouth.

**Preparation**

Design considerations are similar to any other crown or bridge. First, prepare the decayed tooth by reducing its enamel sufficiently to make room for the crown to fit on. Then take an impression of the prepared site and makes a registration of the bite.

For single-tooth restoration, a dual-arch impression tray can be used not only to take the impression of the prepared tooth but to take the bite impression of the opposing dentition simultaneously.

However, care must be taken to place the impression tray in the patient’s mouth in such a way that the wall of the impression tray will not impinge on the anatomical structure of the teeth, causing the distortion in the impression. This can affect the accuracy of the impression and, ultimately, the fit and function of the final crown.

---

**Here in New York**

For more information on the Suntech Full Zirconia crowns and bridges, stop by the Sun Dental Lab booth, No. 4802.
The all-new Guru 5 is the ultimate tool to:

› improve patient communication,
› improve patient understanding,
› increase treatment plan acceptance!

Visit us at Booth #1217 and discover Guru’s smart solutions for operatory, lobby, email and web – on PC, TV and iPad.
AMD LASERS, manufacturer of the award-winning Picasso laser technology and a global leader in providing affordable laser technology for dental professionals, will host a VIP laser reception tonight at the AMD LASERS Lite Lounge at 137 W. 26th St. in Manhattan.

The event will require a VIP credential, which can be obtained by visiting AMD LASERS at booth No. 4431. The event begins at 8 p.m. sharp and will continue until 11 p.m.

This marks the third consecutive year that AMD LASERS has hosted a special VIP event at a Manhattan location during the Greater New York Dental Meeting. Each year, the event attracts the profession’s leading international lecturers, authors, thought leaders and publishing executives who gather to network and see the latest laser innovations.

“We are proud to host this event for the third straight year,” said Alan Miller, president and founder of AMD LASERS. “It is always a treat to see our friends and colleagues from around the world at the Lite Lounge.”

Like past years, the AMD LASERS Lite Lounge will feature live music, hors d’oeuvres, cocktails and a special red carpet line with a photographer. The event will also offer opportunities for attendees to learn what is new with Picasso laser technology.

This year, AMD LASERS is excited to welcome DENTSPLY as a co-sponsor of the event. AMD LASERS was acquired by DENTSPLY International in June, and the two companies have already begun developing synergies to bring Picasso laser technology to a larger share of the world’s dental population.

“From day one, our mission has been to put a laser in every operatory and every office around the world,” Miller said. “We are very happy that DENTSPLY is helping us reach that goal.”

Here in New York
AMD LASERS will host a VIP laser reception at 8 p.m. today at the AMD LASERS Lite Lounge, 137 W. 26th St. in Manhattan. Stop by booth No. 4431 to pick up a VIP credential.
**Polaris Dental LED Light**

- **Features:**
  - Patented color temperature adjustment between 4,200K – 6000K
  - Long lasting light bulbs 50,000 hours, 10 times longer than halogens
  - Uses <20 watts of energy, thus significant savings in energy bills
  - No heat production, thus reducing patient discomfort
  - Constructed with a cast aluminum shell for high durability and easy asepsis
  - Clear rectangular showdowless illumination
  - 3rd Axis movement for smooth rotation and positioning of light to the area where it is needed.

**A12 Operatory Package**

- **Features and Benefits:**
  - Exceptional range of motion, height adjustment from 14.9” to 33.1”
  - Ergonomically designed chair with a thin seat rest and back-rest to gain the best access to the oral cavity
  - Synchronized chair movement that moves with the natural flow of the patient
  - 12 upholstery colors available
  - Option for upgrade to G.Comm Polaris LED light

**Package Includes:**
- Hydraulic Patient Chair
- Swing Mounted Delivery Unit
- Assistant Instrumentation
- Cuspidor Post Mounted
- G.Comm Halogen Empira Light
- Deluxe Doctor Stool

**A12 Package Show Special**

- $9,999 (Includes Deluxe Doctor Stool)

**5 Year Warranty**

**Visit us at the GNYDM BOOTH 129**
### Z-Soft Colors

Zoll-Dental is showcasing its latest handle creation, Z-Soft™ Colors. Made with durable silicone grips, these handles bring a new level of comfort and compliment the Featherweight® handle series pioneered by Zoll-Dental.

The Z-Soft has a raised positive knurl pattern that provides a comfortable yet aggressive grip. A more positive grip means avoiding the squeeze that is necessary to hold smoother instruments, which can lead to hand strain and fatigue.

The Z-Soft is available in six different colors—blue, orange, green, purple, yellow and pink—and fits every double-ended instrument Zoll-Dental offers for every phase of your practice. Whether it is scalers or composite instruments, probe/explorers or periodontal, the Z-Soft handle will provide a comfortable grip to any practitioner.

When ordering, choose your instruments in any of the six Z-Soft colors to allow organizational flexibility. You can use Z-Soft Colors to sort your instruments by procedure, instrument type, instrument user or any other system you want.

In addition, unlike other composite or silicone handles, the Z-Soft can be re-tipped, so if re-tipping is a part of your practice’s maintenance program, using Z-Soft Colors makes sense.

### Canon Rebel T3i Digital SLR Camera

The Canon Rebel T3i digital SLR camera is the first Rebel model that includes wireless flash control. This enables the Rebel T3i to work with new lightweight, wireless macro flashes. The T3i is also the first Rebel model to feature an articulating LCD screen.

The T3i is an 18-megapixel digital camera that also can capture HD quality (1,080 pixels) video. PhotoMed offers the Canon Rebel T3i as a complete clinical camera system with a choice of Canon or Tokina macro lenses and Canon, Metz or Sigma macro flashes. Complete package contents and pricing can be found at www.photomed.net.

To see the T3i for yourself, stop by the PhotoMed booth, No. 1100, here during the Greater New York Dental Meeting.

### HurriPAK Periodontal Anesthetic Starter Kit

HurriPAK™ is an alternative to local anesthetic injections prior to periodontal scaling and root planning or full-mouth debridement. This needle-free anesthetic kit may also be applied to the gingival margin to prevent the discomfort some patients experience during prophylaxis.

Whether scaling an entire quadrant or an isolated area, HurriPAK allows dispensing of only the amount of liquid needed. Disposable syringes may be filled with up to 3 ml of liquid to use for full-mouth scaling.

Each starter kit contains 1 fl. oz. jar of HurriCaine Liquid wild cherry flavor, 1 fl. oz. jar of HurriCaine Liquid piña colada flavor, 12 disposable periodontal syringes, 12 disposable periodontal irrigation tips and two luer-lock dispensing caps.

Other features include:
- Fast-acting anesthesia within 20 seconds
- Needle-free alternative to local injections
- Inclusion of everything needed; no extra accessories to purchase
- Ability to dispense only the amount of liquid needed so no product is wasted
- Disposable irrigations syringes and tips that are convenient and economical
- Angled plastic tips that are gentle on delicate soft tissue
- Additional syringes and tips that are available separately

HurriPAK is available through most dental dealers or by contacting Beutlich Pharmaceuticals directly. For more information, call (800) 238-8542, visit www.beutlich.com, e-mail beutlich@beutlich.com or stop by the Beutlich Pharmaceuticals booth, No. 2812, here at the Greater New York Dental Meeting.

### Integrity Multi-Cure Temporary Crown and Bridge Material

New Integrity® Multi-Cure Temporary Crown and Bridge Material is a dual-cure 1:1 bis-acrylic material with improved flexural strength. Integrity Multi-Cure can be used as a self-cure material but also provides the option to eliminate wait time by light curing each unit for 20 seconds. Integrity Multi-Cure has the fastest cure-time range among leading competitive products.

Integrity Multi-Cure is available in a 76-gram cartridge delivery system with five refill shades—A1, A2, A3.5, B1 and BW—and in an introductory kit including Integrity Multi-Cure material, Integrity TempGrip cement and cartridge dispenser.

For more information, visit www.integritymulticure.com, call (800) 532-2855 or visit the DENTSPLY Caulk booth, Nos. 2603, 2803 and 3103, here during the Greater New York Dental Meeting.
Introducing Honigum Pro. Powered by GPS Technology.

The Only Impression Material with Directional Intelligence.*

Honigum Pro is the next generation of outcome-enhancing impression materials for the most accurate impressions possible. Powered by GPS Technology, this proprietary VPS formulation is engineered to find its way into tiny crevices and hard-to-reach areas in the mouth via its superior shear-thinning capability, providing for impressions of unmatched accuracy. Prior to insertion into the mouth, the Flexible Working Time Formulation provides you with greater control. Once in the mouth, the extreme hydrophilicity and rapid snap-set help to drastically reduce voids, impression errors and micro-movement distortions. Plus, the subtle honey aroma makes for a more patient-friendly procedure without causing over-salivation. To take the sharpest, cleanest and most accurate impression, take a moment to ask your Authorized DMG America dealer representative about new Honigum Pro with GPS Technology.

It Knows Where To Go.

For more information, or to order your Honigum Pro Trial Kit, contact your authorized dental supplier, call 800-662-6383 or visit dmg-america.com.

Honigum Pro Trial Kit
2-50ml Heavy & 1-50ml Light Body Automix Cartridges, 5-Heavy Automix Mixing Tips, 5-Light Body Automix Mixing Tips, 5-Introral Tips

Points of Interest
- Directional Intelligence*
- Flexible Working Time Formulation
- Exceptional Tear Strength
- Extreme Hydrophilicity

*Trial Kit shipped directly from DMG America. Order must be placed through Authorized Dealer. Limit 1 per dental office. Limited time only. May be discontinued at any time.
Plenty to see and do in New York City

By Fred Michnershuizen
Dental Tribune

Now that you’re here at the Greater New York Dental Meeting, keep in mind that there is always plenty to see and do in the Big Apple. It doesn’t matter whether you have an hour or all day, whether you have money to spend or you are on a tight budget. When your business is finished at the dental meeting, head out on the town for a memorable time. Here are some ideas.

Stroll across the Brooklyn Bridge
The best way to see lower Manhattan is to walk — yes, walk! — across the Brooklyn Bridge. It takes 20 minutes to an hour, depending on how much time you spend taking pictures and reading the informative plaques along the way. (You’ll learn, among other things, that when the bridge was completed in 1883, its towers were the distance across the Western Hemisphere, easily eclipsing all of the buildings in the city!) You’ll also have views of the Manhattan and Brooklyn skylines, the Statue of Liberty, Ellis Island and the South Street Seaport.

To get there, take the subway. Get on the Brooklyn-bound A to High Street. Then look for the walkway entrance next to the Federal Court Building. There are stairs on Cadman Plaza East and Prospect Street or a ramp entrance on Johnson and Adams streets. You can also access the bridge from the Manhattan side.

Ride the Staten Island Ferry
One of the greatest things about New York City is the Staten Island Ferry, which goes from the lower tip of Manhattan to the St. George section of Staten Island. It’s one of the most enjoyable trips you’ll ever take — and the best part is it’s free!

Once you board, you can move about as you pass by the Statue of Liberty and Ellis Island, the Poe Monument, Governors Island, the Verrazano Narrows Bridge and the Statue of the Great South River. You’ll arrive at your terminal on Staten Island, where you can visit the rock with the gleaming red steps. If you don’t want to actually park your car, you can go window-shopping instead. The Christmas displays in New York City give new meaning to the phrase ‘over the top.’

That entrance is at Park Row Centre Street, across from City Hall Park, east of City Hall. (Take the 4, 5 or 6 to Brooklyn Bridge/City Hall; or the J, M or Z to Chambers Street.)

Get your Christmas shopping done
New York City has some of the best shopping you will find anywhere. For some of the finest clothing and accessories, take a stroll through SoHo and browse the many boutiques. For fine art, look in some of the many galleries located throughout Chelsea.

For those with more expensive tastes, there’s the Diamond District on West 47th Street between 5th and 6th avenues. (But watch out, a bargain there can be too good to be true!)

If you don’t want to actually part with your hard-earned cash, you can go window-shopping instead. The Christmas displays in New York City give new meaning to the phrase ‘over the top.’ There is plenty to see. Take a stroll north along Fifth Avenue beginning at 42nd Street. You’ll pass Cartier, Tiffany and Saks. At 59th Street, you might want to check out the Apple Store.

Practice your figure eight
The rink at Rockefeller Center is open to the public. You can skate beneath the gilded statue of Prometheus and the glittering Christmas tree at Rockefeller Center. You can even get skating lessons there if you like. For more information, call (212) 332-7654 or visit www.patinagroup.com/east/icerink.

And if you are too shy to skate with thousands of tourists gawking at you from above, check out the Wollman Rink in Central Park, (212) 439-4900, www.wollmanskatingrink.com; or the Sky Rink at Chelsea Piers at 23rd Street and the Hudson River. (212) 336-6100, www.chelseapiers.com.

Get a bird’s eye view
You can see just about everything in New York City from the top of Rockefeller Center, an art deco masterpiece of a building. The lines for Top of the Rock are much shorter than at the Empire State Building, yet the views are just as awe-inspiring. Tickets are expensive but worth it. It’s located in Midtown at 30 Rockefeller Plaza. For information, call (212) 698-2000 or visit www.topoftherocknyc.com.

See a Broadway show for half price
There are dozens of Broadway and Off-Broadway shows to choose from, and you can get discounted same-day tickets at the Theater Development Fund’s TKTS booth in Duffy Square. If you are familiar with the TKTS booth, you will be happy to know it has been completely redesigned. The lines are easier to read, it now takes credit cards in addition to cash and travelers’ checks and, best of all, the sign that says “Theater Work Is Free!”

If you don’t want to actually part with your hard-earned cash, you can go window-shopping instead. The Christmas displays in New York City give new meaning to the phrase ‘over the top.’ There is plenty to see. Take a stroll north along Fifth Avenue beginning at 42nd Street. You’ll pass Cartier, Tiffany and Saks. At 59th Street, you might want to check out the Apple Store.

Get your Christmas shopping done
New York City has some of the best shopping you will find anywhere. For some of the finest clothing and accessories, take a stroll through SoHo and browse the many boutiques. For fine art, look in some of the many galleries located throughout Chelsea.

For those with more expensive tastes, there’s the Diamond District on West 47th Street between 5th and 6th avenues. (But watch out, a bargain there can be too good to be true!)

If you don’t want to actually part with your hard-earned cash, you can go window-shopping instead. The Christmas displays in New York City give new meaning to the phrase ‘over the top.’ There is plenty to see. Take a stroll north along Fifth Avenue beginning at 42nd Street. You’ll pass Cartier, Tiffany and Saks. At 59th Street, you might want to check out the Apple Store.

Get a bird’s eye view
You can see just about everything in New York City from the top of Rockefeller Center, an art deco masterpiece of a building. The lines for Top of the Rock are much shorter than at the Empire State Building, yet the views are just as awe-inspiring. Tickets are expensive but worth it. It’s located in Midtown at 30 Rockefeller Plaza. For information, call (212) 698-2000 or visit www.topoftherocknyc.com.

See a Broadway show for half price
There are dozens of Broadway and Off-Broadway shows to choose from, and you can get discounted same-day tickets at the Theater Development Fund’s TKTS booth in Duffy Square. If you are familiar with the TKTS booth, you will be happy to know it has been completely redesigned. The lines are easier to read, it now takes credit cards in addition to cash and travelers’ checks and, best of all, the line moves much faster! For evening performances, tickets go on sale at 3 p.m. For Wednesday matinees, the booth opens at 10 a.m., and on Sunday days it opens at 11 a.m. To score your tickets for a show tonight, head over to Broadway and 47th Street. Look for the gleaming red steps.
Join the Growing Number of Dental Practices

Embracing the Best Injection Technology

Now, you can have peace of mind knowing that the WAND® “All Injection Technology” will:

- Reduce patient chair time
- Increase patient referrals
- Increase your profits

THE WAND® “ALL INJECTION SYSTEM”

WATCH US!!! IT ONLY TAKES 2 MINUTES!!!
STOP AT OUR BOOTH FOR A DEMO AND RECEIVE A FUN GIFT

Milestone Scientific | 800.862.1125 | www.milestonescientific.com
Put iTero 2011 Best-in-Class Technology to work and take your practice to the next level.

The proven technology behind the iTero digital scanner takes it far beyond the latest gadget. iTero is a tool designed for everyday use, and one that will change the way you practice. Its efficiency saves time and money by eliminating the cost and hassle of traditional impression materials. Its flexibility offers full-function dentistry – even fixture level implants and orthodontics. And its ease of use means no powder and happier patients.

There’s never been a better time to incorporate iTero digital scanning into your practice. Visit www.cadentinc.com for more information on becoming a provider. And start making great impressions today.

© 2011 Align Technology Inc. All rights reserved.