

today



Study implantology with the best
Attend the Osseo University Summit on Dec. 1 and talk with world-renowned masters about anything and everything implant.

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Give your hands some love
With all the repetitive washing and drying your hands go through on a daily basis, they could use some relief. We may have found a solution.

»page 14



Tips for the road
Before you pack your bags for New York, you'll want to make sure you're fully prepared. Our handy guide has all the information you need to know before you go.

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Dental Tribune Study Club Symposia returns for third year

From ortho to endo, there's something for everyone each day of the show

■ For the third year, Dental Tribune is partnering with the organizers of the Greater New York Dental Meeting to

offer four days of symposia in various areas of dentistry.

Each day will feature five individual one-hour lectures led by experts in the field. The final day will feature the Osseo University Summit, a program dedicated to implantologists.

»see DTSC, page 8



■ Expect registration to be packed at this year's Greater New York Dental Meeting, so you might want to get there early. (Photos/ Provided by GNYDM)

Get ready

The 2010 Greater New York Dental Meeting is about to open for business

■ Prepare yourself for the largest and most comprehensive dental meeting in the United States. In just a few powerful days, you will have access to all

the latest technologies, resources and education you will need to keep your dental practice current, competitive and rock solid.

Now more than ever, it is critical to be a part of one of dentistry's most prestigious events. Avoid paying a \$30 fee by pre-registering for free by

»see READY, page 4

AD

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DTSC presents the first Osseo University Summit

■ On Wednesday, Dec. 1, join Dental Tribune and the Dental Tribune Study Club to learn about implant-driven dentistry from a true collection of masters, carefully selected from across the globe.

Dr. Kenneth Serota, the founder of www.OsseoUniversity.com, helped design the Osseo University Summit for dentists who are interested in better preparing themselves to determine which treatment option is most appropriate for each individual implant patient.

The summit promises to benefit dentists seeking C.E. by offering great relevance to their daily work while letting them learn from a world-class, experienced faculty.

The program, which is moderated by Dr. Benedict Bachstein, offers you a collection of the hottest topics in implantology today.

Course No. 1: 12:45–1:30 p.m.

“Utilizing Patient Specific Abutments to Achieve Exceptional Results” with Dr. Ethan Pansick, United States

This course will describe the indications and contra-indications of the different types of implant abutments available for use today.

Course No. 2: 1:35–2:20 p.m.

“Microscopic Management of Alveolar Bone Defects in Fresh Socket Implants” with Dr. Enrique Merino, Spain

For both inexperienced and advanced clinicians, all possible treatment options in fresh socket implants under the microscope are presented in detail.



• Dr. Ethan Pansick

Course No. 3: 2:25–3:05 p.m.

“Implants and Bisphosphonates, Osteonecrosis, Osteoporosis, Esthetics” with Dr. David Hoexter, United States

This lecture presents bone grafts, sinus lifts and implants in patients taking oral bisphosphonates, leading to restoring vertical dimension as well as the creation of a bright youthful esthetic smile.

Course No. 4: 3:10–3:55 p.m.

“Contemporary Concepts in Tooth Replacement: Paradigm Shift” with Dr. Dwayne Karateew, Canada

This multimedia presentation, which incorporates video, animations, computerized graphics and clinical images, will help broaden the understanding in the philosophy and science behind the new and excit-



• Dr. Benedict Bachstein

Attend this course

Further program details can be found under www.DTStudyClub.com/gnydm. Please register for free under www.GNYDM.com with course No. 6080 and earn four C.E. credits.

ing horizons currently being investigated.

Course No. 5: 4–4:45 p.m.

“Balancing the Art, Science and Business of Dentistry” with Dr. Jeffery Hoos, United States

The challenge for the dentist is provide for the patient a functional, comfortable prosthesis. This lecture will explain how we can take this challenge and make it a positive and productive experience.

Help celebrate DVI clinic's 30th anniversary at Nov. 28 gala

■ The American Friends of Dental Volunteers for Israel (DVI) will host an international gala dinner and celebration Nov. 28 at the Museum of Jewish Heritage in New York City.

The event, which begins at 6 p.m., will celebrate the 30th anniversary of the DVI Trudi Berger Dental Clinic.

Stan Bergman, CEO of Henry Schein Inc.; Dr. Amid Ismail, dean of the Maurice H. Kornberg School of Dentistry at Temple University; Sen. Joseph Lieberman (I-Conn.); Dr. Gordon Christensen; and Dr. D. Walter Cohen are serving as honorary chairmen.

They will be on hand as the American Friends of DVI honors Dr. Alan Helfer, American Friends of DVI president; Steve Kess, vice president, glo-

bal professional relations for Henry Schein; and Ran Tuttnauer, CEO of Tuttnauer and DVI board member; for their dedication and support to the mission of bringing free dental care to indigent children in Jerusalem of every race, religion and ethnicity.

For more information on the event or to register, visit the organization's website at www.americanfriendsofdvi.org. Complimentary bus transportation will be provided from the Jacob K. Javitz Convention Center.

About DVI

Dental Volunteers for Israel was founded by Trudi Birger in 1980. A survivor of the Holocaust, Birger devoted her life to preventing the

suffering of children. Through her efforts over the past three decades, thousands of underprivileged children have received needed dental treatment. In September 2003, the clinic was renamed the Trudi Birger Dental Clinic in her memory.

DVI operates the only free dental clinic of its kind in the Middle East. It looks after the needs of Jerusalem's poor children, regardless of their religious and cultural backgrounds. It is staffed by dedicated volunteer doctors from around the world in addition to the general director, Dr. Roy Petel, who is a full-time pedodontist. In 2009, President Shimon Peres awarded DVI the President's Award for Volunteerism.

today About
the Publisher

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Ready *from page 1

Thursday, Nov. 25.

With an accessible location, the Greater New York Dental Meeting (GNYDM) kicks off its 86th annual event at the Jacob K. Javits Convention Center in New York City on Nov. 26. In addition to the meeting, which lasts until Dec. 1, attendees can also enjoy highly acclaimed museums, Broadway theaters, restaurants, historical sites and stores lavishly decorated for the holidays.

The exhibit floor and the diverse continuing education programs are the centerpiece of this annual expansive meeting. Organizers coordinate more than 300 full- and half-day seminars, essays and hands-on workshops.

Among the specialty programs are topics including orthodontics, endodontics, cosmetic dentistry, pediatric dentistry and implant dentistry.

Celebrity luncheon

Join the GNYDM at Monday's celebrity luncheon with featured speaker, an American culture icon, Joan Rivers. As a comedian, TV host and CEO, Rivers is also a bestselling author, Emmy award-winning talk show host, Tony-nominated actress, *Celebrity Apprentice* winner, writer, director and savvy businesswoman.

The celebrity luncheon is also a way for the GNYDM to honor outstanding leaders of the dental profession. It is an opportunity to say "thank you" for the commitment they have made to further the welfare of the public. Attending the celebrity luncheon and seated honorably on the dais will be more than 70 presidents and dignitaries from around the world.

USDOC International Buyer Program

The GNYDM is once again part of the U.S. Department of Commerce (USDOC) International Buyer Program. All exhibitors are eligible to participate in this program, which has enhanced exhibitors' marketing and export business opportunities.

The program offers exhibitors the opportunity to meet many worldwide senior level volume buyers, a free listing in the Export Interest Directory, export counseling by government specialists and additional benefits.

On Monday from 11 a.m. to 12:30 p.m., the GNYDM and the U.S. Department of Commerce will present an export seminar to help worldwide sales opportunities.

Exhibit hall

As a global dental convention, the GNYDM designs its enormous exhibition from the perspective of its visitors and continues to invest in programs to benefit its exhibitors.

Throughout the year, the GNYDM has visited and/or had exhibit booth space in 15 domestic and 10 international dental meetings.

It is part of the GNYDM's strategic plan to find opportunities for international exporting of products, not only at November's meeting but throughout the year. It is also a way to



• Above: A boy practices his brushing skills during the 2009 Greater New York Smiles.

• Left: A woman receives an injection during a 2009 Botox/dermal filler session.

collaborate new ideas for enhancing and expanding the exhibit floor.

This year, there will be more than 1,500 booths representing more than 500 exhibiting companies. Smart buyers are looking for a maximum return on investment when they shop for cutting-edge equipment and innovative products. There are extensive tax advantages for making your purchases in 2010.

Two live dentistry arenas

The GNYDM offers two modern and high-tech, free, live dentistry arenas daily from Sunday through Wednesday. The interactive live program features clinicians performing dental procedures on real patients from a stage before 300 attendees on either side of the exhibit floor.

Topics include orthodontics, esthetics, endodontics, pediatrics, implants, oral surgery, lasers and a hygiene program. Arrive early as seating is limited to 300 in each arena.

Educational programs

Value, high-end exemplary programs, world-class clinicians, upscale programs and top-of-the-line innovations place the GNYDM at the head of its class in education.

Seminars begin with Dr. Ross Nash on Friday at 9 a.m. in the Westside Ballroom at the Marriott Marquis Hotel. More than 300 seminars, workshops and essays are available from Friday through Wednesday. Educational courses are filling quickly, so register now for special discounted courses, offered only on Wednesday.

Botox/dysport and dermal fillers

Cosmetic dentistry is on the up-and-up, gaining publicity across the

nation and the globe. Drs. Bruce G. Freund and Zev Schulhof are co-founders of the American Academy of Facial Cosmetics and will be presenting two full days of Botox/dysport on Monday and Wednesday with two full days of dermal fillers on Sunday and Tuesday.

Participants will learn to use Botox/dysport facial injectables for facial therapeutic and esthetic treatments as well as learn to improve the appearance of the skeletal profile and lips to match the smile and dental esthetics of the individual patient. Speakers will teach attendees about the most frequently used and highest rated types of facial fillers including Restylane, Perlane, Juvéderm and Radiesse.

Attendees are welcome to bring their own patients or they may treat volunteer patients at the GNYDM.

Greater New York Smiles

The Greater New York Smiles Children's Program invites New York City public school students from all five boroughs to attend this oral health program from Monday-Wednesday. More than 1,500 third- and fourth-grade students will be taught how to effectively brush their teeth.

The program is sponsored in part by Colgate Palmolive Company, the United Federation of Teachers and DentaQuest.

Along with the help and dedication of the coordinators and volunteers from New York University, Hostos Community College and New York City College of Technology, the children learn about proper nutrition and eating habits that lead to a happy and healthy smile.

During this field trip, the students

will have the opportunity to visit different "stations," consisting of an educational film, an exhibit on nutrition, a "How to Brush" instructional demonstration and Colgate's "Bright Smiles, Bright Futures Van" where those students who are granted parental permission will have their teeth screened by a dentist.

Other volunteers are from the Dental Hygienists' Association of the City of New York and the New Jersey Dental Hygienists' Association.

25th anniversary General Practice Residency Fair

The General Practice Residency Fair provides dental students an opportunity to gather information regarding general practice residency and advanced education in general dentistry programs in an informal atmosphere. The 25th annual fair is on Sunday from 9:30 a.m.-noon. Admission is free.

Luncheon and Learning Program

Tuesday's Luncheon and Learning is a free program that includes a complimentary lunch ticket.

The panel will discuss how dental technology can help to maintain a patient's physical health and possibly help reduce the risk of cardiac disease. Sponsors of the program are ChaseHealthAdvance, Electro Medical Systems, Hiossen, Sirona and Captek. Pick up your free tickets at any of their booths on Sunday, Monday and Tuesday.

Invisalign

The Greater New York Dental Meeting is partnering for the third year with Align Technology to offer the Invisalign Expo. These educational courses extend for four full days, beginning on Sunday and lasting through Wednesday.

Taught by the most seasoned team of Invisalign specialists, dental professionals will learn the logistics of tooth alignment and other abnormalities. Invisalign Clear Essentials I is scheduled on Sunday and Tuesday. Attendees can also complete Clear Essentials II on Monday or Wednesday.

Endodontics

The endodontic program begins on Saturday with essays discussing research and ideas on pain control and irrigation as well as the most important developments in the field of endodontics today.

Seminars, workshops and live demonstrations include topics on rotary instrumentation, resin-bonded obturation, endodontic techniques and new bioceramic technology.

The New York State Association of Endodontists program, on Wednesday, welcomes all professional attendees to this specialty program.

Implant dentistry

Educational courses in implant dentistry are offered all day from Saturday through Wednesday. Speakers in workshops, seminars and essays

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• The exhibit hall will be open this year from Sunday through Wednesday.

Ready **from page 1*

will discuss topics including surgery, restoration and partially edentulous implants.

In addition, attendees will have a chance to visit the live patient demonstrations in implant dentistry, offered each day from Sunday to Wednesday.

Orthodontic programs

A diverse selection of orthodontic programs is offered from Sunday through Wednesday. At this exclusive series, attendees will learn from world-class clinicians about continuing and upcoming treatments and technologies in orthodontics.

The New York State Academy of General Dentistry Mastership workshop program in orthodontics is on Sunday. Drs. Elliott Moskowitz and

At the GNYDM

For more information on any of these topics, visit www.gnydm.com.

Laurance Jerrold will host "Orthodontic Essentials for the General Practitioner: Learn It Today, Do It Tomorrow." This hands-on, full-day workshop focuses on the practical utilization of various removable and fixed orthodontic appliances within a general or pediatric dental practice.

Various speakers from New York University's College of Dentistry and Orthodontic Alumni Association on Tuesday and Wednesday will present a selection of innovative anchorage applications and auxiliaries for various malocclusions. At this event, attendees will become acquainted with a multitude of multi-tasking options including mini-screws and the application of pure skeletal anchorage for molar distalization.

A unique live demonstration of orthodontic temporary anchorage devices (TADs) will be among the broad range of orthodontic programs. On Wednesday, Drs. Bowman and Jonathan T. Perry will present a live demonstration of the placement and activation of TADs. This program will include the benefits of incorporating the use of TADs and implants into traditional orthodontic treatment modalities.

Pediatrics program

Martha Ann Keels will present a full-day seminar on Saturday. Attendees will learn the latest on caries risk assessment, current recommendations regarding all modalities of fluoride use and other preventive techniques reviewed with the use of photography. In the afternoon, the focus is on three areas: eruption problems, dental acid erosion and trauma management.

Recently, new ways of assessing and dealing with dental caries as an infectious disease have been proposed and new technological developments will do more to change the way clinicians practice than ever before. Joel Berg's half-day seminar on caries management for children provides attendees with the most up-to-date information regarding emerging technologies in caries detection and risk assessment in children.

Nowadays, parents demand the restorations of their children's teeth to be not only functional but esthetically advanced. Glass ionomers, resinomers, composites and various types of crowns are illustrated on children and adolescents at Dr. Fred Margolis's workshop on Tuesday. Attendees will learn to integrate both function and esthetics to maximize a complete pediatric restoration.

Early childhood caries (ECC) is the most common chronic disease of early childhood. Multiple essays in pediatric dentistry will explore this major issue on Sunday from 9:45 a.m.-12:45 p.m.

Plan now and don't miss out on the many pediatric courses offered at the GNYDM.

AD



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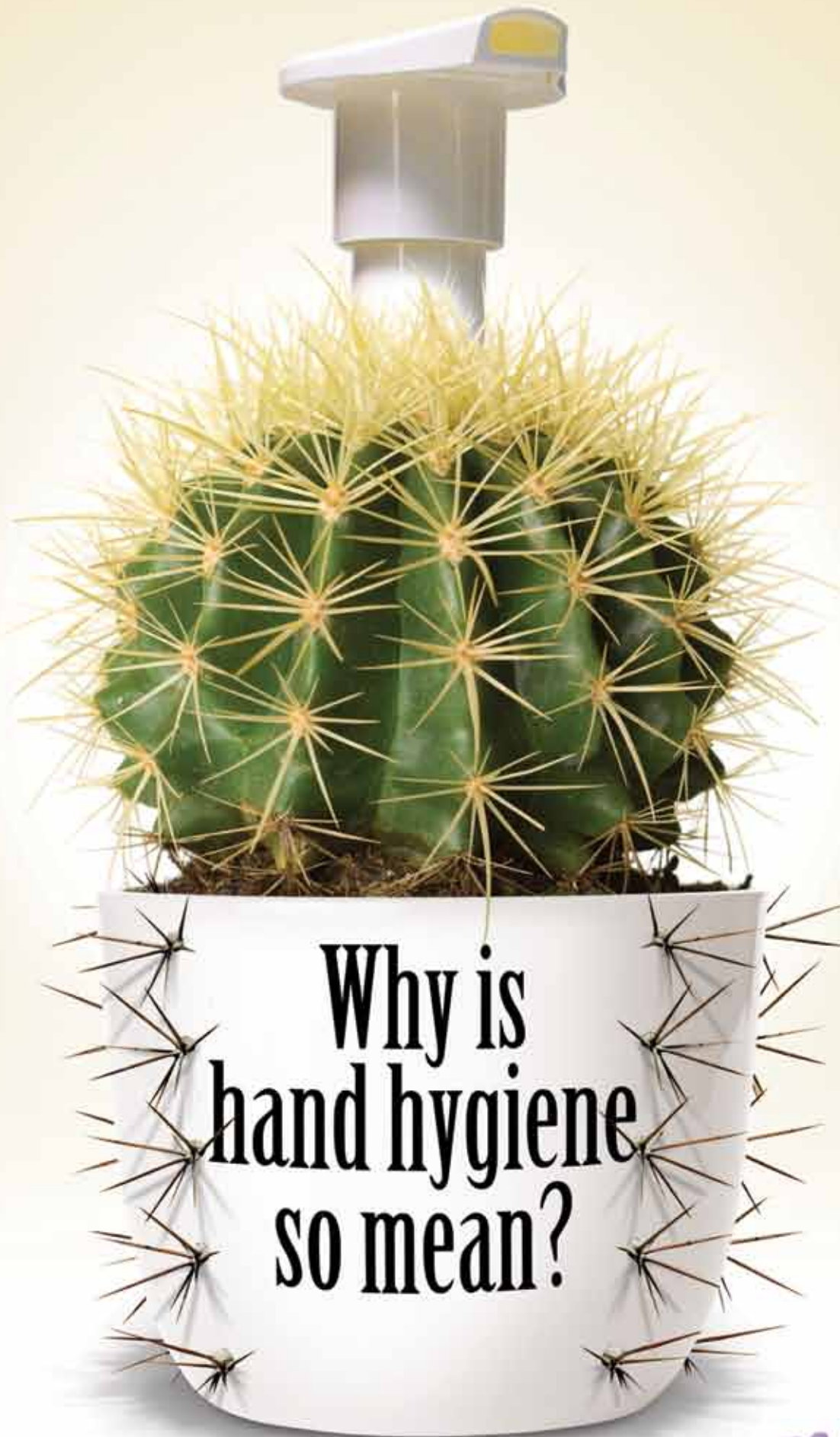
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DTSC *from page 1

Participants in all of the sessions not only earn C.E. credits but also gain an invaluable opportunity to learn diverse aspects of dentistry and how to integrate a variety of treatment options into their practice.

The speakers have been carefully selected and are nationally and internationally renowned for their influence in enhancing dental education through extensive clinical experiences and diverse backgrounds.

The program will take place on the exhibition floor in Aisle 6000, Room No. 3 and will feature the following agenda:

Sunday, Nov. 28

- 10-11 a.m.: “Beautiful: Go with the FLOW” with Dr. Howard Glazer
- 11:20 a.m.-12:20 p.m.: “Light Cured Adhesive Dentistry – Science and Substance” with Dr. John Flucke
- 12:50-1:10 p.m.: “Exciting New Tools for Superb Impressions” with Dr. Marc Gottlieb
- 1:20-2:20 p.m.: “A Simplified Approach to Multi-Layer Direct Composite Bonding” with Dr. Martin Goldstein
- 2:40-3:40 p.m.: “Digital Impressions: Are They For Me?” with Dr. Richard Rosenblatt
- 4-5 p.m.: “Total Facial Esthetics for Every Dental Practice” with Dr. Louis Malcmacher

Monday, Nov. 29

- 10-11 a.m.: “Eco-Friendly Infection Control – Understanding the Balance” with Noel Brandon-Kelsch
- 11:20 a.m.-12:20 p.m.: “Incorporating New Advances in Dental Materials and Techniques into Your Restorative Practice” with Dr. Gregori Kurtzman
- 12:50-1:10 p.m.: “A Game-Changing Approach to Difficult Class II Composites” with Dr. Marc Gottlieb
- 1:20-2:20 p.m.: “Optimizing Your Practice with 3-D Cone-Beam Technology” with Dr. Damien Mulvany
- 2:40-3:40 p.m.: “High-Resolution Cone Beam with PreXion 3D” with Dr. Edward Katz
- 4-5 p.m.: “Soft-Tissue Lasers and Caries Diagnosis” with Drs. Freedman, Goldstep and Lynch

Tuesday, Nov. 30

- 10-11 a.m.: “Soft-Tissue Lasers and Caries Diagnosis” with Drs. Freedman, Goldstep and Lynch
- 11:20 a.m.-12:20 p.m.: “Soft-Tissue Lasers Adjunctive to Orthodontic Treatment” with Dr. Lou Chmura
- 12:50-1:10 p.m.: “The Newest Developments in the Art and Science of Air Abrasion” with Dr. Marc Gottlieb
- 1:20-2:20 p.m.: “Introduction to Cone-Beam CT (CBCT), Especially as it Pertains to Prevention of Failures in Oral Implantology” with Dr. Dov Almog
- 2:40-3:40 p.m.: “Cleaning and



• Dr. David Hoexter



• Dr. Fay Goldstep



• Dr. John Flucke



• Dr. Howard Glazer



• Dr. Martin Goldstein



• Dr. George Freedman



• Dr. Gregori Kurtzman



• Al Dube



• Dr. Richard Rosenblatt

- Shaping with New Technology” with Dr. Bettina Basrani
- 4-5 p.m.: “Contemporary Concepts in Tooth Replacement: Paradigm Shift” with Dr. Dwayne Karateew

Wednesday, Dec. 1

- 10-11 a.m.: “Best Management Practice, Waste Management for the Dental Office, and OSHA Compliance” with Al Dube
- 11:20 a.m.-12:20 p.m.: “Hard- and

- Soft-Tissue Lasers” with Dr. Glenn van As
- 1-4:30 p.m.: “The Osseo University Summit: A Collection from Masters of Implantology” with Dr. Benedict Bachstein, Dr. Ethan Pansick, Dr. Enrique Merino, Dr. Jeffery Hoos, Dr. David Hoexter and Dr. Dwayne Karateew

For exact program details, please check the schedule under www.DTStudyClub.com/gnydm.

At the GNYDM

The DTSC symposia are free for registered attendees, but pre-registration is recommended. Also, due to limited seating, register early to ensure preferred seating.

For registration, please visit www.gnydm.com.

For exact program details, please check the schedule under www.DTStudyClub.com/gnydm.

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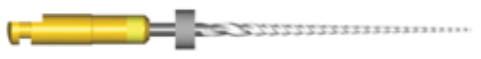

What are the advantages of the asymmetrical cross-section?

- An asymmetrical cross-section enables a better root canal penetration because of a “snake-like” movement and thus equals better progression of the instrument toward the apical region of the root canal.
- Thanks to the increased available volume, the elimination of debris upward toward the coronal is facilitated.
- The large helical groove cannot be obstructed and that avoids the risk of extrusion of debris beyond the instrument tip and apical foramen.
- It reduces the stress on the instrument thanks to the rippling movement of the file along the canal walls.
- In addition, there is no screwing effect, more flexibility and a better ability to negotiate curves.

The REVO-S sequence has only three instruments. This technique is easy to use and adapted for most root canal anatomies.

Advantages of SC1, SC2 and SU instruments include:

- Inactive tip.
- Extended helical machining up to the coronal region increases the instrument flexibility.
- Less stress on the instrument
- Better debris elimination and more efficient cleaning because of the asymmetrical cross-section of the SC1.
- SC2 is an instrument without asymmetrical cross-section whose taper of .04 enables an easier penetration. Its equilateral section (three identical sides) ensures a perfect guidance of the instrument to the

Cleaning & Shaping		SC1	#25 .06 taper, L 21 mm	Bring SC1 to 2/3 of the WL*
		SC2	#25 .04 taper L 25 mm	Bring SC2 to the WL*
Recapitulation & Cleaning		SU	#25 .06 taper L 25 mm	Bring SU to the WL*

• A look at the SC1, SC2 and SU instruments. (Photos and charts/Provided by MICRO-MEGA)



• A comparison of the SC1, SC2 and SU instruments. WL is working length.



• A comparison of the AS30, AS35 and AS40 instruments. WL is working length.

apical zone, thanks to the balance of the forces.

- The equilateral section of the SC2 ensures the path through the canal to the apical zone.
- The SC2 has a better debris elimination and more efficient cleaning. There is no extrusion.
- The progressive pitch of the SC2 avoids zipping effects.
- SU smoothes the root canal walls.
- Thanks to its asymmetrical cross-section, SU recapitulates the action of the first two instruments, SC1 and SC2, thus respecting the tapered shape of the canal.
- The SU has an adequate canal preparation with an apical finishing of .06.

The apical finishing

For a successful canal preparation, apical finishing is essential. MICRO-MEGA offers an additional adapted solution with specific instruments

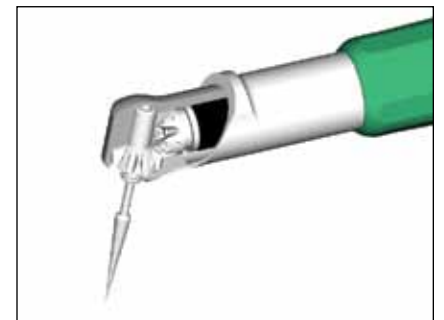
AS30, AS35 and AS40.

These instruments are complementary and not systematically used. They enable to efficiently enlarge the apical preparation, respecting the .06 taper already formed, without modifying the obtained preparation with the basis sequence (SC1, SC2 and SU). Tapering at .06 enables a debridement and a disinfection corresponding to biological constraints of the initial root canal treatment. This improves the flow of the irrigating solution in the canal and facilitates the obturation.

The Revo-S

The Revo-S sequence is available in InGeT[®] (to use with an InGeT micro-head contra-angle) and in classics (standard handle adaptable on any endodontic contra-angle).

The InGeT system includes files and an InGeT contra-angle, which has the smallest head on the market. It is



• The InGeT.

At the GNYDM

To learn more about the Revo-S, join Dr. Bettina Basrani from 2:40-3:40 p.m. Tuesday, Nov. 30, when she discusses “Cleaning and Shaping with New Technology” as part of the DTSC Symposia, taking place on the exhibition floor in Aisle 6000, Room No. 3.

Her presentation will center around how cleaning and shaping of a root canal are two inseparable concepts of endodontics. Shaping facilitates the penetration of disinfecting solutions into the deepest regions of the root canal system, including those that cannot be reached by instruments. The Revo S is a new system and the concept of the asymmetrical cross-section and adapted pitch is of particular interest.

Modifying the pitch and the cross section of this instrument has made it possible to limit the screwing effect of the file in the canal considerably and to improve flexibility. In this lecture, the guidelines for use of these instruments will be described.

Manufacturers' recommendations are presented and modified by use of Revo S to achieve the fundamental principles of endodontics published by Herbert Schilder more than 30 years ago.

revolutionary in that its driving gear is part of the rotary file, which simplifies the mechanism of the head.

InGeT ergonomics enable an easy access to posterior teeth and a better visibility of the operative field.

Class II fillings in everyday clinical work

By Dr. Sylvain Mareschi

■ Making proximal cavity fillings require a rigorous clinical procedure that must be repeated easily.

The aim is to obtain a dental morphology that reconstructs a tight contact point and avoids future food impaction. Another very important goal is respecting the anatomy and physiology of the patients' interdental papillae as well as guaranteeing the balance and integrity of the proximal space.

Compression of the papillae

It is much more difficult to obtain a good contact point with composite compared to amalgam because of the way composite material needs to be light cured.

If the proximal matrix does not have a good adaptation to the tooth, then too much compression on the composite filling material will result in cervical overhang.

This in turn compresses the interdental papillae and may cause periodontal damage to the patient's tooth (Figs. 1, 2).

The matrix

It is easy to understand the importance of the role of the matrix both in forming the filling proximally and channelling the filling material to the correct position.

Directa's FenderMate matrix perfectly fulfils the clinical needs of completing Class II cavities (Figs. 3, 4). The concept of a steel plate and plastic interdental wedge in one piece was initially introduced by Directa in the concept of FenderWedge – its excellent and innovative device for protecting the adjacent tooth during preparation – and replicated under



Fig. 1: Previous amalgam filling



Fig. 2: Composite filling



Fig. 3: FenderMate matrix in place

(Photos/ Provided by Directa AB)



Fig. 4: Filling before initial polish



Fig. 5: Previous amalgam restoration



Fig. 6: Class II composite restoration



Fig. 7: Completed restoration

the name FenderMate as a matrix system.

The aim is to facilitate the insertion of a wedge and an anatomically adapted matrix at the same time. The matrix can be removed in two stages. The interdental wedge can be taken out first, separating from the steel matrix, which can then be removed in a second stage.

The matrices are available in two sizes, narrow and regular, and for right and left application. They are color-coded, green or blue, for ease of identification. FenderMate may be applied either buccally or lingually.

The contact point

The interdental wedge with a flexible wing keeps the lower part of the matrix in contact with the cervical

walls of the cavity. This causes a slight separation of the teeth so that when the filling is made, it is slightly larger than usual in the proximal direction.

Once the matrix is removed, the patient's teeth will return in their natural position, assuring a tight contact between the approximal spaces with the adjacent tooth.

The matrix's convex shape positions the interdental contact point in the highest third of the tooth and creates a papillary splay compatible with the physiology and the natural interdental space for cleaning. The curved shape of the combined matrix and interdental wedge forms the matrix around the buccal and lingual limits of the cavity box, and the pre-shaped contact former creates a natural contact point on the patients tooth (Fig. 3).

At the GNYDM

For more information on Directa AB, stop by the booth, No. 1511, during the GNYDM.

About the author



Dr. Sylvain Mareschi is a dentist and private practitioner, a DFCD Paris V Member and founder of the Dental Laser Academy in Paris.

(Editor's note: This clinical case was originally published in DENTOSCOPE on Nov. 20, 2009.)

AD

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Invisalign G3 expands on original product to deliver better results

Upgrades also streamline overall planning process

■ In the decade since the commercial launch of the Invisalign® system, Align Technology has continuously worked to innovate and improve Invisalign products to deliver the outcomes patients want and doctors expect.

This fall, Align introduced Invisalign G3, the most significant collection of new features and innovations in the company's history.

Invisalign G3 is engineered to deliver even better clinical results, with new aligner and software features that make it easier to use Invisalign, including SmartForce™ features designed for increased predictability of certain tooth movements, simpler, more intuitive software to streamline treatment planning and review, and new aligner and software features that make it easier to use Invisalign with Class II and Class III patients.

Invisalign G3 builds on a new and improved feature set introduced in the Invisalign product line in 2009.

"The innovations in Invisalign G3 really get at the heart of what doctors have been asking for from Invisalign treatment," said Sheila Tan, Align vice president, marketing and chief marketing officer

"With technology and tools that are designed to expand the clinical scope of Invisalign, deliver greater predictability across most clinical situations and make treatment planning more efficient, Invisalign G3 represents a tremendous leap forward in Invisalign innovation and demonstrated how we leverage our technology to deliver the clinical outcomes doctors expect."



• Above: The Invisalign G3. At left: The SmartForce attachments. (Photos/Provided by Align Technology)

SmartForce features designed for greater predictability of tooth movements

SmartForce features are attachments and aligner features engineered to deliver the forces needed to achieve predictable tooth movements.

Based on biomechanical principles, SmartForce features are customized to each tooth using advanced virtual modeling and are positioned precisely to deliver the proper forces.

New SmartForce features include an optimized rotation attachment for bicuspids (previously available only for cuspids), a new Power Ridge™ feature for lower anteriors (previously available for the upper arch) and a Lingual Power Ridge feature for upper anteriors.

A new variation of the optimized rotation attachment is also being

introduced to address clinical situations where placement of the attachment may have previously been difficult.

ClinCheck 3.0 and the Invisalign Doctor Site

Invisalign G3 also streamlines the overall treatment planning process with a significant evolution of the ClinCheck software, making it easier and more intuitive for clinicians to create and modify Invisalign treatment plans.

Additionally, a significant redesign of the Invisalign Doctor Site (formerly Virtual Invisalign Practice or "VIP") makes it simpler and more intuitive for dentists to access Invisalign patient records, review and approve ClinCheck treatment plans, view patient account status, order treatment supplies and more.

At the GNYDM

For more information on Invisalign G3 and any of its features, stop by the booth, No. 4420, during the GNYDM.

Features that make it easier to use Invisalign to treat Class II and Class III patients

The treatment of Class II/III malocclusion often require the use of interarch elastics to provide anchorage control. The new precision cuts make it easier to use Invisalign to treat Class II and Class III patients as these clinician-prescribed pre-cuts in the aligners accommodate the use of elastics on cuspids, bicuspids and molars.

The improvements and innovation in Invisalign G3 also include new clinical preferences, improved staging for interproximal reduction (IPR) and the addition of compliance indicators to Invisalign Assist.

These features are available now at no additional cost to Invisalign-trained dentists in North America, with international availability in 2011.

The Invisalign treatment options are designed to help dental professional achieve the clinical results they expect, utilizing leading-edge technology. Today, with more than 1.3 million patients treated, the Invisalign system enjoys broad acceptance as an effective, in-demand treatment option.

Treatment is flexible and can be used to treat a wide range of clinical situation. It's an ideal solution for the majority of adults and teenagers – and patient love it. In fact, according to Align Technology, nine out of 10 patients would recommend Invisalign to their friends and family.

ELEVANCE DENTAL CHAIR



• (Photo/Provided by Midmark)

Midmark announces the availability of its newest chair for the dental office, the Elevance™ Dental Chair. Years of research and development yielded a patient chair that is a genuine departure from any chair on the market today. With its unique Cantilever Forward™ design, advanced hydraulic system and the fully integrated heat and massage option, the Elevance chair delivers optimal patient access and comfort.

Unobstructed access to the patient's oral cavity is crucial for a dentist to maximize performance and maintain an ergonomically correct working position. The Elevance chair has a unique backrest that is thin and narrow and cradles patients.

Providing an unprecedented range of travel, the Cantilever Forward design brings the patient to the clinician. Starting at a low seat height of 15 inches and extending to a seat height of 34 inches, the chair accommodates a broader range of operators and offers greater flexibility whether seated or standing.

The Elevance chair has multiple features that were created to relax the patient and provide comfort during lengthy procedures. The sculpted headrest, advanced lower lumbar support and two layers of foam offer increased support. The patented, integrated armrests and cast aluminum backrest deliver a comfortable secure patient regardless of size. The advanced hydraulic system delivers smooth, responsive operation while supporting patients weighing up to 450 pounds.

The optional SerenEscape™ heat and massage

system offers patients a massage, while lumbar heat warms muscles for further relaxation. The patient's personal preferences are easily controlled with a remote hand control. Settings include high and low heat, three different massage patterns and adjustable speed and intensity.

Midmark has also expanded upholstery options to include limited seams Ultraleather upholstery as well as two-toned plush upholstery that allow customers to personalize their office. Expanded upholstery color selection now includes 20 standard Ultraleather colors and 12 Royal Hampton seamless vinyl colors.

For questions regarding this new product, please contact the Midmark Dental Customer Service department at (800) MIDMARK, visit midmark.com/elevance or stop by the booth, No. 217, during the GNYDM.



ANNUAL DENTAL TRIBUNE STUDY CLUB

SYMPOSIA AT THE GNYDM

NOVEMBER 28 – DECEMBER 1, 2010, 10:00 AM DAILY

Greater
New York
Dental Meeting



For the third year in a row, the DTSC hosts its annual CE Symposia at the GNYDM, offering four days of focused lectures in various areas of dentistry. Find us on the Exhibition Floor in Aisle 6000, Room # 3.

Each day will feature a variety of presentations on topics, which will be led by experts in that field. Participants will earn ADA CERP CE credits for each lecture they attend. DTSC is the official online education partner of GNYDM.



PLEASE SEE PROGRAM DETAILS UNDER WWW.DTSTUDYCLUB.COM/GNYDM

REGISTER NOW: WWW.GNYDM.COM

FREE FOR REGISTERED GNYDM ATTENDEES, BUT PRE-REGISTRATION IS RECOMMENDED.

For more information, please contact Julia E. Wehkamp, C.E. Director, Dental Tribune Study Club
Phone: (416) 907-9836, Fax: (212) 244-7185, E-mail: j.wehkamp@DTStudyClub.com

SUNDAY, NOVEMBER 28

10:00 - 11:00 Howard Glazer, DDS, FAGD
BEAUTIFIL: GO WITH THE FLOW - COURSE: 3020

11:20 - 12:20 John Flucke, DDS
LIGHT CURED ADHESIVE DENTISTRY - SCIENCE AND SUBSTANCE - COURSE: 3030

1:20 - 2:20 Martin Goldstein, DMD
A SIMPLIFIED APPROACH TO MULTI-LAYER DIRECT COMPOSITE BONDING - COURSE: 3040

2:40 - 3:40 Jay Reznick, DMD, MD
3D IMAGING AND CT-GUIDED DENTAL IMPLANT SURGERY - 3050

4:00 - 5:00 Louis Malcmacher, DDS, MAGD
TOTAL FACIAL ESTHETICS FOR EVERY DENTAL PRACTICE - COURSE: 3060

MONDAY, NOVEMBER 29

10:00 - 11:00 Mrs. Noel Brandon-Kelsch
ECO-FRIENDLY INFECTION CONTROL-UNDERSTANDING THE BALANCE - COURSE: 4120

11:20 - 12:20 Gregori Kurtzman, DDS
INCORPORATING NEW ADVANCES IN DENTAL MATERIALS AND TECHNIQUES INTO YOUR RESTORATIVE PRACTICE - COURSE: 4130

1:20 - 2:20 Damien Mulvany, DDS
OPTIMIZING YOUR PRACTICE WITH 3D CONE-BEAM TECHNOLOGY - COURSE: 4140

2:40 - 3:40 Edward Katz, DDS
IMPROVING PATIENT CARE WITH 3D CONE BEAM COMPUTERIZED TOMOGRAPHY - COURSE: 4150

4:00 - 5:00 George Freedman, Fay Goldstep and Edward Lynch
SOFT TISSUE LASERS AND CARIES DIAGNOSIS - COURSE: 4160

TUESDAY, NOVEMBER 30

10:00 - 11:00 George Freedman, Fay Goldstep and Edward Lynch
SOFT TISSUE LASERS AND CARIES DIAGNOSIS - COURSE: 5110

11:20 - 12:20 Greg Diamond, DDS
LASERS IN PERIODONTAL THERAPY - COURSE: 5120

1:20 - 2:20 Dov Almog, DMD
INTRODUCTION TO CONE BEAM CT (CBCT), ESPECIALLY AS IT PERTAINS TO PREVENTION OF FAILURES IN ORAL IMPLANTOLOGY - COURSE: 5130

2:30 - 3:30 Maria Ryan, DDS, PhD
DETECTING CORONARY HEART THROUGH PERIODONTITIS AND PERIIMPLANTITIS - COURSE: 5140

4:00 - 5:00 Dwayne Karateew, DDS
CONTEMPORARY CONCEPTS IN TOOTH RELACEMENT: PARADIGM SHIFT - COURSE: 5150

WEDNESDAY, DECEMBER 1

10:00 - 11:00 Mr. Al Dube
BEST MANAGEMENT PRACTICE, WASTE MANAGEMENT FOR THE DENTAL OFFICE, AND OSHA COMPLIANCE - COURSE: 6060

11:20 - 12:20 Glenn van As, DMD
HARD AND SOFT TISSUE LASERS - COURSE: 6070

12:45 - 4:45 Dr. Benedict Bachstein, Dr. David Hoexter, Dr. Jeffery Hoos, Dr. Dwayne Karateew, Dr. Enrique Merino, Dr. Ethan Pansick
THE FIRST ANNUAL OSSEO UNIVERSITY SUMMIT: IMPLANT DRIVEN DENTISTRY - COURSE: 6080

THIS PROGRAM IS SUBJECT TO CHANGE



DENTAL TRIBUNE
DT STUDY CLUB
COURSES | DISCUSSIONS | TECHNOLOGY | ON-DEMAND

Hand hygiene product line protects and soothes

■ Hand hygiene has received a lot of public attention in recent years, fueled by the H1N1 pandemic and fear of “superbugs” such as MRSA. According to the Centers for Disease Control and Prevention, the No. 1 way to prevent the spread of infection is hand hygiene.

The message to health-care workers is direct and unwavering: Wash your hands, a lot.

But for dentists, hygienists and office staff, the price for frequent hand hygiene is often chronically dry and irritated hands.

To combat this problem, Sultan Healthcare offers Moist SURE™ – a complete line of hand hygiene products designed exclusively for dental practices. The line offers professional-level protection but without the irritating side effects of frequent hand washing. The product line consists of:

- **Moist SURE Liquid Sanitizer:** A powerful, 63-percent isopropyl alcohol sanitizer that’s clinically proven to moisturize but is also a lotion. It is the only brand for dental practices that kills MRSA and VRE in five seconds.
- **Moist SURE Foaming Sanitizer:** A 62-percent ethyl-alcohol foaming sanitizer that’s as effective as 4 percent chlorhexidine-gluconate surgical scrub, yet so gentle it keeps skin hydrated for up to two hours after application.
- **Moist SURE Lotion Soap:** A smooth and soft, antimicrobial, health-care personnel hand wash that contains 0.5 percent triclosan. Its clinically mild formulation has a pleasant, light fragrance.
- **Moist SURE Foaming Soap:** A clinically mild, foaming, health-care personnel hand wash with 0.75 percent triclosan. Its performance



• **Sultan Healthcare’s new Moist SURE line of hand hygiene products is available through dental dealers. The products provide professional-level protection in formulas clinically proven to be mild to the skin. This will minimize the common complaint from dental workers that their hands are overly dry from frequent hand washing. (Photo/Provided by Sultan Healthcare)**

is comparable to a 4 percent chlorhexidine hand soap.

- **Moist SURE Lotion:** A skin conditioner with a long-lasting moisturizing effect, even through several hand washes.
- **Moist SURE Automatic Dispenser:** A touch-free, contained dispensing system that minimizes cross contamination. (For use with both Moist SURE Lotion Soap and Moist

SURE Liquid Sanitizer.)

“Time and again, dental professionals I speak to complain about dry, cracked skin from having to wash their hands so often,” said Tim Lorencovitz, product manager for Moist SURE.

“They don’t realize, though, that the hand hygiene products they buy at the grocery store are not designed for the high-frequency use of a health-

At the GNYDM

For more information on Sultan Healthcare’s new Moist SURE line of hand hygiene products, stop by the booth, No. 812, during the GNYDM.

care professional – and their hands are paying the price.”

What makes Moist SURE unique, according to Lorencovitz and the products’ substantial clinical data, is that it offers the efficacy dental workers need, but without the drying effects of many products available on the market. Moist SURE soaps and sanitizers meet FDA-proposed requirements for a health-care personnel hand wash.

In addition, all products have been clinically tested for mildness to the skin – with Moist SURE Liquid Sanitizer having moisturization properties equal to that of Vaseline® Intensive Care Hand Lotion.

“In essence, you have all the protection of an alcohol-based sanitizer, but in a formula that’s proven to moisturize as well as a hand lotion,” said Lorencovitz. “The feedback we’re getting is extremely positive. People can feel a difference as soon as they put it on their hands.”

For those who have to scrub and sanitize all day for their jobs, that’s welcome news.

Free samples of Moist SURE are available at www.MoistSUREsample.com. The entire Moist SURE line is available exclusively through dental dealers.

Moist SURE is just one of Sultan Healthcare’s complete cycle of infection prevention products, designed to help protect dental workers before, during and after patient treatment. To learn more, visit www.sultanhc.com.

DentalVibe to host gathering with key opinion leaders on Nov. 28

■ On Sunday, Nov. 28, after the Greater New York Dental Meeting is done for the day, DentalVibe will sponsor a one-of-a-kind event, “Off the Podium,” a gathering of neighborhood dentists and key opinion leaders, at the Marriott Marquis from 5:30–7:30 p.m.

The event will feature an open bar, appetizers and prizes. The

event will be a unique opportunity for dentists to mingle and chat with the lecturers they typically only see on a podium.

Dr. Louis Malcmacher, Dr. Joe Blaes, Dr. George Freeman, Dr. Ron Kaminer, Dr. Marty Jablow, DentalVibe founder Dr. Steven Goldberg and other surprise guests will be on hand.

SUREFIL SDR FLOW POSTERIOR BULK FILL FLOWABLE BASE

SureFil® SDR® flow Posterior Bulk Fill Flowable Base, the unique posterior flowable composite that can be placed in bulk, saving up to 40 percent in placement time, is now available in three new shades: A1, A2 and A3.

The stress decreasing resin (SDR) technology provides 60 percent less polymerization stress, allowing for 4 mm increment placements with a 20-second cure time.

It also has a unique, self-leveling handling that allows it to adapt to the walls of the prep with minimum to no manipulation.

For more information, visit www.surefilcdrflow.com, call (800) 532-2855 or stop by the DENTSPLY Caulk booth, Nos. 2603/2803, during the GNYDM.

What to know before you go

Where is the Greater New York Dental Meeting?

The Javits K. Jacobs Convention Center is located on 11th Avenue between 34th and 39th streets. The 42nd Street Crosstown Bus (M42) and the 34th Street Crosstown Bus (M34) run east-west with stops on every block and outside the center.

Fare is \$2.25 in exact coins or with a MetroCard. Complimentary shuttle buses departing from all official show hotels are available from Friday-Wednesday.

How do I get there from the airport?

Taxi fares to Manhattan are \$45 plus tolls from JFK, a regular meter rate plus a \$15 surcharge from Newark, and a meter rate plus tolls from LaGuardia.

Travelers arriving at JFK and LaGuardia airports can take the New York Airport Service, (718) 875-8200, between airport terminals and downtown New York City. The ride is approximately 60-75 minutes from JFK for \$15 one-way (or \$27 for round-trip) and 30-45 minutes from LaGuardia for \$12 one-way (or \$21 for round-trip).

The Super Shuttle services are \$19 from JFK, \$15 from LaGuardia and \$19 from Newark.

Additional information regarding transportation to and from all three New York are airports can be found by contacting the Port Authority of New York and New Jersey's Air Ride Information Service at (800) 247-7433.

When and where do I register?

Registration takes place in the Upper Level of the Javitz Convention Center. Registration hours are as follows:

- Friday, Nov. 26: noon-4 p.m.
- Saturday, Nov. 27: 8 a.m.-4:30 p.m.
- Sunday, Nov. 28-Tuesday, Nov. 30: 8 a.m.-5:30 p.m.
- Wednesday, Dec. 1: 8 a.m.-5 p.m.

What are the dates and times for the exhibit hall?

- Sunday, Nov. 28-Tuesday, Nov. 30: 9:30 a.m.-5:30 p.m.
- Wednesday, Dec. 1: 9:30 a.m.-5 p.m.

Can I still buy tickets to any of the paid functions?

Yes. Tickets for all still-available functions can be purchased at all general registration booths located in the registration area on the Upper Level of the convention center. You must pay by cash or credit card. No checks accepted.

What about food during the meeting?

Full-service and specialty cafes, food carts and restaurants are located throughout the convention center. Options include a variety of hot and cold sandwiches, salads, snacks and beverages.

What if I want to bring my kids?

Children are allowed to attend the meeting. However, baby strollers are not permitted on the exhibit hall floor at any time. A limited number of baby carriers are available in the Exhibits Office. On Sunday, an offering of children's programs will be available. Up on the Fourth Floor Galleria, there will be a magic show from 10:30-11:30 a.m., face painting from 11:45 a.m.-1:45 p.m. and a carnival from noon-2:30 p.m.

Also in the same place, from 11:30 a.m.-2:30 p.m., will be a child identification program. The Grand Lodge

of Free and Accepted Masons of the State of New York sponsor this free, five-minute child identification program. They also will be offering the following:

- Digital photos, which can quickly be distributed to the media in case of an emergency
- Digital fingerprinting
- Personal information, including photos and fingerprints, burned on to a CD

What if I'm an international visitor?

The GNYDM has a hospitality center

just for international visitors. Find it in the registration area in the Crystal Palace. The center is open whether you want to relax or join colleagues for a cup of coffee. The hours are as follows:

- Friday, Nov. 26: noon-4:30 p.m.
- Saturday, Nov. 27: 8 a.m.-4:30 p.m.
- Sunday, Nov. 28-Tuesday, Nov. 30: 8 a.m.-5:30 p.m.
- Wednesday, Dec. 1: 8 a.m.-5 p.m.

What if I have more questions?

Contact the Greater New York Dental Meeting Headquarters at (212) 398-6922 or online at www.gnydm.com.

AD

MICRO-MEGA presents the **MM-heroes**

COME AND VISIT US AT THE GREATER NEW YORK MEETING
BOOTH # 1111 & 1112 / BOOTH # 822

1 FREE REVOS-S™ PACK WILL BE GIVEN TO THE FIRST 500 VISITORS!

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Really dynamic, she accurately chooses the best solutions among her wide complementary powers, thus reinforcing the action of her team mates.

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Very strong and resistant, nimble, gently efficient, he is always there when needed.

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Short and determined, he is always ready to go ahead in order to eliminate the obstacles and makes the job of the team easier.

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Your range of essentials!

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- MM-EDTA CREAM: EDTA in cream.
- MM-Paste: Calcium hydroxid paste.
- MM-Seal: sealer for root canal filling.
- MM-GP Points: Gutta percha.

Revo-S™

Revolutionize your Endo with only 3 instruments!

- Its asymmetrical cross section initiates a snake-like movement of the instrument inside the canal!
- Less stress on the instrument: less risk of breakage.
- Better debris elimination: more efficient cleaning.

MMC FILES

Totally safe manual exploration!

- First indispensable step to any successful endodontic treatment.
- Extreme precision and simplicity.
- For use in combination with apex locators (Apex Pointer™+).

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Invisalign's NEW SmartForce™ features are engineered to deliver the force systems to achieve **predictable tooth movements.**



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Now for upper and lower incisors



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Now for cuspids and bicuspids

To learn more about Invisalign's latest innovations—Invisalign^{G3}—go to:

AligntechInstitute.com/newG3



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