

# today



### Scenes from Monday

Pal around with Austin Powers, drink some beer and check out the latest entertainment device for patients.

»pages 6–8



### Clinical couture

You don't have to go to Paris to see the latest in medical professional fashion. It's on display here in the exhibit hall.

»page 10



### A new way to mill

Been holding back on looking into chairside milling? Well, hold back no longer. A new type of product has arrived.

»page 14

## Lots to explore

By Fred Michmershuizen, *today* Staff

Where can you see a 10,000-year-old mammoth tooth? Or rub elbows with Austin Powers? How about a complimentary serving of Brooklyn Lager? If you're here at the 89th annual Greater New York Dental Meeting (GNYDM), you can find all of this and much more on the exhibit hall floor.

The experts at HealthFirst (booth No. 1801) are staffing "Compliance Help" information stands, where you can find out everything you need to

\*see EXPLORE, page 11



• Dr. Ivica Viskupora of Slovakia takes a picture with Floyd at the DENTSPLY Caulk booth, Nos. 2600/2800. Stop by to take your picture with Floyd and learn about AquasilUltra. (Photo/Sierra Rendon, *today* Staff)

## Head-to-toe education

By Chadette Maragh & Sierra Rendon, *today* staff

■ Education sessions covered all the bases – and all the body parts – on Monday during the Greater New York Dental Meeting.

Orasoptic's Vanessa Velasco and Tom Lindsey brought the best in human engineering to the Dental Tribune Media Lounge on Monday afternoon with a presentation on two of the company's most recent additions: the groundbreaking XVI all-in-one dental loupe and headlight and



• Vanessa Velasco and Tom Lindsey are all smiles after their presentation on Orasoptic at the Dental Tribune Media Lounge. (Photos/Chadette Maragh, *today* Staff)

\*see EDUCATION, page 12

AD

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# Coming in 2014: World Implant Expo

■ The Greater New York Dental Meeting (GNYDM) has announced it will introduce a World Implant Expo in 2014 to facilitate the education of dental professionals in all aspects of implantology. The GNYDM will subsequently expand its exhibit floor to include companies involved with implant products, technology, bone replacement materials and equipment.

The GNYDM will use its expertise in educational programming to include sponsored implant programs through an opening day symposium on Sunday morning, corporate forums on Sunday afternoon, a clinical innovations session on Wednes-

## Here at the GNYDM

More information on the 2014 Implant Expo will be available at a press conference to be held at 11 a.m. today on the exhibit floor in the Press Conference Center in the rear of aisle 5800.

day, three additional days of seminars and hands-on workshops and a research poster competition as well as new products, live patient demonstrations and technology pavilions. All together, this will serve to increase the market for implant solutions through multimedia event programming.

The GNYDM is not only the largest dental event in the United States but it is also one of the largest health-care conferences throughout the country. The GNYDM is a chosen member of the U.S. Department of Commerce's International Buyer Program.

Both companies and dentists are encouraged to participate in this unique opportunity. Dana Soltis, sponsorship and advertising manager, is available onsite here at this year's meeting to answer questions.

For additional information on the Implant Expo, contact [dana@gnydm.com](mailto:dana@gnydm.com) or Implant Expo Chairman Dr. James Doundoulakis at [implants@gnydm.com](mailto:implants@gnydm.com).

AD

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Booth 833/834

Don't miss 3Shape's lectures, with inspiring topics for dentists and technicians

Scientific Session:  
Sunday 9:45 am. CAD/CAM Technology in Implant Abutment Design  
Course No: 3070 - Speaker: CDT, MDT Daniel Alter

Wednesday 1:10 pm. Clinical advantages in digital dentistry  
Course No: 6040 - Speaker: DDS Jonathan Ferencz

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# Total digitization of the dental office

## Henry Schein event looks toward the future

■ At the Henry Schein Digital Dentistry Forum on Sunday evening, Henry Schein Chairman and CEO Stanley Bergman confirmed the company's commitment to playing a central role in the complete – and inevitable – digitization of the dental practice.

The forum was held at the Rubin Museum of Art in Manhattan, in the museum's theater and reception facilities. Five main speakers represent-

### Here at the GNYDM

For more information, to learn more about Henry Schein's commitment to digital dentistry or to test out the E4D NEVO scanners, visit booth No. 4225.

ing core sectors of the dental industry spoke about the benefits they were seeing through recent advancements in digital dentistry, reinforcing Bergman's projections.

Bergman told the group that Henry Schein was on a path to be the leading provider of digital imagery solutions



Dr. William Busch, speaking at the Henry Schein Digital Dentistry Forum, gives attendees a whirlwind two-minute tour of his highly digitized dental practice. (Photo/Robert Selleck, *today* Staff)

to dental practices in the United States and, ultimately, worldwide. He said the company had already

proven itself in the practice management arena and was drawing closer to merging that with "the digital highway for prosthetics."

Dr. Robert Gottlander, Henry Schein vice president, global prosthetic solutions, said the growth in digitalization with scanning and milling was already rapidly advancing. But in the end, he said, the materials being used for restorations – and what materials to use for specific needs – would be a central component.

Dr. Marcus Abboud, director of continuing education at the Stony Brook University School of Dental Medicine, spoke about advancements in the customization of materials and processes for the individual patient – all made possible through digital technology. He said today's dental students demand digital technology in the classroom, which prompted the school to create one of the country's first digital dentistry programs.

David Lampert, vice president of Town & Country Dental Studios in Freeport, N.Y., spoke about the dramatic changes the 52-year-old company has experienced in the past 10 years as it has kept pace with digital advancements. He said it was basic fact that digital information was more accurate than any analog impression and that monolithic impressions milled from digital scans were faster, less expensive and produced better margins for restorations.

Dr. William Busch, who has a multispecialty family practice in Kansas City, Mo., and is the chairman of the customer advisory panel for Dextrix, spoke in detail about his high-tech office, taking attendees on a two-minute tour of a typical patient arrival, procedure and follow-up, with digital technology seamlessly linking nearly every step.

Throughout all of the presentations, the speakers followed a common theme of putting the patient first. Bergman's "It's all about the patient," was stressed by every speaker in various constructions, with digital dentistry heralded as a way to provide patients with better, quicker, longer-lasting and more comfortable care.

Following the presentations, attendees were invited to try out E4D NEVO scanners connected to NEVO Design Center laptops at a number of stations. The scanners also are available to test out at booth No. 4027.

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And now, instead of you having to go to Las Vegas, LVI is bringing this unique and valuable information to you. Dr. Bill Dickerson, Dr. Heidi Dickerson and Dr. Mark Duncan will present this information in a practical, easy to understand manner where you will feel comfortable presenting these exciting and practice building new options to your patients on Monday. Don't miss this golden opportunity to find out about this incredible world of dentistry that awaits you!

"LVI has given me a new driving force in my career. It has recharged my enthusiasm for dentistry and made me realize that my career choice was not a mistake."  
—Dr. Charles Shin, Stouffville, ON


"I wish I would have attended LVI earlier in my career. I still have time to make a difference but this info is too valuable to not be used throughout an entire dental career."  
—Dr. Tim Stirneman Algonquin, IL

"Not only did I learn what I didn't know about dentistry, I learned how to help my own long history of pain in the head and neck. Thanks for the missing link."  
— Dr. Paul Bell, Denver, CO

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December 10-12, 2014



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# Scenes from Monday



• Luz, left, and Ruth show off their colorful face paint at Valplast International (booth No. 418).



• Richard Gross, senior product manager at DentalEZ, shows off the company's newest members of its classic 430 handpiece line. Available in two configurations, the 430 SWL 45 and the 430 SW 45 are both equipped with a unique 45-degree angled head that provides access to hard-to-reach posterior areas.



• Torsten Oemus, publisher and chairman of Dental Tribune International, with Prof. Dr. Francesco M. Mangani, a Tribune CME speaker.



• If it's late fall, it's time for the Greater New York Dental Meeting.



• Yes! They're serving Brooklyn Lager at DC Dental Supplies (booth No. 5201).



• Kim Stevens of Keystone (booth No. 2007).



• He's back! To get your picture taken with Austin Powers, stop by Millennium Dental Technologies (booth No. 4033).

**Photos by today staff/  
Fred Michmershuizen,  
Sierra Rendon  
and Anna Kataoka**



Meeting attendees learn about cameras and photographic equipment from the experts at PhotoMed (booth No. 1100).



Mike Heyn of Aribex (booth No. 4131) holds the NOMAD Pro 2.



Clifford Magnuson of SharperPractice (booth No. 117) demonstrates a visual entertainment device for patients.



A presenter offers educational information at the Carestream Dental booth (No. 4416) on Monday afternoon.



These guys are wearing butterfly wings to help promote the Monarch line of infection control products available from Air Techniques (booth No. 3809).



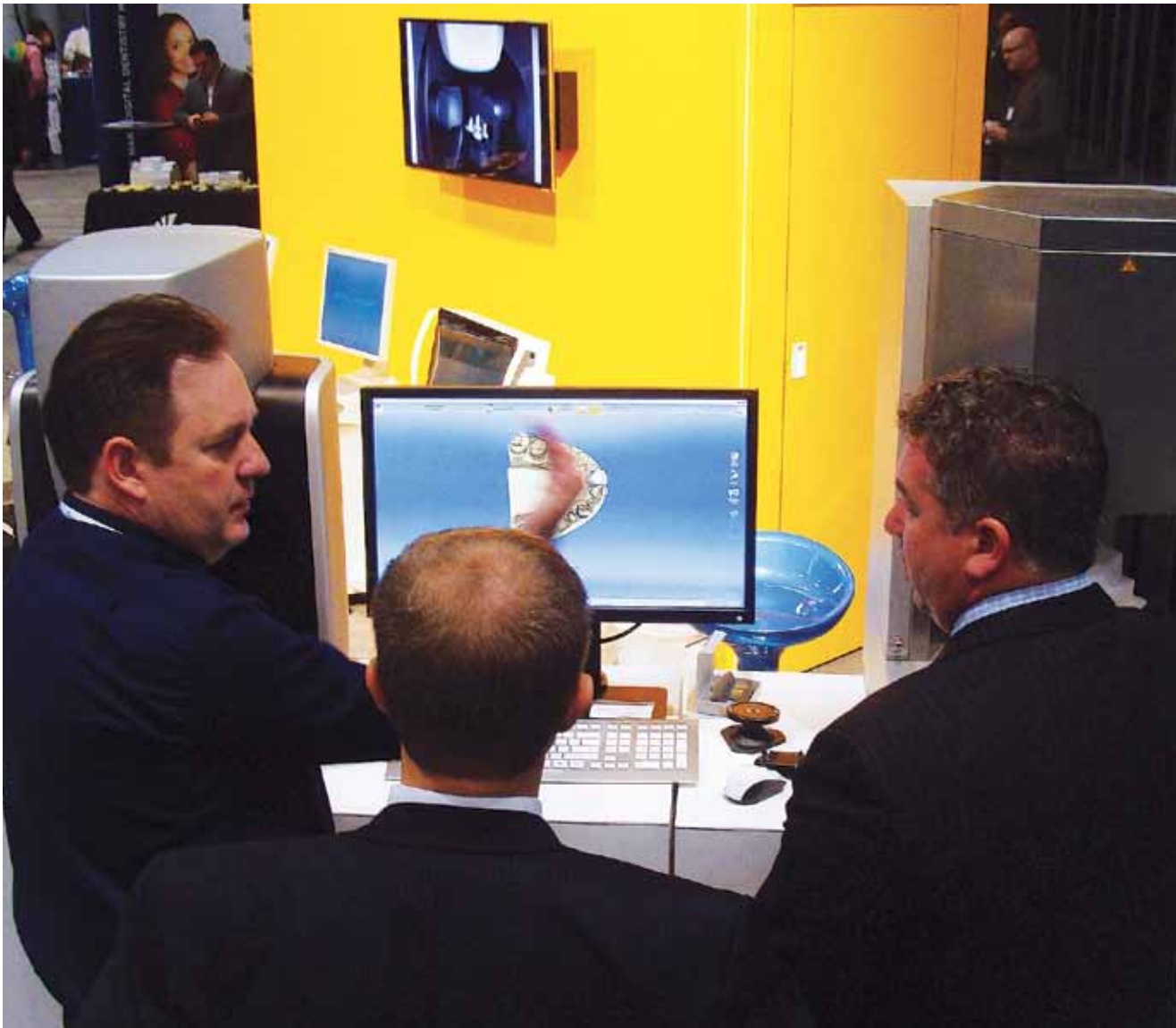
From left, Richard Olff, Tanya Beck and Dave Sherman of Roydent (booth No. 1208).



The NSK booth (No. 3236).



Anish Patel, left, and Shahbaz Awan of Brush Buddies (booth No. 4812).



• Meeting attendees stop to learn more at Sirona (booth No. 436).



• Jari-Pekka Teravainen, left, and Brett Hines of Planmeca (booth No. 4005).



• Scott Thomasson of VELscope at the LED Dental booth, No. 3313



• Roberto Alcantara of Angelus (booth No. 422).



• From left, Dr. Charles Schlesinger, Annamarie Pino and Victor Bianchi of OCO Biomedical (booth No. 3324).



• Robert Drake of Broadview Networks (booth No. 4733).



• Meeting attendees learn more about bone-grafting materials at the Implants booth (No. 3431).



• Kent Kohli, CDT, left and Craig Pickett, CDT, of Whip Mix Corp. (booth No. 532).



• Dr. Marty Kaplan, left, and Matt Goldstein of DC Dental Supplies (booth No. 5201).





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# Clinical couture

## Designer makes medical wear fashionable

■ The designs of Sophie Böhmert were on display Monday in the Dental Tribune Media Lounge during a fashion show featuring her Croixture brand of professional medical clothing.

The European-inspired designs for men and women can be viewed and purchased in the exhibit hall in booth

### Here at the GNYDM

Check out the Croixture collection at booth No. 412.

No. 412, where a product catalogue also is available.

The collection features tops, shorts, pants, skirts, dresses and smocks for women and pants, tees, shirts, smocks and polos for men.

You can visit the company online at [www.croixture.com](http://www.croixture.com), where you also can find sizing information and online ordering.



AD

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To celebrate 50 years of Dentistry at UBC we are presenting the 'UBC Speaker Series'. Alumni reception, special display booths in Exhibit Hall and tours at UBC are planned.

**UBC DENTISTRY 50**



(Photos/Robert Selleck, today Staff)

**EXPLORE** *from page 1*

know about environmental recovery, infection control, practice quality, emergency preparedness and radiation minimization.

Bisco Dental Products (booth No. 1200) is known for its wide selection of offerings. One of the company's "greatest hits" is its eCEMENT, which comes in an all-in-one kit that includes light-cured resin cement, high-viscosity phosphoric etch, porcelain primer and universal bond.

For dental hygienists, Denticator (booth No. 1506) has all sorts of tricks up its sleeves to help make treating patients easier and more fun. Of particular interest is Zooby fluoride foams and varnish, which are gluten-free and sweetened with sucralose and xylitol. The PropylPal, also available from Denticator, is a low-speed hygiene handpiece with an extended nosecone designed to provide extra stability.

A new product for consumers is Nature's Charm braided dental floss, available from GPP Group (booth No. 4341). The floss consists of braided strands of materials with three-dimensional surface structure, and it comes in different sizes, colors and flavors. Also when you are at GPP, you might want to check out the fossilized mammoth's tooth on display.

Speaking of enticing booth attrac-



• **Ken Rosenblood of HealthFirst (booth No. 1801).** (Photos/Fred Michmershuizen, *today* Staff)

tions, DC Dental Supplies (booth No. 4341) has a bartender on hand, dispensing Brooklyn Lager, in honor of the company's first anniversary in Brooklyn. You can also get a caricature of yourself drawn at the booth.

You might remember bumping into Austin Powers at previous dental meetings. He's back at this year's Greater New York Dental Meeting. Stop by Millennium Dental Technologies (booth No. 4341) to meet him and learn more about how lasers can be used in dental treatment.



• **Dr. Paul L. Child Jr., left, and Russ Sliwa of Bisco Dental Products (booth No. 1200).**

Also, when you are wandering around the exhibit hall, you might bump into Floyd, who is on hand to help increase awareness of the new AquasilUltra tissue managing impression system. DENTSPLY Caulk (booth No. 2600), manufacturer of AquasilUltra, says it's wise to avoid Floyd, but some meeting attendees are finding Floyd's charms hard to resist.



• **Alexa Gebelhoff, left, and Brianna Brilowski of Denticator (booth No. 1506).**

AD

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• Kainos Dental Technologies CEO and Zap Laser Co. Founder William R. Gianni explains basic safety laser techniques.

## EDUCATION *\*from page 1*

the Body Guard PRO saddle chair.

The first of its kind, the XVI boasts built-in battery power and capacitive touch controls, promoting precision and technique.

With fully adjustable temple arms and nose pads, Orascoptic's newest lens guarantees a customized fit and comfort for your everyday use. Appealing to all tastes, the XVI is available in black, white and silver, in addition to merlot and blue.

Velasco and Lindsey also talked about the Body Guard Pro saddle seat, which they described as stunning and comfortable.

It is styled in a traditional English design and provides customizable back support, seat tilt and height

settings for optimized satisfaction.

Complete with an augmented balance point, multi-angle pelvic positioning and a small seat size, this new advancement in dental furniture is ideal for in-office procedures and is available in carbon black, lagoon blue and taupe.

Of course, the Orascoptic presentation was not the only chance in the day to get educated. Here is a look at some other highlights.

- At the Laser Pavilion Lecture Series, Dr. William R. Gianni of Twain Harte, Calif., helped attendees "See and Compare the Newest Lasers in Dentistry."

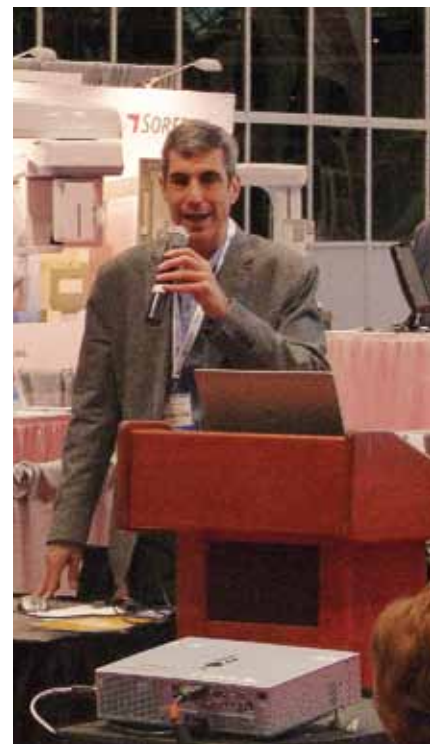
Gianni is the CEO of Kainos Dental Technologies and the co-founder of Zap Laser. Dr. Robert W. Carter, past president of the Second District Dental Society, presided over the lecture series.

A discussion of applied laser physics was used to explain how to safely and efficiently use a laser for the benefit of the patients. Both hard- and soft-tissue procedures, many of which can be used by general dentists, were discussed and illustrated. The seminar concluded with a brief discussion of current laser research and the criteria for the "ideal laser."

- Also taking place Monday was the all-day "Botox and Facial Fillers: A Clinical Workshop and Demonstration" seminar/workshop. Dr. Steven Clark of Miramar, Fla., led the full-day course, which focused on the art of esthetic use of botox and facial fillers. The morning session provided an introduction to neuromodulators (botox, disport and xeomin) and various facial fillers, while the afternoon provided a live demonstration.

Clark offered "clinical pearls," which he developed during the last 20 years, to assure proper technique and safety while also achieving excellent cosmetic results.

If you missed this popular program, it will be repeated on Wednesday.



• Andrew Koenigsberg leads a discussion on CAD/CAM technology and its role in restorative dentistry.

AD

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### SPEAKER HIGHLIGHTS

 <b>Kirk Behrendt</b> <small>PRACTICE MANAGEMENT</small>	 <b>James Dunn, DDS</b> <small>TECHNOLOGY</small>
 <b>Paul Fletcher, DDS</b> <small>IMPLANTS</small>	 <b>Theresa Gonzalez, DMD</b> <small>GENERAL HEALTH</small>
 <b>Shannon Pace Brinker, CDA</b> <small>AUXILIARY TECHNIQUES</small>	 <b>Clifford Ruddle, DDS</b> <small>ENDODONTICS</small>
 <b>Elizabeth Somer, RD</b> <small>NUTRITION</small>	 <b>John Sorensen, DMD, PhD</b> <small>RESTORATIVE</small>
 <b>Barbara Steinberg, DDS</b> <small>GENERAL HEALTH</small>	 <b>Dennis Tarnow, DDS</b> <small>IMPLANTS</small>

### PROGRAM HIGHLIGHTS

- New Dentist Itinerary
- Hands-On Cadaver Programs
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*The LANAP Protocol*  
10:00 AM - 12:30 PM  
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**MDT Exhibit #4033**

# BIOLASE introduces GALAXY BioMill

BIOLASE Chairman and CEO Federico Pignatelli with the GALAXY BioMill System prototype at the BIOLASE booth, No. 600. Stop by to learn more about the brand-new chairside milling machine. (Photo/Sierra Rendon, *today* Staff)



By Sierra Rendon, *today* staff

■ If you have been holding back on the idea of utilizing chairside milling in your dental practice, BIOLASE has a new system that you will want to take a look at this week at the Greater New York Dental Meeting.

The GALAXY BioMill CAD/CAM System was officially introduced this week at the GNDYM, and, as an attendee, you have the opportunity to be among the first to check out the technology first-hand at booth No. 600.

“The GALAXY is smaller, lighter,

## Here at the GNYDM

The GALAXY BioMill System can be viewed at booth No. 600, with live milling demonstrations throughout the show. BIOLASE is also participating with booths in the Laser and Imaging Pavilions.

more sturdy and more sophisticated than other chairside milling machines,” said Federico Pignatelli, chairman and CEO of BIOLASE. “Additionally, it is very competitively priced – about 30 percent lower than others on the market. The cost of maintenance for the GALAXY is also substantially lower.”

The GALAXY BioMill, developed and designed by BIOLASE in conjunction with imes-core GmbH in Germany, is an open-architecture CAD/CAM system for scanning, designing, milling and finishing crowns, inlays and veneers in the dental office in a single appointment.

The GALAXY BioMill System will utilize 3Shape’s Trios, a fast and accurate intra-oral scanner that captures high-resolution 3-D digital images of the teeth and crown-preparation site. These are then processed through a CAD/CAM software program to design the dental restoration. The design is transferred to the GALAXY BioMill to mill the crown using the latest in esthetically pleasing, biologically compatible and long-lasting tooth-colored materials.

“The GALAXY BioMill System completes BIOLASE’s strategic plan to offer dentists a wide portfolio of high-tech hard- and soft-tissue dental lasers, 2-D and 3-D digital radiography and CAD/CAM products,” Pignatelli said. “With the introduction of the GALAXY BioMill System, BIOLASE has truly become a one-stop-shop for dentists. Not only do our technologically advanced products increase patient and doctor satisfaction, but they also offer tremendous return-on-investment.”

For example, Pignatelli explained, the GALAXY can cut in half a dental practice’s monthly laboratory fees, freeing up a substantial amount of capital to be re-invested in other cutting-edge high-tech products, such as the WaterLase iPlus or NewTom digital radiography. Adding a WaterLase iPlus substantially increases a dentist’s return-on-investment by creating opportunities for new procedures and increasing the overall number of procedures performed in-house.


“BIOLASE’s laser technology reinvigorated my passion for dentistry and my practice,” said Howard Golan, DDS, JD, of Golan Family Dentistry in Williston Park, N.Y. “I need only 14 in-house restorations per month to pay for my chairside milling machine with savings from lab fees and associated variable costs, and I currently average about 25 per month.”

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# Sticking with Giomer hybrids for fillings and restorations

**'Show-Me-State' dentist has been a fan of Shofu for more than two decades**

By Robert Selleck, *today* Staff

■ Jack D. Griffin, DMD, has been using Shofu Dental Company products in his St. Louis-area dental practice for more than 20 years, initially using the abrasive polishers that made the company famous — and more recently using Shofu products in restorative work.

He's always been impressed with the results, but when Beautiful Flow Plus was released, the longtime fan became a super fan.

"That changed everything," Griffin said.

Before that, he said, composite

## Here at the GNYDM

From 10 a.m. to 12:30 p.m. Wednesday in the Live Dentistry Arena, aisle 6200, room 4, Dr. Jack D. Griffin will present "Let's Stick Together ... The Most Durable Aesthetic Materials Ever." In his session, he will discuss the various uses of Beautiful Flow Plus and Beautiful II, relative to their properties and clinical usage. For more information about Beautiful Flow Plus and Beautiful II, stop by the Shofu Dental booth, No. 4407.

## GNYDM show specials

Buy Beautiful Flow Plus, available for a limited time in two introductory kits priced at \$102.25, at the Shofu booth, No. 4407. In addition, buy four Beautiful II tips and get one free.

hybrids were fine as a liner and as a base but were not strong enough to be used for restoration buildups. Griffin



• Dr. Jack D. Griffin (Photo/Robert Selleck, *today* Staff)

immediately embraced Shofu's proprietary Giomer technology, which went beyond the other hybrids — as a flowable resin with the strength needed to perform as a restorative.

The material also has the ability to effectively fill voids and help protect teeth from decay through the release of high levels of fluoride.

Griffin was so pleased with the results he was achieving with his patients that he started demonstrating the Shofu materials for fellow practitioners around the country.

He presents a ticketed lecture (9 a.m.) and workshop (2 p.m.) today.

On Wednesday, he will demonstrate the products on two patients in a live-dentistry presentation from 10 a.m. to 12:30 p.m. in the Live Dentistry Arena, aisle 6200, room No. 4, with "Let's Stick Together ... The Most Durable Aesthetic Materials Ever." The session is sponsored by Bisco Dental Products and Shofu Dental Corporation.

On the first patient, Griffin will use Beautiful Flow Plus and Beautiful II to create regenerative fillings.

"The flowable acts as a liner and seals margins," Griffin said. "It covers all of the exposed dentin and margins while also reducing the voids."

He will use the products back-to-

back to create a strong, esthetic filling that also inhibits bacteria and plaque development.

With the second patient, Griffin will demonstrate the soon-to-be-released Shofu product, Ceramage, which the company describes as a zirconium silicate integrated indirect restorative for both anterior and posterior regions. Griffin said his experience confirms the company description of the material as having "superior flexural strength, elasticity and unsurpassed polishability."

Griffin will cement a CAD/CAM-designed monolithic crown and polish it to demonstrate how the material replicates the natural appearance and light-diffusing properties of dentin and enamel. According to Shofu literature, Ceramage bonds to a variety of substructures, including non-precious and high noble alloys. It has an extensive shade selection for natural tooth and gum color reproduction.

The material can be used to create anterior and posterior crowns, veneers, implant-supported restorations and inlays and onlays. A full set of gum colors also enables the material to replicate gingival anatomy.

Shofu plans to release Ceramage in February at the Chicago Midwinter.

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## Here at the GNYDM

For more information on OfficeSuite and its integration with Dentrix, stop by the Broadview Networks booth, No. 4733.

tomorrow? Great, we'll see you then. And by the way, it looks like your son's six-month cleaning is due. How is next Wednesday at 4?"

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(Photo/ Provided by Broadview Networks)

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# BruxZir Solid Zirconia Crowns and Bridges

## 24-month clinical performance report

### Purpose

The purpose of this clinical study, conducted by The Dental Advisor, was to determine the clinical performance of BruxZir® Solid Zirconia Crowns and Bridges (Glidewell Dental Laboratories, Newport Beach, Calif.) during a two-year period.

BruxZir, a full-contour monolithic zirconia, has been available for about four years.

During that period, it has experi-

enced an exponential rise in use in the United States.

### Clinical evaluation protocol

At recall time, more than 550 full-contour, monolithic BruxZir restorations (crowns and bridges) were placed. All restorations were fabricated at Glidewell Dental Laboratories. Most of the restorations were cemented with self-adhesive resin cement or adhesive resin cement.

Of the 378 BruxZir restorations observed at recall in August 2013, there were:

- 301 posterior single crowns
- 30 units (10 three-unit bridges)
- 24 units (six four-unit bridges)
- 10 units (two five-unit bridges)
- One three-unit inlay bridge
- 10 implant crowns

BruxZir restorations were evaluated in the following categories:

### Here at the GNYDM

To view the full report, visit [www.bruxzir.com](http://www.bruxzir.com). For more information or to check out BruxZir Solid Zirconia Crowns and Bridges, stop by the Glidewell Laboratories booth, No. 5601.

- Resistance to fracture or chipping
- Esthetics
- Resistance to marginal discoloration
- Wear on zirconia and opposing dentition
- Retention

Restorations were evaluated on a 1-5 rating scale: 1 = poor, 2 = fair, 3 = good, 4 = very good, 5 = excellent.

### Esthetics

BruxZir restorations were rated excellent for esthetics when compared to other monolithic zirconia crowns.

### Resistance to fracture/chipping

None of the BruxZir single crowns exhibited fracture or chipping. One five-unit bridge with very little clearance fractured one week after cementation. The bridge was redone and is functioning without any issues.

### Resistance to marginal discoloration

No restorations exhibited marginal staining at two years.

### Wear resistance

Minimal wear was observed on BruxZir restorations or on opposing tooth structure.

### Retention

Four posterior crowns debonded. Two were cemented with self-adhesive resin cement, and two were cemented with an adhesive resin cement. Two of the teeth had short clinical crowns.

### Conclusions

Ninety-eight percent of BruxZir Solid Zirconia Crowns and Bridges restorations manufactured by Glidewell Dental Laboratories received a 5, or excellent, rating at two-year recall.

All of the single crowns and all of the three- and four-unit bridges had no evidence of fracture or chipping. One of two five-unit bridges failed shortly after cementation and was replaced.

During the two-year period, BruxZir has proven to be an excellent restoration with respect to esthetics, resistance to fracture/chipping, resistance to marginal discoloration, wear resistance and retention.

BruxZir received a clinical rating of 98 percent.

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# Choosing an adjunctive device for oral disease examinations

## Balancing patient needs with ease of implementation

■ You work hard to make your practice warm, inviting and professional for your patients. When it comes to

selecting an adjunctive device to help you perform examinations for oral diseases, you no doubt want to deliver the same level of patient experience.

This generally means you will look for a system that is not only well tolerated, painless and that needs only a couple of minutes to use, but one that is also clinically proven to help

### Here at the GNYDM

For more information on the VELscope, stop by the booth, No. 3313.

you discover oral diseases, including oral cancer, that might otherwise be missed.



• The VELscope offers a simple, painless two-minute procedure.

But what other considerations will help you select an adjunctive device that fits your practice philosophy?

It's important that the device:

1. Fit in with your work flow and complement your intra- and extra-oral head and neck examination with minimal setup and only nominal time added to the overall appointment.
2. Help you find things that may be hard to see otherwise – i.e., offer an imaging modality that is extremely sensitive to tissue changes.
3. Provide visual information that is bright and easy to observe within the typical lighting conditions of a dental operatory.
4. Allow for straightforward, integrated photo documentation. Camera solution should be easy to integrate, and tissue response should be bright in order to easily acquire digital images that can be used for patient records or sent to referral partners.
5. Be clinically proven to be of use to specialists, such as helping them establish lesion margins for surgical excision.
6. Come with full after-sales support, extensive training materials and clinical support.

Talking about oral disease with your patients is not easy. In fact, many patients do not understand the reason for the head and neck exam. As their caregiver, it is now much easier to explain your examination protocols while introducing an adjunctive device that will augment the level of care your practice provides.

“My office has been using VELscope for almost a year, and my associate and I have definitely become more thorough in our oral cancer exam,” said George Moss, DDS, FAGD, of Lakewood Park Dental in Lake Conroe, Texas. “We have discovered and confirmed dysplasias and several benign lesions that would probably have been missed had it not been for our use of the VELscope. We feel strongly that all dental offices should provide this service.”

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# Henry Schein's interactive catalog changes how consumers experience products

By Henry Schein Staff

Some technologies have become so routine to our daily lives it's hard to believe they didn't exist 20 years ago. Online banking first launched in 1994. Amazon opened its virtual doors in 1995. Text messaging became mainstream in 2001. Smartphones gained momentum and exploded in popularity with the introduction of the first Apple iPhone in 2007.

In just two decades, inventions that seemed impossibly futuristic have become practical, widely used tools.

One of the newest technologies still in its infancy but already making a major impact is augmented reality. If you have seen "The Terminator," "Mission Impossible" or the "Iron Man" movies, you've already witnessed augmented reality in action. In each of these films, the main character uses a version of augmented reality, for good or bad, to learn additional information about what's happening in their immediate environment at that very moment.

Henry Schein has long been an innovator and early adopter of cutting-edge technology, and once again, it leads the way and is embracing this development. Henry Schein's first interactive equipment and technology catalog using augmented reality technology was recently printed, and it literally changes the way doctors and their teams view dental products and services.

## What is augmented reality?

Augmented reality projects a virtual layer of interactive features on top of an actual physical environment when viewed through special devices. In the case of Tony Stark, the billionaire superhero, augmented reality was displayed inside his Iron Man mask, but most of us will use augmented reality on the screen of a mobile device.

Henry Schein's catalog and other brochures give readers another world of options — a digital world — that is interconnected to the printed page they are reading. Viewing the page through their device, readers can launch interactive product descriptions and specifications, training videos, current promotional offers and one-click buttons that can connect them quickly to a sales representative. It's all done just by hovering over an augmented reality enhanced page with a smartphone or tablet loaded with Henry Schein's Xtra app.

## Test drive Henry Schein's augmented reality app

If you have a mobile device and Henry Schein's 2014 Equipment and Technology catalog, you can try augmented reality today.

Just go to the Google Play or

the app store and download Xtra, Henry Schein's free augmented reality mobile app.

Open the catalog and turn to a page that contains the augmented reality icon in the top corner.

Next, open Xtra and hover over the page as if you were going to take a picture of the entire page. You'll see your device "scan" to find the augmented reality features, and then the catalog comes to life with on-screen buttons that overlay the printed page!

## Here at the GNYDM

For more information on Henry Schein's 2014 Equipment and Technology catalog, stop by the booth. No. 4225.

Launch them with a touch on your screen and discover additional resources on the products or services you want to know more about. Augmented reality puts you in control of your browsing experience because

you engage with just the items that matter most to you, knowing you're receiving up-to-the-minute product updates.

Thanks to this new innovation, Henry Schein's printed catalogs and brochures can remain a doctor's go-to resource for what's new in dental technology today, tomorrow and months from now.

Search Xtra in the Apple app store or Google Play to give augmented reality a try today.

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For more information, stop by the Mydent International booth, No. 3618, during the Greater New York Dental Meeting.



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