Expand your horizons at GNYDM

By Fred Michmershuizen, today Staff

There is so much to learn here at the Greater New York Dental Meeting. Whether you are a general practitioner or a specialist, a recent graduate or a seasoned veteran, meeting organizers have something to benefit you.

The following will be offered today in the Live Dentistry Arena, located in the exhibit hall at the end of the 400 aisle: “LANAP: A Predictable Laser Protocol for Periodontitis: A ‘Live’ Patient Demonstration,” presented by Allen S. Honigman from 9:45 a.m. to noon in Room 2D16; “Oral Surgery for the General Practitioner,” presented by Stuart Lieblich from 2 to 5 p.m. in Room 117 on the exhibit hall floor; and “Becoming a Whitening Specialist,” presented by Sarah Thiel from 3 to 4 p.m. in the Crystal Palace Crest Classroom.

Check your meeting guide for many more offerings.

*see HANDS, page 4

Touching stories

By Robert Selleck, today Staff

“Please touch,” is the rule up and down most aisles of the Greater New York Dental Meeting’s exhibit hall, whether it’s to test out cream to plump up the skin under your eyes or to handle an intraoral scanner to picture yourself using it with your patients who are wondering how you returned from New York looking 10 years younger.
SHRINKAGE
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VISIT US AT GNYDM! NOVEMBER 25-28 | NEW YORK | BOOTH #1308
Benco Dental in booth No. 1617 has so many hands-on opportunities it held a press conference Monday afternoon to cover them all.

Among the opportunities, you can: examine the stylish Herman Miller Compass line of cabinetry that’s immune to moisture and has soft handles that don’t injure hips or equipment that pass by too close; take a close look at the PRO-SYS VarioSonic powered toothbrush with five precision brush heads and five speeds that make it ideal for periodontal patients or who have other sensitivities; test out the vibration-free Carestream CS 3100 Milling System that’s quiet and compact enough to place almost anywhere in your practice; and definitely try out the latest-generation Solea all-tissue laser from Convergent, which is set up with a microscope in the booth so you can really see it at work.

In the Planmeca USA booth (No. 5425) you can operate one of the latest additions to the company’s CAD/CAM portfolio – the PlanMill 30 S, Planmeca’s newest sidechair mill. It combines high-performance servo-motor technology with durable milling components to deliver precise results. The 100,000-rpm, four-axis spindle isn’t just amazing to watch, it’s ideal for single-visit restorations and everyday milling of inlays, onlays, crowns or bridges.

In the IQ Dental Supply booth (No. 2203), you can easily picture your practice upgraded with the company’s dental equipment and full-service office design offerings. Pretty much anything your practice needs, regardless of your specialization, is available.

Find Align Technology offerings in the Invisalign iTerO booth (No. 5204) to get an up-close examination of the Invisalign system, “the most advanced clear aligner system in the world,” according to the company. Also in the booth, you can try out the iTerO intraoral scanners.

Henry Schein invited attendees into booth No. 4627 to “mill” around at a block party Monday afternoon. The event featured exclusive offers on blocks for your Dentsply Sirona CEREC® and Planmeca PlanMill equipment. The selection of show-special-priced blocks – all from leading manufacturers – encompassed every material available: glass ceramics, resin nanoceramics, zirconia, and ceramic and resin composites. And there was even a dancing “Block Man” at the party—and a prize-wheel to spin.

Not sure where to start today? Join the GNYDM Scavenger Hunt by logging in to the meeting app and then scan the QR code at each of the daily stops. All entries must be entered by 3 p.m. each day to qualify for the drawings at 4 p.m. The winner will be notified by email. Go to all the stops in the Javits Convention Center to be entered in daily drawings.

At a press conference Monday afternoon, Benco Dental Technology Product Line Manager Michael Goodman encourages meeting attendees to visit the Benco booth (No. 1617) to try out a variety of newly launched products.

Attendees participate in a variety of activities during the Henry Schein block party at booth No. 4330. (Photo/ Jahmel Charles, today Staff)
Special Introductory Offer:
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I enjoy the versatility and simplification offered by the Hahn™ Tapered Implant. It is an implant system that can serve the needs of all dental implant practices. I use the Hahn implant for my full-arch implant cases, extraction with immediate placement, and healed ridge sites alike. The aggressive threads, high primary stability and the machined collar make it my favorite implant system that I have used to date. The compatible connections make it easy and predictable to place as well as to restore with all the prosthetic options available in today’s market.

- Philip J. Gordon, DDS,
  Host of “Dental Implant Practices” podcast

Visit us at Greater New York booth 4413!

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*Price does not include shipping or applicable taxes.
Hahn Tapered Implant is a trademark of Primetiki Dentekraft, Inc.
Hahn implants and components are manufactured in our Irvine, California facility.
Scenes from Monday

- The reps from Sunstar (booth No. 3828) are all smiles, and they have plenty of information about products that will put a smile on your patients too!

- Scott of Voco America (booth No. 2600).

- Nancy and Andrew of ContacEZ (booth No. 3424).

- John and Jason of Kettenbach (booth Nos. 3537 and 4209).

- Pamela and Connie of Alexion Pharmaceuticals (booth No. 3242).

- Kathy and Sam of Dentsply Sirona (booth No. 3409).

- Jerry and Michelle of Tuttnauer USA (booth No. 3418).

- Edward and Dean of Patterson Dental Supply (booth No. 3801).

Photos by Jahmel Charles, today Staff

Greater New York Dental Meeting — Nov. 27, 2018
Deliver the digital experience your patients expect.

Raise the bar on restorative care with the iTero Element* 2 scanner for your practice.

- Bring the power of chairside visualization to your practice with TimeLapse technology and Invisalign Outcome Simulator
- Make same-day dentistry your specialty with iTero and glidewell.io™ milling solution
- Now available! iTero and Dentrix. One seamless patient management connection

Visit us at the Align Booth 5204
William and Chanita of Rose Micro Solutions (booth No. 1700).

Gil of Smile Designer Pro (booth No. 3631).


David Lee and Brandon Kim of TruAbutment (booth No. 5420).

From left: Brittany, Louie and Kimberly of QwikStrips (booth No. 4723).

From left: Maxine, Tonda and Nancy of Premier Dental Products Co. (booth No. 4207).

From left: Steven, Jordan and Laurence of TAUB Products (booth No. 2908).

Saju and Jomon of Dental Care Alliance (booth No. 5416).
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Giving a hand to oral health.
The Greater New York Dental Meeting is a great place for dental students and graduates to gather, like these folks from NYU College of Dentistry.

- Ted Fravel, left, and Michael Civitello of Parker Porter/Porter Instrument (booth No. 5216). (Photo/Fred Michmershuizen, today Staff)

- From left: Mae Murtagh, Marguerite Walsh, Donna Lowe, Christine Catalado and Samantha Morra at the Henry Schein ‘Block Party’ on Monday afternoon.

- Nicole Rojas, left, and Tara Caruana of ICOI, the International Congress of Oral Implantologists (booth No. 1530).

- The Greater New York Dental Meeting is a great place for dental students and graduates to gather, like these folks from NYU College of Dentistry.

- The guys from Cortel Designs (booth No. 3118) stand ready to help meeting attendees.

- The folks at Preventech are ready to answer questions about their products for dental hygiene (booth No. 4211).

- Nicole Basso of AAID, the American Academy of Implant Dentistry (booth No. 1531).

- Greg Montgomery, left, and Danielle Worzel of Septodont (booth No. 3219).
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Giuseppe Pettinari, left, and Anthony Trapani of COLTENE (booth No. 4016).

Brenton Williams, left, and Will Powell of Sonendo (booth No. 1308).

Dr. Eugene Casagrande of Wand Dental/Milestone Scientific (booth No. 4431).

Vin Raia of Belmont Equipment (booth No. 5400).

Chris Norris of SciCan (booth No. 4618).

Michael Dobrow, left, and Marianne Niles of AAE, the American Association of Endodontists (booth No. 5137).

From left: Gregory Bowen, Patrick McGahen and Jeff Jellerson of Wells Fargo Practice Finance (booth No. 3815).

Photos by Fred Michmershuizen, today Staff.

Dr. Eugene Casagrande of Wand Dental/Milestone Scientific (booth No. 4431).
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Visit us at BOOTH #528.
Sean Etherson, Rod Bahjat and Mike Polley in the Biodent booth (No. 722). Biodent, here with its Ultratooth, a fully functional immediate tooth replacement system, is a first-time exhibitor.

James Espinosa in the Dentatus booth (No. 1714) displays the Atlas narrow-body implant system. Be sure to ask about the show special 20-percent off on both the Atlas and Anew systems.

In the Elevate Oral Care booth (No. 927) Melinda Crawley helps a clinician interested in the company’s line of varnishes, which represents just one segment of the company’s selection of preventive-care products, including the popular Just Right 5000, a metered-dosed, prescription strength fluoride toothpaste.

Sunday’s Scientific Poster Session attracted steady crowds during the live presentation period.

From left, James Harding, Henry Schein; Kevin Bunker, Henry Schein One; Bete Johnson, CareCredit; Shirley Misiak, CareCredit; and Rhett Burnham, Henry Schein One, gather in the Dentrix area of the Henry Schein booth (No. 4627) following an announcement by Henry Schein that CareCredit, a Synchrony financial services company and leading provider of patient financing, is integrating into the Dentrix and Easy Dental practice-management software solutions. The integration offers dental and veterinary practices more financing options for patients and pet owners. ‘It’s two great companies working together … to benefit all of our customers,’ said Johnson, CareCredit senior vice president dental. Burnham, Henry Schein vice president product management, said, ‘This is just the beginning. We see lots of possibilities in the revenue management space.’ Burnham said the integration would result in big efficiency gains for Dentrix practices.

Henry Schein Vice President, Global Professionals Relations Steven Kess, who also is president of the Dr. Edward B. Shils Entrepreneurial Fund, welcomes attendees to Sunday’s Dental Student Competition and Social Entrepreneur Experience.

If you have young patients, it’s worth a visit with Lauren Smith in the Ortho-Tain/HealthyStart booth (No. 2412), to learn how you can straighten your young patients’ teeth with no braces and address the root cause of their sleep-disordered breathing.

In the Glidewell Laboratories booth (No. 4413) Justin Chi, DDS, CDT, director of clinical technologies, holds a zirconia crown milled in the fastmill.io™ In-Office Unit, which enables you to mill sintered zirconia and other materials in minutes right in your practice.

Photos by Robert Selleck, today Staff
Alpen Speedster carbide instruments are crafted using state of the art technology for rapid reduction. This can lead to reduced preparation and chair time.

Computer Aided Design (CAD) is at the heart of creating consistent and concentric one-piece carbide burs. Advanced CAD design provides the means to create a longer lasting, smoother cutting instrument that rapidly reduces materials such as amalgam, gold, porcelain, enamel and PFM.

Alpen Speedster carbide burs provide excellent advantages which optimize cutting speed, lessen vibration, dampen chatter, and control heat aiding in the prevention of tooth structure damage.

Alpen Speedster Burs received a 97% overall rating in a Dental Advisor evaluation.

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- Crown & Bridge
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TechCentral OmniCore (all your IT needs ‘in a box’) now available to larger practices, too

By Henry Schein Staff

Henry Schein One, a joint venture of Henry Schein, Inc., announced at the Greater New York Dental Meeting that its all-in-one network infrastructure solution, OmniCore™ now features a more robust server, increased storage space (both locally and in the cloud) and the ability to connect up to 44 end point connections. This enables OmniCore to deliver complete networking and storage services for larger practices. Offered by Tech Central, OmniCore provides all the essential hardware in one convenient box – with all of the IT services needed to operate dental practice networks.

“No matter the size of a single practice’s network infrastructure, OmniCore’s new features give customers access to a wider range of IT solutions,” said John DeMark, Tech Central director of sales, Henry Schein One. “As we continue to invest in our technology, customers can rely on TechCentral to manage and maintain their dental practice network, taking the IT stress out of dentistry and helping them focus on delivering quality patient care.”

OmniCore is a new IT solution for the dental industry called, “hardware as a service,” which gives customers the option to pay a monthly fee for TechCentral to provide all of the essential hardware and services to run a network infrastructure. Because TechCentral retains ownership of the hardware, the team takes on the responsibility of maintaining, updating or replacing components automatically as they become out-of-date, eliminating common IT tasks from the dentists’ responsibilities. These tasks often include replacing outdated hardware, updating software licenses, maintaining secure firewalls, backing up data and managing network solutions.

“OmniCore has lot of great functionality, but what it boils down to is the security,” said Tamara Whitley, co-owner and office director, Whitley Family Dental. “I love being able to go to sleep at night knowing my office systems are taken care of and my patient data is more secure. You can’t put a price on having peace of mind.”

You can see it all here in New York in booth No. 4627.
20% Benzocaine for fast, temporary relief of occasional minor irritation and pain associated with:
- Sore mouth and throat
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- Minor dental procedures
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- Trusted by dental professionals for over 40 years
- Eliminates pain and discomfort

**FAST-ACTING**
- Relief within 30 seconds

**SAFE**
- Virtually no systemic absorption
- Available over the counter

HurriPAK™ Periodontal Anesthetic Kit is a great alternative to local injections prior to root planing and scaling or full mouth debridement. Whether scaling an entire quadrant or an isolated area, HurriPAK allows dispensing only the amount of liquid needed, so no product is wasted. Plastic irrigation tips enable effective sub-gingival application of HurriCaine® Topical Anesthetic Liquid and are gentle to soft tissue.

**FEATURES**
- Fast onset
- OTC product
- Plastic irrigation tips
- Disposable syringes and tips
- Original Wild Cherry and Piña Colada flavors
- More economical than other kits

**BENEFITS**
- Works within 30 seconds
- Safer than injectable products
- Accepted well by patients
- Convenient
- Pleasant tasting
- Saves you money!

**ORDERING INFORMATION:**
- 0283-1009-99
- HurriPAK Periodontal Anesthetic Starter Kit Contains: 1 fl. oz. bottle of Wild Cherry Flavored HurriCaine Liquid, 1 fl. oz. bottle of Piña Colada flavored HurriCaine Liquid, 12 disposable periodontal irrigation syringes and tips, and 2 Luer-Lock Dispensing Caps

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**HURRISEAL® DENTIN DESENSITIZER**

HurriSeal® Dentin Desensitizer is a simple, one-step, chairside procedure for treating and preventing dentinal hypersensitivity. HurriSeal’s unique HEMA, Sodium Fluoride and Benzalkonium Chloride formula acts in seconds to seal dentinal tubules.

**TREAT SENSITIVITY**
- Treat cervical sensitivity and provide immediate relief lasting up to 9 months.

**PREVENT SENSITIVITY**
- Prevent post-procedure discomfort associated with restorative procedures. Just a quick application after etching is all you need to prevent sensitivity for the lifetime of the restoration.

- In-office application of a desensitizing agent is an ADA recognized procedure.
- Simply use insurance code D9910 for reimbursement of HurriSeal application.
- After only a few applications, HurriSeal pays for itself!

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**HURRIVIEW®**

HurriView® and HurriView II® will help you show patients where they have plaque build-up & help motivate them to improve their oral hygiene routines.

- HurriView highlights where improved oral hygiene is needed
- HurriView II highlights old plaque in blue and new plaque in reddish-pink
- Individually wrapped
- In-office evaluation or dispense for home use
- Available in boxes of 72
- No messy rinses or tablets!
The Planmeca Emerald is a lightweight, ergonomically designed scanner that quickly captures intraoral color images in real-time, according to Planmeca USA, the company behind the product.

Its compact, slim design provides a comfortable feel, the company asserts. Dual-function controls allow the clinician single-handed operation of the software. “Smart” heated scanner tips are autoclavable and eliminate fogging, enabling continuous scanning and use tracking.

One of the most impressive aspects of the Planmeca Emerald, according to the company, is its speed and ease of use. Every dental professional has the ability to capture accurate digital impressions ranging from single-tooth to full arch within minutes, capturing individual images for patient or laboratory communication. The scanner uses a multi-color laser-based system for color reproduction.

The Planmeca Emerald is built on an open system platform, creating smooth integration with other equipment within the office. The “Plug N’ Play” capability with USB-3 connection allows clinicians within the office to use the Planmeca Emerald without concerns about Wi-Fi connections. The portability enables sharing between operatories and multiple PCs, and because it includes Planmeca Romexis, a server-based solution is available.

A replaceable cord reduces the need to replace the Emerald scanner because of wear and tear of the electrical cord, thereby extending the life of the scanner.

As always, customers can take advantage of the only equipment manufacturer that provides education, training and support, according to the company. The Planmeca Emerald gives clinicians the freedom of practicing dentistry the way that best suits their practice, the company asserts. Clinicians who prefer to only scan can send files to third parties without additional click or subscription fees. If clinicians choose to offer same-day dentistry to patients, they can add a mill.
STELLAR™ DC Acrylic
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USES:
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- Dual Cure: 5 sec. Tack cure and build Light cure 20 sec. Self-cure 120 sec.
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Dentistry and Photography by: Zachary Sonkin, DDS

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- Dual cure.

ZERO-G™ Case Presentation.
Dentistry and Photography by: Rose Nash, DDS

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- Light cure resin used to "plug" and seal implant abutment access holes as opposed to cotton / floss tape.
- It sets in a rubbery state after light curing, and can easily be removed from an implant abutment access hole if needed.
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Liquid Magic™ Case Presentation.
Dentistry and Photography by: Rose Nash, DDS

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Add-on device allows one-handed retraction to enhance productivity and patient safety

By Kulzer Staff

Kulzer recently launched Ivory LinguaGuard, an innovative disposable add-on that attaches to the vented end of the HVE evacuator tip and allows for single-handed retraction.

Currently, dental assistants and other clinicians must use one hand to hold the tongue with a mirror and the other hand to hold the HVE evacuator tip. In contrast, LinguaGuard allows the clinician to use a single apparatus held by one hand without compromising the levels of protection, stability and suction. This frees the other hand to reduce chair-side working time and improve the overall quality of care.

LinguaGuard’s design ensures a strong fit and reliable support, and it slides easily onto the HVE tip. Importantly, it also allows for safe, comfortable retraction without the risk of “tissue suck,” Kulzer asserts.

“Our introduction of Ivory LinguaGuard continues Kulzer’s proud tradition of enhancing productivity and patient comfort,” said Lesley Melvin, Kulzer’s director of marketing and product management. “The time demands on both clinicians and their patients are greater than ever, which is why we are so passionate about helping our valued customers improve their efficiency and the patient experience.”

LinguaGuard is the second recent productivity-enhancing product in Kulzer’s Ivory line. It joins Ivory ReLeaf™, a hands-free, high-volume HVE suction device that enhances clinician ergonomics and patient comfort and can save up to 15 minutes per procedure, according to the company.

For more information about Kulzer and its other award-winning products and services, please visit www.kulzerUS.com.

About Kulzer North America

Kulzer North America is a South Bend, Ind.-based division of Kulzer GmbH, one of the world’s leading dental companies with its headquarters in Hanau, Germany. As a trusted partner, the company supplies dentists and dental technicians with an extensive product range, covering cosmetic dentistry, tooth preservation, prosthetics, periodontology and digital dentistry. More than 1,500 employees at 26 locations worldwide are driven by their expertise and passion for the dental market and embody what the name Kulzer stands for: service, quality and innovation, the company said. Kulzer has been part of the Japanese Mitsui Chemicals Group since July 2013. Mitsui Chemicals Inc. (MCI) is based in Tokyo.
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Booth #
1813 2012
4026
The ADA Council on Scientific Affairs accepted the power toothbrush based on the finding that the product is safe and effective in removing plaque and helping prevent and reduce gingivitis when used according to the manufacturer’s instructions. The VarioSonic features five speeds and includes five easy-to-change brush heads, each with a different stiffness.

All brush heads use innovative DuPont™ Tynex® bristles, precision manufactured to the highest standards. The Normal Soft brush head is ideal for healthy mouths, and four other levels of softness cater to patients with sensitivity. The five speeds and five brush heads included with the VarioSonic offer 25 possible settings. The VarioSonic presents extra-long battery life — more than one month under normal use, according to the company.

To earn the ADA Seal of Acceptance, the designer of the products, Benco Dental, had to pass ADA Laboratory tests and meet ADA and American National Standards Institute-approved dental standards.

“The range of speeds and bristle stiffness ensure that anyone can find just the right combination,” said Benco Dental Managing Director Rick Cohen. “This is a brush for all: people with healthy mouths, but also people with sensitive gums and periodontal issues.”

Find out more about the Edison Award™-winning PRO-SYS oral health-care products by visiting pro-sys.com or by calling (888) 992-3626.

About Benco Dental
Benco Dental, headquartered in Northeastern Pennsylvania, is the largest privately owned dental distributor in the United States, offering a full array of supplies, equipment and services to dentists, according to the company. Founded in 1930 by Benjamin Cohen, the company has remained family owned and focused on its mission to “deliver success, smile after smile.” Within the past 87 years, the company has grown from a single downtown location to a national network that includes five distribution centers and three design showrooms. Those design showrooms are located at the company’s Pennsylvania headquarters, in Southern California and in Texas.
Customizable for every smile!
Finally, a power toothbrush perfect for every oral condition.

With five speeds and five different brush heads, the PRO-SYS® VarioSonic® is the first power toothbrush versatile enough for:
- Normal, healthy gums
- Excess tartar buildup
- Gingivitis
- Periodontal issues

Visit Benco booth #1617 to learn more about this NEW power toothbrush!

PRO-SYS®
PROFESSIONAL

VarioSonic®

The ADA Council on Scientific Affairs’ Acceptance of PRO-SYS® VarioSonic® Powerbrush is based on its finding that the product is safe and has shown efficacy in removing plaque and helping to prevent and reduce gingivitis, when used as directed.

To learn more about the entire family of PRO-SYS® oral care products, visit PRO-SYS.com.
COLTENE has expanded its HyFlex EDM endodontic product line. HyFlex EDM files are now available in 21 mm as well as 25 mm.

In addition, a 20/.05 preparation file has been added to the line, which enables the clinician to treat curved canals only with the efficient HyFlex EDM system.

After creating a glidepath with the 10/.05, the 20/.05 file allows minimally invasive, fast preparation of the canal, according to the company. HyFlex EDM files are indicated in cases with calcification or retreatment.

Fabricated using EDM (electrical discharge machining) breakthrough technology, HyFlex EDM offers up to 700 percent greater fracture resistance compared to traditional NiTi files (Int Endod J. 2015 May 22. doi: 10.1111/iej.12470). The OneFile is designed to increase the number of cases that can be prepared with confidence using just one or two HyFlex EDM files.
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DenMat’s expert customer care representatives are here for you every step of the way.
Experience cordless convenience

Check out DenMat’s NV PRO3 Microlaser

By DenMat Staff

DenMat’s latest evolution in cordless soft-tissue lasers allows clinicians to deliver the benefits of laser dentistry to each patient, while increasing practice production across all departments.

The pocket-size, wireless NV PRO3 Microlaser is completely portable yet just as powerful as conventional soft-tissue lasers. Weighing only 1.9 ounces and measuring at 6.9 inches, this innovative, handheld design gives you unprecedented freedom in the office and the operatory, according to the company.

The plug-and-play system comes with 12 preset procedural settings optimized for your entire periodontal, restorative and orthodontic treatment needs. The NV PRO3 features a lithium-ion battery with over- and under-charge protection that delivers 30 minutes of continuous operation at 1.2 watts of power, enough for more than 15 procedures on a single charge.

This all-in-one laser is activated by a wireless foot pedal, providing better flexibility and mobility than hand-activated lasers, while allowing access and visibility during posterior procedures without finger fatigue or loss of dexterity, DenMat asserts.

Visit DenMat at booth No. 5010 to receive a hands-on demonstration of the NV PRO3 Microlaser and to hear about the company’s show specials. You may also visit denmat.com.
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Visit us in booth #5425 at this year's Greater New York Dental Meeting

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By Henry Schein Staff

It was a Tuesday morning, and Dr. Karen Roschella and Dr. Ann Zinger found themselves in a panic. Just three hours into their fully booked, 12-hour workday, two of their X-ray heads stopped working. Ordering and installing new X-ray heads can take upwards of three weeks, which would significantly disrupt the practice and create a logistical nightmare of rearranging patient schedules.

Thankfully, they called Henry Schein, and an equipment service technician immediately altered his schedule so he could help. He was able to put their minds at ease and temporarily fix the X-ray heads, which remained operational until new units arrived.

Roschella and Zinger experienced a dentist’s nightmare: multiple pieces of equipment going down with a full day of patients ahead. They quickly learned the value of timely technical support to their practice in Marriottsville, Md.

Roschella and Zinger continue to rely on Henry Schein as a valued partner, using the company’s full-service model to improve operational success and clinical outcomes.

“If we didn’t have Henry Schein to call, I don’t even know who you would call. It’s a dental X-ray unit, there is only a handful of people who are going to know how to address that situation, and get it done quickly. You have to have someone you trust, who understands the severity of your situation,” Zinger said.

“As a clinician I’d rather spend my time with my patients providing clinical care for them, not dealing with the business aspects of dentistry. That’s why we rely on Henry Schein to take care of that for us,” Roschella said.

#RelyOnHenrySchein is Henry Schein’s new brand campaign that puts the spotlight on Henry Schein customers. Through a collection of stories, #RelyOnHenrySchein provides health care professionals with a platform to share their unique experiences in managing productive and efficient practices.

The campaign initially featured three dental practices and their unique stories. More customer success stories are under production.

To watch Roschella and Zinger’s story, along with many other #RelyOnHenrySchein stories, visit www.henryschein.com/relyonus.
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By Fred Michmershuizen, today Staff

Here at the 2018 Greater New York Dental Meeting, Bisco Dental Products is launching Pro-V C&B temporary crown and bridge material, designed to quickly and easily create durable and natural-looking restorations.

“[It’s] best features are strength and durability,” said Don Rice of Bisco, during an interview Monday morning at the company’s booth on the exhibit hall floor. “It also offers excellent esthetics.”

Rice said that Pro-V C&B means great results with fewer fractures, less breakage and less fixing. “It also has nice luster and a polished look, without even having to polish,” Rice said.

According to Bisco, Pro-V C&B was developed using a multifunctional acrylic composite, creating a temporary restoration that is a superb mixture of “strength, durability, flexibility and esthetics that emulates a natural tooth.”

The self-curing material is available in four essential shades, polishes beautifully and can be trimmed with minimal effort, making it the ideal temporary crown and bridge material, according to Bisco.

According to the company, additional features and benefits of Pro-V C&B include: fast setting within four minutes; fast finishing with quick removal from impression and natural luster (saving both time and money); simple application that flows ideally into the impression with great control; and strength that is suitable for long-term temporary restorations.

In addition, the material offers tooth-like translucency, opalescence and natural fluorescence and is suitable for demanding anterior temporaries, according to the company.
Doctors get your free Fotona scarf at **Booth #3433**

and learn all about the

**LIGHTWALKER™**

The Endo, Perio, Hard & Soft Tissue, Sleep & Snore Laser Er:YAG & Nd:YAG Combo

**NIGHTLASE®** Snoring Treatment

As seen on CBS News

NIGHTLASE® Treatment is a fast, non-invasive and friendly way of increasing the quality of a patient’s sleep. NIGHTLASE® can decrease the amplitude of snoring through the use of gentle, Fotona proprietary Er:YAG laser light. No anesthesia is used in this treatment.

- Non-invasive
- Increases sleep quality
- Easy for any doctor or dentist to perform
- Lessen the effects of snoring
- Safe and patient-friendly treatment
One very busy morning, with a full calendar of visits scheduled, both of our digital X-ray machines failed. Without those machines our practice would have ground to a halt — not only that day but for weeks. We immediately called our Henry Schein service technician who rearranged his schedule to race to our practice and developed a temporary solution that kept us in business until our new machines arrived. He literally saved the day, and that’s why we rely on Henry Schein.

DR. KAREN ROSCHELLA AND DR. ANN ZINGER
Roscabella & Zinger Dental Group, Marriottsville, MD