Sulzer Mixpac introduces Transcodent

By today Staff

Dental Tribune today had the opportunity to interview Samuel Fitzi, product manager for dental products of Sulzer Mixpac, regarding products the company will be presenting at the Greater New York Dental Meeting.

For the dental industry, Sulzer Mixpac now provides a huge product portfolio of mixing and dispensing systems with the Mixpac™ products for the OEM and the new Transcodent brand products for the trade business. How can U.S. clients obtain Transcodent products?

Transcodent is the leading supplier of dental one-component (1C) application systems, unit-dose technology for dental products with highest barrier properties and premium-quality dental needles. This merger of Sulzer Mixpac and Transcodent establishes an excellent position for further growth and the expansion of the product portfolio in the future. With this thought in mind, we decided in the course of the name change to take this opportunity to modernize the existing Transcodent logo, integrating it into the world of Sulzer and realigning it with the Mixpac product portfolio. In the future, all OEM and industry products will appear with the branding “MIXPAC — A Sulzer Brand.” All trade products will appear as “Transcodent — A Sulzer Brand.” All operations have moved to Sulzer Mixpac USA, Inc., in Salem, N.H. All order processing, logistics, accounting and complaint management will be handled from Salem, N.H. Please contact lisa.lowry@sulzer.com or sales manager Lisa Lowry at lisa.lowry@sulzer.com.

For more information about Sulzer Mixpac, visit booth No. 4318.

In your product portfolio, you have Helix and T-Mixer mixing tips. The T-Mixer product family is continuously growing, recently adding the T-Mixer Colibri plus. What are the differences of both mixing technologies? What are the benefits for the dentists?

Thanks to its advanced technology and the compact, shorter design, the T-Mixer offers material savings up to 40 percent compared to the Helix mixing tips. This enables easier, more precise and safer handling and application of the material. The shearing and stretching forces produced inside a T-Mixer result in a more homogenous distribution of individual molecules in comparison to conventional mixing tips, ensuring improved material reactivity. The T-Mixer has received multiple awards, including ones from Dental Advisor and Clinicians Report.

Sulzer has been combatting copies of protected mixing tips for a long time. How can the clinician be sure he or she has the original Sulzer product in his hands?

Sulzer is committed to protecting its products. Genuine MIXPAC tips can be identified by the MIXPAC name stamped on the retaining ring and the “CANDY COLOR” quality seal. We recommend clinicians continue to take great care to ensure they actually do receive the original mixing tips from Sulzer Mixpac. With its system approach, Sulzer Mixpac guarantees high performance and top application results when using the whole Mixpac system: dispenser, cartridge and mixers from Sulzer Mixpac.
‘A comfortable scanning experience’

3Disc unveils its first intraoral scanner, designed with ergonomic comfort in mind

By today Staff

In an interview, Sigrid Smitt Goldman, CEO and executive chairman of 3DISC, discusses new intraoral scanning technology, its features and benefits, and the overall shift from traditional to digital dentistry.

Here in New York, 3DISC is showing off its new Heron IOS for dental professionals. What can you tell us about this new intraoral scanner?
The Heron is designed and manufactured in the United States and is the smallest and most compact IOS in the market that delivers a powder-free, full-color scan. We spent a lot of time with dentists throughout our design process to create a lightweight, ergonomic design that ensures a comfortable scanning experience for both the user and the patient.

The Heron utilizes a unique and proprietary technology that is designed to optimize the speed, accuracy and precision of the unit. We feel that the scanner truly excels at these fundamentals.

The scanner carries a simple price model: You simply buy the scanner at an affordable price. There are no license fees, annual costs or per-scan fees. We believe this approach is honest and allows a buyer to understand the cost of ownership without complications. Add to that the flexibility of an open system format that allows user to enhance images, allowing for more precise diagnosis.

The Heron provides this set of benefits without compromising speed or quality of the result.

Any additional success factors for Heron IOS and 3DISC in the market-place?
The team behind the solution is a unique and productive company at booth No. 2522. The company website is www.3disc.com. We are also showing our FireCR Dental Imaging Software that facilitates easy image acquisition, processing and management. The intuitive workflow allows users to enhance images, allowing for more precise diagnosis.

3Disc aims to cater to solo to midsize practices. What are the benefits such practices can expect from your products?
The Heron IOS is affordable, easy to use, and has a small footprint designed for chair-side placement. It brings full-color and powder-free scanning to practices at a one-time cost and with an open system structure that allows for ongoing flexibility and freedom of choice. We think this concept makes sense for everyone, but perhaps particularly the solo to midsize practices.

The Heron provides this set of benefits without compromising scanning speed or quality of the result.

Are there any other products that you would like attendees to know about before they stop by the 3DISC booth?
We are also showing our FireCR Dental reader. This computed radiography PSP system for dental professionals is an affordable exam-room based solution, and the natural choice for practices looking for a full-featured system that delivers high-quality digital images quickly. It comes with the QuantorDent Reader. It is an affordable exam-room based solution, and the natural choice for practices looking for a full-featured system that delivers high-quality digital images quickly. It comes with the QuantorDent Imaging Software that facilitates easy image acquisition, processing and management. The intuitive workflow allows users to enhance images, allowing for more precise diagnosis.

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*DraftEZ does not offer tax advice. Consult with a tax advisor or attorney for specific tax related guidance.

**Offers valid through December 18, 2018 while supplies last. Contact DentalEZ or your local PSA representative after December 15, 2018 for quick ship availability.

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Planmeca USA recently announced the launch of its newest mill, the Planmeca PlanMill 30 S, for chairside milling. The unit has been designed for optimal precision by combining high-performance servo motor technology and durable milling components, according to the company.

Capable of reaching maximum speeds of 100,000 rpm, a four-axis high-speed spindle is ideal for single visit restorations and everyday milling of inlays, onlays, crowns or bridges, the company asserts.

Direct drive linear force motors used in the manufacturing of aerospace components are unique to Planmeca milling units, resulting in accurate and a robust platform capable of milling a broad range of materials to provide the best treatment option for the patient, the company said.

An intuitive user interface coupled with system maintenance, alerts, reports and tool (SMART) software streamlines the user experience with updates on status to notify you when the mill needs attention. System automation creates a more efficient milling process by detecting worn or broken burs and automatically replacing them for a refined restorative finish, according to the company.

As with all Planmeca products, the Planmeca PlanMill 30 S is designed on an open platform for seamless integration with most dental equipment, the company said.

“The launch of the Planmeca PlanMill 30 S is an ideal milling option for customers who are considering CAD/CAM technology but have been hesitant to invest,” according to a Planmeca USA press release. “When combined with the Emerald Scanner, Planmeca 3-D imaging and Romexis software, the 30 S creates an incredible system that brings the digital workflow to life in one seamless, easy process.”
Planmeca Viso™

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*According to “Dosimetry of Orthodontic Diagnostic FOVs Using Low Dose CBCT Protocol” by JB Ludlow and J Kolviita.

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The comeback: Why Dr. Maurice Tapiero and Dr. Anne Bouhadana #RelyOnHenrySchein

By Henry Schein Inc. Staff

On Oct. 5, 2014, Dr. Maurice Tapiero and Dr. Anne Bouhadana watched in disbelief that Sunday morning as their dental office in the Montreal suburb of Saint-Bruno-de-Montarville burned to ashes. In that single morning, the doctors lost everything, including the only copies of their patient files and crucial financial information. They called Henry Schein for help that very day, and met their representative in person to discuss rebuilding their office and finding a way to keep them going in the interim.

Their representative tapped into Henry Schein’s network of trusted advisors, who worked with the doctors to find a temporary location and ensured they installed the proper equipment. Within three weeks, their temporary office was fully operational. Many months later, Tapiero and Bouhadana moved into their new, modern office, brought to life with the help of their Henry Schein team.

Being a business owner brings with it many concerns. A fire wiping out your dental practice may be the last thing on your mind, but it became a reality for Tapiero and Bouhadana. Their road to recovery is one they’ll remember for a lifetime.

“We rely on Henry Schein because we receive very good service. They helped us and gave us a hand when we were down,” Bouhadana said.

In a crisis situation, Tapiero and Bouhadana relied on Henry Schein and its network of trusted advisors to discuss rebuilding their office and meeting management-related activities.

Henry Schein subject matter experts are being interviewed and interviews will be featured on Henry Schein Dental’s Facebook page, located at facebook.com/HenryScheinDental.

“We are excited to showcase Henry Schein’s portfolio of practice management, business and clinical solutions that customers can rely on,” said A.J. Caffentzis, president, U.S. dental distribution, Henry Schein. “At this year’s Greater New York Dental Meeting, clinicians will learn about our latest investments in digital technology to help them seamlessly integrate these technologies into their workflow. As our customers’ trusted advisor, we look forward to talking to clinicians about what is happening in the marketplace, and providing education on trends that will help them grow their business.”

Exclusive show product offers

Henry Schein is offering many opportunities for practitioners to take advantage of exclusive GNYDM promotions, including special pricing on equipment and technology as part of its Showroom Red Tag Sale; Cyber Monday Flash Sale on select products; end-of-year savings for treatment center package offerings, as well as 3-D imaging and digital impressioning solutions to enhance the patient experience and improve practitioner health; and no payments for six months on new equipment, technology or off-the-shelf software.

Engaging conversations

The Henry Schein Dental booth (No. 4330) will serve as a broadcast center, featuring #scheinchats, the company’s signature social media series available on Facebook Live that will feature engaging conversations offering perspectives from oral health professionals, nonprofits and industry-leading supplier partners. Kicking off this series will be Stanley M. Bergman, chairman of the board and CEO, Henry Schein, and Roopali Kulkarni, president, American Student Dental Association (ASDA), for a conversation about the issues, trends and opportunities facing dental students as they enter the workforce.

For those unable to attend in person, #scheinchats will be live streamed on Henry Schein Dental’s Facebook page.
Half the size, ALL of the power

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COLTENE’s BRILLIANT EverGlow Universal Composite receives industry award

By COLTENE Staff

COLTENE’s BRILLIANT EverGlow composite recently received the Editors’ Choice Award from Dental Advisor for being a unique and significant composite.

BRILLIANT EverGlow is a universal submicron hybrid composite distinguished by easy polishability, gloss retention, ideal handling and exceptional blending properties, according to the company.

BRILLIANT EverGlow’s filler technology is engineered to provide an ideal combination of long-lasting esthetics, handling convenience and mechanical strength. Submicron glass fillers support excellent polishability and gloss retention, the company asserts. Additional pre-polymerized fillers, which have the same composition as the uncured composite, lower volume shrinkage and improve the sculpting properties of the paste.

COLTENE’s unique Duo Shade system covers two VITA shades (A1/B1 or A2/B2, for example) providing simple shade management and excellent optical blend-in properties, according to the company.

BRILLIANT EverGlow shows an exceptionally smooth surface and satin shine directly after placing the filling. This simplifies the task of polishing, allowing highly esthetic restorations to be performed in minimal time — especially when used with COLTENE’s ALPEN ShapeGuard Composite Plus polishers, the company asserts.

Here in New York

Visit COLTENE at booth No. 4016 to see BRILLIANT EverGlow in action. You may also visit everglow.coltene.com to request a free sample.
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Stop by booth #2203 for more information!

* Limit 10  • Offers valid at Greater New York 2018 Meeting ONLY
Kulzer launches Ivory ReLeaf suction solution

By Kulzer Staff

Kulzer recently announced its launch of a time-saving, patient-friendly, high-volume hands-free HVE suction device: Ivory® ReLeaf.

Ivory ReLeaf assists with evacuation, retraction and maintaining a dry field during a wide array of dental and hygiene procedures.

Unlike saliva ejectors, Ivory ReLeaf is not only a hands-free suction device, but a high-volume suction device. It works in all four quadrants with ergonomic comfort and full view of oral cavity without the need to be moved around. This can save up to 15 minutes of time per patient, which can translate into hundreds of dollars in increased production throughout the day, according to the company.

“The ingenious aspect of Ivory ReLeaf’s design is that its disposable leaves use the cheek and vestibule area for support, rather than relying on the shape of the arch or the orientation of the teeth,” said Lesley Melvin, Kulzer’s director, marketing and product management.

“This provides 280 degrees of suction around the leaf to make time-saving uninterrupted suction throughout the oral cavity possible.”

Ivory ReLeaf further contributes to practice efficiency by conveniently connecting to existing dental vacuum systems in less than 60 seconds.

Ivory ReLeaf is exception-ally patient-friendly, the company asserts. Patients are less likely to feel claustrophobic because the device does not obstruct the airway, and because Ivory ReLeaf does not reach the soft pallet, gag reflexes are rarely an issue. In addition, its universal mouthpiece, or “leaf,” is made of a custom blend of latex and BPA-free polymer that is both soft and comfortable. Ivory ReLeaf allows patients to move their heads left and right and up and down, so they can communicate on a two-way basis with the clinician during the treatment.

Melvin says that the Ivory ReLeaf provides peace of mind to patients and clinicians alike. According to the Center for Disease Control, when patients close their lips around low-volume saliva ejectors, backflow can occur when the pressure in the patient’s mouth is less than that in the evacuator.

“Backflow, which can include previous patients’ waste material, colonized biofilm from the tubing, and chemicals from flushing the line, is simply not possible with Ivory ReLeaf,” Melvin said.

Dental practices may order a free sample of Ivory ReLeaf at mydental360.com/releaf.
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UNIVERSAL SUBMICRON HYBRID COMPOSITE

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coltene.com
Benco Dental’s Lucy Hobbs Project honors women leaders

Throughout the years, Benco Dental’s Lucy Hobbs Project has held numerous events throughout the country, including networking opportunities, innovation sessions, wellness programs, charitable activities and annual celebrations.

During the past six years, the project has honored more than 36 women in dentistry who exceed expectations within their profession, who contribute endlessly to their communities and who continue to inspire and mentor others to help foster growth and progress.

In the spirit of new endeavors, the Lucy Hobbs Project Program has undergone some changes, focused on three types of events for the new year: the annual celebration; Lucy Hobbs Project YOU events — where Benco partners with universities to help build mentorship opportunities; and regional events with dental practices to continue the conversation that is inspired by the celebration’s panel discussions. This year, Benco partnered with Straumann to offer a three-day event, which included the celebration as well as two full days of learning how digital dentistry can impact a dental practice.

The 2018 celebration was kicked off by Erin Gruwell, keynote speaker and founder of the Freedom Writer Foundation. The day continued with panels of speakers, led by Benco’s National Sales Trainer Sharon Shivetts, discussing “Dynamic Teamwork,” “Redefining ‘Having It All,’” and “Marketing Your Practice.”

The day concluded with honoring six Lucy Hobbs Project award honorees: Sabiha S. Bunek, DDS, recipient of the Clinical Expertise Award; Sharon K. Parsons, DDS, recipient of the Humanitarian Award; Athena S. Papas, DMD, PhD, recipient of the Industry Icon Award; Diane Johnson Krueger, CEO, recipient of the Innovator Award; Jeanette Sabir-Holloway, DDS, recipient of the Mentor Award; and Rita Y. Chuang, BA, DDS, ABO, recipient of the Woman to Watch Award.

The beneficiary at this year’s event was the Center for Oral Health, a nonprofit, California-based organization dedicated to promoting public oral health, with a focus on children and vulnerable populations. The celebration was sponsored by Midmark, Proctor & Gamble, Centrix, Hu-Friedy, Ivoclar and DentalEZ.

Benco Dental encourages the dental community to become part of the women in dentistry initiative. Learn more about how you can participate in the annual celebration and events throughout the year by visiting thelucyhobbsproject.com. And, save the date: Lucy Hobbs Project Celebration, October 3-5, 2019, in Chicago.

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Data from the image:

- **37th CIOSP**
  - São Paulo International Dental Meeting
  - January 30 to February 2, 2019
  - At the Expo Center Norte - São Paulo/SP - Brazil

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- **Exhibit Inquiry:** SUVISCON, a sole world agent, sp2019@suviscon.com

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**Photo of Lucy Hobbs honorees, from left, Diane Johnson Krueger, Sabiha S. Bunek, DDS, Jeanette Sabir-Holloway, DDS, Athena S. Papas, DMD, PhD, and Rita Y. Chuang, BA, DDS, ABO.** (Photo/Provided by Benco Dental)
The ART is in the template.

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When it comes to composite restorations, dentists are often asked to sacrifice speed for quality or quality for speed. This has been especially true when it comes to bulk fill composites, which brought the promise of larger increment sizes but required specialized equipment or were otherwise difficult to handle.

Now, clinicians can have a composite that easily adapts to the tooth and can be used in a true bulk fill technique. REVEAL® HD Bulk is BISCO’s new bulk fill light-activated restorative composites, optimized for simpler and faster posterior restorations. REVEAL HD Bulk combines appropriate handling, depth of cure and polishability, allowing clinicians to provide patients with functional and esthetic composites while saving valuable chair time.

REVEAL HD Bulk allows for layering increments up to 5 mm because of its predictable depth of cure. This feature is accompanied by low volumetric shrinkage, high flexural strength and excellent radiopacity, resulting in long-lasting, durable restorations. While REVEAL HD Bulk is indicated for all direct and indirect restorations, clinicians will appreciate the significant time savings that bulk filling provides, especially in posterior teeth.

Like other restorative composites, it is important to maintain adequate isolation to prevent contamination of the tooth from saliva and blood. When indicated, use of a sectional matrix system with significant separating force will ensure excellent adaptation to the proximal margins, as well as minimize interproximal food impaction.

After excellent isolation has been achieved, a universal bonding agent such as ALL-BOND UNIVERSAL® is applied to all prepared surfaces, according to manufacturer instructions. When possible, it is ideal to selectively etch the enamel surfaces where the composite in intended prior to application of the bonding agent, resulting in minimal long-term marginal leakage and dentinal sensitivity issues.

Depending on operator preference, a flowable composite resin may be used in the deepest and least accessible areas of the preparation, including undercuts and the cavosurface margins of proximal boxes. The appropriate shade of REVEAL HD Bulk can be placed in a single increment for most Class 1, 2 and 3 restorations.

For preparations that include areas that are deeper than 5 mm, it is advisable to build the restoration in appropriately sized increments. Keep in mind that due to its unique chemistry, care should be taken to avoid unnecessary exposure to light, including from ambient and overhead sources. This helps to avoid premature hardening of the material.

Finally, the restoration can be finished with fine diamonds and finishing carbides, followed by finishing points. It is worth noting that because REVEAL HD Bulk’s viscosity has been tuned for bulk fill applications, it is preferable to limit occlusal carving and shaping to primary anatomy prior to curing. After curing, greater detail may be added with finishing burs, as needed.

Alternatively, when darker or opacous restorative composite shades are required, REVEAL HD Bulk can be placed and cured short of the occlusal cavosurface margins. The final layer can be a traditional restorative composite in an ideal shade and opacity. Because REVEAL HD Bulk is universally compatible, it will serve as an excellent base under all light-activated restorative composites.
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Put a stop to evacuation-line backflow.

In a dental practice, sharing often isn’t caring. In fact, studies show that backflow in low-volume suction lines can occur in 1 out of every 5 patients. Avoid the risk of exposing your patients to saliva, blood and other potentially infectious material from previous patients.

Make the choice to protect your patients from backflow. Choose SAFE-FLO™ Saliva Ejectors and Valves.

GNYDM booth #3401
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This state-of-the-art process is specifically designed with the tools you need to bring a new level of predictability to each uniquely designed smile restoration, the company asserts.

To learn more about ART, visit DenMat at booth No. 5010. You can also reach DenMat at (800) 433-6628 or visit denmat.com.

‘By using ART, I am able to provide my patients with state-of-the-art minimally invasive dentistry. I am shown exactly where to remove the least amount of tooth structure for the desired esthetic result. It’s simple and predictable.’ — Peter T. Harnois, DDS
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Four pre-built ‘Quick Ship Equipment Packages’ are available for quick delivery

By DentalEZ Staff

As we get closer to the end of the year, many dentists are purchasing operatory equipment to reduce gross income in order to take advantage of tax benefits. There are a few tax laws to discuss with your tax advisor as they impact dentists, making equipment purchases ideal in the closing months of the calendar year.

Besides the standard reductions, there is a new 20 percent pass-through deduction that makes anyone with an income below $415,000 eligible.

If your overall income is between $315,000 and $415,000 you are qualified for a portion of the 20 percent deduction, and if your salary is below $315,000 you are qualified for the full deduction. Talk to your CPA about deductions, so you can benefit from this opportunity.

Dental operatory equipment purchases need to be installed and able to be used before the end of the year to be eligible.

To help you meet these requirements, DentalEZ has configured four pre-built equipment packages. We will be able to ship these packages within 48 hours of receiving the purchase order through Dec. 18 and while supplies last.

You can download a flyer from DentalEZ.com, or call your local PSA rep for more information. The direct link to the flyer is dentalez.com/downloads/specials/doc_download/2206-year-end-tax-savings-quick-ship-equipment-packages.

Here in New York

Visit DentalEZ at booth No. 3405. More information is also available on the company website, located at www.dentalez.com.

Take advantage of tax savings with DentalEZ

Here in New York

Visit DentalEZ at booth No. 3405. More information is also available on the company website, located at www.dentalez.com.

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TAUB: Revolutionary problem-solving resins

By TAUB Products Staff

As industry products and technology advance at a continually fast pace, new procedures and methods are implemented. The focus at TAUB Products is to keep pace with these advances by offering products that deliver the best results possible, through simple and easy integration, no matter how doctors and labs practice dentistry.

STELLAR DC Acrylic is a revolutionary, dual cure PMMA resin allowing GPs, surgeons and CDTs stellar performance to build and fix appliances easier, faster and stronger than any other similar material without the worry of rebuilds, according to the company. STELLAR DC Acrylic resin is great for creating implant verification jigs, welding index jig components, transfer and insertion guides for implants; open tray or closed tray pick-up impression copings; abutment seating jigs; picking up denture locators and chimneys; and creating structure models of implant components, and repair dentures, according to the company.

It can be tack cured in five seconds, fully light cured in 20 seconds and will cure on its own in 120 seconds. It provides the fastest production time of any and acrylic, has no shrinkage, has no polymerization heat during cure, and leaves no residue during burnout, the company said.

“STELLAR DC Acrylic is a great addition to our product line,” said Jordan Taub, executive vice president at TAUB Products. “Using our chemistry and technology, we can now offer the CDT, super GP and periodontist an acrylic that increases production by dramatically reducing production times and remakes, flushing the bottom line with recovered lost revenue. STELLAR’s on-demand continuous flow of material allows quick and easy fabrication.”

TAUB is known for its implant restorative system consisting of three products that solve many issues when placing cement and screw retained implant restorations: GoCHx Gel Syringeable Chlorhexidine, Liquid Magic Resin Barrier abutment access plug, and ZERO-G Bio-Implant Cement.

GoCHx Gel Syringeable Chlorhexidine is a thin, non-alcohol based gel containing 0.8 percent chlorhexidine in a water-soluble formula. As a gel, GoCHx can be applied precisely, staying where it is placed, and rinses completely. Leave it in the implant screw well before finalizing the restoration and keep bacteria away. Use GoCHx Gel for everyday use.

Liquid Magic Resin Barrier Material has been highly rated in independent reviews and is used for implant and cosmetic dentistry. It can be used to fill abutment access holes, replacing Teflon tape and other products typically used. Liquid Magic is placed into the access hole, light cured and can be easily removed. Liquid Magic can be used for cement or screw-retained restorations. As a barrier product, it can be used when isolation is desired.

The third implant restorative product is Zero-G. Zero-G provides hard set cementation of implant restorations, said Jordan Taub. “When we designed this cement, we understood incomplete cleanup of other cements and peri-implantitis were major causes of concern. Giving Zero-G the highest radiopacity over any other implant cement makes any excess cement extremely visible. The cleanup is unlike anything else on the market; any excess can be completely removed. Extremely low water solubility and anti-microbial properties keep the cement from washing out from under the crown and bacteria off the margin.”

From no-prep restorations to full mouth reconstruction, using e max®, CEREC®, Zirconia, lithium disilicate, feldspathic porcelain and FPMs, FUSION-Zr® Esthetic Resin Cements provide the best results, according to the company. These esthetic cements allow dentists to present their best work, by offering ease of use, fast cleanup, high bond strength and correct color representation, the company said.

Launched in 2016, Ca-Lok Cavity Liner is a unique to market, highly rated, light-cured resin. Releasing calcium, phosphates and fluoride, it is a true bioactive resin, according to the company. Unlike any other resin or MTA bases and liners, Ca-Lok offers adhesion to tooth structure, preventing movement and sensitivity, and has seamless compatibility to other restorative materials, the company said. Ca-Lok is radiopaque and easily seen. Use Ca-Lok when practicing conservative dentistry.

TAUB Products is located at the GNYDM in booth No. 2908. Meeting attendees are invited to stop by for a demonstration, to grab literature and attendees are invited to stop by for a demonstration, to grab literature and find out about show specials. The company is also looking to build up its list of lecture-based clinicians. If you feel any of these products has value in your dental education programs, you are asked to stop by the booth, call (800) 828-2634 or email Jordan Taub at jordan@taubdental.com.

‘Giving Zero-G the highest radiopacity over any other implant cement makes any excess cement extremely visible. The cleanup is unlike anything else on the market; any excess can be completely removed.’
Midmark announces new brand identity to guide company’s continued growth

Rebranding reflects expanding role in enabling a better care experience

By Midmark Staff

Midmark Corp., a leading provider of medical, dental and veterinary equipment solutions, has launched a new corporate brand identity that it says captures the company’s commitment to a better care experience and the growing value Midmark offers customers as they focus on improving clinical outcomes.

The new brand identity, which includes a new website, logo, tagline and more, mirrors the transformation of Midmark from an equipment manufacturer into a clinical environmental design company that enables a better care experience for caregivers and patients in medical, dental and animal health industries. By harmonizing the clinical space, technology, products and workflows, the company asserts that it works closely with customers to contribute to better clinical outcomes.

"Care providers are always looking for new approaches, innovative technologies and proven solutions that can help enhance the patient and caregiver experience and improve the quality of care provided," said John Baumann, president and CEO, Midmark. "At Midmark, improving the experience between the patient and caregiver is at the heart of everything we do. Whether we are talking about a doctor’s office, dental practice or veterinary clinic, better care starts with a better-designed care environment, which leads to better outcomes."

The new tagline, “Designing better care,” establishes a new path for the company as it continues to strengthen its role in the care experience through advanced technologies, acquisitions, new markets and expanded service offerings. It elevates the importance of design in the customer’s mind — helping them understand it’s not just about the space but also how it is used and the people interacting within it.

Baumann continued, “Our goal is to help our customers provide more efficient, effective and positive experiences that will enable them to focus on the quality of care and outcomes.”

About Midmark

Midmark Corp. is a clinical environmental design company that hopes to enable a better care experience for the medical, dental and animal health markets. With more than 1,800 team-mates worldwide, Midmark focuses on harmonizing clinical space, technology and workflows for caregivers and patients at the point of care.

Founded in 1915 and headquartered in the greater Dayton, Ohio, area, Midmark maintains production and administrative offices in Versailles, Ohio, with six other locations in the United States, as well as subsidiaries in India, Italy and the United Kingdom.

To learn more about Midmark, visit midmark.com.
Crosstex expands dental water solutions portfolio with entry into amalgam separation category

By Crosstex Staff

Cantel Medical Corp. subsidiary, Crosstex International, has announced its entry into the dental wastewater management market through the recent launch of Syclone™ Amalgam Separator, previously marketed and sold under the brand name Apavia® Amalgam Separator.

This new filtration technology and related assets were recently acquired from ENPRESS LLC and its subsidiary Apavia LLC. The Syclone Amalgam Separator captures mercury-containing amalgam particles from the wastewater of dental offices through a combination of mechanisms, including filtration and centrifugation.

In addition, it features a high-containment capacity for extended service and pump life and cutting-edge cyclonic action with rapid velocity and waste capture.

“As a market leader, we are committed to staying at the forefront of the latest industry trends and to providing quality solutions that meet the compliance needs of dental practices. With the Syclone filtration technology, we can effectively support the hundreds of thousands of dental practices in meeting the requirement of removing mercury from wastewater and contributing to a cleaner environment,” said Gary Steinberg, president and CEO of Crosstex.

Learn more about the Syclone Amalgam Separator at the Crosstex booth, No. 3401. For additional information, visit www.crosstex.com.

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Here in New York
To see the Syclone Amalgam Separator and learn more about it, stop by the Crosstex booth, No. 3401.
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Dentistry and Photography by: Adam Kimowitz, D.M.D. DABOI/D, FICO

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**ZERO-G™ Case Presentation**
Dentistry and Photography by: Ross Nash, DDS

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- Orange white shade maintains value in implant abutments and restorations.
- For screw retained and cement retained systems.
- Block out, undercuts for Dental and Lab procedures.

**Liquid Magic™ Case Presentation**
Dentistry and Photography by: Ross Nash, DDS

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**2018 GNYDM SHOW SPECIAL COUPON**
Buy 1x Zero-G Kit (46-1005) and 1x Liquid Magic Kit (47-1000) Get 1x GoCHX 0.8% Chlorhexidine Gel Syringe Kit (48-1005) $79.95 Saving

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IQ Dental Supply: ‘Smart prices, brilliant service’

By IQ Dental Supply Staff

Based in Fairfield, N.J., IQ Dental is a full-service dental supply company offering dental supplies and equipment and providing excellent service since 2009. IQ Dental Supply is a family-owned company with a proven track record of putting the customer first. The company prides itself on offering “smart prices and brilliant service.”

“We guarantee the best possible service and your complete satisfaction,” the company says. “We understand the needs of our customers, and that is what makes us different. Our great relationships with vendors give us the opportunity to offer a variety of competitive options to provide the best prices for our customers.”

IQ Dental Supply aspires to help every single customer make the most fitting purchase, according to the company.

Align Technology announces its 2019 Research Award Program

By Globe Newswire

Align Technology recently announced the opening of its 2019 Research Award Program to support clinical and scientific dental research in universities across the globe. This year, up to $300,000 will be awarded to university faculty for scientific and technological research initiatives to advance patient care in the fields of orthodontics and dentistry.

“Through our Research Award Program, Align Technology has funded approximately $2 million in research awards since its inception in 2010, providing insights which include intra-oral scanning and patient experience, quality of life changes, as well as insights into the biochemical markers of bone metabolism during early orthodontic tooth movement with clear aligners,” said Zelko Relic, Align Technology vice president research and development.

Awards available for 2019 are four one-year awards of up to $25,000 each for dental research at universities in the Americas (including Canada, Latin America and South America), four one-year awards of up to $25,000 each for dental research at universities in EMEA, and four one-year awards of up to $25,000 each for dental research at universities in APAC.

Program details, instructions and application forms for prospective applicants can be found at learn.invisalign.com/researchawards (for Americas applicants) and learn.invisalign.com/internationalresearch (for EMEA and APAC applicants). The deadline is March 1.

Here in New York

Visit IQ Dental Supply at booth No. 2203. Also visit the company online, at www.iqdentalsupply.com.

“We care about our clients, and it shows in our superior customer service and unbeatable prices,” the company says.

By going online, to www.iqdentalsupply.com, you can learn more about the company’s dental equipment and full-service office design offerings. And be sure to visit the company here at the Greater New York Dental Meeting, booth No. 2203.

Here in New York

Visit IQ Dental Supply at booth No. 2203. Also visit the company online, at www.iqdentalsupply.com.

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