

# today



### Education heats up

Highlights of the many learning opportunities available? Operating on pigs' jaws and learning tips for whitening teeth, of course!

»page 3



### Last chance for DTSC!

Treating patients with diabetes, using all-ceramic crowns and bridges and an implant solution are all on tap for today's session topics!

»starting from page 4



### Scenes from Tuesday

Visitors from Russia, first-timers and groups of children make their way to the exhibit hall. And best of all, there are cupcakes for everyone!

»starting from page 12

# World-class meeting

Greater New York Dental Meeting honored as 'most innovative' dental show



By Robin Goodman & Fred Michmershuizen  
Dental Tribune

Education, innovation and a truly international perspective are how the Greater New York Dental Meeting (GNYDM) sets itself apart from other meetings. It is a level of innovation that many other meeting organizers seek to emulate and which has earned the GNYDM the first Global Dental Tribune Award for "The World's Most Innovative Dental Meeting."

GNYDM General Chairman Dr. John Halikias accepted the award Monday afternoon during the Celebrity Luncheon. The meeting's strong partnership with the U.S. Department of Commerce and its International

GNYDM General Chairman Dr. John Halikias and GNYDM Executive Director Dr. Robert Edwab hold the Global Dental Tribune Award for 'The World's Most Innovative Dental Meeting. (Photo/ Carlo Messina, Flx Video & Photography)

\*see meeting, page 30

AD

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\* Source: CDC Guidelines MWR Dec. 19, 2003. Guidelines for Infection Control in Dental Healthcare Settings - 2003



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# Educational 'touchdown' Tuesday at the GNYDM

By Robin Goodman, Dental Tribune

■ From the standard lecture style of education to live dentistry, seminars, "lunch and learn" and hands-on workshops, the Greater New York Dental Meeting has every option covered among a wide variety of dental disciplines.

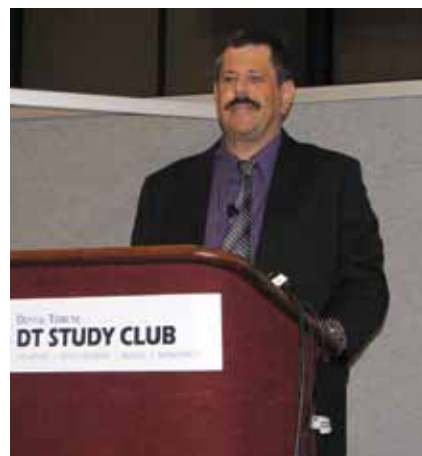
No matter what your specialty area, you are sure to find enough options to make the decision-making process of which session to attend a tough one. Some of the most highly attended educational opportunities are the various hands-on workshops in glass classrooms around the exhibit floor, the presentations at the Live Dentistry Arena and the C.E. lectures available at the Dental Tribune Study Club Symposia.

On Tuesday morning, Dr. Robert Edwab led an eager group of students in the glass classroom located in the Education Hall during his hands-on "Oral Surgery Workshop for the General Practitioner."

Just across the hall at the Live Dentistry Arena, Dr. Marilyn Ward presented "Professional Tooth Whitening: Strategies to Take Advantage of the Latest Whitening Technology," which was well-attended, as has been every session in the arena.

Next door to the arena is the Dental Tribune Study Club Symposia lecture hall, where attendees pay a nominal fee to attend an ADA CERP-accredited C.E. lecture. Tuesday offered up to six units of C.E. for the six lecturers, which included Drs. Gregori Kurtzman, Paul Goodman, George Freedman, Fay Goldstep, Pedro Lazaro Calvo, Stanley Malamed, Mic Falkel and Enrico DiVito.

Today's schedule offers another six units of C.E. credits but also includes the second Osseo University Summit as well as the Laser Summit from 12:30 to 5 p.m.



• Dr. Gregori Kurtzman speaks about 'Core Buildups, Post & Cores and Understanding Ferrule' during the Dental Tribune Study Club Symposia in the Education Hall, aisle 6000, room 3.



• DT Study Club C.E. Director Julia Wehkamp, right, pops in for a close look at the pig jaws Dr. Robert Edwab's students are working on during his Tuesday morning hands-on workshop about 'Oral Surgery Workshop for the General Practitioner.'

## Osseo University Summit and Laser Summit

Don't forget to attend these summits from 12:30 to 5 p.m. today. Located in the Education Hall, aisle 6000, room 3.

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# How to treat patients with diabetes in the office

By Kristine Colker, Managing Editor

► **Today from 10 to 11 a.m. in aisle 6000, room 3, Dr. Ira Lamster will present "Management of the Patient With Diabetes Mellitus: Considerations for Dental Practice" as part of the DTSC Symposia.**

This lecture will provide attendees with a review of the epidemiology, complications and clinical management of patients with diabetes mellitus seen in the dental office.

Lamster sat down with *today* to share more insights into his presentation.

**Your DTSC Symposia session is called**

**"Management of the patient with diabetes mellitus: Considerations for dental practice." Could you give us a brief overview of your presentation?**

My presentation will review the importance of diabetes mellitus as a health-care problem in the United States, the clinical complications of diabetes and a more in-depth discussion of the many oral complications of the disease.

The presentation will also review medical treatment for patients with diabetes, and the implications of this treatment when patients are seen for dental care.

Lastly, the presentation will review the concept of an expanded

role for dentists in the identification and management of patients with diabetes.

**Are there any particular treatment protocols you would recommend for clinicians who are treating patients with diabetes?**

Diabetes is a common chronic disease, with 26 million individuals (some 8 percent of the population) affected in the United States.

Patients with diabetes present with oral problems, and the most important oral complication is a greater extent and severity of periodontal disease.

Untreated periodontal disease can

also be a risk factor for poor metabolic control in diabetes, so this bidirectional relationship makes this a very important topic for dental professionals.

When treating periodontal disease in a patient with diabetes, it is essential that acute oral infection be addressed. Further, periodontal disease in a patient with diabetes cannot be treated effectively unless the patient is metabolically controlled. Therefore, dental professionals must have a thorough understanding of diabetes mellitus, including how patients are managed and what tests are used to determine metabolic control.

My presentation will review the basics of patient evaluation and management. It is important for attendees to have a general understanding of diabetes as a spectrum of disorders and the importance of maintaining physiological levels of glucose in the blood.

**Your session is sponsored by Colgate. How did you begin working with the company and what is it that you like about its products and services?**

Colgate has funded an important study to assess how dentists can become more involved in the identification of undiagnosed diabetes. This was a very forward-thinking decision on the company's part and reflects its willingness to participate in discussions about the future of the dental profession.

Further, Colgate has an interest in oral care products that aim to reduce oral inflammation, and controlling oral inflammation is essential for patients with diabetes mellitus.

**If there is one thing you hope attendees to your session walk away with, what would it be?**

Attendees should leave the lecture with an appreciation of the importance of diabetes as a health-care problem in the United States and a better understanding of how patients with diabetes mellitus should be managed in the dental office.

## About the speaker



Ira B. Lamster is a board-certified periodontist. He is currently the dean and professor of dentistry at the Columbia University College of Dental Medicine. Lamster received his bachelor's degree from Queens

College in 1971 and received an MS. from University of Chicago in 1972. He received his DDS in 1977 from the State University of New York at Stony Brook School of Dental Medicine and his certificate in periodontics from Harvard School of Dental Medicine in 1980, along with a MMSc from Harvard University in the same year.

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# All-ceramic treatment options

By George Freedman, DDS,  
and Marc Gottlieb, DDS

■ Dentists see, hear or receive information about all-ceramic crowns and bridges every day. Are the days of porcelain fused to metal over? There is now systematically reviewed data showing that all-ceramic systems are no longer experimental; they are suitable for routine utilization in practice. There are various all-ceramic options available and numerous techniques to place them. Furthermore, there are materials to fix a ceramic chip or fracture.

Crowns and bridges have evolved over time. All-gold restorations, developed a century ago, are still considered by many to be the “gold” standard, functioning successfully for decades. They may not look natural, but they never chip or break. The first esthetic option was to process resin to the labial surface.

Esthetically acceptable when placed, they yellowed and wore over time. Occasionally the veneering resin pops off but can be readily repaired with light-cured bonding materials (Fig. 1).

Porcelain fused to a metal substructure (PFM) was the next major cosmetic advance. A successful PFM mimics the natural tooth. The challenge is to hide the metal under the porcelain with opaque.

As well, the subgingival metal gingival margin becomes exposed with time. The gingival “black line” and to the challenge of masking the metal substructure encouraged the development of all-ceramic restorations.

Patients expect their crowns to look natural and to stand the test of time. Current all-ceramic crowns and bridges can meet and exceed their expectations. Practitioners have choices. Clinical success requires the ability to select the proper material: glass ceramic, particle filled glass, or a tooth-colored poly-crystalline ceramic. There are a few basic concepts to remember: the stronger and harder the material, the more opaque, less translucent.

Every manufacturer provides cementation protocols, the majority require bonding. Glass or particle-filled ceramics must be etched with hydrofluoric acid (HF) to enhance mechanical retention and then silanated. Polycrystalline materials (zirconia or alumina) are primed with an acidic phosphate ester (MDP) or sprayed with silica (Siljet, Danville Materials, San Ramon, Calif.) to improve retention.

The cementation protocol for all-ceramic crowns can be essential for success. Tribochemical treatment (Siljet) of polycrystalline zirconia and non-silica ceramic substantially increases their bond strengths to the resin cement.

This has tremendous implications and applications for dental treatment.



• Fig. 1: (Photos/Dr. Michael Nelson)



• Fig. 2



• Fig. 3



• Fig. 4



• Fig. 5



• Fig. 6

Tribochemical treatment with Siljet is indicated for every non-ceramic surface that is to be bonded. Every intraoral repair is also tribochemically treated to enhance the bond strength.

## Case presentations

A patient presented with a porcelain fracture involving the incisal edge of tooth #7 (Fig. 2). A tapered diamond bur feathered the porcelain fracture into the incisal third of the crown.

The roughened surface was then microetched at 40 psi with 50 micron aluminum oxide powder, rinsed and dried. Siljet tribochemical application (Fig. 3) with the microether fine tip at 40 psi was followed by rinsing and silanation of the porcelain surface as directed by the manufacturer. Tooth #7 was then restored using standard bonding and finish-

ing techniques (Fig. 4).

The patient required root canal therapy and the access was through the occlusal surface of a porcelain-fused-to-metal crown (Fig. 5.)

Following the completion of endodontic treatment, the porcelain and metal were treated with Siljet and bonded to seal off the access cavity, providing an excellent and esthetic seal (Fig. 6).

Dentists have been able to predictably bond to glass silica-based ceramic crowns by etching with hydrofluoric acid, silanating and bonding. Predictable bonding to metal and polycrystalline base materials have long been contentious clinical issues. Tribochemical treatment with Siljet solves this problem, offering the practitioner excellent adhesion to Zirconia, Alumina, meta and many other restorative surfaces.

## Attend the session

Today from 11:20 a.m. to 12:20 p.m. in aisle 6000, room 3, Dr. George Freedman and Dr. Marc Gottlieb will present “ABC’s of Bonding Ceramic Crowns and Ceramic Repair” as part of the DTSC Symposia. In the session, the clinicians will explain the various all-ceramic options available and numerous techniques to place them. Participants will learn to determine the differences between the types of all-ceramic crowns and bridges and when to use them; understand the steps of bonding to ceramics and metal; and receive exposure to Tribochemical treatment of dental materials.

## About the speakers

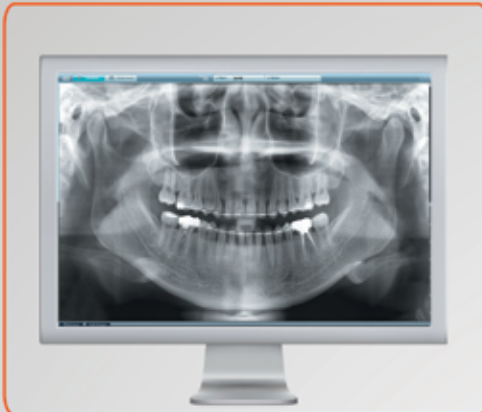


George Freedman, DDS, is past president of the American Academy of Cosmetic Dentistry and the chairman of the Dental Innovations Forum (Singapore). Freedman is the author or co-author of 11 textbooks, more than 400 dental articles and numerous CDs, video and audiotapes and is a Team Member of REALITY. Freedman is a co-founder of the Canadian Academy for Esthetic Dentistry and a diplomat of the American Board of Aesthetic Dentistry.



Marc Gottlieb, DDS, was born and raised on Long Island, N.Y., and attended Union College in Schenectady, N.Y. as well as the University of Buffalo School of Dentistry. While at Buffalo, he received many academic scholarships, awards and fellowships. After graduation from Dental School, Gottlieb went on to a two-year post-doctoral residency program at Long Island Jewish Medical Center. This unique opportunity provided advanced training in anesthesiology and all the specialties of dentistry. Gottlieb is currently on staff at Stony Brook University Hospital, maintains a full-time private practice, lectures all over the United States and has authored more than a dozen dental articles.





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# Champions Implants: an ideal solution for the general dentist

By Armin Nedjat, DDS

■ Given the great success and ease of use of the Champions one-piece implant system, the question of why the development of a two-piece implant system was necessary has been raised.

More than 2,000 dentists and clinics have found the one-piece system provides great results, particularly when used with Prep-Caps, which compensate for any insertion divergences. So, why the addition of a two-piece system?

While it is true that the one-piece Champions implant system represents a major design breakthrough, the development of the new two-piece Champions (R)Evolution® allows the implants to be used on those patients who cannot be treated with the one-piece system (in some dental offices the percentage of patients whose condition is unsuitable for treatment with the one-piece system may reach as high as 20-30 percent).

Additionally, some dental surgeons, for whom temporary prosthodontic restorations are not an area of expertise, will find it easier to work with the two-piece implants, which often make these temporary restorations unnecessary.

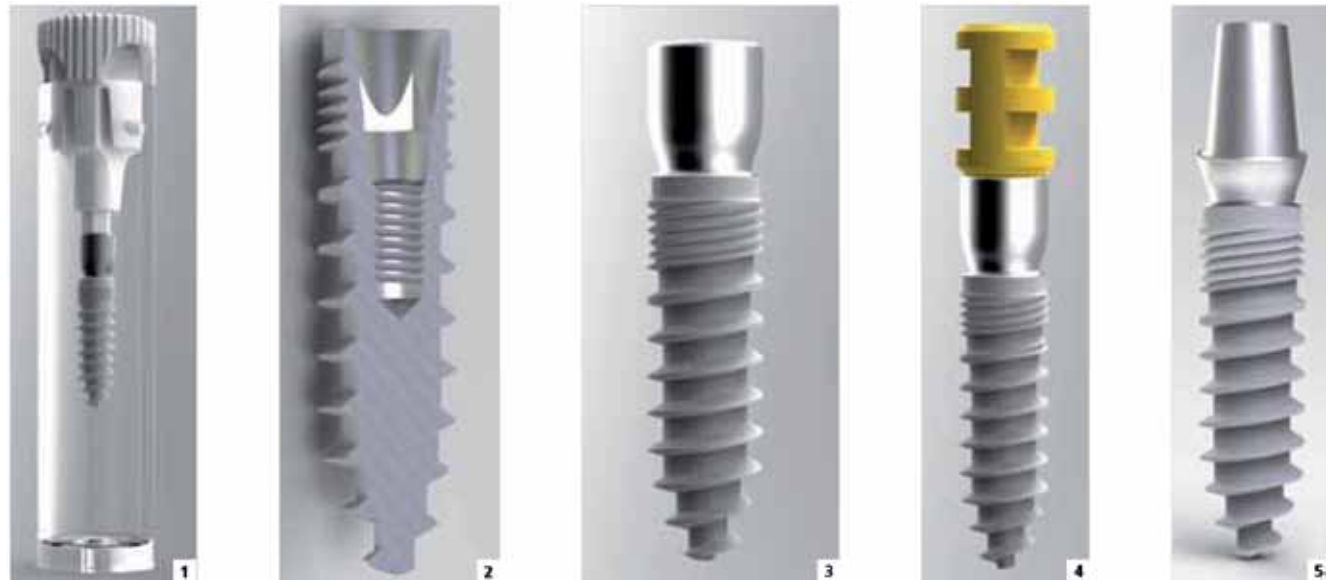
The two-piece Champions offer all the same advantages provided by the one-piece system. Produced in Germany of the highest quality materials, the new system remains affordable for dental offices, dental technicians and, most of all, for our patients!

While traditional two-piece implant systems have had problems with micro-gaps, which are vulnerable to bacterial penetration, the two-piece Champions (R)Evolution solves this problem with our newly developed, patent-pending inner cone with its rotation-proof "Hexadapter."

The implant has a micro-close gap of only about 0.6 µm. In addition, these two-piece implant types are suitable for the minimally invasive method of implantation, (MIMI® procedure), which is also used with our one-piece implants.

With this method, only a few dental tools are necessary for implantation, greatly reducing dental office expenses. The temporary prosthodontic restoration, which is necessary for one-piece implants for single teeth in the first two to eight weeks post surgery, is no longer absolutely necessary when two-piece implants are inserted.

The success story of the non-traumatic key-hole surgery MIMI



• Figs. 1-5: The two-piece Champions (R)Evolution implant with the specially designed integrated 'Trans-Gingiva Shuttle.' This implant type is inserted minimally invasively. The 'Trans-Gingiva Shuttle' usually stays on the implant. Six weeks post-surgery, the impression coping is then clipped while the 'Shuttle' stays in the mouth. The time-consuming exposure and the screwing and unscrewing of closing caps, healing caps or impression copings are not necessary. The impression coping is set in the 'Shuttle' of the laboratory analog, and the master cast is made with a gingiva mask.



• Figs. 6-8: The minimally invasive implantation method is especially suitable for patients at risk. It is possible to perform the MIMI surgery and to set the metal matrices of the tulip-headed Champions Implants in an available prosthesis within just one day.

**'Additionally, some dental surgeons will find it easier to work with the two-piece implants, which often make temporary restorations unnecessary.'**

will continue. Dentists will be able to incorporate the implantation with this Champions (R)Evolution system in their day-to-day work in dental offices.

#### Surgical procedure

After taking the implant out of the box, this two-piece implant type – like the one-piece Champions® implant – can be inserted without

the need to touch the sterile implant. Thus, a contamination of the implant surface is avoided.

However, we do not just insert the implant itself, but also the integrated "Gingiva-Shuttle," which is tightly screwed to the implant at a torque of 5-10 Ncm. In this way, there is



• Fig. 9: The Champions (R)Evolution inner conus with the integrated 'Hexadapter' allows the micro-gap to be smaller than  $< 0.6 \mu\text{m}$  and the abutment to be rotation proof.

\* see Champions, page 10



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“What we have to learn  
to do we learn by doing”

Aristotle (384 BC—322 BC) Greek Philosopher

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**Champions** \*from page 8

When inserting the Champions (R)Evolution implant in practice, you implant the "Gingiva Shuttle" and ... that's all! There is no closing cap where you see bleeding or gingiva-contaminated inner threads.

It is generally recommended that you should always begin to implant with a 3.5 mm-diameter implant to achieve primary stability, even if an implant with a bigger diameter might eventually be suitable for the bone width.

From a bio-physiological point of view, it is not recommended that you begin to implant with a 4.5 mm diameter implant or a 5.5 mm-diameter implant right away.

The 4.5 mm-diameter or 5.5 mm-

diameter Champions (R)Evolution implants should only be inserted if primary stability cannot be achieved with a 3.5 mm-diameter Champion at a torque of at least of 30 Ncm (in the D4 bone or sometimes in the D3 bone).

Fortunately, incisions of the mucosa or bone augmentation can usually be avoided when you perform an implantation according to the MIMI procedure.

However, this does not mean that an incision of the mucosa, an open or closed sinus lift or a bone augmentation will never have to be performed!

Additionally, other healing caps than those that are delivered with the implant (with a height of 3 mm) are available.

**Prosthetic procedure**

Usually, some six weeks post-surgery, you click the impression coping to the "Gingiva-Shuttle," which stays in the impression material. With a gingiva mask and a (two-part) laboratory analog, the master model is created by a dental laboratory.

The abutments for our implant system have the following design: the abutment have an inner conus with an integrated patent-pending "Hex-adaptor," which ensures rotation protection. The platform with the inner conus is always the same for each diameter, whether you insert a 3.5 mm-diameter (R)Evolution implant, a 4.5 mm-diameter one or a 5.5 mm-diameter one.

**Conclusion**

One of the best periimplantitis prophylaxes is an intra-operative flapless

implant treatment without a mucoperiosteal (especially buccal) flap.

The very small micro-close gap of less than 0.6 µm and the screw and abutment design ("Platform Switching") have proven successful for years. Moreover, due to the fact that the total treatment costs are reduced by 50 percent, more patients can afford this implantation treatment and. High prices and low-quality would mean fewer patients!

The Champions (R)Evolution implant is one of the first two-piece implants that can be inserted according to the painless and uncomplicated "key-hole" MIMI implantation method. MIMI will remain the implantation method of the future. This two-piece implant type will (r)evolutionize the daily routine of dentists and dental technicians!

For more information, call (952) 426-3071, e-mail [info@championsinnovations.com](mailto:info@championsinnovations.com) or visit [www.championsinnovations.com](http://www.championsinnovations.com).

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# CHAMPIONS-IMPLANTS

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## The (R)Evolution in Implantology & Prosthodontics

The Champions® Implant system is already being used in more than 2000 dental offices and clinics with tremendous success.

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Suitable for MIMI®  
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**One-Piece Implants**

\$ 99

without Prep-Cap

**Two-Piece Implants**

\$ 149

with Gingiva-Shuttle

**Square-Shaped Implants**     \$ 99

Ø 3.0 / 3.5 / 4.5 / 5.5 mm

Thread Lengths 6 / 8 / 10 ... 24 mm

Prep Cap zircon     \$ 89

Prep Cap titanium or WINI®     \$ 49

**Champions® Tulips**     \$ 149

Ø 2.5 / 3.0 / 4.0 mm

Thread Lengths 8 / 10 / 12 ... 24 mm

**Champions® (R)Evolution**     \$ 149

Ø 3.0 / 3.5 / 4.5 / 5.5 mm

Thread Lengths 6.5 / 8 / 10 / 12 ... 16 mm

Abutments titanium-based, customizable and glueable different angles     \$ 39

- ✓ Internal cone with integrated „hex-adaptor“
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- ✓ One of the best surfaces on the market (studies available on request)
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**About the session**

Today from 12:45-1:45 p.m. in aisle 6000, room 3, Drs. Ron Kaminer and Armin Nedjat will present "Minimally Invasive Implant Dentistry for the General Practitioner" as part of the DTSC Symposia. In the session, the speakers will show how even the general practitioner new to implant dentistry will be able to incorporate the simplified surgical technique into his or her practice. Using this system, the general practitioner can substantially reduce both implant and laboratory costs.

**About the speaker**

Armin Nedjat, DDS, is the general manager and founder of Champions Implants GmbH in Germany. Nedjat had his own private clinic from 1994-2010 near Frankfurt am Main. He has been a specialist in Implantology (DGZI) since 1999 and an ICOI diplomat since 2000. Nedjat has inserted more than 20,000 implants, including prosthodontic work, and has received training from many dental institutions in the world (including Harvard University Boston, Jumeira Dental Clinic Dubai, University Paris France). Between 1994 and 2006, he developed Champions Implants system, and he has been the CEO of Champions Implants since 2006.





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# Scenes from Tuesday



• New York school children taking part in Colgate's Bright Smiles Bright Futures program on Tuesday. (Photo/Carlo Messina, Flx Video & Photography)



• Marcia Friedman, left, and Fred Friedman of CliniPix (booth No. 1120).



• Debbie Raines of Sun Dental Lab (booth No. 4802).



• Products available from NuSmile Primary Crowns (booth No. 2007).



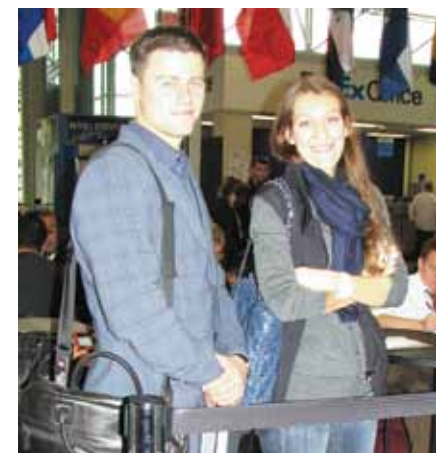
• Meeting attendee Maura Figueroa tries out a loupe at Rose Micro Solutions, assisted by Dean Overhoff. Rose is exhibiting in booths 917, 3835 and 4810.



• Jenny Serino at the Solmetex booth (No. 2821).



• Dr. Hazel Harper from Maryland, from left, Administrative Staff member Bill Woods from Washington, D.C., and Dr. Elizabeth Roberts from New Jersey get an early start on their networking at table just outside the exhibit hall.



• This couple came all the way from Moscow to attend the GNYDM.

Photos by Robin Goodman, Fred Michmershuizen and Robert Selleck of Dental Tribune





• In the Directa booth (No. 1511), Sales Manager Frank Cortes displays the center of attention, the company's popular FenderWedge system.



• From left, Brian Brock and Christian Clasen represent all the brands in the Pelton & Crane, KaVo and Marus booth, No. 1201.



• In the CAO Group booth (No. 1423), Jim Singer and Joel Melton have all the details on the new Precise LTM soft tissue handpiece, which was released in May.



• Sales executives Dave Henderson, Korbin Wake and Monroe McKay are all smiles in the Smile Reminder booth, No. 3733.



• Out in front representing the new G-añial composite restorative in the GC America booth, No. 1209, are from left: Keith Williams, Ursula Adams, Adam Hart, Lynn Waiver and Keri Casey.



• American Express (booth Nos. 1525/4617) representatives from the U.S. and Canada have cupcakes for everybody (averaging about 300 per day). From left: Grace Young, Jeff Garlow, Angelie Avila, Foyez Ahmed, Susan Meekins, Marsha Long, Michele Melchiorre and Adrienne Pereria.

AD

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Booth #4033

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USD

Includes:  
1 LED Hand Pieces  
8 PiezoART Tips  
Wireless Foot Pedal

3 Year Warranty on Unit  
1.5 Year Warranty on Hand Piece

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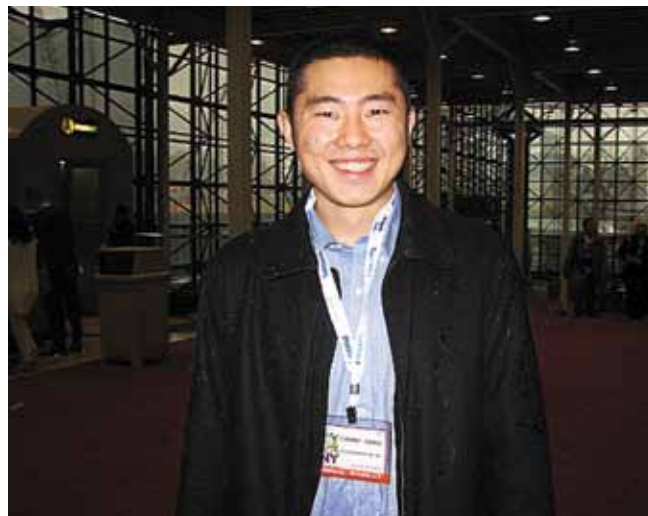
• Administrative staff member Jessica Lorenzo and dental assistant Rosina Rizzo hail from Brooklyn and are eager to dive into the exhibit hall floor Tuesday morning as it was Rizzo's first visit to the event.



• Dr. Marilyn Ward from Houston speaking about 'Professional Tooth Whitening: Strategies to Take Advantage of the Latest Whitening Technology' in the Live Dentistry Arena.



• There was a bit of levity at the Centrix booth (No. 3003) with this bewigged model (remind you of anyone?).



• Danny Kang is a third-year dental student at Stony Brook, N.Y., who is interested in pediatric dentistry but still wide open as to his specialty. This was Kang's first visit to the GNYDM.



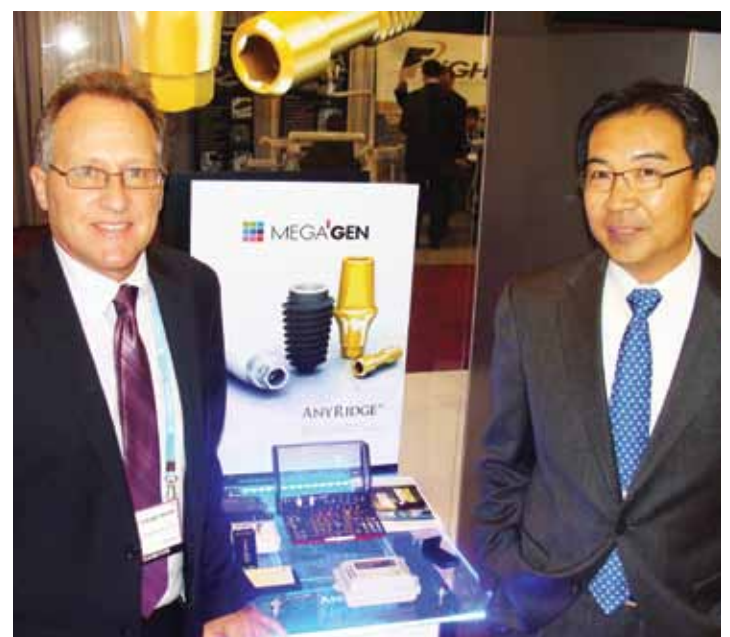
• The Nobel Biocare team shares close ties in booth No. 817. From left to right: Carlo Boccia, William Nixon, Evan Papkov, John Casciano, Vince Giarraputo and Norm Russell.



• In the Doxa Dental booth (No. 1526) are Lis Lipp and Vice President Marketing & Sales Michael Schlenker, perfect ambassadors for the Swedish company.



• Meeting attendees stop to get more information about the Q-Implant Marathon at the Trinon booth (No. 713).



• Steven Pfefer, left, and Sung Youn Lee of Megagen Implant (booth No. 225).

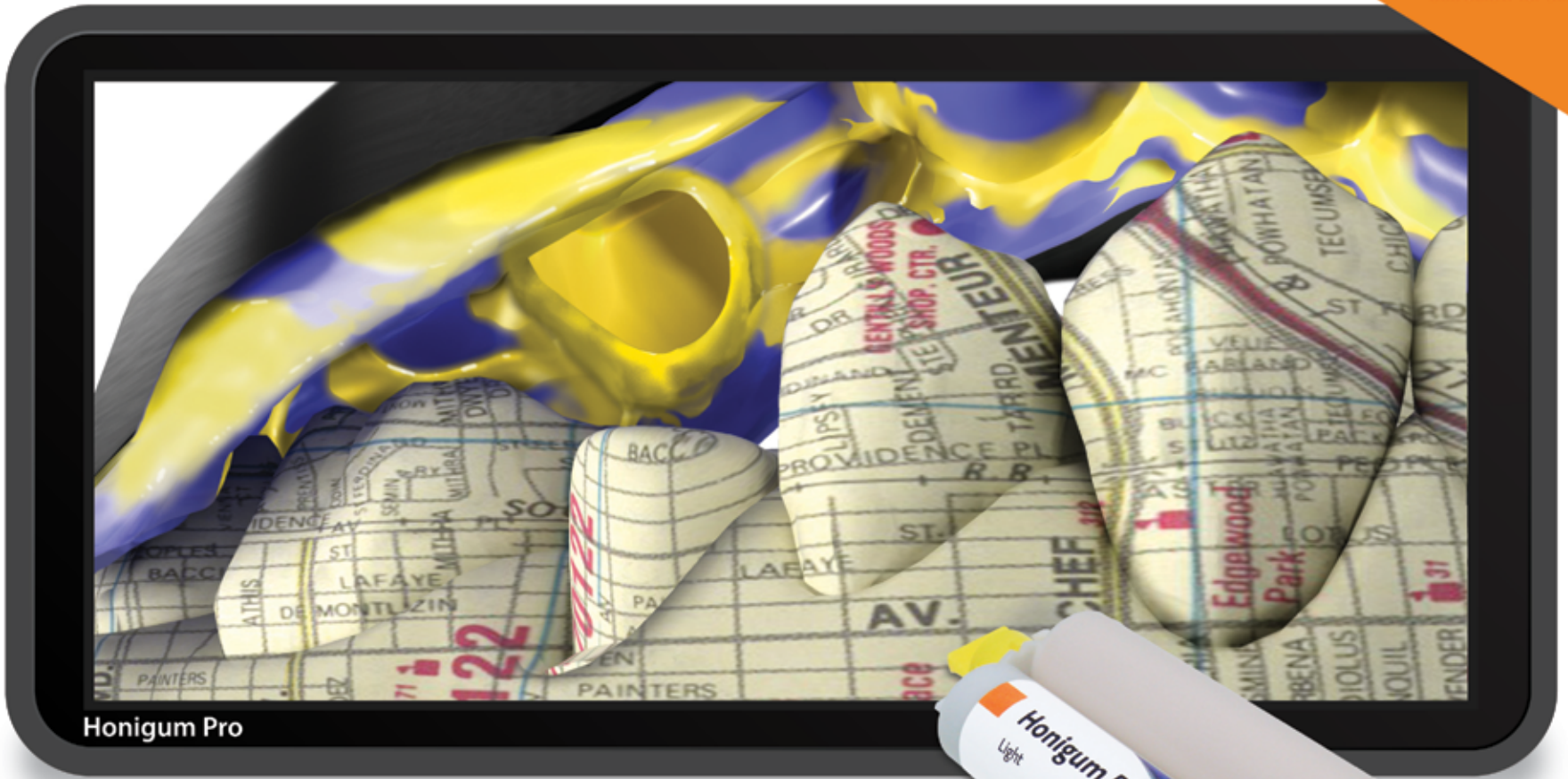


• Drs. Leonard Linkow, Victor Sendax, Jack Wimmer and Ronald Bullard hosted a celebration of the past and future of Park Dental Research Corporation.



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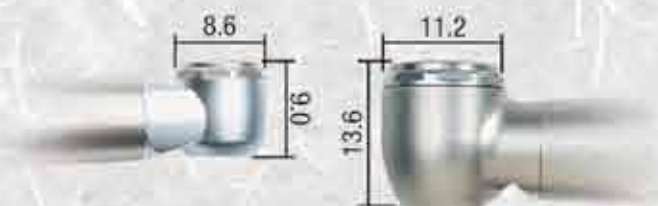
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# Affordable full-feature dental chair system grabs market's attention



Flight Dental Systems President Joseph Hui demonstrates the state-of-the-art LED lighting on Flight's premium chair. The affordable chair systems come in three models.

By Rob Selleck, Dental Tribune

Flight Dental Systems searches the globe to find leading-edge manufacturers to supply the best mix of components to keep its dental chair systems technologically advanced but extremely affordable.

"We're taking the best features of all of the international companies and providing high-quality, affordable equipment to the North American market," said Bill Rimmer, the national sales coordinator with Executive Sales Associates, which is providing the primary U.S.-based sales team for Flight.

The chair system also is available through all of the major dental supply houses in the U.S., and through distributors across 25 countries. The chair systems, which come in three pricing lines, are delivered as fully integrated packages including chairs, units, lights and stools.

A recent example of the firm's

## Here in New York

Visit Flight Dental Systems in booth No. 129. You also can get more information at [www.flightdentalsystems.com](http://www.flightdentalsystems.com) or by calling (866) 799-0517 in North America or its direct line from anywhere at (905) 799-0517.

globetrotting search for the best and latest components is the LED lighting added this year. "The lights are from the Italian company G.Comm," said Flight President Joseph Hui. "They have a unique patented color temperature adjustment feature that makes them ideal for color matching."

The lights also provide all of the standard benefits of the technology: reduced energy usage, less heat generation and longer bulb lifespan. Beyond the LED lighting from Italy, Flight looks to Denmark for electro mechanical actuators from Linek, considered the developer of the

European standard; and it uses hydraulics from a leading producer in Japan.

Searching the globe for affordable, reliable, state-of-the-art components is appropriate for a company whose product is quickly being embraced by users around the world. Hui and Rimmer said that the strong demand for Flight's chair system has made the company one of the fastest growing dental product companies in North America.

Founded in 2004 in Canada, Flight's chair systems seemed perfectly timed to serve a strong demand from a variety of customers. Its chair systems are in use in major clinics with as many as 50 operatories, in schools and single-practitioner offices.

"We're still a small company," Hui said, "and that enables us to be extremely responsive with our customers. We're constantly improving the systems based on the feedback we get from dental professionals."

AD

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4<sup>TH</sup> ANNUAL DENTAL TRIBUNE STUDY CLUB

# SYMPOSIA AT THE GNYDM

NOVEMBER 27<sup>TH</sup> – 30<sup>TH</sup>, 2011, STARTING AT 10:00 AM DAILY, AISLE 6000, ROOM #3

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For the fourth year in a row, Dental Tribune Study Club hosts its annual C.E. Symposia at the GNYDM, offering four days of focused lectures in various areas of dentistry.

**Find us on the exhibition floor in aisle 6000, in ROOM # 3!**

Each day will feature a variety of presentations on topics, which will be led by experts in that field. Participants will earn one C.E. credit for each lecture they attend, with potential to earn a total of 24 credits! DTSC is the official online education partner of GNYDM.



## SUNDAY, NOVEMBER 27

10:00 - 11:00 DR. HOWARD GLAZER // COURSE NO. 3780  
**GIOMERS: NEW GIANTS OF MI DENTISTRY**

11:15 - 12:15 DR. SHAMSHUDIN KHERANI // COURSE NO. 3790  
**COMPREHENSIVE DENTISTRY USING DIGITAL IMPRESSION TECHNOLOGY**

12:45 - 1:45 DR. RON KAMINER // COURSE NO. 3800  
**MINIMALLY INVASIVE DENTISTRY: TIPS AND TRICKS TO MAXIMIZE SUCCESS**

2:00 - 3:00 DR. LOUIS MALCMACHER // COURSE NO. 3810  
**THE HOTTEST TOPICS IN DENTISTRY**

3:15 - 4:15 DR. BRIAN NOVY // COURSE NO. 3820  
**TECHNOLOGY TO IMPROVE YOUR CARIES MANAGEMENT**

4:30 - 5:30 DR. GEORGE FREEDMAN // COURSE NO. 3830  
**EVOLVING CONSERVATIVE RESTORATIONS**

## TUESDAY, NOVEMBER 29

10:00 - 11:00 DR. GREGORI KURTZMAN // COURSE NO. 5690  
**CORE BUILDUPS, POST & CORES AND UNDERSTANDING FERRUL**

11:15 - 12:15 DR. PAUL GOODMAN // COURSE NO. 5700  
**CAPITALIZE ON THE HIDDEN IMPLANT PRODUCTION IN YOUR PRACTICE**

12:45 - 1:45 DR. GEORGE FREEDMAN AND DR. FAY GOLDSTEP // COURSE NO. 5710  
**THE DIODE LASER: THE ESSENTIAL SOFT TISSUE HANDPIECE**

2:00 - 3:00 DR. SELMA CAMARGO // COURSE NO. 5720  
**LASERS IN ENDODONTICS: CLINICAL APPLICATION FOCUS ON DIFFICULT CASES**

3:15 - 4:15 DR. STANLEY MALAMED AND DR. MIC FALKEL // COURSE NO. 5730  
**LOCAL ANESTHETIC PERFORMANCE; FICTION, FACT AND ADVANCEMENTS (PRECISION BUFFERING)**

4:30 - 5:30 DR. ENRICO DIVITO // COURSE NO. 5730  
**MINIMALLY INVASIVE ENDODONTICS USING PHOTON INDUCED PHOTOACOUSTIC STREAMING (PIPS)**

## MONDAY, NOVEMBER 28

10:00 - 11:00 DR. FAY GOLDSTEP // COURSE NO. 4670  
**WHAT PATIENTS WANT... WHAT DENTISTS WANT: EASY, HEALTHY DENTISTRY!**

11:15 - 12:15 DR. DAMIEN MULVANY // COURSE NO. 4680  
**WHY VIEW YOUR 3D PATIENTS WITH 2D IMAGES? A COMMON SENSE APPROACH TO 3D IMAGING IN THE GENERAL PRACTICE**

12:45 - 1:45 DR. LARRY EMMOTT // COURSE NO. 4690  
**REMEMBER WHEN "E" WAS JUST A LETTER? USE E-SERVICES TO IMPROVE PATIENT CARE AND INCREASE PROFITABILITY**

2:00 - 3:00 DR. GEORGE FREEDMAN AND DR. FAY GOLDSTEP // COURSE NO. 4700  
**DIODE LASERS AND RESTORATIVE DENTISTRY**

3:15 - 4:15 DR. SHAMSHUDIN KHERANI // COURSE NO. 4710  
**LASER DENTISTRY OVERVIEW WITH AN UPDATE ON CLOSED FLAP OSSEOUS**

4:30 - 5:30 DR. MARTY JABLOW // COURSE NO. 4720  
**UNDERSTANDING THE ADVANCES IN SELF-ADHESIVE TECHNOLOGY AND HOW TO INCORPORATE THEM INTO YOUR RESTORATIVE PRACTICE**

## WEDNESDAY, NOVEMBER 30

10:00 - 11:00 DR. IRA LAMSTER // COURSE NO. 6600  
**MANAGEMENT OF THE PATIENT WITH DIABETES MELLITUS: CONSIDERATIONS FOR DENTAL PRACTICE**

11:15 - 12:15 DR. GEORGE FREEDMAN AND DR. MARC GOTTLIEB // COURSE NO. 6610  
**ABC'S OF BONDING CERAMIC CROWNS AND CERAMIC REPAIR**

12:30 - 5:00 **THE 2ND ANNUAL OSSEO UNIVERSITY SUMMIT: REVOLUTIONARY IMPLANT DESIGN UNVEILED; FOLLOWED BY THE LASER SUMMIT** // COURSE NO. 6620 THIS PROGRAM INCLUDES THE FOLLOWING LECTURES:

12:45 - 1:45 DR. RON KAMINER AND DR. ARMIN NEDJAT  
**MINIMALLY INVASIVE IMPLANT DENTISTRY FOR THE GENERAL PRACTITIONER**

1:50 - 2:50 DR. DAVID HOEXTER  
**IMPLANTS AND BISPHOSPHONATES, OSTEONECROSIS, OSTEOPOROSIS AND ESTHETICS**

2:55 - 3:55 DR. ROBERT HOROWITZ  
**OPTIMIZING PERIODONTAL, RESTORATIVE AND IMPLANT THERAPY WITH A 1064 LASER**

4:00 - 5:00 DR. MICHAEL EGAN  
**OVERVIEW OF THE MOST PRACTICAL PROCEDURES PERFORMED BY ERBIUM, 1064 NDIYAG, 1064 DIODE EMPHASIS ON PERIODONTAL PROCEDURES**





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# Let your patients take their new smiles for a test drive

■ The decision to pursue ceramic dental restorations is a major one for most patients. There may be a concern that the results will turn out to be different from what the patient imagined – or perhaps the patient simply cannot picture the vast improvement to appearance that a well-designed dental restoration can create.

Think how much more confident patients would be if they experienced their new smiles before they decided to proceed with the actual restoration process. That experience is now available with PreNew PreView®, an innovative new technology that lets your patients “test-drive” their new smile in person.

Built from a simple study model, PreNew PreView is a smile preview that fits over patients' existing teeth to show them just how great they are going to look. Before PreNew Pre-



• Before and after the PreNew PreView. (Photos/Provided by Jason J. Kim Dental Aesthetics)

View, dentists had to rely on digitally manipulated before-and-after photos.

Today, dentists have PreNew PreView, which can create a realistic image of what a patient's new smile

## Here in New York

For more information, visit the Jason J. Kim Dental Aesthetics Exhibit booth, No. 3714, during the Greater New York Dental Meeting.

over the patient's existing teeth. There's no drilling and no pain. The patient will get to experience a realistic preview of his or her new smile.

This first-hand look boosts the patient's confidence about the dental restoration process and adds certainty to his or her decision to proceed. PreNew PreView is a unique way to intrigue and captivate current and potential clients who may be considering dental restorations, and a marketing tool that provides dentists with an exclusive platform from which to increase revenue.

There will be on-site demonstrations of PreNew PreView at the Jason J. Kim Dental Aesthetics Booth, No. 3714, during the Greater New York Dental Meeting (GNYDM), but availability is limited.

Register now for a free demonstration by visiting Jason J. Kim Dental Aesthetics at [www.jjkda.com](http://www.jjkda.com). Go to the GNYDM registration page and click on the link, “Make Your Reservation.”

will look like once his or her final dental restoration is complete.

The pioneer of this technology is Master Ceramist Jason J. Kim, who is recognized worldwide as a leader in the field of esthetic dental restoration and is the founder of Jason J. Kim Dental Aesthetics.

## How does PreNew PreView work?

PreNew PreView is a simple, two-step process.

- **Step one:** During the patient's first visit to the dentist, a study model is taken, along with two photos (smile with lips and full-facial smile). These are sent to the lab at Jason J. Kim Dental Aesthetics.
- **Step two:** During the second visit, the dentist applies the new look

AD

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2012

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## TPH 3 MICRO MATRIX RESTORATIVE

TPH®3 Micro Matrix Restorative, which blends nanotechnology with proprietary fillers in a clinically proven resin matrix for a composite that combines beauty and durability, is now available in a 50-count bulk refill for shades A1, A2 and A3.

This new package will better accommodate large volume and busy practices.

TPH 3 Micro Matrix restorative provides creamy handling, long working time and surprising sculptability. The proprietary technology allows it to absorb colors from surrounding tooth structure producing restorations that defy detection.

Color reproduction capabilities and enamel like luster provide the ability to create life-like restorations.

For more information, call (800) 532-2855, or visit [www.tph3.com](http://www.tph3.com).



# Trade in and trade up

Now, you don't have to be stuck with a system that isn't working for you

■ Not all dental equipment is created equally. But when dentists realize that – even after they have implemented a system that does not live up to their expectations – often they feel like they just have to learn to live with the mistake they made.

Now, DEXIS gives dentists a chance to trade in their working sensors, even from other companies, and replace them with the DEXIS Platinum, a comfortable single-sensor system that delivers clear, crisp, highly detailed images.

Dr. Jason Barth chose his X-ray system at the time to be compatible with his practice-management system. Although unhappy with the quality of the images and the comfort of the sensor from the outset, he felt that once the choice was made, he was stuck.

When he heard about DEXIS' trade-in program, he jumped at the chance to trade up to DEXIS sensors.

His staff was impressed with the quality construction and image quality of the new sensors, and it was soon evident that patients were very pleased with the comfort.

"They were so comfortable that we were able to throw out our edge pads we had to use with our old sensors," said Dr. Barth.

Soon, the staff was taking a full mouth series in nearly half the time because of the sensor's ergonomic design.

The staff also appreciated the direct USB connection that eliminated the hassles of keeping track of docking stations or card readers.

In addition, "the one-size is so convenient. We don't have to worry about what size to grab," said office team member Erin Burch.

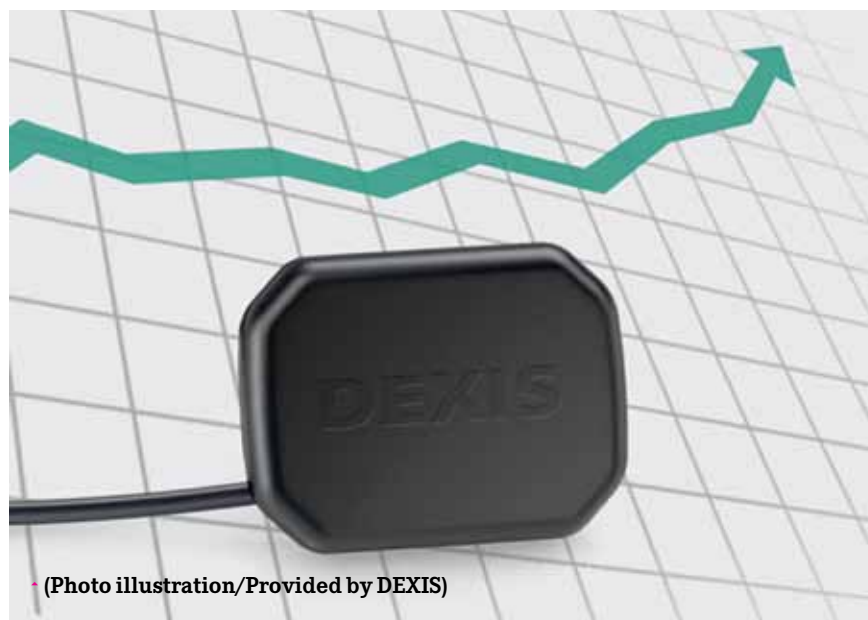
Whether you are a film or sensor user, the DEXIS Platinum system's notable image quality and the DEXIS Trade-In program are two opportunities for you to own and enjoy quality and efficiency in digital X-ray now and for years to come.

**'The one-size is so convenient. We don't have to worry about what size to grab.'**

— Erin Burch, a user of the Platinum sensors

### Here in New York

Please stop at the DEXIS booth, No. 4405, to learn all about the DEXIS Platinum system and the DEXIS Trade-In program.

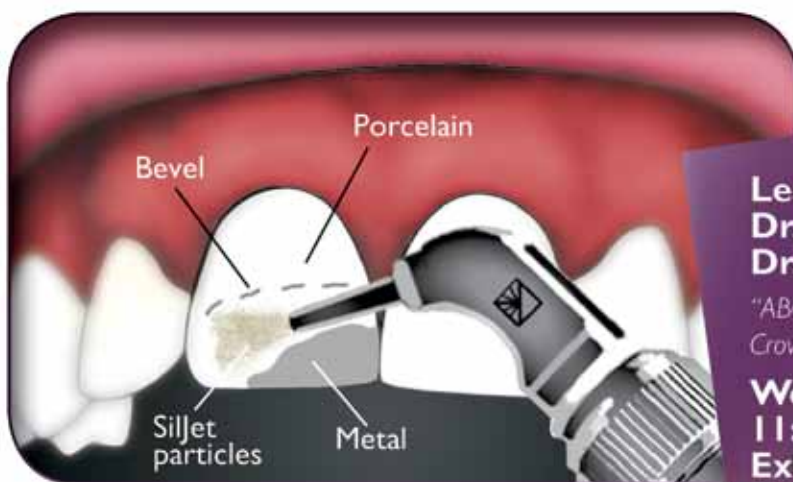


(Photo illustration/Provided by DEXIS)

AD



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One Kit for Initial Placement & Repair



Learn more at Dr. Freedman & Dr. Gottlieb's lecture:  
"ABC's of Bonding Ceramic Crowns and Ceramic Repair"  
**Wed. Nov. 30, 11:15-12:15AM**  
Exhibition floor  
Aisle 6000

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Innovative Design. Reliable Performance



# Guru patient communication suite increases case acceptance

By Fred Michmershuizen  
Dental Tribune

Have you ever tried to explain the pros and cons of bridgework vs. an implant to a patient with a missing tooth, only to be met with a blank stare? Or have a grown man turn pale when you tell him he needs a root canal? What about a young patient who is terrified of that drill in your hand?

If you are like most dentists, you probably encounter situations like these on a daily basis.

Thankfully, there are patient communication tools available to help. Take the all-new Guru 5 patient communication suite, for example. Guru is designed to address these and many other challenges head-on.

To call it “patient education software” would be a disservice, says one of the folks behind Guru 5, Rick Henriksen, president of Reality Engineering. The suite features customizable

## Here in New York

To learn more about Guru, visit [www.thehouseofguru.com](http://www.thehouseofguru.com) or visit them at the Henry Schein booth, No. 1217.

communication tools that can be used in the reception area, in the operatory – or even e-mailed to the patient at home. What sets this program apart, Henriksen said, is that the dentist can integrate the patient’s own images into the educational presentation.

Working with Guru, the dentist can create various types of presentations to facilitate communication, including not only the patient’s own digital images and information but also with the option for 200 original 3-D images and animations. In person, the dentist can stop at any time and answer questions. The clinician can also create personalized presentations and record explanations in his or her own words.



• With Guru, a dentist can integrate his or her patient’s own images into an educational presentation, says Rick Henriksen, pictured on Tuesday afternoon at the Henry Schein booth (No. 1217). (Photo/Fred Michmershuizen, Dental Tribune)

Then, the presentation can be e-mailed to the patient’s home computer, so that family or close friends can share in the oral care decision-making.

Digital workflow can be expanded further by implementing 3-D CBCT imaging, such as i-CAT, and intra-oral scanning and restoration milling, as with E4D – highly useful tools all made possible by digital technology.

For young patients, Guru includes the Brusher Bailey Ed-Venture series – a comprehensive program that is just as much fun as it is educational.

Using a series of entertaining, state-of-the-art animation episodes, online games, matching coloring books and a merchandise package, Brusher Bailey is designed to have kids actually looking forward to going to the dentist.

This makes a big difference in the dental practice, said Jason Mulcahy of Guru.

But perhaps the biggest benefit of all, he says, is the increased case acceptance that dentists who have incorporated Guru into their practices have reported.

“Especially with implant planning, one of the focuses of my practice, the program shows the patient that I am committed to doing this procedure right, with the peace of mind that my equipment is state-of-the-art,” said Justin Moody, DDS, who uses Guru technology in his practice.

“The presentation with Guru is not the ‘canned’ response that they may have seen at another practice. I can start and stop the presentation if the patient wants to ask a question.”

AD

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## Mouthguards aim for gold

### Keystone teams up with the U.S. Olympic Water Polo Team

■ Keystone Industries has teamed up with the U.S. Water Polo Team as its official supplier of mouthguards. The team will wear the new Proform Patriot Mouthguards during its pursuit of gold in the 2012 Summer Olympics.

Pro-form manufactures the only pre-made laminated mouthguard material in the industry. This material has long been considered the leader in custom-made mouthguards. By laminating two layers of soft EVA together, the laminate has excellent tensile strength. All of these features make the Pro-form mouthguard laminate the material of choice for custom-made mouthguards.

Pro-form Mouthguards are designed and form fitted to an athlete’s mouth, making communication in the pool, on the field or on the court easier for everyone.



• The Proform Patriot Mouthguards (Photo/Provided by Keystone Industries)

## Here in New York

For more information, contact Keystone Industries at (800) 333-3131, visit [www.keystoneind.com](http://www.keystoneind.com) or stop by the booth, No. 829.

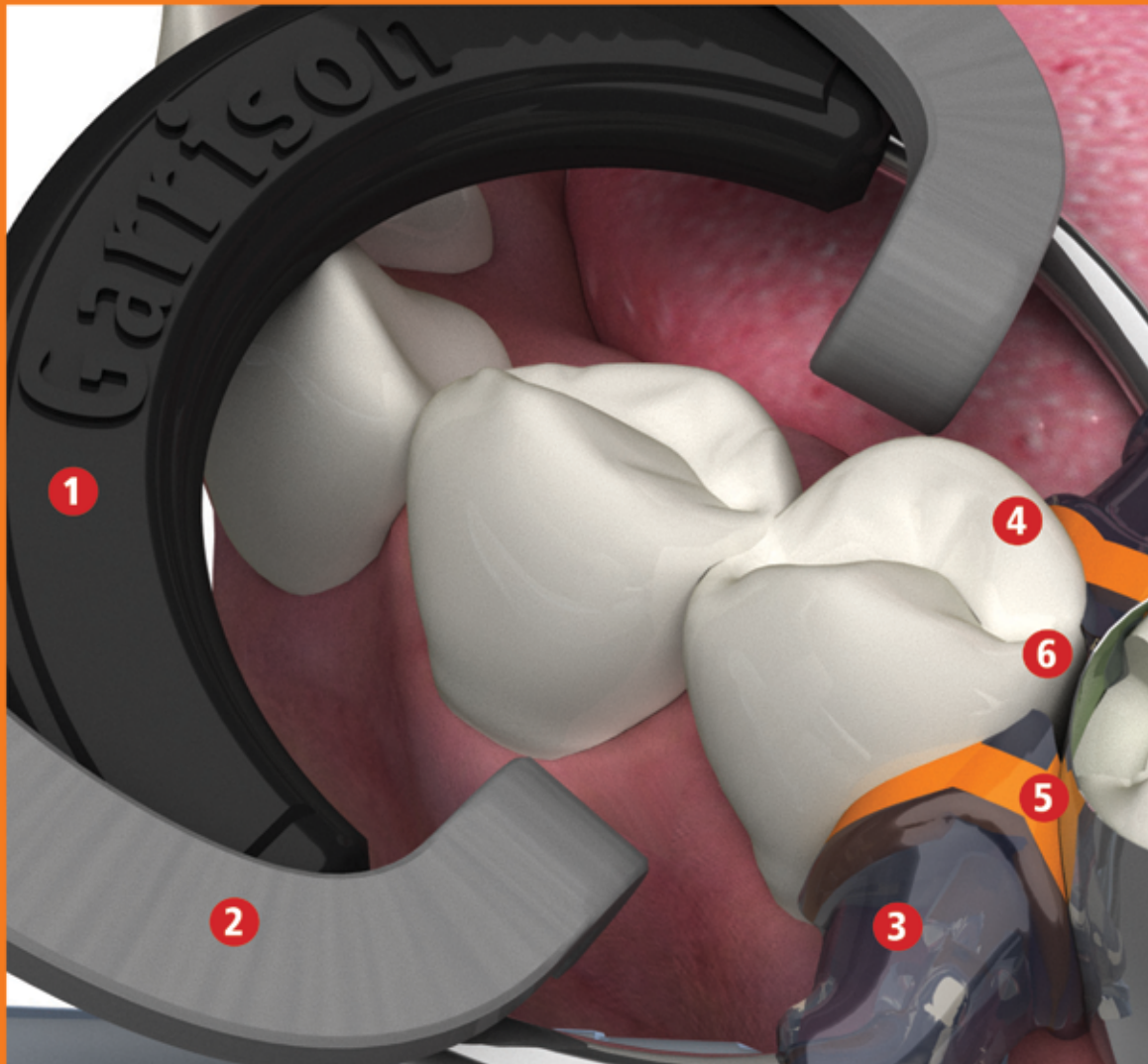
When generic, clunky mouthguards are worn, an athlete’s oxygen intake is restricted. The oxygen supply can be reduced by as much as 25 percent, resulting in reduced performance.



**Tight, Predicable, Virtually Flash-Free Contacts!**

# 3D is now even better!

The orange-tipped 3D ring is now significantly less bulky, lasts much longer and is easier to place. Combined with Slick Bands advanced non-stick matrix bands and the newly improved, easier-to-use Ring Placement Forceps, you can see why — **IT'S TIME TO UPGRADE!!**



- 1 IMPROVED STRENGTH FOR THE LONG HAUL!**  
The NEW redesigned reinforcing overmold enhances ring tension and longevity. It is significantly smaller than the previous version giving you more room to work and the new materials used help the ring last much longer. All 3D system rings are steam autoclave only.
- 2 IMPROVED RING PLACEMENT FORCEPS!**  
The newly improved ring placement forceps provide a more ergonomic grip to open strong rings more easily. Ring placement over molars is easier and the tips lock rings in place for perfect control.
- 3 FAST AND EASY TO PLACE**  
The slotted bottom fits directly over the wedge simplifying placement and allowing for wedge adjustment.
- 4 EASY WIDE EMBRASURES**  
The tips of the new Soft-Face™ 3D-Ring are wider than standard separator rings allowing placement on wider embrasures. (maximum separation, soft orange part of ring.)
- 5 FLASH IS GONE!**  
Three-dimensionally contoured tips with Soft Face™ adaptable silicone hug the matrix band to the tooth. Flash is virtually eliminated greatly reducing finishing time. No other sectional system has Soft Face™ tines.
- 6 MAXIMUM SEPARATION**  
A firm core in the center of each soft, adaptable tip directs the ring's tension interproximally where it is most effective for the separation of teeth.

## Buy 2 Get 1 FREE

Buy two of the \$642 package shown below, Get one FREE.

Composi-Tight 3D™ Trade Show Package contains:

- 3 - Soft-face 3D separator Rings
- 2 - thin tined separator Rings
- 170 - Slick bands
- 400 - WedgeWands®
- Ring placement forceps
- Matrix band forceps
- Multi-Function Composite Instrument

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SH GNYD 11



# Internal flowables get proactive

By Douglas Brown, DDS, FAGD

■ TheraCal™LC is dentistry's first light-cured flowable resin containing the "apatite stimulating" calcium silicates. It is the first of a new proactive class of internal flowables to serve in protecting and revitalizing pulp tissue and will be described by the profession as a RMCS, or resin modified calcium silicate.

Resin modified glass ionomer (RMGI), to date, is the most popular material used for this purpose but is too acidic to be placed directly onto pulps and lacks many of the pulpal-protecting properties that the tooth needs and dentists want. RMCS will be dentistry's "new hero" for this protocol.

Protecting the pulp is the utmost responsibility of the clinician. "Seal to heal" is the goal of effective dentin protection. TheraCal is "apatite at our fingertip," making it ideal for direct and indirect pulp capping and, most importantly, as a pulpal protective liner/base under composites, amalgams and as an interactive flowable when incorporated with crown preparations.

Calcium Silicates (MTA), the active ingredients of TheraCal LC, are backed by many years of research showing their effectiveness. Therefore, TheraCal LC is a natural replacement to calcium hydroxide, glass ionomers, RMGI and IRM/ZOE because of its interactive properties.

Clinically, rapid/effective delivery of calcium for repairing/healing dentin has been observed. The significant calcium release:

- provides reparative ions,
- creates a sustaining alkaline environment required to promote wound healing,
- provides immediate bond and sealing properties, and
- stimulates hydroxyl-apatite and secondary dentin formation within affected tissues.



• Margie Miranda, left, and Ray Hampton of Bisco Dental Products (booth No. 1601).

## Here in New York

For more information on Bisco products, stop by the company's booth, No. 1601.

TheraCal is dispensed directly onto affected moist tissues from a flowable syringe; no mixing, clicking or triturating and it is light curable in 1 mm increments.

The effectiveness of calcium release is not diminished by prior application of bonding agents.

TheraCal LC (RMCS) processes the physical properties required under all placement conditions:

- Relatively insoluble to etching and water as compared to CaOH.
- Significantly greater immediate bond strengths comparing to RMGI and CaOH containing materials.
- Light-cured rapid polymerization set compared to other slow setting MTA materials.

Being an interactive flowable resin onto dentin, TheraCal LC is guaranteed to withstand the physical compressive stresses of occlusion and when placed under amalgams, will be relatively insoluble to penetration.

TheraCal LC has been approved as "apatite stimulating" by the FDA and

is the first of its kind RMCS interactive flowable resin.

TheraCal provides the sustained alkalinity required of healing. It is self-sealing, which aids in antimicrobial activity with initial bonds to dentin to resist accidental air drying removal.

The impressive calcium release has been shown to be crucial to the promotion of apatite formation, dentin bridge formation and to the re-apatite potential of affected dentin and the mechanical sealing of the pulp (without adhesive).

TheraCal LC is apatite at a fingertip! Proven solutions with practical pricing – Bisco, be exceptional!

# Buy a Picasso and get a clinical how-to manual

■ AMD LASERS, a global leader in providing affordable laser technology for dental professionals, continues to add educational solutions that will help new laser dentists from their first day of laser ownership.

This week, the company is offering a free set of clinical step-by-step manuals with the purchase of a Picasso or Picasso Lite.

The manuals are yet another step in AMD LASERS' educational strategy. The company has innovated around multiple learning platforms, including the profession's first iPad app for laser education, the International Center for Laser Education to provide laser certification, the Masters of Laser Dentistry seminar series, online

## Here in New York

Attendees can receive the \$295 three-volume series at no charge with the order of a Picasso or Picasso Lite laser. Current Picasso owners may order the set of manuals for 50 percent off at the AMD LASERS exhibit in booth No. 4431.

video courses through YouTube and other outlets and many other educational platforms.

This fall, the company has partnered with long-time laser educator Dr. Phil Hudson to be the worldwide exclusive distributor of "Diode Laser Soft-Tissue Surgery for General Dentists, Volumes 1-3." The comprehen-



• (Photo/Provided by AMD LASERS)

sive, three-volume set includes more than 700 total pages of step-by-step clinical instructions, photography of each clinical step, appropriate billing codes, insurance narratives and other important information related

to 161 soft-tissue laser procedures spanning 51 FDA approved soft-tissue procedures.

"These manuals offer users of Picasso laser technology an incredible, comprehensive amount of clinical information. We want every office to maximize their usage of Picasso laser technology, and this marks another important milestone in our goal to provide education in a variety of different formats," said Alan Miller, president and founder of AMD LASERS.

Attendees can receive the \$295 three-volume series at no charge with the order of a Picasso or Picasso Lite laser. Current owners may order the set for 50 percent off at the AMD LASERS booth, No. 4431.



# Optimize your practice with Suni3D

■ Dental practitioners play two roles on a daily basis. They are a healer to their patient and a manager to their practice. For many practitioners, passion roots from their desire to relieve human pain, and they are driven to success by the all-important steps taken to manage a flourishing practice.

In today's rapidly changing health-care environment, 3-D imaging is becoming an essential tool for diagnosis and treatment in dental and specialty practices. The Suni3D Cone Beam System blends three technologies into one, providing a multifaceted solution to meet all practitioners' needs.

Suni3D is a state of the art three-in-one system that allows for high-digital panoramic capabilities, cephalometric imaging and anatomically correct 3-D cone-beam imaging.

For dental practitioners wanting to improve diagnostic ability and explore greater treatment options, Suni3D technology replaces what were once suspect diagnoses with clear answers. For your endodontic practice, Suni3D is a good choice for your procedures. Available in a 5x5 cm or 8x5 cm field of view, Suni3D allows you to see more lesions with crystal-clear 3-D image quality, assess anatomic structures quickly



■ Representing Suni Medical Imaging in booth No. 425 are President and CEO Paul Tucker, from left, sales representative Holly Martin and Director of Engineering Uwe Zeller. (Photo/Robert Selleck, Dental Tribune)

and easily and identify root-canal morphology and 3-D anatomy — all with a minimal radiation dosage.

## Here in New York

For more information, stop by the Suni booth, No. 425.

Suni3D is also fits well with your implant practice.

Easily determine bone width and height for accurate placement, identify and mark anatomical elements such as sinuses and the mandibular canal and receive detailed information to place your implants safely and correctly.

For a manager who seeks a fruitful practice, Suni3D technology provides gains from increased patient satisfaction and a boost in overall efficiency, which leads to a higher patient turnover.

Suni3D's state-of-the-art imaging sensors eliminate time wasted manipulating images, clearing up time in the dentist's day to see more patients.

Finally, incorporating Suni3D technology is an invest in yourself and your practice. The "American Recovery and Reinvestment Act" of 2009 encourages businesses with incentives to purchase next generation equipment

like 3-D sensor technology.

Section 179 of the IRS tax code "allows businesses to deduct the full purchase price of qualifying equipment purchased or financed during the tax year.

That means that if you buy a piece of qualifying equipment, you can deduct the full purchase price from your gross income." (Check out [www.section179.org](http://www.section179.org) for more information). Value leader Suni Medical Imaging offers competitive rates that bring affordability to digital imaging products.

Recent pressures to raise the standards of dentistry have forced the industry to move forward into a new generation. 3-D medical imaging is to the dental industry what hybrid technology is to the auto industry. Many dentists have wasted no time in showing some "teeth" and making the move to reinvent their practices.

Suni3D customers have shown great improvements in patient care with their new imaging capabilities. Suni's 3-D imaging equipment brings value in quality and price, and it comes bundled with user-friendly software, making it easy to adopt.

(Source: Suni 3-D)

## Taub launches new products

■ George Taub Products is a third-generation, family-owned company that has been in the forefront of making unique dental lab and operator products since 1951. While many companies and products come and go, Taub products have remained in demand because of quality, price and uniqueness.

Taub, known for its Minute Stain temporary acrylic staining kits, Fusion 2-Part silane primer and hydroxyline cavity liners, has launched new or refreshed product lines in the dental operator market.

The De-Tak instrument non-stick liquid is formulated to eliminate the tackiness between dental instruments and light-cured and chemical-cured (paste-paste) composites, micro-fill and hybrid resins.

Placement and contouring are now easier. The composite resin will not stick to the instrument, be it metal or plastic, or pull away from its desired shape. Frustrations are eliminated. Visit booth No. 2708 for a free sample.

Perfectone Molds Co., a division of George Taub Products, has launched a brand new website to showcase its full product line with product descriptions, uses and instructions and high-resolution imagery. Perfectone offers provisionalization molds for making single-tooth and full roundhouse arch designs in acrylic resins.

Dentists and labs can use Taub

## Here in New York

Stop by the newly designed George Taub Products booth No. 2708 at the GNYDM and ask for Larry or Jordan.

Minute Stains to give these provisionals a lifelike look, with just a few brush strokes of color and glaze overcoat. These stains dry in seconds, making application quick and easy. Perfectone also offers molds for making wax pontics. Visit the website to see the products at [www.perfectonemolds.com](http://www.perfectonemolds.com).

Trident Dental Instruments, the newest acquisition to George Taub Products, specializes in high-end, satin-finished and serrated surgical and dental forceps, scissors, extractors, rongeurs, dressing and tissue forceps, root elevators, crown and bridge placer/remover (CPR), mouth props and more. The company is always adding more instruments to the line. Stop by its booth (No. 2708) to view a sampling of these instruments.

You can view George Taub Products website at [www.taubdental.com](http://www.taubdental.com) and download a catalog of the whole Taub products list and/or MSDS. The company is continually adding products to the website, so if you don't see the product you are interested in, contact (800) 828-2634 or [sales@taubdental.com](mailto:sales@taubdental.com) for more product information.

AD

SIDEX 2012  
Seoul International  
Dental Exhibition  
& Scientific Congress

COEX SEOUL  
JUNE 22-24, 2012  
[www.sidex.or.kr](http://www.sidex.or.kr)



# Back up with PattLock

■ PattLock is an online backup service from Patterson Dental that protects and secures patient and practice information. Compatible with all files types and all practice management software systems, including Eaglesoft Practice Management Software, PattLock is an affordable and user-friendly addition to any existing backup solution.

PattLock uses an Internet connection to transmit data and store it in a safe location where it can be retrieved with just a few mouse clicks. This technology provides an array of notable features, including:

- Customizable scheduling for exactly when and how often data is backed up.
- Data restoration in the same format as it was originally saved.
- Backup verification to confirm that all data was successfully transferred.
- Access to Patterson Dental's legendary technical support if issues arise.

PattLock uses the highest level of security to protect your data, ensuring that only you and your staff have access to it. Data is secured by username and password, allowing dental professionals to control exactly who has access to files and accounts. In addition, a secure level of data encryption ensures no one will be able to view your data when it is on the PattLock servers.

"Creating a secure system for back-



■ Melissa Ziegler of Patterson Dental Supply (booth No. 3801) says PattLock online backup keeps your data secure. (Photo/Fred Michmershuizen, Dental Tribune)

ing up computer data was a natural fit for Patterson Dental," said Jana Berghoff, corporate technology marketing manager.

"At Patterson, we are committed to supporting the dental community by providing the most innovative technology on the market. PattLock is a perfect extension of this commitment and to the Patterson Technology Suite as it brings another dependable service to dental practices everywhere."

PattLock offers dental profession-

als the same dependability and ease of use they have come to expect from Patterson Dental, and because PattLock is also powered by DataHEALTH, a fully accredited URAC HIPAA Security Business Associate, you can rest assured that all appropriate steps are being taken to safeguard your protected health information.

Data storage equipment is housed in centers with high-tech security measures, fire suppression and climate control. As an added precaution,

## Here in New York

For more information, call (800) 294-8504, visit [www.PattLock.com](http://www.PattLock.com) or stop by the Patterson booth (No. 3801) and ask about PattLock.

data is also backed up to a second storage center. With numerous security steps in place, PattLock allows dental practices to be at ease about the safety and security of their files for only a low monthly fee.

# Intensive hands-on surgery courses for professionals and newcomers

■ Since 2003, the Trinon Collegium Practicum has assisted more than 2,000 surgeons in placing more than 40,000 implants in practical courses, helping them to develop their practical skills.

The courses are conducted by experienced international surgeons, providing implantology newcomers with advice and assistance in inserting 30 implants in five days. Professionals can expect to conduct difficult operations ranging from sinus elevations to highly complicated grafting cases with assistance from internationally recognized surgeons.

The one-week hands-on course gives the opportunity to collect practical experience in implantology, pre-implantological treatment and extremely complicated cases under supervision of a team of highly skilled tutors.

## Here in New York

For more information, visit [www.implantologycourses.com](http://www.implantologycourses.com), call (877)-705-1002, e-mail [info@optimumsolutiongroup.com](mailto:info@optimumsolutiongroup.com) or stop by the Trinon Collegium Practicum booth, No. 713, in the German pavilion.

The courses are based on collaboration between the Trinon Collegium Practicum and established university clinics in the Dominican Republic, Cambodia and Laos.

The first Q-Implant Marathon in Cuba was born from an idea to give surgeons the opportunity to quickly gain in-depth experience in implantology by directly working with the patient.

In addition, there was a common understanding that practical educa-

tional seminars for surgeons were not being offered, and this resulted in a lack of experience and a hesitation while inserting implants.

## Course curriculums

- *Beginner course:* You will gain basic practical experience in implantology by placing 30 implants while acting as the main surgeon, under the supervision of the teacher. Furthermore, you will participate in approximately 60 operations by assisting other colleagues in the group. You will receive an introduction to the basics of bone augmentation and reconstruction, and you can take part in training for prosthetic treatment.
- *Advanced I course:* You will expand on your practical experience by learning different implan-

tation techniques and practice insertion in difficult cases. You will make the following operations: sinus-lift while acting as the main surgeon and assistant, bone augmentation and management of complications.

- *Advanced II course:* You will expand on your practical experience by treating extreme implantological cases. You will also participate in big sinus-lift operations with autologous bone, learn bone-harvesting techniques and onlay plastic/titanium mesh applications.

## Classes

Classes are scheduled for the following dates in 2012:

- Feb. 13-17
- May 14-18
- Sept. 17-21
- Nov. 26-30



# Orthopantomograph® OP300

READY!  
FOR 3D

VISIT BOOTH #2208 TO  
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## DESIGNED TO FIT YOUR NEEDS!

- **MULTILAYER PANORAMIC:** provides 5 panoramic layers in one scan.
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- **UPGRADEABLE TO 3D AND/OR CEPHALOMETRIC:** Easily upgradable to add 3D imaging and/or cephalometric imaging.



### Multilayer pan

The multilayer panoramic option provides five panoramic images with only one scan.

Imaging solutions for professionals.



Meeting *from page 1*

Buyer Program mean the exhibit hall's offerings are available to all, no matter what country one hails from.

On the exhibit hall floor itself, there are plenty of new and exciting products and services to check out here at GNYDM. Here are just a few:

- The C-Mor, a new, ultra-bright mouth mirror available from Essential Dental Systems (EDS), is designed to make performing all aspects of dentistry easier. According to Victoria Reina, the C-Mor incorporates a special, high-tech process that gives the practitioner the highest reflectance, light and definition available. Stop by EDS at booth No. 2003 to check it out.
- Hygienists will want to check out quick-onset topical anesthetic gel, available from the Kolorz division of DMG America (booth No. 819), which provides fast pain relief for periodontal curettage and other procedures. Barry Larsen of Kolorz says the gel has a 20 percent benzocaine formula but leaves no bitter aftertaste. Five flavors are available: triple mint, cherry cheesecake, cotton candy, blue raspberry and piña colada.
- Also for hygienists is a new line of hand instruments by Hu-Friedy Mfg. Co. (booth No. 1401). According to Theresa Biernat, the new Resin 8 Colors instruments are lightweight and color-coded for easy identification in the operatory. They feature EverEdge technology, which offers long-lasting cutting edges.
- Easy Endo (booth No. 520) is introducing ProSmart, a universal root canal obturation system. According to Sandy Weisz, ProSmart is a simple, self-sealing point-and-paste system that uses polymers that absorb water and expand laterally into the root canal.
- Also new for endodontists is the DTC Digital Torque Motor, available from SybronEndo (booth No. 4028). According to Stuart Cutler, the motor features a simplified interface that expresses torque in actual gram centimeter units instead of percentages.
- For patients who use dentures, retainers or other removable appliances, there's the Dental Vault dental appliance storage container. According to Gavin Rein, the container is designed to look like a



• The PerioPatch, available from the PeriZone division of MIS Implants Technologies, is on view in the new products display on the exhibit hall floor. (Photos/Fred Michmershuizen, Dental Tribune)



• Theresa Biernat of Hu-Friedy Mfg. Co. (booth No. 1401) with the new Resin 8 Colors instruments.

candle. Stop by booth No. 3612 to see for yourself.

The exhibit hall is open today until 5 p.m., so you still have time to explore these and many other new products!



• Barry Larsen of the Kolorz division of DMG America (booth No. 819).

## Take impressions like they're guided by GPS technology

**Hint: They are guided by GPS technology**

■ DMG America introduces new Honigum Pro with GPSTechnology, the only impression material with Directional Intelligence™. This proprietary formulation is engineered to find its way into tiny crevices and hard-to-reach areas in the mouth, providing for impressions of unmatched accuracy.

### Here in New York

For more information and a complete list of DMG America product offerings, please visit [www.dmg-america.com](http://www.dmg-america.com), call (800) 662-6383 or stop by the booth, No. 819/1807.

"New Honigum Pro is the first impression material with the extraordinary ability to change its flow char-

acteristics when placed under pressure," said Tim Haberstumpf, DMG America's director of marketing. "In short, Honigum Pro goes where you put it, flows where you need it and comes off intact when you remove it. The result is an incredibly crisp, accurate and detailed impression."

Honigum Pro's Flexible Working Time provides the clinician greater control prior to insertion in the mouth. Once in the mouth, the extreme

hydrophilicity and rapid snap-set help to reduce voids, impression errors and micro-movement distortions. Plus the subtle honey aroma makes for a more patient-friendly procedure without causing over-salivation.

"We're truly excited to have dental professionals put the new formulation to the test," Haberstumpf said. "If impression quality matters to you, then you owe it to yourself to try Honigum Pro."





PattLock  
a Patterson Technology



# Protect Your Data with PattLock

PattLock, Patterson Dental's online backup service, is a great addition to your existing backup solution! Using an Internet connection, PattLock securely transmits your data and stores it in a safe location, where it can be retrieved with just a few mouse clicks.

PattLock is compatible with all practice management software solutions and file types.

## With PattLock, your practice can:

- Schedule when and how often to back up your data
- Restore lost data, in the same format in which it was saved
- Verify that your data has been successfully backed up
- Rely on Patterson Dental's legendary technical support, if issues arise





# ANNUAL DENTAL TRIBUNE STUDY CLUB SYMPOSIA AT THE GNYDM

WEDNESDAY  
**NOVEMBER 30**

**FULL DAY C.E. SCHEDULE**

YOU CAN FIND US IN AISLE 6000, ROOM #3.

**5**  
**FANTASTIC PRIZES**  
each day

**10:00 - 11:00** DR. IRA LAMSTER // COURSE NO. 6600

**MANAGEMENT OF THE PATIENT WITH DIABETES MELLITUS: CONSIDERATIONS FOR YOUR DENTAL PRACTICE**

**11:15 - 12:15** DR. G. FREEDMAN & DR. M. GOTTLIEB // COURSE NO. 6610

**ABC'S OF BONDING CERAMIC CROWNS AND CERAMIC REPAIR**

**12:30 - 5:00** MODERATION BY DR. S. CAMARGO // COURSE NO. 6620

**THE 2ND ANNUAL OSSEO UNIVERSITY SUMMIT: IN COMBINATION WITH THE LASER DENTISTRY SUMMIT** *PROGRAM INCLUDES THE FOLLOWING:*

**12:45 - 1:45** DR. R. KAMINER  
& DR. A. NEDJAT

**MINIMALLY INVASIVE IMPLANT DENTISTRY FOR THE GENERAL PRACTITIONER**

**2:55 - 3:55** DR. R. HOROWITZ

**OPTIMIZING PERIODONTAL, RESTORATIVE AND IMPLANT THERAPY WITH A 1064 LASER**

**1:50-2:50** DR. DAVID HOXTER

**INNOVATIVE AND NEW INSTRUMENTS TO PRESERVE BONE DURING EXTRACTIONS**

**4:00 - 5:00** DR. MICHAEL EGAN

**OVERVIEW OF THE MOST PRACTICAL PROCEDURES PERFORMED BY ERBIUM, 1064 NDIYAG, 1064 DIODE EMPHASIS ON PERIODONTAL PROCEDURES**

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