When I go into practices to triage their business emergencies, I often find the answers are simpler than many thought possible. I have written an eBook with five things you can start doing today to have the most productive and efficient practice.

In Part 1, in today's issue of today, we discussed making a personal connection.

Remember the three Rs
The three Rs you learned in school were important, but for a healthy and productive dental practice, you need to master these:
- Recall
- Reactivation
- Referrals

Dentists pour a great deal of effort and money into external marketing to try to attract new patients, but they forget the treasure trove they already have: their patient list. Revitalize your practice by using this incredible resource.

Recall
Recall is truly the heartbeat of the practice. When patients are having regular visits in the hygiene chair, you will benefit from their repeat visits as well as revenue from any treatment you recommend.

A good rule of thumb for a general practice is that 33 percent of your overall production should be coming from procedures performed in the hygiene chair, meaning everything but exams. Remember: When you keep the hygiene schedule full, the restorative schedule will stay full as well.

Reactivation goes hand in hand with recall. Getting previous patients back into the office is much easier than attracting new patients, because patients who have been in before are already familiar with the office, the dentist and the team.

Henry Schein Easy Dental is the easiest, most affordable solution, designed to be powerful yet simple. It streamlines and automates processes and daily operations so you can focus on your practice.

Great practice management software doesn't have to be complicated! Come visit Henry Schein Practice Solutions at booth No. 4627 to discover your simple solution.

Referrals
Do you know what your patients are saying about you? Americans tell an average of nine people about a good experience, and they tell up to 16 (nearly two times more) people about their poor experiences (Source: American Express Survey, 2011).

Asking your patients for referrals lets them know you are accepting new patients. To accelerate referrals, consider sending thank-you cards for patients who refer others or having a referral campaign with a drawing for all the patients who refer friends and family members to your practice.

Find these tips and more when you download my free eBook at www.easydental.com/ada.
SHOW OFF THAT SMILE!

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- Color stable
- Seals out micro-leakage
- Made in USA

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Come learn about TAUB Products at the GNYDM booth 2708!

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- Increased radio-opacity - Allows for pinpoint accuracy of excess sub-gingival cement for easy removal.
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Radio-opaque
- Biocompatible
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- Low solubility
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- Great color contrast to tissue
- Intermediate to Permanent retention
- Easily retrievable
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For more information visit: TAUBDENTAL.COM
Ever wish you could include a business trip or two to New York City in addition to the annual Greater New York Dental Meeting? And better yet, have it be a trip that’s dictated by only your schedule so you can visit the city during other times of the year? Well, there’s no need to wish anymore. You can now easily schedule a New York City business trip whenever you want — by including a visit to the new Dentatus Technical Center at 54 West 39th St. (near the New York Public Library). The center is open year-round, Monday through Friday from 10 a.m. to 4 p.m.

Of course, the center isn’t just for long-distance travelers. It’s anticipated that its heaviest use will likely be generated by the nearly 15,000 dentists who are within easy driving range of the facility. “Greater New York City is the capital of the world in finance, fashion, art and entertainment,” said Dentatus USA President Bernard Weissman. “But until now, there hasn’t really been a place where you could walk in anytime to test dental products or buy a critical dental component in an emergency.”

Weissman thought the lack of a “storefront” was ironic based on the number of dental product companies and dentists in the immediate area — on top of New York City being the hub of so much else. “We thought it was a fabulous idea,” Weissman said, “not just for New York City-area dentist to be able to pick something up in 10 or 15 minutes at our central location — but also so visitors to the city from anywhere in the world would be able to have a dental destination in the heart of the city.”

The fully equipped center is filled with motors and instruments that can be used on models to get hands-on experience with the wide range of Dentatus-patented technologies in removables and fixed restorations. At the core of the concept: The restorations are firmly attached to the implant abutment threads without resin or adhesive cements and are easily re-accessible for tissue observation and minor adjustment without use of physical force or stress.

Restorative dentist can visit the center to learn practical chairside means for making temps, interim crowns and bridges — using the company’s distinctive transfer coping for lab-customized restorations in materials of choice.

The earliest “Narrow Body” patented implant technologies created by Dentatus are approved for long-term use and have been widely tested at teaching centers in the United States and internationally. The systems boast high implant-survival rates and 100-percent patient satisfaction, according to the company.

Another bonus: Visitors to the center can select and obtain the company’s Narrow Body implant products at introductory prices, with multiple delivery options:

- Emergency service for products ordered by phone can be picked up within 20 minutes.
- Products sent by standard mail are free of the postage charge.
- Products sent by special mail or hand delivery are at the cost of service.

For more information, you can visit Dentatus in the exhibit hall at the Greater New York Dental Meeting in booth No. 1714, visit the company online at www.dentatususa.com or call (800) 323-3136.
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Unleash the power of SUPER-FAST scanning in color with the touch of a button and a change of a tip. Process your 3D scans faster than ever before. Powerful optics, rapid data processing, portability and network capability optimize the restoration process with speed, ease and accuracy.

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Visit us at GNY - Booth #4034
OSADA XL-S40: The smallest brushless micromotor on the market

By Osada Staff

Osada, a leading manufacturer of high torque/low-speed electric handpiece systems, introduces its XL-S40 designed for oral surgery and implant preparations. It comes with the smallest and lightest brushless micromotor on the market, according to the company.

The brushless design offers the reliability and affordability clinicians have come to expect from Osada. Operating quietly, the XL-S40 is capable of 80,000 rpm for oral surgery at 5 Ncm torque, and 2,000 rpm for implant preparation at up to 60 Ncm torque.

The micromotor has the ISO e-type coupler to accept variety of handpieces. Adjusting the speed or water volume is intuitive with easy-to-use touch controls, the company asserts.

The OE-F15 piezoelectric ultrasonic system is the latest in the Enac line, and it features extended power for oral surgery procedures, such as bone cutting.

A precision instrument, the Osada Enac enables the practitioner to perform minimally invasive procedures, resulting in faster patient recovery, the company states.

It is ergonomically designed and provides excellent illumination of the surgical field. The peristaltic pump controls irrigation and temperature of attachment tips. Osada has been making piezoelectric ultrasonic systems for more than 30 years, making this technology that you can trust, the company asserts.

Osada Electric Company, Ltd., began manufacturing quality dental equipment in 1935 in Nagoya and Tokyo, Japan. Now besides the headquarters in Tokyo, there are three factories, sales and service offices in major cities throughout Japan and an overseas department that accommodates international clients.

In 1972, Osada Incorporated was established in the United States to distribute and service high torque/low-speed electric handpiece systems for dental laboratories and orthodontic specialists in North America. The Osada product offerings expanded to address the needs in oral surgery, implantology, veterinary, podiatry, orthodontics, dental laboratory, biophysics departments of research institutions and more.

In 1980, Osada developed Enac, a quartz crystal piezoelectric ultrasonic system that held promise for multiple applications in the field of dentistry. Five years later, Osada began distribution of the Enac Piezoelectric Ultrasonic System in the United States.

Thanks to the dynamic nature of the piezoelectric ultrasonic system, Enac now enjoys wide usage as a must-have instrument in general dentistry, endodontology, periodontics and, more than ever, oral surgery, according to the company.

Osada also distributes and services the electronic Apex locator, Endex and Endex Plus. Osada is a pioneer in developing the third-generation apex locator – capable of precise measuring of the canal in wet condition. Attachments, parts and tips are readily available with a phone call away, according to Osada. The company assures you will receive prompt response and quick turnaround to service requests, troubleshooting and repair services.

Here at the GNYDM

You can experience the benefits of the XL-S40 micromotor and bone-cutting Enac OE-F15 piezoelectric in person at Osada’s booth, No. 2910.

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ART01-0115-1.0Rev.00
Mydent International grows DEFEND product line

By Mydent International Staff

Mydent International has grown into a global leader in the manufacturing of high-quality infection control products, disposables, preventive, impression material systems, rotary instruments and restoratives. Mydent International manufacturers more than 50 percent of consumable volume used in the dental operatory.

From award-winning sterilization products, impression materials, prophylaxis paste, disinfectant wipes and lab coats to disposables and more, Mydent International manufactures more than 300 items used by dental professionals.

**DEFEND Carbide and Diamond Burs**

Mydent International is pleased to announce the launch of its new Carbide and Diamond Burs product line. Made of Austrian Carbide, DEFEND Carbide Burs feature a fast, smooth, vibration-free performance, reducing patient discomfort and operative time. These burs exceed international standards and are 100 percent inspected by infrared technology, the company asserts. DEFEND Diamond Burs are manufactured with German electroplating technology. With minimal pressure required on turbine, these burs offer maximum precision and minimum vibration. Both Carbide and Diamond Burs are durable and long lasting. To view DEFEND’s new bur catalog, visit www.defend.com/burs.

**DEFEND Plus Glider Barrier Envelopes**

This is, according to the company, the perfect barrier envelope to protect phosphor plates from cross contamination. It features a unique “GLIDER” loader/sealer allowing you to quickly and easily “glide” your PSPs into the envelope. Upon peeling off the loader’s tab, the envelope practically seals itself. When the X-rays are completed, the center seam allows you to tear open the envelope and start the developing process without ever touching the plate. DEFEND Plus Glider Barrier Envelopes can be used with virtually any system on the market.

**DEFEND T-Mix Mixing Tips**

New mixing technology provides less material waste and consistently high mixing quality, the company asserts. The changeover to the New T-Mix tips is seamless and 100 percent compatible. Compatability with the existing MIXPAC™ systems is guaranteed — as before, all original accessories fit, the company states.

**DEFEND Soft Touch Oral Evacuator Tips**

Cushioned, flexible and patient friendly, these evacuator tips are gentle on soft tissue and bone. DEFEND Soft Touch Oral Evacuator Tips reduce soft-tissue aspiration and noise.

**DEFEND Bendable — Tapered Applicator Brushes**

The company states these brushes make it easier to apply whitening agents, etchants, bonding agents, sealants, desensitizers, adhesives and resins. The brush’s chemical resistant fibers hold up to the harshest dental materials, according to Mydent, and they allow for greater carrying capacity and better smoothing and spreading.

**DEFEND Curved Utility Syringe**

These syringes are 12 cc, non-sterile and curve-tipped, disposable and ungraduated, and they are used for impression materials and all irrigation purposes.

**DEFEND 20 percent Benzocaine Anesthetic Gels**

DEFEND’s 20 percent Benzocaine Anesthetic Gels are fast acting with no systemic absorption. The gels provide temporary relief of pain during dental procedures. The company states that the gels comfort patients with minor mouth irritations and has no bitter aftertaste. The gels are available in flavors such as strawberry, cherry, piña colada, mint, bubble gum, grape, mango, raspberry and banana.
Introducing the NEW TurboVue™ illuminated ultrasonic scaler.

- Dramatically improves visibility
- 30K light-transmitting inserts emit light from the handpiece
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Whether it's the distal of a second maxillary or mandibular molar, a furcation or a deep lingual pocket you're trying to access, the intense light of the TurboVue will illuminate even the toughest corners ensuring that you won't miss anything. Plus, the light saves on the operator's eyes. No more squinting or messing with the overhead lamp or loupes.

Learn more at Booth #1505
The Hahn Tapered Implant: 45 years in the making

By Greg Minzenmayer
Chief Operating Officer

Since placing his first implant nearly 45 years ago, Dr. Jack Hahn has spent much of his career as an implantologist thinking of ways to make treatment more accessible to the practitioner as well as the patient. Implant design has improved dramatically during that time, with Hahn spearheading key innovations that have helped make implant therapy the essential mode of dental treatment it is today.

From the early blade-form implants he helped develop in the late 70s to the newly released Hahn™ Tapered Implant (Glidewell Direct; Irvine, Calif.), Hahn’s efforts have been driven by a desire to continually improve products and procedures in order to make treatment simpler and more predictable.

The original tapered implant

“The easier we make it to position the implant for a restoration that looks like a natural tooth, the better results we’ll have,” Hahn said in a recent interview.

It was this line of thinking that inspired his idea for the first tapered implant. After a long day that included several cases in which he had difficulty placing parallel-walled implants in the limited bone of the anterior maxilla, Hahn had an epiphany: “The tooth I was replacing was taper-shaped, so why was I putting in a square peg?” That very night, he sketched out the concept.

“I called the president of Steri-Oss at that time and told him, ‘I’ve got an idea that’s going change the way we make implants. It’s tapered; it looks like the root of a tooth. You’ll be able to put it in anatomically constricted areas, it will have a wider prosthetic table, and it’s going to be stable because it’s like a wedge.’

‘I wanted to call it ‘Replace,’ because that’s what we do — we replace teeth.” Ultimately, Steri-Oss, which was later acquired by Nobel Biocare, agreed to produce some prototypes, which Hahn eagerly began placing and monitoring, achieving excellent results in all areas of the mouth, including the anterior maxilla. “The implant came to market in 1997 and took off like gangbusters. Replace became their No. 1 implant.”

The advent of the Hahn Tapered Implant System

“I had been placing implants for decades, and there were still problems we could solve with a new design. I had this implant that would be even easier for doctors to place, with a simpler drilling protocol and a thread design that would allow for efficient placement and a high degree of primary stability.” To take his design concept to the next level, Hahn began pursuing alternatives, an effort that led him to the implant manufacturing division of Glidewell Laboratories. “I couldn’t have it manufactured on my own, and certainly not at a price that would make implant therapy affordable for more patients.”

Thus began a series of meetings that reunited Hahn with some of the same engineering personnel and business leaders with whom he had successfully collaborated in the past. “It was immediately apparent that their manufacturing capabilities are state-of-the-art,” he said. “Their engineering team has the technology and know-how to bring design concepts to life with astonishing speed and precision, and their expertise on the prosthetic side of implant dentistry has been invaluable in creating an implant that is as simple to restore as it is to place.

“We were able to fine-tune a design that accounts for everything I’ve learned since the original tapered implant came out nearly 20 years ago. They translated my conceptual drawings into prototypes and then into implants that could be placed with great efficiency, zeroing in on the exact thread design needed to keep the implant engaged with a maximum amount of bone.

“This keeps the implant right where you want it during placement and helps achieve the positioning and stability that are essential to a predictable outcome.”

In Glidewell Laboratories President and CEO Jim Glidewell, CDT, who is also well-known for introducing industry-changing innovations, he found an individual equally committed to enhancing the quality of treatment while reducing the cost of care.

“After meeting with Jim, it was clear that we shared the same goal of expanding the availability of high-quality treatment to more patients,” he said.

With a career that speaks volumes on the importance of continual innovation, Hahn is proud to have his name associated with an implant that contributes to the forward progression of implant dentistry. “The better we make implant design, the more accessible we can make implant dentistry to doctors so they can improve their practices and the quality of life of their patients.”

For more information on Hahn Tapered Implants and other Glidewell Direct products and technology, visit the Glidewell Direct booth, No. 5600.

By Greg Minzenmayer
Chief Operating Officer

Here at the GNYDM

>Dr. Jack Hahn and a team of engineers discuss implant design features at Glidewell Laboratories.

>Dr. Jack Hahn in his Cincinnati office holding the patent for the original tapered implant design. (Photos/Provided by Glidewell Direct)
NEW! Visalys® Core –
Secure core build-up for high stability.

Visalys® Core is a fluoride-containing, dual-curing composite, developed for the fabrication of radiopaque core build-ups and core fillings and for cementing root posts. The product incorporates Active-Connect-Technology (ACT), which is unique in the market. This enables the material to bond actively with popularly used light-curing and dual-curing, single-step and multi-step adhesives, without an additional activator. The advantage for users is that it allows them to use the bonding agent they are used to — no matter whether it is a light-curing or dual-curing, a single- or multi-bottle system. Call 877-532-2123 direct to place an order.

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Come see Kettenbach at the
Greater New York Dental Meeting
Booth #3537
Practice building with CAD/CAM

Fusion-Zr Dual Cure Resin Cement from TAUB offers additional advantages

By Commonwealth Dental Staff

Dr. Mark Beltrami and his staff operate Commonwealth Dental at five different locations in Virginia. Commonwealth provides a wide variety of services at all of its locations and accepts most insurance plans. Noticing a write-off of 21 percent, Beltrami decided to buy his first E4D to try to increase revenue on procedures they were performing on a daily basis.

For example, if a two to four surface resin could be converted into an onlay, the bottom line would improve. A two surface resin procedure would bill out at $185, while a two surface onlay bills out at $740. An E4D onlay procedure saves approximately 15 to 20 minutes over the two surface resin composite procedures. Give or take, this equates to an extra $554 dollars in procedural revenue and significant time savings for the practice.

If a patient needs a restoration, both resin composite and onlay procedures are presented. The procedure for resin composite is well known, but an onlay procedure always needs to be explained in greater detail to the patient to make him or her more comfortable with the decision. The decision then understands that an onlay is a step above a filling or resin composite but a step below a crown.

It is explained that with an onlay, the tooth is prepared like a filling, so a conservative approach is taken and most of the natural tooth structure is not affected. The patient is made aware that the only disadvantage to an onlay is that it is a little more costly up front. Letting the patient know that most dental insurance plans typically pay 50 percent of either of these procedures can make the onlay procedure an easier decision.

Unlike a composite resin procedure where the composite is layered then cured, an onlay procedure starts with a solid block of material that is precisely milled to replace the tooth structure that was removed. The restorative is placed on the tooth with a precision fit because of E4D CAD/CAM technology and cemented permanently to make the tooth whole again.

Using Fusion-Zr Dual Cure Resin Cement (TAUB Products) offers additional advantages to the procedure, such as a tooth-integrating adhesion as well as a chemical bond to the restoration, therefore eliminating marginal staining and micro leakage. The final restoration wears more like tooth structure because contours and contacts are more natural, which is best for the patient.

According to Beltrami: “This procedure works great in our practice and has increased our bottom line at a time when patients don’t have a lot of disposable income. Knowing they are doing something that looks better and last longer appeals to them. They can see the value in this approach.”

Beltrami is owner of Commonwealth Dentistry, as well as co-owner of the Nash Institute. The Nash Institute for Dental Learning in Charlotte, N.C., offers unique programs with an over-the-shoulder, hands-on environment in clinical and business aspects of dentistry.

For more information and upcoming events, please visit www.thenashinstitute.com.

Two products to make imaging easier

By Flow Dental Staff

Flow Dental, exhibiting at booth No. 1110, is introducing two new products at this year’s Greater New York Dental Meeting.

The first product is a fully adjustable intraoral camera sleeve. New Perfect Fit sleeves let you create a custom-fit sleeve for virtually any size camera.

Perfect Fit’s unique design allows you to easily adjust the horizontal and vertical tension to achieve a custom-like fit. It’s quick, easy and, best of all, will save you time and money.

With the new Perfect Fit, your sleeve will stay on every time, and the area above your lens will always be wrinkle-free. Nothing fits your camera like new Perfect Fit from Flow Dental, according to the company, which also promises that Perfect fit sleeves are 30 percent less expensive than other custom-fit camera sleeves.

In addition to the Perfect Fit, Flow is also introducing new Slide’n’Stick universal sensor slippers.

Slide’n’Stick slides over your Rinn XCP® or Flow RAPiD film bite block, instantly converting it into a universal sensor bite block. Now you can continue to use your familiar film positioning system even after you go digital. Slide’n’Stick is easy to use, inexpensive and makes sensor positioning as easy as film, according to the company.

As William Winters, president of Flow Dental, said: “We understand imaging from a work-flow and case management perspective. Our goal is to enhance, yet simplify, any aspect of the process that we can by whatever degree we can. We make products that are easy to use, easy to adapt and are a benefit to both the patients and the practitioners.”

*Rinn and XCP are registered trademarks of DENTSPLY International
Microdent Genius
Implant with tapered internal connection

Microdent Ektos
Implant with hexagonal internal connection

Microdent Expanders
USA Patent 6146138
Creators of the atraumatic bone expansion device and method in 1997

Meet us at Greater New York Dental Meeting 2015 (Booth #1815)

For more information please contact usa@microdentsystem.com
or visit us at www.microdentsystem.com
TEL. 0034 618 74 56 79 / MICRODENT USA
Faster scanning than ever — now also with color

By Planmeca Staff

The Planmeca FIT™ system for chairside CAD/CAM dentistry provides clinics with a completely digital workflow from start to finish. It seamlessly integrates intraoral scanning, 3-D designing and on-site milling into one system, allowing clinics to produce restorations in a single visit.

Scanning with the system is now faster than ever before, with color scanning featured for the first time. The Planmeca FIT system is all about integrated efficiency. Comprised of the Planmeca PlanScan® scanner, the Planmeca PlanCAD® Easy software and the Planmeca PlanMill® 40 milling unit, the system enables dental clinics to create high-quality restorations that fit perfectly.

Speed, accuracy and color

The Planmeca FIT system has made significant strides lately in both scanning speed and accuracy. Intraoral scans can now be performed up to 40 percent faster than before, which guarantees a first-class scanning experience in all situations — including when capturing full-arch scans, according to the company.

Furthermore, the system has been improved with vivid color scanning capability. This provides several benefits. Color scans enhance diagnostics, as they make it easier to differentiate between soft and hard tissues. Color scans also improve communication and increase case acceptance, as they are easier for patients to comprehend.

Taking full advantage of equipment with software

All steps of the Planmeca FIT workflow are easily controlled and accessed through the Planmeca Romexis® software platform. The treatment data is immediately viewable on all workstations, and the software’s flexible licensing model allows scanning, designing and milling to take place simultaneously. This ensures ultimate efficiency in all treatment phases, according to the company.

As Planmeca products are compatible with other systems, images and data can also be sent from clinics to dental labs and other external partners in a swift and easy way. Clinics can either choose to perform the entire CAD/CAM workflow in-house with the Planmeca FIT system or flexibly outsource parts of it.

For dental work performed at a clinic, the Planmeca Romexis Clinic Management software module provides remote real-time usage information on the Planmeca PlanMill 40 milling unit, enabling clinics to locate resources and monitor ongoing milling processes. Planmeca FIT helps clinics utilize their resources to the fullest and treat more patients in a shorter period of time, the company asserts.

Instead of two appointments, patients can be treated in one visit without temporary crowns or physical dental models.
The New Face of Ortho: The DentalEZ® Ortho Cart!

Cabinet
- Flat top with rounded corners
  - Laminate top standard
- High quality construction
- Pull out work surface
- 5 drawers (2 deep, 3 shallow)
- Metal Box drawer system
- Side door with easy access to clean water system
- Mobile version is easily moved for best positioning
- 4 caster wheels
- UL approved

Optional
- Solid surface top
- Monitor mount/air vent
- Duplex outlet

Delivery Unit
- Unit comes standard with 2 handpiece tubings, 1 syringe, 1 HUE & 1 SE
- Clean water system & solids collector
- Oil collector
- Delivery Unit is positioned at approximately 45 degree angle to the chair
- Handpiece holders are located at a height that is convenient to the operator

Optional
- Fiber optics
- 3rd handpiece

Visit DentalEZ at Booth 3409
Protecting both patients and the dentists’ reputation

By Sulzer Mixpac Staff

Thanks in part to quality, the mixing tips from MIXPAC™ have been firmly established in the dental market, just one more reason to visit these products while here at the 2015 Greater New York Dental Meeting (GNYDM). Sulzer Mixpac declares war on copiers – for the benefit of patients and dentists.

“The great demand for our mixing tips confirms that we understand the needs of users and patients,” said Martina Strasser, global head sales healthcare at Sulzer Mixpac. She added: “The disadvantage of our popularity is that copies of the proven products are entering the market in increasing numbers. There is an urgent need for action to protect the safety of patients and dentists. One of our foremost tasks at GNYDM is to inform the dentists and medical purchasers specifically about the risks and disadvantages of using copies.”

Mixing tips from the clean room or the street

“MIXPAC mixing tips are safe and manufactured meticulously under strict hygienic conditions,” said Stephan Schatz, director medical device responsibility at Sulzer Mixpac.

In contrast, the copies are not, which was proven recently in a case on the East Coast. Sulzer Mixpac investigators identified the illegal machinations of a dental supplier who procured about 500 bags of counterfeit mixing tips out of a vehicle. He paid for the goods in cash with no receipt and no guarantee. He planned to sell the forged products online on eBay. Once caught, the supplier was forced to hand over his profits and inventory and disclose the customers who had purchased the products.

“Cheap manufacturers who do not invest in expensive hygiene processes and safety procedures carelessly sell counterfeit mixing tips directly to dental offices throughout the country – and thus bypass reliable, legitimate suppliers,” said Mike Murphy, litigation attorney for Sulzer Mixpac.

“It does not pay for dentists to risk their reputation and their patient’s health for pennies of cost savings. We are confident our information campaign will convince dentists to protect their patients and avoid risky products.”

Save dental material and ensure homogeneous mixing quality

In addition to trademark features like colors and logo, major differences exist between the original mixing tips and cheap copies.

MIXPAC mixing tips using the new T-Mixer™ technology, save as much as 40 percent of costs in dental materials. This has also been testified by several independent institutes, such as the Clinicians Reports (CR) and Dental Advisor.

About Sulzer Mixpac, AG

Sulzer Mixpac, AG, is a company of the Swiss Sulzer group and is headquartered in Haag, Switzerland. Additional subsidiaries in the United States, U.K., Denmark and China ensure optimal supply and support for customers. With more than 500 employees worldwide, the company is among the leaders for dispensing technologies in the field of mixing, dosing and dispensing materials.
CROIXTURE

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EXPERIENCE OUR ENTIRE COLLECTION ON WWW.CROIXTURE.COM
Orascoptic ™, a leader in superior vision solutions for dental and medical professionals, introduces Spark ™, a cordless headlight that integrates with virtually any loupe or eyewear frame model.

Spark is making its debut here at the Greater New York Dental Meeting. Featuring an innovative, patent-pending design, the Spark dispenses weight evenly across the bridge of a frame minimizing concentrated facial pressure. Capacitive touch controls enable the clinician to turn the headlight on and off with ease in between procedures and patient consultations.

Co-axially mounted to your loupe, Spark emits a precisely focused beam of 32,000 millilumens that uniformly illuminates the entire field of view, while also reducing shadowing in the operating area.

Maintaining compliance with blue light testing standards set by the International Electrotechnical Commission (IEC), the cool white light of Spark delivers a desirable environment for shade matching, the company asserts.

Spark employs constant current technology to ensure consistent light output throughout six hours of battery runtime.

Additional features include a low battery indicator that notifies the user when capacity is below twenty percent and a versatile micro USB charger for convenient charging on the go.

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 innovations.

Brands include KaVo, Kerr, i-CAT, Gendex, NOMAD, DEXIS, Instrumetarium, SOREDEX, Orascoptic, Pelton & Crane, Marus, Pentron, Ormco and Implant Direct.

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FUSION-ZR™ resin cements are self-adhesive and recommended for the permanent cementation of all-ceramic restorations, zirconia, lithium disilicate and CAD/CAM-type materials. The cements work best for no-prep veneers, minimally prepped veneers, prepped veneers, crown and bridge and inlays/onlays.

FUSION-Zr resin cements create an exceptional marginal seal, according to TAUB Products, the company behind the product. They eliminate micro-leakage and marginal staining. Bonding agents can be used but are not required.

FUSION-Zr dual-cure resin cements are compatible with zirconia-type restorations without additional zirconia primers. They are available in both light- and dual-cure in the following shades: crystal clear (for accurate visualization), opal white (for natural brightness and translucent restorations) and the new white (more opaque). Try-in pastes are available.

For more information, visit TAUB Products at www.taubdental.com, call (800) 828-2634, email sales@taubdental.com or stop by the booth, No. 2708, here at the Greater New York Dental Meeting.

DEFEND® Bite Registration Material is a mousse-like, fluffy vinyl polysiloxane substance used for bite registration, copying transfers and primary impression with bite trays. The thixotropic material has an excellent durometer of more than 80 and flows easily, yet will not run or sag.

Each package contains two cartridges (50 ml each) plus six teal mixing tips.

To pick up the DEFEND Bite Registration Material, stop by the Mydent International booth, No. 3709, here at the Greater New York Dental Meeting.

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Futurabond M+ achieves total-etch bond strength levels with all light-, self- and dual-cure resin-based composites, cements and core buildup materials.

With a dual-cured activator, Futurabond M+ will self-cure without any light activation, which offers a big advantage for endodontic applications such as post cementation where it avoids the pooling effect, a problem with light-cured adhesives.

Futurabond M+ also adheres well to metal, zirconia and ceramic, making extra primers unnecessary.

Futurabond M+ needs only one coat and takes 35 seconds from start to finish. Its low film thickness of only 9 microns makes bonding margins invisible (i.e. no “halo” effect) and prevents pooling problems. Additionally, the material does not need to be refrigerated.

Further Futurabond M+ benefits include its indication as a desensitizer for use under amalgam restorations or on hypersensitive tooth necks, as a protective varnish for glass ionomers and as an intraoral repair of ceramic restorations.

For more information on Futurabond M+, visit [www.voco.com](http://www.voco.com) or stop by the booth, No. 3201, here at the Greater New York Dental Meeting.

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The TurboVue™ Illuminated MagnetostRICTive Ultrasonic Scaler provides excellent visibility when scaling all areas of the oral cavity. The TurboVue features a light source built into the handpiece, allowing a significant amount of light to emit through the 30 K, light-transmitting ultrasonic inserts.

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In addition, the light reduces strain on the operator’s eyes. No more squinting or messing with the overhead lamp or loupes.

For more information, visit [www.parkell.com](http://www.parkell.com) or stop by the booth, No. 1009, here at the Greater New York Dental Meeting.

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AMD LASERS announces expansion into hard-tissue dental laser market

By AMD LASERS

AMD LASERS, a leader in soft-tissue dental lasers, has announced it is entering the hard-tissue dental laser market, unveiling the new dental laser here at the Greater New York Dental Meeting at its booth, No. 5232.

AMD LASERS entered the soft-tissue laser market in 2009 with its Picasso line of lasers. The new hard-tissue laser is FDA cleared to perform cavity preparations, bone surgery and a host of soft-tissue procedures. The new dental laser is much smaller in size and weight and, according to the company, is half the price of some hard-tissue lasers on the market.

Alan Miller, CEO and founder of AMD LASERS, said of the company’s expansion into hard-tissue lasers: “Our vision was to make dental lasers affordable for everyone, and we’ve succeeded. Our Picasso soft-tissue lasers have dominated since we brought them to market, and there is no doubt we will do the same in the hard-tissue world as well.

“We launched Picasso and Picasso Lite with the vision to make laser dentistry affordable for every dental practice, ensuring a laser is placed in every operatory in every office around the world. With the new hard-tissue, we are continuing this mindset by providing affordable total laser solutions to the general practitioner.”

The hard-tissue laser is much smaller in size and weight compared to other hard-tissue lasers, according to the company, making it easy to fit into any office. Each new owner will receive an all day, in-office training by a certified dental laser hygienist covering treatment planning and billing, laser safety, full-office certification and hands-on clinical training. In addition, owners will receive a full-day Master Training Course at one of the many training centers across America.

In addition, each hard-tissue laser comes with a comprehensive, advanced marketing launch kit, consisting of a practice-focused marketing plan, personalized press release and patient-oriented marketing materials to increase awareness and provide all the tools a practice needs to market laser dentistry effectively and efficiently.