By Robert Selleck, today Staff

It’s difficult to find any stronger example of the ever-narrowing line between classroom and exhibit floor than during the four days of exhibits here at the Greater New York Dental Meeting.

Today’s opening day of one of dentistry’s most education-focused exhibitions — along with the three days that will follow — offers seemingly limitless opportunity to gain familiarity with the most advanced equipment, concepts and techniques in every sector of dentistry.

Open for education

First World Implant EXPO kicks off today

For the first time, the Greater New York Dental Meeting is partnering up with the American Academy of Implant Dentistry and the International Congress of Oral Implantologists to present the World Implant EXPO, taking place all this week on the exhibit hall floor.

The idea behind the expo, according to the organizers, was to add a greater collection of inspiring seminars and workshops for specialists who offer surgical and restorative dental implant treatment to their patients as well as for the general dentist who incorporates implant tooth replacement in his/her office.

The World Implant EXPO will officially kick off with a ribbon cutting at 1:30 p.m. today in Classroom 1 in Aisle 2000. An opening day reception will follow the completion of the program at 5:15 p.m. Sessions take place all four days, from today through Wednesday.

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Greater New York Dental Meeting — Nov. 30, 2014

four days of the exhibition. The 425-seat Live Dentistry Arena is located at aisle 6200, room No. 5, of the exhibit floor.

The arena opens today at 10 a.m. with Ron Kaminer, DDS, presenting “Simplifying Single-Tooth Dentistry.” Kaminer combines videos and live treatment of a patient on the stage to demonstrate the entire process of single-tooth implant placement, from placement through restoration.

He will demonstrate how to eliminate “a flipper” as an interim prosthesis, emphasizing streamlining the process with advanced materials and techniques. The session is sponsored by VOCO and ADIN Implants.

At 1:30 p.m. “Professional Tooth-Whitening: How To Maximize Breakthrough Technology” is presented by Joyce Bassett, DDS, Treatment provided to two patients will focus on advanced techniques as well as how to address sensitivity, improve patient compliance, expand revenue opportunities and integrate in-office and take-home treatment — all with a patient-centric focus. The session is sponsored by Philips.

Monday’s stage features “Predictable Techniques Utilizing Cutting Edge Materials to Simplify Implant Placement, Impressioning, Provisionalization and Final Cementation,” presented at 10 a.m. by Kaminer and sponsored by VOCO and ADIN Implants.

At 2:30 p.m. Charles Schlesinger, DDS, presents “The Realities of the OCO Immediate Load Implant,” sponsored by OCO Biomedical.

On Tuesday at 10 a.m., Allen Honigman, DDS, presents “LAFIP Peri-implantitis Protocol Utilizing Laser Technology,” sponsored by Millenium Dental Technologies.

At 2:30 p.m., Todd Shatkin, DDS, presents “Replace Teeth in One Visit — F.I.R.S.T. Technique,” sponsored by Shatkin F.I.R.S.T.

On Wednesday at 10 a.m., Frank Milnar, DDS, and Shannon Pace-Brinker, DCA, CID, present “Minimally Invasive Composite Veneers Utilizing Esthetic Principles,” sponsored by Shofu Dental Corp.

Closing the stage at 2:30 p.m. is Aeklavya Panjali, DDS, with “Guided Implant Surgery with Crestal Sinus Augmentation and Provisionalization,” sponsored by 3D Diagnostix, Vatech and IDS Integrated.

In addition to the individual session sponsors, a number of companies are providing equipment and supplies throughout all four days of the Live Dentistry Arena, including SciCan Dental, A-dec, Schick by Sirona and Air Techniques.

Dedicated pavilions, workshops, classrooms

A dedicated pavilion at the rear of aisle 5400, with a variety of seminars also scheduled, is available throughout the four days of the exhibition to address topics of specific interest to dental assistants and hygienists.

Also on the exhibit floor is the “Technology Pavilion” at the rear of aisle 4700, featuring hands-on opportunities and seminars designed to enable dental professionals to compare in one setting the latest advancements in digital scanning and lasers.

Numerous other workshops and classrooms are available on the exhibit floor, some for a fee with ticket requirements.

The “Team Track” courses cost $40 and take place in classroom No. 2 at the rear of aisle 200. The “Workshop” courses are $30, located in the workshop room in aisle 600. The “Classroom” courses are free, located in classroom No. 1 in aisle 100.

And, of course, professional representatives who know the most about dentistry’s latest advancements in products and services are available throughout the 1,500 booths on the exhibit floor, ready to answer all your questions about keeping your practice on pace with this rapidly changing profession and industry.
When and where do I register?
Registration takes place in the Upper Level of the Javitz Convention Center. Registration hours are as follows:
• 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: 9:30 a.m.–5:30 p.m.
• Wednesday: 9:30 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.

In the Special Events Hall Lower Level 1, there will be a family fun concert from 10:30-11:30 a.m. and transformation face painting from 11:30 a.m. 2:30 p.m. A children’s carnival from noon-2:30 p.m. will include spin art, obstacle challenges, a climbing wall, performers and a giant slide.

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. They will offer the following:
• Digital photos
• Digital fingerprinting
• Personal information burned on to a CD

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 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 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 are some of the educational-session highlights?
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 “Simplifying Single-Tooth Dentistry” with Dr. Markus L. Weitz
• Today, 2:30–5 p.m., Philips presents “Professional Tooth Whitening: How to Maximize Breakthrough Technology” with Dr. Marilyn T. Ward
• Monday, 10 a.m.–12:30 p.m., VOCO America presents “Predictable Techniques Utilizing Cutting Edge Materials to Simplify Implant Placement, Impressions, Provisionalization and Final Cementation” with Dr. Markus L. Weitz
• Monday, 2:30 p.m.–5 p.m., OCO Biomedical presents “The Realities of the OCO Immediate Load Implant” with Dr. Charles D. Schlesinger
• Tuesday, 10 a.m.–12:30 p.m., Millennium Dental Technologies presents “LAPIP Peri-Implantitis Protocol ‘Live’ Patient Demonstration Utilizing Laser Technology” with Dr. Allen Honigman
• Tuesday, 2:30–5 p.m., Shatkin F.I.R.S.T. presents “Replace Teeth in One Visit – F.I.R.S.T. Technique” with Dr. Todd E. Shatkin
• Wednesday, 10 a.m.–12:30 p.m., Shofu Dental presents “Minimally Invasive Composite Veneers Utilizing Esthetic Principles” with Dr. Frank J. Milnar and Shannon Pace-Brinker, CDA, CDD
• Wednesday, 2:30–5 p.m., 3D Diagnostix, VATECH and IDS Integrated presents “Guided Implant Surgery with Crestal Sinus Augmentation and Provisionalization” with Dr. Aeklavya Panjali
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OCO Biomedical, a global leader in implant dentistry products, technology and training, will introduce “The Realities of the OCO Immediate Load Implant” on Monday here in New York. From 2:30 to 5 p.m., the company will showcase its extensive two-stage Implant System via a live demonstration and surgery performed by Charles Schlesinger, DDS, chief operating officer and director of education and clinical affairs at OCO.

This AGD-Pace accredited, half-day, no-tuition seminar will be held at the Live Dentistry Arena on the exhibit hall floor.

Said Schlesinger: “Immediate load technology is a hot topic and trend in our industry. To address and explore this issue, OCO’s seminar will introduce ‘The Realities of the OCO Immediate Load Implant,’ an innovative, systematic approach that we have developed.

“We incorporate what OCO’s immediate load technology can do to influence implant treatment and offer insight into the OCO implant system as a whole. In addition, the seminar provides knowledge of the OCO surgical protocol and shows that easy and predictable implant surgery is possible with the right system. This educational event offers practitioners and support staff a rare opportunity to directly experience the ins and outs of immediate load technology.”

During the live demonstration and surgery, Schlesinger will be using OCO’s two-stage Implant System, which is intended for permanent surgical implantation in the bone for the purpose of single or multiple tooth replacements.

“From our experience and what we learn through ongoing dialogue with our nationwide course attendees and customers, the versatility and simplicity of our clinically proven products have positively impacted and improved patient care and practice performance,” Schlesinger said. “All of these components form the foundation of ‘The OCO Advantage: A Complete Dental Implant Solutions Approach.’”

In addition to the seminar, OCO Biomedical will showcase its complete product line, featuring GNYDM specials on premier products. Also provided will be updated 2014-2015 OCO Course Schedules and enrollment information as well as early-bird registration discounts to the 2015 OCO Biomedical International Dental Implant Symposium.

Here at the GNYDM
Charles Schlesinger, DDS, OCO chief operating officer and director of education and clinical affairs, will conduct ‘The Realities of the OCO Immediate Load Implant’ from 2:30 to 5 p.m. Monday at the Live Dentistry Stage in the exhibit hall. There is no cost to attend.

About the speaker
A speaker, clinical author and OCO chief operating officer/director of education and clinical affairs, Dr. Charles Schlesinger graduated from the Ohio State University College of Dentistry in 1996 and completed a general practice residency at the VAMC San Diego. He maintained a private practice in San Diego prior to assuming his executive duties at OCO Biomedical.
Join Dr. Gordon Christensen as he walks you through Henry Schein’s Digital Pathway, a series of videos that will help you maximize your practice’s Digital Workflow.

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Colgate, a global leader in oral care, is encouraging dentists and hygienists to discover its Global Research & Technology Center by joining its new “Destination Innovation” Discovery Bus tours. Available this week, passengers aboard the tours will enjoy a VIP experience that includes a rare opportunity to meet the experts behind Colgate’s oral health-care products, learn the science behind the Colgate Total® toothpaste and experience the unique environment where Colgate’s products are conceived, researched and developed.

The full educational experience will begin immediately upon boarding the Destination Innovation Discovery Bus. A dedicated tour host, along with a select Colgate scientist, will conduct a traveling interactive learning experience for all passengers. Guests will be treated to informative presentations, educational videos, personalized social media services and much more.

“The Destination Innovation Discovery Bus Tour will be a truly unique experience,” said...
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- Triclosan safety
- Periodontal therapy
- Implants and implant maintenance

The Destination Innovation Discovery Bus will depart from the Jacob K. Javits Convention Center twice per day on Monday and Tuesday, at 8:30 a.m. and at 12:30 p.m. There is no cost to attend, but seating is limited.

The educational Destination Innovation Discovery Bus Tour is free of charge, and all guests will receive three C.E. credits. In addition, complimentary lunch will be provided for each tour.

Because of space limitations, seats are limited and are available on a first-come, first-served basis.

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PLANMECA
You know how those days go — all morning long, it felt like you were struggling to keep on track with the schedule. Your team is frustrated because they haven’t had their full hour lunch more than one day a week in as long as they can remember. You walked by the sterilization room 15 minutes ago, and it sure sounded like they were complaining to each other because you said to work in that emergency, and they were struggling to figure out how to get to their kid at daycare on time. Again. You want them to enjoy working here, but you have to be able to pay the bills. And your best assistant asked you again if she can have that raise you have been promising her. Don’t they understand?

Today will be another day of three chairs and patient after patient asking you questions about treatment, all eager to get started with getting their mouth fixed, but yet you still won’t see any of them show up on the schedule. They said they wanted to do the work, but for some reason, they never seem to come back and do it. They say insurance doesn’t cover it, or they ask for a pre-determination. Too bad they don’t know the pre-determination doesn’t mean much.

Today, you have 27 patients on your schedule and will work your butt off and still not have a chance to pee. It looks like you should be able to be done by 5, but today will finish worse than yesterday. It feels like half of your patients are crankier than you are, and your team isn’t really talking to you today, and you know when you get home, all you will want to do is go to sleep and wake up on Saturday — except it’s still Tuesday!

It doesn’t make sense — you have taken C.E. courses every time they come to town. The new insurance plan was supposed to make things easier. You bought a bunch of new equipment to save money on taxes — of course now you have to pay for it every month — but why does it seem like the harder you work, the further behind you get? There has to be a simple reason.

Well, it turns out there actually is — and it’s something that you learned when you were about 5! Do unto others. More specifically, build systems in your office so that you can treat your patients the way you would want to be treated — comprehensively and with exceptional information to make good decisions — and produce a consistent experience time after time. While doing that, add exceptional care — esthetic adhesive excellence like you see in the journals. But how? Well, the answer happens to be the foundation that LVI was built upon — building the excellence in a patient-centered practice. And the programs at LVI have been teaching clinical excellence and communication and business systems for almost 20 years to help doctors do a better job of not only seeing the patient but, more importantly, connecting with them. Two decades of not only communication but comprehensive diagnosis and clinical excellence. As a result, the doctors at LVI have a statistically higher professional satisfaction and income.

Isn’t it time you go find out what they are doing differently? Yes. Yes it is — and congratulations on the journey you are about to start.

For more information on the Las Vegas Institute for Advanced Dental Studies, visit www.lviglobal.com.
OCO BIOMEDICAL PRESENTS
The Next Generation of Dental Implant Technology: The Realities of the OCO Immediate Load Implant

THE 2014 GNYDM

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Presented by
Charles Schlesinger, DDS, FICDI

MONDAY - DECEMBER 1, 2014

2:30pm - 5:00pm - Exhibit Building, Aisle 6200
Room 5 - Course #4260

STOP BY GNYDM BOOTH #5016
See how OCO Biomedical can improve your Patient Care and Practice Performance
Since 2008, few dental practices have been immune to the downturn in the economy throughout North America. This is evidence that dentistry is no longer recession-proof.

At the same time, dentistry has seen technological advances that were unimaginable 20 years ago. Staying “current” means higher capital and operating costs for practice owners. In a declining economy, spending on upgrades for equipment and infrastructure may be one way to survive and thrive. But acquiring capital to acquire a practice or build, renovate or expand an existing clinic facility may be challenging for some dentists, particularly first-timers.

Adding a line of credit is advisable for temporary cash flow coverage and is recommended for added peace of mind. But before deciding to build, expand or upgrade the physical plant or invest in any other practice enhancement, it is vital to consider how it will impact all aspects of your business, so you can make informed choices. In other words, this is the time to develop your practice business plan.

A business plan, sometimes called a marketing plan, is a valuable tool for any practitioner. Beyond it being a requirement for borrowing through a traditional lending institution, it is a foundation for policies, protocols and processes that will give the practice operational structure. It will serve as a guide for the principal, professional advisers, employees and others who will be involved in the practice.

The process for creating a practice business plan, which is a modified business plan, varies slightly depending on whether it is for a start-up or an existing practice, but the principles are the same. The five Ps — product, promotion, place, price and people — are the basic elements that should be given equitable weight, recognizing the interdependent relationships that exist between them and further understanding that each will have multiple impacts that contribute to measurable outcomes.

Budgeting is part of the “price” element within the practice plan and should be done as the final step, after considering all of the other four components. There are two parts to preparing the budget — revenue and expenses. Think conservatively — under forecasting revenue and overestimating operating costs can provide peace of mind to any investor.

Estimating revenue is dependent upon the operator’s skills, anticipated demand, composition and quality of the dental team, fees, billing and collection, etc. An experienced clinician will have reasonable expectations of his production capabilities.

Other considerations need to include the operating schedule and types of services that will be delivered. For example: Number of hygienists and their operating schedule will influence the demand for dentistry, and, of course, referrals to specialists will impact production. Daily practice production can range from $2,500 to $10,000.

For many dentists, the expenses may be more challenging to predict. Capital costs and operating expenses are generally separated for planning purposes. Operating costs should recognize fixed (those which are not production-related, such as rent and utilities) and variable (those which are directly influenced by production, such as dental supplies and lab fees). Today, total (capital and operating) expenses have escalated during the past decade and now average 60 to 80 percent for many family practices.

In today’s dental marketplace, investing in a practice takes more than money. Time, effort, skills and collaboration turn dreams to realities, starting with developing a custom practice plan. Even for a mature dentist, this may require expertise from a team of experienced professionals who can help turn challenges into opportunities.

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In a recent study among 200 dentists, the vast majority expressed interest in ongoing training to advance their skills. In fact, 81 percent of experienced dentists and 92 percent of recent dental school graduates said they would like to continue improving their skills.

Furthermore, 41 percent of experienced dentists and 62 percent of recent graduates would like an assigned mentor to help in their development.

Whether it’s maintaining accreditation to meet licensure requirements or learning new techniques to improve the quality of care, even the most seasoned dentists recognize the value of continuing education.

The question remains how to find proper training that is not only useful but convenient given your busy patient schedule and the other responsibilities required to manage and grow your practice. With private practice, dentists often have to squeeze in training at night through online courses or other resources. What’s more, recent graduates often have to learn the ropes of a new practice with little supervision or mentorship.

The vast network of dentists and specialists at Aspen Dental, however, offers the structure and resources to give you plentiful learning and mentorship opportunities. For example, the Doctor Development Program at Aspen is offered to all new dentists. It was designed by a group of Aspen Dental practice owners who identified key components for transitioning newly hired dentists to Aspen Dental and then fostering their development through each step in their career.

Upon joining Aspen, all dentists are assigned an Aspen mentor doctor who creates a personalized training program based on experience level and continues to serve as an advisor on an as-needed basis. Prior to even starting your position with Aspen, you spend a full four weeks with your mentor in his or her office, which offers you the most supportive onboarding experience possible. Your first year might include clinical experience and supervision to refine your capacity for complex procedures, treatment planning and case presentations, plus consultations with your mentor and online education to earn free ADA CERP-accredited C.E. credits.

Throughout your entire career, Aspen Dental provides advanced clinical education to stay abreast of the latest devices, techniques and protocols. You also get access to Aspen’s Practice Ownership Program, which may include workshops or a special ownership retreat for developing your managerial and leadership skills.

Best of all, because Aspen handles the administrative, marketing and business aspects of running a practice, you have the time to focus on your development.

By Aspen Dental Staff

Here at the GNYDM

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An interview with Joan Muñoz, R&D Director of Microdent Implant System

By Javier de Pison, today Staff

The first thing that is surprising during a visit to the Barcelona, Spain, factory is the sparking cleanliness of the facilities, where Microdent Implant System—well known for having developed the first bone expanders and such implants as the “Genius”—makes all its implants and abutments.

Director of Production and Research and Development Joan Muñoz takes us through the different areas, where titanium rods are selected and then manufactured, the decontamination and sterilization center, and the packaging area.

What are the requirements to manufacture implants?

The manufacturing phases of dental implants are:

1. Design phase. The implant is defined and designed. The design shows all the features (shape, dimensions, functions) an implant should have to fulfill its function and adequately meet the needs of patients. This is what makes Microdent stand apart from other implant manufacturers.

2. Manufacturing: Based on the design, we transform the raw material into a piece that will end up being a dental implant. This machining is done in numbered lathes.

3. Checks: A dimensional and visual inspection of all manufactured parts is conducted on each implant to verify all parameters considered important or critical.

4. Surface treatment: This ensures that the implant has a contact surface suitable for the best osseointegration. The procedure is twofold: first, particles are used to increase the total contact surface, and secondly, a wash and decontaminating process is applied. This includes an acid wash that makes the surface homogeneous and removes all cytotoxic agents.

5. Packaging: This has two parts: the product is prepared and mounted with other parts of the implant (holder and end cap) and packed in a container, which is closed and sealed for sterilization by irradiation. Later, the set is properly sterilized, packaged, and labeled.

What manufacturing controls are used?

We use the most advanced digital technology systems, enabling accurate proofing and high quality in all phases of production:

1. In the design phase, all documents are supervised, and we manufacture small amounts of parts and prototypes to verify that the design meets established goals.

2. In the manufacturing stage, two types of controls are performed, one prior to starting production to ensure a smooth start of the cycle and then periodic checks to ensure its correct development.

3. The verification stage was discussed before.

4. In the surface phase, we do a visual verification and check the connection of assembly and disassembly of guards. This must be done to avoid damage to this important part of the implant, which will hold the prosthesis system.

5. At packaging, mounting the implant allows us to re-check it visually as well as ensure the connection’s accuracy.

Finally, after the implant is sterilized, we verify it has been done properly and the whole set is in good condition.

What international standards meet your implants?

All our implants, attachments and tools comply with all rules on medical devices in the United States and the European Union. We also meet other recommended standards such as ISO 13485. We also have official health approvals to market our products in several Middle East countries and are in the final stages of doing so in Bolivia, Colombia and Mexico.

What’s most important in the manufacturing process?

The design, since it is where the product and the patterns of the following phases are defined. A good design is important to ensure strict compliance with our customers’ requirements.

What about quality?

Quality has always been our top priority. Our company not only offers medical device certification but also high manufacturing standards like ISO 13485, which means that all our manufacturing processes comply with the quality principles in that norm.

What are the advantages of your implants?

There are two main advantages that differentiate our implants:

• A 25-year manufacturing history. Our experience proves the quality of our products, since it provides evidence of the main features of our implants: osseointegration and durability.

• A unique and distinctive design: Our implants are manufactured with extreme precision to ensure the best possible functionality, but what makes Microdent unique is our special thread design, which provides a great self-tapping capacity and a large contact surface with bone for osseointegration.

How does R&D work in the company?

We have our own research, development and product improvement team. We also have a scientific committee of clinical and company advisors. The committee meets several times a year to discuss product enhancement. In addition, Microdent has partnerships with research centers and universities where quality verification and research is made using our products.

What are Microdent’s main products?

Those that clearly differentiate us from the rest, such as:

• The “Genius”: It is an internal connection implant with a hexagonal ribbed cone that provides the perfect sealing of the implant-prosthesis junction in a monoblock. The “Genius” emerging cone design provides a surface area for biological growth, which reduces gingival retraction.

• Microdent External Connection Implants: This is an implant system more robust and resilient than the universal external connection, and offers the same type of connection for prosthetic restorations.

• Atraumatic expanders: Our bone expanders provide oral implantology with an important technological innovation, a global reference product that is a must for any implant professional. This practical and simple instrument avoids surgical trauma and, since it works progressively, allows effective control of the expansion process.

• Cortical 5x: Like the expanders, this is also an important technological innovation in the implant field because it allows the use of a minimally invasive sinus lift atraumatic technique.

What are your plans?

We are a family-owned business that manufactures high-quality products. We have launched an international marketing campaign to expand operations in the United States, Latin America and the Middle East. We will be at major dental shows, such as AAID, GNYDM, Chicago Midwinter and the ADA. We have launched an advertising campaign in print and online and will be providing free online implant courses through Dental Tube Study Club that will enable people to see the advantages of Microdent Implant System.
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Dentatus introduces its newest addition to the highly acclaimed reciprocating PROFIN DIRECTIONAL SYSTEM — PROFIN IPR™, tips for interproximal reduction.

PROFIN is an essential addition to any discipline in dentistry and, now more than ever, in orthodontics. For a dentist, patient safety is top priority; that’s why we developed the PROFIN IPR. When appropriately performed, PROFIN IPR with its 1.2 mm axial stroke allows for concise corrective modification processes — safely, efficiently and quickly. With its high-performance quality, PROFIN IPR diminishes risks of excessive stripping, thereby ensuring a more conservative removal of prescribed amounts. PROFIN IPR also eliminates the risk of damage to soft tissue.

With PROFIN IPR, dentists can correct disproportionate tooth sizes, eliminate crowding, protect enamel and increase the durability of orthodontic treatment results. Natural contours are easily recreated because the PROFIN contra/angle provides smooth and conservative reduction in a limited tip motion. Each of the new PROFIN IPR tips is gauged to prescribed amounts of reduction. Tips are available in five sizes, ranging from .25 to .5 mm, reducing procedure time significantly. The reciprocating action prevents heat buildup, and because of this, no water cool down is necessary.

The PROFIN system has long provided innovative solutions for restorative and esthetic dentistry in the finishing, polishing and contouring of dental surfaces (natural or restored). Each PROFIN handpiece features a “self-steering” mode that allows the tip to move freely for easy polishing and cleaning, as well as a “fixed” mode that locks the tip in place for greater control and a performance-enhancing experience. This is particularly useful for defining prepared teeth margins and extensions.

With PROFIN, reshaping contacting areas of teeth adjacent to planned restorations and the fine-tuning of occlusal and incisal inclines in all excursions has never been more accurate. An assortment of color-coded diamond coated tips is available from very course to very fine. The flat thin tips come in a variety of shapes, sizes and grits, allowing for optimal control and access.

The PROFIN PDX handpiece features excellent ergonomics, a smooth glare-free surface and a slim head ideal for access in difficult-to-reach spaces. With the purchase of any PROFIN PDX system here at the GNYDM, receive a free PROFIN handpiece for delicate fine finishing.
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Fixed hybrid dentures have been used to successfully restore fully edentulous patients for decades. Their durability, however, leaves room for improvement.

The BruxZir® Full-Arch Implant Prosthesis (Glidewell Laboratories; Newport Beach, Calif.) provides a restoration that is more durable in the long term, while sacrificing nothing when it comes to esthetics.

Case report
The patient is a 58-year-old male with no contraindications for implant treatment. The patient had a total of 11 BioHorizons® Internal Hex implants (BioHorizons; Birmingham, Ala.) placed, including six in the maxilla and five in the mandible (Figs. 1, 2). The implants integrated for more than six months, and the patient presented for restoration of his edentulous arches.

First, preliminary impressions of the implants were made. After removing the healing abutments, closed-tray impression copings were seated. The impressions were made in stock plastic trays, and the impression copings were placed back into the impressions before the case was sent off to the laboratory.

The laboratory poured casts from the initial impressions and fabricated bite blocks and occlusal rims for the centric jaw relationship (CJR) records. Each bite block contained two screw-retained temporary cylinders that allowed the wax rims to be screwed down, producing a very accurate CJR. The contoured rims were returned to the laboratory with the initial casts.

Upon receiving the wax rims and jaw relation records, the laboratory and dentist decided the patient required four multi-unit abutments in the anterior maxilla to ensure the screw access openings were within the confines of the planned prosthesis. At the next appointment, the patient’s healing abutments were removed, and the multi-unit abutments were transferred to the patient’s mouth and torqued into place. Later, wax setups were tried in and evaluated for proper esthetics, phonetics, contours, occlusion and tooth arrangement.

The implant verification jig (IVJ), which precisely captures the depth and angulation of the implants in the final impression, was seated and tightened into place. After bonding the individual sections of the IVJ together, a final impression was made.

The lab produced a fixed provisional appliance using precise CAD/CAM technology. The provisional implant prosthesis afforded the patient a trial period to evaluate the proposed restoration for esthetics and function (Fig. 3).

The final restoration was fabricated using the CAD design that was confirmed during the provisional trial period. The final prostheses were delivered without complication, exhibiting excellent fit, occlusion and esthetics (Fig. 4). The patient was exceptionally pleased with the function offered by this fixed restoration, which he should be able to enjoy for a great number of years given the extraordinary durability of BruxZir Solid Zirconia.

Here at the GNYDM
For more information on the BruxZir Full-Arch Implant Prosthesis, please stop by the Glidewell Laboratories booth, No. 5600.
Shofu Dental Corp. announces the latest addition to its extensive product line: the EyeSpecial C-II Digital Dental Camera.

The EyeSpecial C-II digital dental camera is designed exclusively for dentistry and features 12 megapixels and eight shooting modes that are easier, faster and more reproducible to ensure the best quality of images are achieved.

The EyeSpecial C-II offers a high-performance, 49 mm close-up lens, intuitive one-touch operations, an ultra-lightweight sleek body design and a large LCD touchscreen, which allows the user to view and scroll through images effortlessly, even with a gloved hand.

Designed to produce superb image quality, EyeSpecial C-II has exceptional depth of field range, fast autofocus and anti-shake capabilities, as well as infrared, UV and anti-reflection filters to help achieve those high-quality images.

Although lightweight, the camera is very durable and will withstand the occasional mishandling. It is scratch and scuff-resistant, as well as water and chemical proof, which is essential for infection control in the office.

Created for dental and orthodontic photography, case presentations and at the bench in a laboratory, EyeSpecial C-II is user friendly and can be held comfortably with one hand, freeing the other to use a cheek retractor or mirror.

Included with the EyeSpecial C-II is a 4 GB SD XC card, but the camera is also compatible with an Eye-Fi Pro X2 card, allowing images to be automatically transferred and uploaded onto a computer, tablet or smartphone.

With a retail price of $2,795, EyeSpecial C-II comes with a 4 GB SD XC card, four AA batteries, a Kenko 49 mm macro lens for close-up shots, a computer connection cord and hand strap and a flash calibration card.

Here at the GNYDM

Stop by booth No. 4408 to see a live demonstration of the EyeSpecial C-II Digital Dental Camera.

Get the EyeSpecial C-II Digital Dental Camera for $2,795. (Photos/Provided by Shofu Dental Corp.)

It is available at www.shofu.com or contact Shofu Dental Corp. at (800) 827-4638.

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BOOTH #1423
Fusion 4: Good for so much more than curing

By DentLight Staff

FUSION 4, manufactured by DentLight, upgrades its award-winning curing light to a new level of ergonomics, functionality and performance. The Plano, Texas-based supplier is showcasing the new release here in New York at booth No. 4402.

As Dr. Richard Liu, president of DentLight, explained, in addition to its ultrafast and reliable curing functions, the FUSION 4 can also be used for caries, canals and early cancer detection for added profit streams.

As a curing light, the FUSION 4 is easy to use and one of highest performing lights around, thanks to its patented optics and modular design that deliver a focused, low-dispersion beam of 2700 mW/cm² high power for bulk or five-second cures.

The new user interface features an impressive, intuitive and multi-color backlit LCD, displaying digital timers, battery icon, power level and thermal status. The streamlined metal keypad has two raised buttons, including a large on/off button for easy activation.

"This just blows everything else on the market away," Liu said. "There isn't anything else like it."

Liu said the light adds to profitability for the dentist, offers increased marketability potential for new patients — and it saves lives.

Dr. Howard Glazer said, "I would recommend the FUSION without reservation to my colleagues who are in the market for a high-power, versatile light, useful in everyday practice."

Dr. John Comisi is also a fan.

"The Fusion Light is one great all-around light for the dental office," Comisi said. "You get the benefits of three lights in one — curing, translumination and oral-cancer screening. The curing power is remarkable, the power of the white light attachment for caries and cracked tooth detection is great, and the ability to use the DOE (dental oral exam) attachment for an enhanced oral tissue/cancer screening and evaluation makes this light the complete package."

Several other LED optics solutions are also available from DentLight.

The new Nano 2S loupe light is comfortable and affordable. Its wires/connectors are some of the most reliable and some of the thinnest on the market. The loupes can help dentists see anything they need to look at, and it can also help to improve posture.

Nano 2S uses a custom Teflon wire four times as small as a regular wire but with 10 times the strength. Together with a patent-pending connector design, Nano 2S solves your headaches of wire management and broken connectors in headlights.

Designed with heavy-duty everyday use in mind, Nano 2S embodies a high-capacity lithium battery in a small aluminum pack with a running capacity of up to 24 hours. The digital battery pack can be activated hands-free and has a battery icon and audible indicator that gives a two-minute warning prior to battery shut down.

Nano 2S is a comfortable fit on any eyewear and is a heavy-duty headlight that dental professionals can count on.

"Nano 2S marks the fourth-generation headlight from DentLight," Liu said. "The amount of technology and innovation integrated with the new light is remarkable, from the delivery of pure white optical beam to the size of the lamp, the advancement of the wire and connector, and the battery structures."

He said the light adds to efficiency and profitability for dentists, as well as helping to make the workplace pain-free. As Dr. Doug Lamber said, "Nano is so light, so bright ... the perfect addition to any magnification system!"

Jose R. Alvarado, DMD, says he is sold, too.

"I was planning to buy a microscope for doing my root canals, but I don't think it's necessary with my new DentLight," Alvarado said. "It's easier to locate the canals on molars and also for crown and bridge preparations and for fractured root removals. It's a whole new world with DentLight!"

In addition to the Nano 2S, DentLight is also showcasing the new iZoom HD through-the-lens loupes and SafeLoupe Laser Filter to improve vision, ergonomics, oral care and your eyes for life.

"Nano is the ideal combination of size and power in clinical illumination," Dr. George Freedman said. "SafeLoupe Filters enable hassle-free and totally comfortable laser procedures and are manufactured to fit on all major loup brands."

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EDS ULTRASONIC TIPS

Essential Dental Systems Inc. (EDS) has added a product to its line of dental devices: EDS Ultrasonic Tips.

According to EDS, the tips advance two key factors in endodontic success: access cavity refinement and canal orifice location. Developed by leading endodontists, EDS Ultrasonic Tips make ultrasonic procedures more cost effective, predictable and quicker, according to the company.

"Superior strength, cutting efficiency and unbeatable clinical results make EDS Tips the dentist's No. 1 choice in endodontic access refinement, post removal and passive ultrasonic irrigation (PUI)," the company said in a press release.

An EDS Tip Introductory Kit is available in both E and M thread. The kit comes with a tip box, wrench and one of each of the six EDS tips.

For more information on EDS tips, including special pricing, visit www.edsdental.com, call (800) 223-5394 or stop by the booth, No. 2003, here at the Greater New York Dental Meeting.
Showcasing CariVu: A new approach to caries detection

By DEXIS Staff

The new CariVu™, a compact, portable caries detection device, promises to create quite a buzz here at the Greater New York Dental Meeting.

If you have yet to stop by the DEXIS booth, No. 4025, to see this new product, then you owe it to yourself to take a look today.

DEXIS CariVu uses unique, patented transillumination technology to provide the ability to easily detect a range of carious lesions (occlusal, interproximal, recurrent) and cracks. This new system employs near-infrared light, which, in images, turns the natural tooth transparent and the caries dark, similar to radiographs, thus making it a view that is familiar to clinicians.

Not only are CariVu images easy to read and understand, they are captured and stored with the patient’s other images in the DEXIS software. Because all intraoral X-rays, camera and CariVu images for the select tooth appear side-by-side, the clinician can quickly compare them to make a diagnosis and decide on a course of treatment.

These images can also be shared with patients so they may better understand the need for preventive or restorative care.

The technology behind CariVu offers an advantage in diagnosis of caries over systems that rely on fluorescence reactions, which are typically denoted by colors or numeric values.

In laboratory testing, this new transillumination device showed the view of the lesions on the images correlated well with their actual physical conditions.

With CariVu, the dentist therefore gains a more accurate view of the actual carious lesion’s shape and size, not just an indication of the presence of decay.

Be sure to get your hands on CariVu at the Greater New York Dental Meeting (Nov. 30, 2014) in the DEXIS booth, No. 4025.

Tell us what you think!
Do you have general comments or criticism you would like to share? Is there a particular topic you would like to see articles about? Let us know by emailing feedback@dentaltribune.com.
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*Internal data.
†As listed at http://www.kavousa.com. Warranty extends to 30 months, if maintained in a KaVo QUARTER Circle Plus.
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A.B. Dental Devices unveiling customized implants solution

By A.B. Dental Devices Staff

A.B. Dental Devices, a global leader in innovative dental solutions, will debut its latest technological advancement, customized implants, here at the Greater New York Dental Meeting in booth No. 5411.

Customized implants is a unique solution that uses 3-D laser printed technology combined with A.B. Dental’s patented computerized planning system as part of the restoration process. These unique implants are suitable for patients who have been afflicted with cancer, suffered accidents or experience other medically severe conditions.

A.B. Dental works with specialists to plan and design customized implants via ABGuided™, a unique service of treatment planning and surgical guides for dental implants. This solution is only available via A.B. Dental and is designed to improve the quality of life for patients with critical conditions.

Based in Israel, A.B. Dental Devices is known for its innovative and advanced capabilities. With a distribution network in more than 50 countries, A.B. Dental provides cutting-edge solutions to dental professionals the world over.

To learn more about AB Dental’s customized implants and its ABGUIDED system, stop by booth No. 5411.

ABGuided, a unique service of treatment planning and surgical guides for dental implants that, with the help of specialists, can plan and design customized implants. (Photos/Provided by AB Dental)
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The DocPort i.o. intraoral camera features a focus-free design for ease of use and crystal clear imaging. Image acquisition is hassle-free via the easy-touch capture button located on the camera handle, or with optional USB footswitch. Direct computer connection using a standard inexpensive USB cable eliminates costly cable repairs and the camera is supplied with a remote automatic on/off handpiece holder. Easy integration with any dental software platform in both PC and Macintosh environments makes DocPort i.o. the natural choice for quality dental imaging.

James Rosenwald, DDS, FAGD
“I recently bought two DocPort cameras (to replace my older units) and found them so easy to use and so valuable to my practice that I have purchased three more units. I highly recommend this camera.”

Gerald Ross DDS—Tottenham, ON
“I’ve had cameras costing more than double, but my staff prefers the DocPort over any other because the pictures show incredible detail and it’s so easy to use. We’ve tried a lot of them, but this camera is amazing.”

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The Planmeca Compact i Touch, Sovereign Classic and Sovereign make up a distinctive product line that is built with the doctor in mind. Feature-rich and designed to accommodate your preferred working positions, these units are made to minimize physical strain and maximize the life of your practice.

Planmeca Sovereign
The Planmeca Sovereign is a combination of sophisticated engineering, innovative technology and award-winning design. It is the only dental unit on the market with both a motorized chair swivel and a motorized base for ease-of-use for any treatment need — such as CAD/CAM, implantology, laser treatment, prosthodontics or even anesthesia, all in the same room.

In addition, the length of the motorized backrest can be adjusted to optimally position patients of all sizes. Available only on the Planmeca Sovereign, this innovative feature guarantees the best possible comfort for the patient and optimal working ergonomics for the dental team.

Planmeca Sovereign Classic
The Planmeca Sovereign Classic was designed around the key concepts of comfort and usability.

A slim, compact cuspidor makes it the perfect choice for any treatment room, while the user-centered design offers ease of use for both doctor and assistant.

Ultraleather™ upholstery and ergonomic design also ensure patient comfort during procedures.

The unit is fully customizable, providing options for personalized settings from its user-friendly touchscreen. A six-position instrument console allows easy access to preferred instruments, while the Flexy™ holder for suction tubes and additional instruments supports the treatment needs of any practice.

Planmeca Compact i
Planmeca Compact™ i supports an ergonomic and smooth workflow, with simple and intuitive details that make your everyday work easy, comfortable and efficient — without compromise.

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SharperPractice: The Bat Cave of dentistry

By SharperPractice Staff

SharperPractice specializes in distributing innovative products from around the globe that are “Best in Class.” For more than 20 years, the company has been in the business of providing the most advanced intraoral camera solutions in the industry — as well as innovations that increase efficiency for the dental office.

Some dentists who have visited the SharperPractice booth in a dental meeting exhibit hall refer to it as the “Bat Cave” because they are amazed at the quality and innovation in the products presented.

The company’s flagship product, the DocPort i.o. intraoral camera, features a fog-free, focus-free design for ease of use and crystal-clear imaging. Image acquisition is hassle-free via the easy-touch capture button located on the camera wand or with the optional USB footswitch.

Direct connection to USB ports using a standard, inexpensive USB cable eliminates potentially costly cable repairs, and the camera is supplied with a remote automatic on/off handpiece holder.

Designed to integrate directly with any dental software platform in both PC and Macintosh environments, DocPort i.o. is an easy choice for quality dental imaging.

New from Carl Zeiss — and from others

As many as 75 percent of adult patients experience some degree of anxiety when visiting the dentist. Tackling patient anxiety is not always a simple solution for a dental practice. One of the most effective and natural ways of putting them at ease is through distraction, which can take the mind’s attention away from the sights and sounds of the dental office to a more calm and peaceful place.

Thanks to the Cinemizer OLED, your patients can experience high-quality 2-D or 3-D videos during almost any procedure in a comfortable, convenient and immersive environment. This will help them relax and forget where they are, decreasing anxiety and stress and improving their overall experience in your office.

SockIt! is the first and only wound dressing specifically designed for oral use. It’s as simple as performing the procedure as you normally would, then applying SockIt! chairside and sending the remainder home with the patient. You can use it after any procedure, and it does not replace anything else in your office. Stop by the SharperPractice booth to sign up for a free product evaluation.

FlashMax P3, one of the most powerful curing lights in the world, has a wide-spectrum output of more than 5,800 mw/cm² and cures 3 mm layers of most materials in only two seconds. Manufactured in Denmark, the FlashMax P3 features a unique ergonomic design with simple identical bilateral controls in a cordless form factor. Replaceable smart-charge battery technology allows the light to charge throughout the day on its 360-degree base and activates 200 cures on a single charge. It contains nearly three times the power of plasma arc lights at a fraction of the cost.

• The EverClear mirror is a must for every dental office. This is the mirror you never have to wipe. Gone are the days of constantly wiping handpiece spray and debris from a dental mirror. Gone are worries about the assistant’s air spray keeping the mirror clean. No longer will dentists twist their backs and necks to get a direct view of the tooth, when a spray-covered mirror stops serving its purpose.

Only the best-in-class products and services become SharperPractice offerings, according to the company.

For more information, you can visit www.sharperpractice.com or stop by the booth, No. 927, here in New York.

* Cinemizer OLED virtual reality video glasses from Carl Zeiss. (Photos/Provided by SharperPractice)
* Here at the GNYDM To see some of SharperPractice’s offerings, stop by the booth, No. 927.

* The I-DENT EverClear mirror, right, never needs to be wiped clear of handpiece spray and other debris (as opposed to a regular mirror, left), ensuring constant unobstructed views of your work zone.
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It's time to zoom in and take a closer look at EyeZoom™, the first and only scope to offer multiple magnification powers. Co-engineered by Orascoptic® and Konica Minolta®, this revolutionary optical design boasts a 3-step variable magnification technology and edge-to-edge high-definition resolution.

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Designed by an elite team of practicing hygienists and recognized ergonomists and infection control experts, this range works to improve ergonomics, productivity and career longevity. Encapsulating an optimal field width and depth recommended for dental hygienist professionals, the optics deliver a crisp image with edge-to-edge clarity.

Meet EyeZoom™ & RDH Elite™ at BOOTH 4022
Leading dental equipment manufacturer NSK Dental LLC has announced that its recently launched iCare handpiece maintenance system is enjoying a very strong reception from dental practices.

The iCare system makes it possible for dental practices to perform handpiece maintenance with the simple touch of a few buttons. This state-of-the-art system allows the practice to give each type of handpiece its own cleaning program, which includes specifying the volume of lubrication oil to be injected to ensure consistent and cost-effective operation.

In addition, an advanced chuck-cleaning function makes it easy to effectively remove dirt and abrasive powder from the inside of the chuck to ensure smooth operation and prevent chuck-related problems. This maintains the optimal condition of handpieces and greatly extends their operating life.

A boon to office productivity, the iCare system was designed by NSK to handle up to four handpieces at once. The system offers a choice of two or three rotation ports for better lubricant coverage of gears for e-type electric attachments and slow-speed handpieces. This feature, which ensures consistent cleaning and lubrication, is not offered by most competitive systems.

The iCare system also uses liquid oil, which economically cleans up to 2,800 handpieces (700 cycles) per liter. Moreover, it has LED lights to alert the user when a door is open or when the oil supply or air pressure is low.

The iCare system has a stylish, compact body that can be installed anywhere a compressed air line is available. (The unit has a footprint of less than 9.5 by 11 inches and a height of less than 14 inches. It weighs less than 15 pounds.) The system carries a two-year warranty.

“As the leader in handpiece quality and innovation, we have a deep appreciation of how crucial handpieces are to the efficient operation of today’s dental practice,” said Rob Gochoel, director of sales and marketing for NSK Dental. “We wanted to give dental practices a maintenance system that allows them to protect their investment in their handpieces as effectively, conveniently and affordably as possible, and the feedback we are receiving from our customers indicates that the iCare system does exactly that.”

The iCare handpiece maintenance system. (Photo/Provided by NSK Dental)

Here at the GNYDM
For more information on the iCare handpiece maintenance system, as well as about other NSK Dental products, visit www.nskdental.com or stop by the booth, No. 3237.
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Win an EPIC X daily at booth #600.
Family-owned Flow Dental expands digital imaging line
40-year-old company keeps pace with practices going digital

By Flow Dental Staff

Conversion from film to digital takes many forms. It’s not just the dental office that is moving from film to digital imaging. Flow Dental, long a leading manufacturer of dental film and film accessories, has also transformed its product portfolio to include unique products essential to every dental practice that’s gone digital.

“We determined that our relevancy in a digital world would hinge on our ability to provide dentists with accessories that improve sensor or PSP usage and augment procedure workflow, (no pun intended),” said Bill Winters, president of Flow.

“Dentists have really responded to our digital products. They recognize the added value we put into each product. They don’t buy our products based on price; they buy based on the benefits to their practice and their patients.”

Take the PSP market. Today, one out of every eight phosphor plate users relies on Flow’s Safe’n’Sure line of PSP envelopes. Safe’n’Sure’s three product styles each offer elegant time-saving solutions to enhance throughput and productivity while helping to extend the life and usage of the phosphor plates.

A great example of this is Flow’s Safe’n’Sure OPT style. These PSP covers are designed for plates that include magnets — about 25 percent of the market.

Unlike any other product, Flow pre-loads the cardboard insert halfway into the PSP envelope. Not only does this eliminate a time-consuming step, but it also assures the plate can never be loaded incorrectly (as the magnet on the plate has to line up with the cut-out on the cardboard insert).

To enhance removal of the plate, the OPT has a unique butterfly seam. This allows the user to easily remove the plate, without having to touch it. This prolongs and preserves the longevity of the plates.

Flow’s DELUXE Safe’n’Sure line was recently featured in a review by Clinical Research Associates. More than 75 percent of dentists who reviewed Flow’s Deluxe Safe’n’Sure said they would recommend it to their peers.

In the sensor area, Flow also distinguishes itself. Take its new Snuggies adjustable sensor sleeve. Snuggies allows the user to cinch-tight the sleeve around the sensor, regardless of sensor size or thickness. This means the operator no longer has to twist the sleeve around the sensor cable in order to keep it in place. It’s little things like that which add to office productivity and reduce expensive sensor repairs or replacements.

Other sensor accessories include Sensible’s adjustable sensor positioner, which allows the user to move from an anterior to a posterior or even to a bite-wing position. The Sensible bite block can be adjusted to the midline of any sensor, whether horizontally or vertically placed. It’s the only sensor positioner that can do all this, according to the company.

Today, Flow is far from finished re-inventing itself. Its newest product is the Exposure line of articulating strips. “As a leader in diagnostic products, we felt extending our line into it right here in the United States,” Winters said. “Plus we built the machinery to make it right here in the United States.”

Exposure articulating strips eliminate the need for forceps. They come with their own handles.

“They’re easy to use and long enough to reach the back molars,” Winters said. “Dentists will appreciate the added convenience of not having to search for forceps or get the ink all over their gloves.”

Flow recently celebrated 40 years in business. Its sister company, Wolf X-Ray, is celebrating more than 80 years of service to the medical imaging market.

“As a family-owned business,” Winters said, “much like the majority of dental offices we service, we are proud to be a valued provider of unique and elegant products. And the best is yet to come!”

Here at the GNYDM
For more information on Flow Dental’s products, visit www.flowdental.com, contact your local dealer or stop by booth No. 1110.

- Fig. 1: Flow’s Safe’n’Sure OPT style PSP covers are for plates that include magnets. Flow pre-loads the cardboard insert halfway into the PSP envelope. (Photos/Provided by Flow Dental)

- Fig. 2a: The Sensible’s adjustable sensor positioner enables the user to move from an anterior to a posterior — even to a bitewing — position, all with the same bite block. The bite block can be adjusted to the midline of any sensor, whether horizontally or vertically placed.

- Fig. 2b: The Exposure articulating strips eliminate the need for forceps. They come with their own handles.
Year End Premium Bundles

Section 179 benefits may be decreasing, but Henry Schein is counteracting this by bringing you more savings than ever, up to $55,000* on Bundled Digital Solutions!

Stop by Henry Schein Booth #4225 to Learn More!

For more information, contact your local Henry Schein consultant or call 1-800-645-6594, prompt #1.

*Price may vary based on model purchased, savings based on manufacturers MSRP.

 Participating in a promotional discount program (e.g., points, discount redemptions, or other special awards) is only permissible in accordance with discount program rules. By participation in such program, you agree that, to your knowledge, your practice complies with the program requirements. These promotions may be subject to a bundled discount or rebate. You must fully and accurately report any discounts, rebates or other price reductions to Medicare, Medicaid, Tricare and any other federal or State program upon request by any such program. Accordingly, you should retain these records. It is your responsibility to review any agreements or other documents applicable to these prices to determine if they are subject to a rebate. Offer valid Oct. 1, 2014 – Dec. 31, 2014.
Launched in 1985, DEFEND by Mydent International is a global brand serving more than 50 countries in the manufacturing of high-quality infection-control products, disposables, preventatives and impression-material systems.

With 30 years of service to the dental industry, Mydent International says it manufactures more than 40 percent of the consumables that are used in the dental operatory.

New DEFEND Marketplace
Mydent International has developed a new marketplace for dental professionals to conveniently place DEFEND orders through their preferred dealer.

For a limited time, Mydent International is giving away $50 Restaurant.com eGift cards to dental professionals who order $150 or more on the website (suggested retail) of DEFEND products through their selected dealer. Learn more at www.defend.com/marketplace.

New products
Now and throughout 2015, Mydent will be introducing a variety of new dental products, including those listed here:

- **Sensitive dual-fit ear-loop face mask:** Mydent’s newest face mask is gentle on sensitive skin and free from inks, dyes and fiberglass. This fluid-resistant mask is latex-free with an inner layer made of soft material.
- **DEFEND Desensitizer:** DEFEND Desensitizer is a desensitizing agent that can be placed under dental cements or used with temporary, provisional or final restorative materials to reduce postoperative sensitivity.
  
  It can also be used for desensitization of amalgam restorations, either conventional or bonded. DEFEND Desensitizer contains HEMA to aid bonding primers to penetrate etched dentin. The HEMA base in DEFEND Desensitizer helps seal tubules, giving immediate relief from pain due to hypersensitivity.
- **Fitted digital sensor sleeves:** With twice the thickness of conventional sleeves, these fitted sleeves are significantly less likely to tear. They feature soft, rounded edges and are latex-free. These sleeves offer a precise, snug fit to sensor size, resulting in no additional plastic being placed in the patient’s mouth.
- **Latest-technology dual-fit face masks:** Mydent’s newly designed line of DEFEND dual-fit face masks create a tight, custom fit for enhanced facial protection. With the latest in contour technology, these face masks feature a form-fitting, pliable nose and adjustable chin-band to ensure ultimate comfort.
- **SRG evacuation system cleaner with improved multi-enzyme blend:** Used daily, this evacuation system cleaner will keep lines running free and clear at maximum suction. The non-foaming formula has a neutral pH for safe use with amalgam separators and maintains the ability to dissolve organic fluids and debris. The peppermint scent helps to eliminate odors.
- **Benzocaine anesthetic topical gel 20 percent:** Fast acting with no systematic absorption, this anesthetic gel provides temporary relief of pain during dental procedures. With no
In addition to its elegant and stylish design, its ease-of-use, its high image resolution and its reliability, the I-Max Touch 3D offers the ideal field of view (FOV) for use in dental imaging. With SimPlant® software pre-loaded, the I-Max Touch 3D is a MUST HAVE for your implant planning.
bitter aftertaste, this product helps comfort patients with minor mouth irritations.

Here at the GNYDM

Visit Mydent International at booth No. 3709 at the GNYDM for free product samples, exclusive 4+1 specials and chances to win SpaFinder gift certificates. Mydent will also be running photo booth sessions to help make the meeting a memorable experience.

For more information on the DEFEND line of products, call (800) 275-0020 or visit www.defend.com.

Mydent International manufactures more than 300 items used by dental professionals. (Photo/Provided by Mydent International)

4 ways to stand out on social media

1. Keep it timely

Relate your practice to current events or holidays. For instance, at the beginning of the new year, it would be smart to drop some advice on dental care to support New Year’s resolutions. Your followers may be grateful for the extra help to keep them from slipping back into bad habits.

2. Keep it personal

Connect your practice to your community by promoting local events or other businesses. Keep your ear to the ground for the latest in your neighborhood to turn your page into a source of news and knowledge.

Share images or videos so your followers get to know your practice behind the scenes.

3. Keep it simple

Remember that your patients are seeing tons of posts on social media, so make sure yours are clear. Sometimes short and sweet is best, and pictures always help. Make the information and advice clear and actionable so your community can follow your lead.

4. Keep listening

When you first start with social media, investigate what your future patients are asking for, what the competition offers them and find out how to offer more.

Following your patients on social media allows you to connect better with those you’re trying to please most. Find out what they love about your practice and what you could possibly improve!

For more information

Like these tips? Want to learn more? Schedule a free social media consultation with Likeable Local at www.likeabledemo.com.
OSADA Enac Model: OE-F15

Long awaited Bone Cutting Specialist with Extended Boosting Power

OSADA Enac
Model: OE-F15
Piezoelectric
Ultrasonic System

SE15 Handpiece
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Serrated
Cutting Tip

Serrated cutting tips

Scrapers & Separators

Diamond ball tips

Piezo powered ultrasonic scalpels

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Come visit our booth & see the whole selection of our innovative products
Greater NY Dental Meeting, Nov. 30 - Dec. 3
Booth #2910
Designs for Vision has called New York home since its founding in 1961. According to company president Richard Feinbloom, “The Greater New York Dental Meeting is a home game for Designs; we have our roots in New York City and have attended the GNYDM for more than 30 years. Designs for Vision was started by my father, Dr. William Feinbloom, in New York City as an optical company, and during the 1970s, our magnification and illumination products found applications in operating rooms and in operatories.”

This year, Designs for Vision is introducing the ULTRA Mini 2.5x Telescopes, Nike® Retro and DVI Sport frames, and the NanoCamHD™ loupe mounted video camera.

A pair of ULTRA Mini Telescopes weigh as little as 34 grams (1.2 ounces) and are 40 percent smaller than regular telescopes, thus allowing for easier peripheral vision. “The ULTRA Mini Telescopes,” Feinbloom said, “like our world-renowned dental telescopes, provide 2.5x magnification that is fully customized to the individual user, providing ergonomic advantages to our customers. Designs for Vision matches the focal length of each telescope to the ideal working distance of our customers. This way, the depth of focus surrounds their ideal working distance, instead of adapting to a pre-set focal length.”

“We have been working with dentists and hygienists who required true 2.5x magnification but desired a lighter, smaller device for all-day use. Designs for Vision wanted to design and engineer a system that offered all of the features our customers expect of a Designs for Vision product. “The lens system uses the same precision-coated optics as our traditional magnification systems. We can also accommodate eyeglass prescriptions into the ULTRA Mini Telescopes.”

The Nike Retro frames are exclusive to Designs for Vision. Available in tortoise shell, black and translucent gray, the Nike Retro has a classic look. The DVI Sport frames can be used for all magnifications and can incorporate eyeglass prescriptions—providing the protective wrap without any distortion.

The NanoCamHD records digitally at 1080p high-definition resolution and features magnified HD images from the user’s perspective. The complete system includes 2.5x, 3.5x and 4.5x lens systems to match the typical magnifications.

As an added feature, still photographs can be taken from live video feed or during playback mode. The video or still images can be uploaded into a patient file, included in a presentation or course, or shared with a colleague or laboratory for collaborative consultations.

The NanoCamHD complete system includes a color corrected ULTRA Mini LED DayLite® headlight. The combination headlight/NanoCamHD can be attached to loupes or can be worn on a lightweight headband.

The system also includes a foot pedal to enable hands-free operation of the NanoCamHD. Record/pause, mute/unmute and still photography are all controlled by the operator hands-free via the pedal.

For best results, combine the NanoCamHD with Designs for Vision’s dental telescopes. Matching true magnification levels of 2.5x, 3.5x or 4.5x can produce realistic simulation from the user’s perspective. The NanoCam can also be attached to the new Nike Retro frames or the new DVI Sport frames.

Visit Designs for Vision here in New York at booth No. 5026 to see the “Visible Difference” yourself.
Surface concept evolution

- A solution for reliable bone neoformation
- Bone regeneration in association with biomaterials
- An innovative surface designed for successful osseointegration
New York law takes effect on March 27

The law requiring electronic prescribings in New York is almost here! On March 27, electronic prescribing of both controlled and non-controlled substances will be mandatory in New York state, and dental professionals will not be exempt from the requirement. Will you be prepared for electronic prescribing?

What is ePrescribing?
ePrescribing is the process by which prescribers electronically submit prescription information directly to a pharmacy. It is considered a safer process than sending a patient on his or her way with handwritten prescriptions, faxing the pharmacy or calling in prescriptions, all of which present a high risk of error.

Many ePrescribing systems can perform medication safety checks, screening for potentially dangerous dosages, drug interactions or allergies; alerting clinicians to generic alternatives; and retrieving patient eligibility information and drug plan authorization requirements. Dental professionals can implement ePrescribing functionality either through dental practice-management systems that have that capability or through a standalone ePrescribing system.

What do I have to do?
Before March 27, all New York dental professionals need to purchase an electronic prescribing application, such as Lexicomp® ePrescribe.

Under the provisions of New York’s I-STOP law, Title 10 NYCRR Part 80 Rules and Regulations on Controlled Substances authorizes a practitioner in the state to issue an electronic prescription for controlled substances in Schedules II through V. For electronic prescribing of controlled substances (EPCS), the regulations require a practitioner to register his or her certified electronic prescribing computer application with the New York State Department of Health, Bureau of Narcotic Enforcement (BNE).

To register your electronic prescribing solution with the BNE, fill out the Practitioner EPCS Registration form (DOH-5121). Send the completed form to narcotic@health.state.ny.us with “Practitioner EPCS Registration” in the subject line.

Why should I be ePrescribing?
Even if it wasn’t about to be the law in New York state, ePrescribing has been shown to enhance patient care and help reduce medication errors. It cuts down on handwriting confusion and communication errors.

You can use ePrescribing in conjunction with medication decision support features, such as drug formularies and reference information, drug interaction warnings and allergy alerts, to help support safe prescribing decisions.

It is also a more efficient process, often reducing patient wait time to receive prescriptions. ePrescribing can allow you to more easily see your patient’s history and manage your patients’ medication information. Some ePrescribing systems can provide you with reports that show whether a patient has filled or refilled a prescription. With that type of information readily available, it becomes easier to monitor patients’ adherence to their drug regimens.

Wolters Kluwer Clinical Drug Information understands that dental professionals have unique pharmacology information needs apart from those of physicians or pharmacists. That’s why it offers Lexicomp ePrescribe, powered by DoseSpot®, the industry’s only dental-specific ePrescribing applications containing the medication information and alerts you need as a dentist.

Process all prescriptions electronically – including controlled substances – and access valuable Lexicomp drug and interaction information to enhance medication safety and improve the efficiency of your practice.

Learn more about Lexicomp ePrescribe at booth No. 3916. Special introductory discounts are available to New York State Dental Association members.
The Right Fit

It’s not just the Zirconia you use, it’s also the lab you choose.

- High translucency for increased aesthetics
- Pre-shaded Zirconia eliminates white spots after adjustments
- Supra gingival and shoulder bevel preparations acceptable
- Low wear to opposing enamel

Visit Booth 5115 for a Chance to Win 5 FREE Zirlux Full Contour Zirconia Crowns! a $595 value

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275 South Main Street • Freeport, NY 11520 • www.tncdental.com
As technology and materials continue to change dentistry, that technology also enhances the dental laboratory in its ability to provide high-quality, strong, esthetic restorations.

Enter Zirlux, full contour (FC) zirconia. With the advent of FC zirconia, dentists now have the option of a durable, precise and resilient restoration for their patients.

Zirlux checks in with a strength of 1,100 MPa and also boasts excellent wear compatibility. Its esthetic qualities are considered superior because of its high-gloss measurement and pre-shaded pucks.

Because the material is computer designed and milled on a five-axis machine, the precision of the fit is also much better than a traditional crown.

Town & Country Dental Studios is proud to offer this product in its suite of materials for crown, bridge and implant restorations.

Town & Country is the region’s largest supplier of Zirlux and provides several restorative choices.

Need to place a crown on a posterior molar? Then Zirlux FC is for you.

If you have a case you’d like to be slightly more esthetic, we have the Zirlux MC (micro-cutback). Using high-precision, computer-guided milling strategies, a small layer of the crown is removed, and porcelain is skillfully applied for increased esthetics.

And if you are restoring a central tooth, you can rest assured that our Zirlux Plus option (full cutback) will leave your patients smiling from ear to ear.

So check out our booth (No. 5115) at the Greater New York Dental Meeting, where Town & Country is offering you the chance to win five free Zirlux FC crowns!
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Esthetic Resin Cements Creating Remarkable Restorations

- FUSION-Zr™ Cements are self-adhesive, available in light cure or dual cure. For permanent cementation of all-ceramic restorations: Zirconia, Lithium Disilicate, CAD/CAM materials, veneers, crown & bridge, inlays/onlays, PFM, posts/fiber posts.
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SHADE OPTIONS:
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2014 GNYDM - TAUB Booth 2708

WWW.TaubDental.com
Orascoptic launches loupe that magnifies at different levels

Power ranges from 3x to 5x

By Orascoptic Staff

Orascoptic™, a leader in vision solutions for dental and medical professionals, introduces EyeZoom, the first and only loupe to offer adjustable levels of magnification ranging from 3x-5x.

Developed to assist health-care professionals in viewing an operating site from multiple perspectives, EyeZoom conforms to fit the custom preference of each individual. Whether you are an endodontist performing a procedure at 5x or a cosmetic dentist applying a veneer at 3x, the loupe maintains a consistent working distance at each magnification power level.

Co-engineered by Orascoptic and Konica Minolta, the patent-pending EyeZoom technology provides edge-to-edge clarity and high-definition resolution. Designed for an ideal symmetry between style and performance, the lightweight magnesium bezel adds an esthetically pleasing style to this medical device.

EyeZoom is available on the Legend™, Rave™, Rydon™ and Victory™ frames and can be configured as a through-the-lens (TTL) loupe.

Orascoptic is a member of the KaVo Kerr Group.

About KaVo Kerr Group

KaVo Kerr Group is a global portfolio of leading dental brands that share common values of trust, experience, choices, quality and smart innovation. Brands include KaVo, Kerr, Kerr Total Care, Pentron, Axis | Sybron Endo, Orascoptic, Pelton & Crane, Marus, Gendex, DEXIS, Instrumentarium, SOREDEX, i-CAT, NOMAD, Implant Direct andOrmco. Visit www.kavokerrgroup.com for more information.

Here at the GNYDM

Check out the EyeZoom for yourself at the Orascoptic booth, No. 4022.
Celebrating the GNYDM with December Savings

Implant Motor & Handpiece Package

$3,895

Save $895

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866.244.2954
www.Aseptico.com
Phophy paste offers four grits and splatter-free application

By Keystone Industries Staff

- With such a wide range of assortments to choose from on the prophy paste market, how are you so sure one paste is the best for you and your patient? Your search can now come to an end with Keystone Industries’ Gelato prophy paste.

- Coming in four grits and multiple flavors, this non-splatter, gluten-free formula with 1.23 percent APF and unique cleaning and polishing agents is a sure-fire way to please your hygienists’ needs and any picky patient as well, according to Keystone.

- Dental Advisor named Gelato its Top Prophy Paste back-to-back in 2013 and 2014, adding to the credibility of this quality product that Keystone says is essential for every dental professional.

- For your convenience, Gelato comes in boxes of 200 individual disposable cups or 6 oz and 12 oz jars.

- The paste is available in four different grits (fine, medium, coarse and x-coarse) for various stain removal needs. Typically, hygienists use the fine grit for routine use, and the medium grit gives a little more stain removal power. The coarse pastes are required for removing moderate to heavy stains. No matter the job, Gelato Prophy Paste provides exactly what dental professionals need.

- Keystone Industries continues to put forward the largest assortment of great-tasting Gelato flavors, such as piña colada and orange sherbet. The paste line also has mint, cherry, bubble gum and raspberry for a plethora of flavor options to satisfy picky clients. The individual cups are clearly labeled for quick retrieval and application.

- Ordering couldn’t be easier: Go to the website, www.keystoneind.com, and then choose your preferred dealer.

- Only one question remains: What are you waiting for?
WANT TO GROW YOUR PRACTICE?

IS THIS YOU?

“I NEED MORE NON-INSURANCE PATIENTS IN THE DOOR”

“I DON’T KNOW HOW TO USE SOCIAL MEDIA EFFECTIVELY”

“I KNOW SOCIAL MEDIA IS CRUCIAL TO GROW MY PRACTICE BUT I DON’T HAVE THE TIME OR RESOURCES.”

“I’M STRUGGLING TO STAY IN TOUCH WITH PATIENTS BETWEEN VISITS.”

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What’s new in NYC

By Fred Michmershuizen, today Staff

If you come to the Greater New York Dental Meeting every single year, you might think that you have “been there, done that” when it comes to exploring New York City. Think again.

Good times are constantly changing. From the skyline, which seems to get more interesting each week, to the latest Broadway and Off-Broadway shows, there is always something new and exciting to take in.

Whether this is your first time in the Big Apple or your 50th, here are some things you might want to check out this year.

The High Line

The High Line is one of New York City’s newest attractions. It’s a public park built on a renovated train line, elevated above the streets of the West Side of Manhattan. It first opened in 2009, with a second section added in 2011. The third and final section opened in September of this year, and — good news to GNYDM attendees — you can now access this new part of the High Line from a ramp on West 34th Street, directly across from the south end of the Javits center.

Take a stroll here if the weather is nice. You can walk all the way down Gansevoort Street in the historic Meatpacking District. Along the way, you’ll see all manner of urban life, including the most modern architecture, interesting people, artwork, gritty buildings that will make you wonder how they are still standing and everything in between.

The walkway is open to pedestrians from 7 a.m. to 10 p.m. today and then from 7 a.m. to 7 p.m. starting on Monday. Get more information at www.thehighline.org.

9/11 Memorial and Museum

The National September 11 Memorial Museum, located at the World Trade Center site in lower Manhattan, opened in May. It documents the events of 9/11, the impact of those events and their continuing significance. Artifacts associated with the terrorist attack are displayed, and stories of loss and recovery are presented.

Also on site is the 9/11 Memorial, consisting of two large pools marking the spots where the twin towers of the World Trade Center stood. The names of every person killed on Feb. 26, 1993, and Sept. 11, 2001, are inscribed in bronze around the twin memorial pools.

If you visited the memorial in the past and had to pass through airport-style security, take note: The memorial is now open access.

The museum is open daily from 9 a.m. to 8 p.m. (last entry at 6 p.m.), and the memorial is accessible daily from 7:30 a.m. to 9 p.m. To plan a visit and get information on tickets to the museum, visit www.911memorial.org.

While you are in the area, you’ll also want to check out the new Freedom Tower, now called One World Trade Center, an office building that opened to its first tenants on Nov. 3. You can’t miss it; just look up from anywhere in the city. At 1,776 feet, it’s the tallest building in the United States.

Citi Bike

New York now has a bike share program, called Citi Bike. It’s hugely popular with the locals, and it’s also available to visitors. You’ll no doubt see these blue bikes being ridden all over the place, as well as docked at various street corners scattered throughout Manhattan below 60th Street and in parts of Brooklyn.

The system consists of a fleet of sturdy, adjustable bikes that are locked into a network of docking stations. The bikes can be checked out from and then returned to any station in the system. You get 30 minutes to complete your trip from Point A to Point B.

Don’t be shy. Buy a 24-hour access pass with a credit card at any station for $9.95. A seven-day pass is $25. You can get more information at each station's touchscreen kiosk (there’s one just outside the Javits), along with a map of the service area and slots available.

What not to do

New York City’s most famous Christmas tree is at Rockefeller Plaza, between West 48th and West 51st streets and Fifth and Sixth avenues. It will be lit for the first time on Wednesday. Don’t even think of attending the ceremony with live performances, taking place from 7 to 9 p.m. The area will be swarmed with literally tens of thousands of people just like you, dying to get a look.

If you absolutely must see the tree, pick another time, preferably an evening after the theater gets out. Or, have lunch at The Sea Grill — the-seagrillnyc.com, (212) 332-7610 — and watch from your comfortable seat behind the glass (provided, of course, that you can get a table).

Important: If you venture into Times Square, stay away from Spider Man, Bat Man, Mickey Mouse, Wonder Woman, Elmo and anyone else dressed as a superhero or animated character. Their ruse is to get you to pose for a picture with them and then demand cash. Also stay away from bicycle cabs, whose drivers are notorious for demanding outrageous sums of money from unsuspecting out-of-towners.

Finally, those horse-drawn carriages you’ll see around Central Park have gotten a bad rap in the local media of late, mainly by animal rights activists who claim the horses are mistreated. Use your discretion.
DENTSPLY Pharmaceutical delivers a comprehensive line of local anesthesia products for your practice. With such a wide variety, you'll find what you need for any procedure. Discover our full line of local anesthesia at www.dentsplypharma.com.

To learn more, call us at 1-800-225-2787.

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*Price does not include multi-unit abutments, shipping or applicable taxes. ¹Clinicians Report, TRAC Research, July 2014

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