

today



Meet the DTSC Symposia speakers!

Dr. Malcmacher and others take the stage today. What to expect from their sessions and why you should attend.

»starting on page 10



Off to the exhibit hall

Before you face those 1,500-plus booths, read our guide to the new products and technology you won't want to miss.

»starting on page 34



Get out and sightsee!

There is more to New York City than the convention center, and we have a list of places you'll be really glad you decided to check out.

»page 62

And we're off!



New York City offers plenty to see and do. (Photo/NYC and Company)

The Greater New York Dental Meeting opens its doors for the 87th annual meeting

By Jayme S. McNiff, Greater New York Dental Meeting Program Manager

Welcome to New York and to one of the largest and most comprehensive dental meetings in the United States. Whether it's your first time here or your 50th, you will find something to interest you – from the latest technologies to resources and education designed to keep your dental practice current, competitive and rock solid.

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.

Exhibit floor

Last year, the Greater New York Den-

tal Meeting's (GNYDM) exhibit floor included 600 exhibitors and more than 1,500 exhibit booths, offering a unique opportunity to meet face-to-face with companies that export. The continuous partnership with the U.S. Department of Commerce International Buyer Program allows exhibitors a free listing in the GNYDM Export

*see off, page 4

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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today Greater New York Dental Meeting
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Nov. 27–30, 2011.

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There's something for everyone during the DTSC Symposium

Join us for the fourth annual Dental Tribune Study Club Symposium

■ As the official online education partner of the Greater New York Dental Meeting (GNYDM), Dental Tribune is once again teaming up with the meeting's organizers to offer four days of symposia in various areas of dentistry.

Dental Tribune welcomes you to a new experience in the world of dentistry. Each day will feature five individual one-hour lectures led by experts in the field.

The final day will feature the second Osseo University Summit, a program dedicated to implantologists, followed by the Laser Summit.

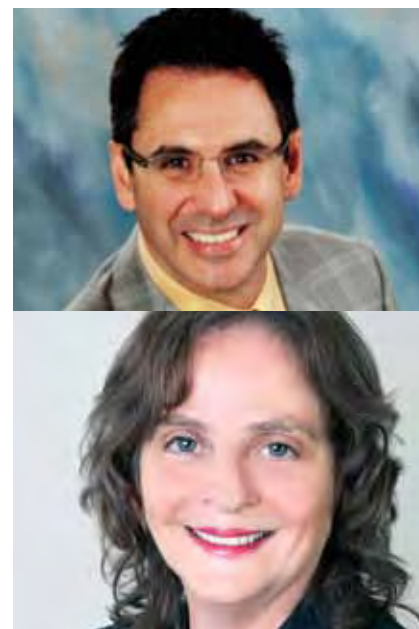
Participants of any of the sessions will not only earn C.E. credits but also gain an invaluable opportunity to learn diverse aspects of dentistry and how to integrate a variety of treatment options into their practice. For more information and course descriptions,



check the schedule at www.dtstudyclub.com/gnydm.

Dental Tribune would like to thank our sponsors: Shofu, LVI, Cadent, VOCO, AAFE, Cariescan, Suni, Action Run, AMD LASERS, Kuraray, Pentron, SMT, Onpharma, Danville, LVI, Klockner, Technology 4 Medicine, and Champions Innovations. Their support proves their dedication to the ongoing goal of quality continuing education for dentists worldwide.

We look forward to seeing you in aisle 6000, room 3!



• Dr. Marty Jablow and Dr. Fay Goldstep

SUNDAY, NOV. 27	SPEAKER	LECTURE TITLE
10–11 a.m.	Dr. Howard Glazer	GIOMERS: New Giants of MI Dentistry
11:15 a.m.–12:15 p.m.	Dr. Shamshudin Kherani	Comprehensive Dentistry Using Digital Impression Technology
12:45–1:45 p.m.	Dr. Ron Kaminer	Minimally Invasive Dentistry: Tips and Tricks to Maximize Success
2–3 p.m.	Dr. Louis Malcmacher	The Hottest Topics in Dentistry
3:15–4:15 p.m.	Dr. Brian Novy	Technology to Improve Your Caries Management
4:30–5:30 p.m.	Dr. George Freedman	Evolving Conservative Restoration
Monday, Nov. 28	Speaker	Lecture Title
10–11 a.m.	Dr. Fay Goldstep	What Patients Want ... What Dentists Want: Easy, Healthy Dentistry!
11:15 a.m.–12:15 p.m.	Dr. Damien Mulvany	Why View Your 3-D Patients with 2-D Images? A Common Sense Approach to 3-D Imaging in the General Dental Practice
12:45–1:45 p.m.	Dr. Larry Emmott	Remember When "e" Was Just A Letter? Use e-Services to Improve Patient Care and Increase Profitability
2–3 p.m.	Dr. Fay Goldstep & Dr. George Freedman	Diode Lasers and Restorative Dentistry
3:15–4:15 p.m.	Dr. Shamshudin Kherani	The Power of Dentistry: Positively and Significantly Affecting Our Patients' Lives
4:30–5:30 p.m.	Dr. Marty Jablow	Understanding the Advances in Self-Adhesive Technology and How to Incorporate Them into Your Restorative Practice
Tuesday, Nov. 29	Speaker	Lecture Title
10–11 a.m.	Dr. Gregori Kurtzman	Core Buildups, Post & Cores and Understanding Ferrule
11:15 a.m.–12:15 p.m.	Dr. Paul Goodman	Capitalize on the Hidden Implant Production in Your Practice
12:45–1:45 p.m.	Dr. Fay Goldstep & Dr. George Freedman	The Diode Laser: The Essential Soft-Tissue Handpiece
2–3 p.m.	Dr. Pedro Lazaro Calvo	Surgical Decision Making in Aesthetic Implant Dentistry
3:15–4:15 p.m.	Dr. Stanley Malamed & Dr. Mic Falkel	Local Anesthetic Performance: Fiction, Fact and Advancements (Precision Buffering)
4:30–5:30 p.m.	Dr. Enrico DiVito	Minimally Invasive Endodontics Using Photon Induced Photoacoustic Streaming (PIPS)
Wednesday, Nov. 30	Speaker	Lecture Title
10–11 a.m.	Dr. Ira Lamster	Management of the Patient with Diabetes Mellitus: Considerations for Dental Practice
11:20 a.m.–12:20 p.m.	Dr. George Freedman & Dr. Marc Gottlieb	ABC's of Bonding Ceramic Crowns and Ceramic Repair
12:30–5 p.m.	Dr. David Hoexter, Dr. Ron Kaminer, Dr. Armin Nedjat, Dr. Robert Horowitz and Dr. Michael Egan	The 2nd Annual Osseo University Summit: Revolutionary Implant Design Unveiled followed by the Laser Summit moderated by Dr. Selma Camargo

Off *from page 1

Interest Directory, the opportunity to meet many worldwide senior-level volume buyers, a chance to receive export counseling by government specialists and additional benefits derived from extensive international marketing efforts.

International Pavilion

The GNYDM has significantly expanded its international program to accommodate 6,970 international visitors in 2010. In terms of education, the GNYDM discounts all of its programs by 50 percent for international attendees. In efforts to expand hospitality, free multi-language courses are offered in Portuguese, French, Spanish and, this year, Italian and Russian as well.

Live Dentistry Arena

This revolutionary concept offers eight free live patient demonstrations right on the exhibit floor. By placing two large screens on either side of the stage as well as smaller screens scattered throughout the audience, attendees are able to get an up-close view of the procedures occurring in real time.

Educational programs

Once again, the GNYDM offers an unparalleled educational program,



Attendees register for the Greater New York Dental Meeting. (Photos/Provided by the GNYDM)

featuring some of the most highly regarded educators in the field of dentistry. There are choices of 300 essays, full-day and half-day seminars as well as hands-on workshops including salivary diagnostics (offered in English and Spanish), Botox/Dysport and dermal fillers, lasers, orthodontics and endodontics.

SomnoMed and Invisalign

For the first time ever, SomnoMed is collaborating with the GNYDM to offer the first SomnoMed Academy Sleep and Appliance Exposition.

With an expert team of clinicians and staff from SomnoMed, attendees will have the chance to explore over a four-day period an array of popular topics, including obstructive sleep apnea fundamentals and advanced oral appliances and therapy as well as how to implement dental sleep therapies into your practice.

In addition, the GNYDM will again partner with Align Technology to present its four-day Invisalign Exposition. This diverse array of educational courses is taught by a seasoned team of Invisalign specialists. Dental professionals learn the logistics of tooth alignment, including treatment for crowding cases and other orthodontic abnormalities.

Orthodontics

This year, the GNYDM offers an array of orthodontic specialty programs throughout its full-day event.

The New York State Academy of General Dentistry Mastership Program kicks off the second orthodontic program today. Drs. Elliott Moskowitz and 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.

Drs. Jay Bowman, Lysle E. Johnston, Gerry Samson and Luis Carriere from New York University's College of Dentistry and Orthodontic Alumni Association will present a full-day seminar on Tuesday. Topics include Class II, simple Quick Fix Device for mild Class IIs and IIIs and treatments.

"Applications of Evidence-Based Orthodontics and Pediatric Dentistry," presented by Moskowitz and Dr. Stanley Alexander on Wednesday, will include areas of growth and development, cephalometrics and

Here at the GNYDM

For more information on any of the educational programs, see the Greater New York Dental Meeting Program Guide.

palatal expansion as well as Class II and treatments.

Endodontics

The GNYDM has planned multiple days of endodontic programs, including workshops, seminars and essays. On Monday, Dr. Ralan Wong will present "Endodontic Diagnosis," discussing basic principles and understanding of pulpal pathosis, its relation to dental pain and the treatment of the acute emergency patient. This half-day seminar is scheduled from 2-5 p.m. Also on Monday from 2-5 p.m. is a hands-on course with Dr. Joseph Maggio covering the proper steps with irrigation to insure bonding; plastic blocks and supplied extracted teeth are obturated along with the use of a microscope.

Wong presents two workshops on Tuesday that deal with locating canals. The morning workshop discusses hybrid techniques for cleaning and shaping root canal therapy, and the afternoon session details the rationale for utilizing different instruments and pros and cons of each.

On Wednesday, Drs. Todd M. Geisler and Bruce Seidberg represent the New York State Association of Endodontists by presenting regenerative endodontic procedures and familiarizing participants with the objectives and application of clinical REPs and the basic elements of tissue engineering. Legal and ethical aspects of dentistry will be discussed during the afternoon. This program is from 9 a.m.-noon and 2-5 p.m.

Closing this year's meeting is Dr. Barry Musikant, who will present two half-day workshops on Wednesday. These hands-on tutorials introduce endodontic instrumentation and advanced endodontic techniques.

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Here at the Greater New York Dental Meeting: what to know

When and where do I register?

Registration takes place in the Upper Level of the Jacob J. Javitz Convention Center. Registration hours are:

- *Today-Tuesday*: 8 a.m.-5:30 p.m.
- *Wednesday*: 8 a.m.-5 p.m.

What are the dates and times for the exhibit hall?

- *Today-Tuesday*: 9:30 a.m.-5:30 p.m.
- *Wednesday*: 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.

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'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:

- *Today-Tuesday*: 8 a.m.-5:30 p.m.
- *Wednesday*: 8 a.m.-5 p.m.

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. A limited number of baby carriers are available in the Exhibits Office.

Today, an offering of children's programs are available.

In the Special Events Hall Lower Level 1, 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. The organization will offer the following:

- Digital photos
- Digital fingerprinting
- Personal information burned on to a CD

What are some of the highlights of today's education sessions?

You won't want to miss the Live Dentistry sessions, which are just that: dentistry on live patients, in a 300-seat theater with 18 high-definition, 60-inch screens. Here is the schedule:

- *Today, 10 a.m.-12:30 p.m.*, VOCO

America presents "Anterior Composites" with Dr. Frank Milnar

- *Today, 2:30-5 p.m.*, Discus Dental presents "Cosmetics and Restorations" with Dr. Michael Miyasaki
- *Monday, 10 a.m.-12:30 p.m.*, VOCO America presents "Class IV Restorations" with Milnar
- *Monday, 2:30 p.m.-5 p.m.*, OcoBioMedical presents "Implant Placement" with Dr. Aza Nazarian
- *Tuesday, 10 a.m.-12:30 p.m.*, Discus Dental presents "Whitening Techniques" with Dr. Marilyn Ward
- *Tuesday, 2:30-5 p.m.*, Henry Schein Dental presents "Implants, Restoration and Technology" with Drs. Ruben Cohen and Gary Kaye
- *Wednesday, 10 a.m.-12:30 p.m.*, Nobel Biocare presents "Prosthetic Rehabilitation" with Drs. Hooman Zarrinkelk and Joseph Massad
- *Wednesday, 2:30-5 p.m.*, "Bar Retainer Prosthesis and Implants" with Massad

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Looking to export?

U.S. Commercial Service helps meeting participants go global as on-site export expertise brings together buyers and sellers

■ Ninety-five percent of the world's consumers live outside the United States, and more and more U.S. companies are looking to meet these prospective buyers. To increase international sales, businesses are turning to the Commerce Department's

U.S. Commercial Service and other federal agencies for export services.

Here at the Greater New York Dental Meeting (GNYDM), the commercial service offers export programs to assist you in your export and partnering efforts.

Contact

For more information about the U.S. Commercial Service worldwide network, call (800) USA-TRADE or visit www.trade.gov/cs.

So, whether you're new to export or want to expand into new markets, the commercial service expertise can help add to your bottom line.

Stop in and see the commercial service representatives. They are located in the International Business Center, part of international registration, just next to the show office.

International Buyer Program

Once again this year, the GNYDM has been selected by the U.S. Department of Commerce to participate in the international buyer program (IBP), a service that significantly enhances the ability to make the show a truly global marketplace.

Through this program, the commercial service offers a number of services to help attendees make the most of their show experience and assists small- and medium-sized U.S. businesses in exporting their products and services.

During the show, commercial services trade specialists will manage the International Business Center. At the center, buyers can negotiate with sellers, use the meeting rooms provided – free of charge on a first-come, first-served basis – and take advantage of the facility to plan visits to the exhibit floor.

Exhibitors are encouraged to visit the International Business Center for export counseling by staff and to meet with international buyers.

The commercial service offers free, interactive export seminar

Through the Commercial Service Export Seminar, exhibitors will learn the tools of the trade and have an opportunity to learn about the different markets represented by international commercial specialists.

The export seminar will take place 8:30-9:30 a.m. on Tuesday in the exhibitor lounge on the fourth floor, A/B Terrace.

Go global with help from the U.S. Commercial Service

U.S. firms looking to increase their bottom line by making new sales abroad can benefit from the export services and programs of the U.S. Commercial Service, many of which are available at no cost. Talk to a commercial service representative to find out more. Highlights include:

- market research,
- trade events that promote products or services to qualified buyers,
- introductions to international partners,
- counseling and advocacy.

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Improve patient care and maximize production

Dr. Ron Kaminer talks tips and tricks of minimally invasive dentistry

By Kristine Colker, Managing Editor

► **TODAY from 12:45 to 1:45 p.m. in aisle 6000, room 3, Dr. Ron Kaminer will present "Minimally Invasive Dentistry: Tips and Tricks to Maximize Success" as part of the DTSC Symposia.**

In his session, he will cover many aspects of minimally invasive den-

istry. New concepts and techniques will be introduced that make sense and that will allow practitioners to raise their level of care to their patients. Easy-to-follow techniques will facilitate rapid integration into anyone's practice.

Kaminer talked to us about what to expect from his symposium.

Your DTSC Symposia session is called "Minimally Invasive Dentistry: Tips and Tricks to Maximize Success." What are some of the key issues you will be discussing in your presentation?

The goal of this short presentation is to give the practitioner some quick

tips that he or she can easily add to his or her daily routine to improve patient care while maximizing production.

Your presentation will deal with some new concepts and techniques surrounding minimally invasive dentistry. Could you go into a little more detail about some of these?

We will cover a post and core technique – routine dentistry for most – that will take only a few minutes but will bond the tooth from apex to crown. We will also simplify a restorative implant technique and discuss splinting periodontally involved teeth with a new bonded fiber and a new flowable composite.

About the author



Dr. Ron Kaminer graduated from the State University of New York at Buffalo in 1990 and remained in New York to practice laser and comprehensive dentistry in Hewlett and Oceanside. He lectures around the globe on the subject of integrating lasers into dental practices and is a member of the Academy of Laser Dentistry, Academy of General Dentistry, American Dental Association and Academy of Operative Dentistry. He lives in Hewlett, N.Y., with his family.

Why do you think it's important for clinicians to practice this type of dentistry?

I always believe it is our responsibility to explore new material and techniques to provide our patients with state-of-the-art care.

If an attendee is interested in going to your session, is there anything he or she should be aware of ahead of time? Is your session geared to specialists or is it more of a general topic?

It is for the GP looking to maximize production with high-tech materials and techniques.

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

Voco has very innovative products that either fill a void in dentistry or drastically improve on current materials out there. The products are all well-researched and thought out before we see them on the trade floor. I believe this fits the bill for most practitioners as it does for me.

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

Change is important. Always look for the opportunity to change. If a product or technique will make you better and will allow you to provide better treatment for your patients, go for it. Don't be scared to try something new.

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The Greater New York Dental Meeting

**Sunday, November 27, 2011 –
Wednesday, November 30, 2011**

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Dentistry's hottest topics

Dr. Louis Malcmacher explains why Botox and dermal fillers are the keys to your success

By Kristine Colker, Managing Editor

TODAY from 2 to 3 p.m. in aisle 6000, room 3, Dr. Louis Malcmacher will present "The Hottest Topics In Dentistry" as part of the DTSC Symposia.

In his session, he will aim to teach dentists and staff how to easily integrate such hot procedures as Botox and dermal fillers, no-prep porcelain veneers and resin bonding as well as discuss overhead control and treatment acceptance.

These practical concepts will enable you to offer new dental services, reduce your stress, significantly increase your production, substantially lower your overhead and have fun doing dentistry.

Malcmacher shared with us a little about what to expect from his session.

Your DTSC Symposia session is called "The Hottest Topics in Dentistry" Could you give us a brief overview of your presentation?

The primary goal of this session is to teach dentists how to easily integrate into their practices the most exciting and hottest topics in dentistry – dental lasers, injection comfort systems, botox and dermal fillers for dental therapeutics and total facial esthetics, new composite resin techniques and more.

These practical concepts will enable clinicians to offer new dental services, reduce stress, significantly increase production, substantially lower overhead and have fun doing dentistry. This seminar is a fast-paced, entertaining and educational course. This course will get dentists and their staff excited about dentistry!

You talk a lot of adding Botox and dermal fillers to a practice. Why are these types of procedures a good fit for dentists?

Most states now allow dentists to perform Botox and dermal filler pro-

cedures, and they are an excellent fit for every dental practice. Dentists will see how these procedures can quickly integrate into their treatment plans for both esthetic and therapeutic uses.

The treatment time for Botox and dermal fillers only takes a few minutes when dentists are comprehensively trained, and these treatments result in outstanding outcomes and are a real service to patients. Botox and dermal filler procedures can also be highly profitable for dental offices when done correctly.

What do you see as the most important benefits of adding some of these procedures to a practice?

The most important benefits include having a more profitable practice and adding services to your practice that your patients want and are paying for elsewhere. New services such as these also add to your professional satisfaction and are the key to preventing burnout in dentistry.

Your session is sponsored by the American Academy of Facial Esthetics. What can you tell us about this organization and how did you get involved in it?

The American Academy of Facial Esthetics (www.FacialEsthetics.org) is a professional and multi-disciplinary organization whose primary mission is teaching the best non-surgical and non-invasive facial esthetic techniques, such as Botox and dermal fillers, to dentists, physicians and health-care professionals worldwide.

The American Academy of Facial Esthetics courses are set apart from other Botox training courses and dermal filler training courses in both educational support and outreach. I am one of the founders of the academy and serve as its president.

We started the American Academy of Facial Esthetics because we knew that once dentists were trained in Botox and dermal fillers, they would need resource support as well as access to our faculty for questions on patient treatment and treatment planning.

Our membership forums are very active, and our members are continually learning how to provide their patients the best facial esthetic outcomes through non-surgical minimally invasive techniques, which every dentist has the skill set to provide.

We provide the best training available, and the academy offers post-course support, which is absolutely essential for your practice. The American Academy of Facial Esthetics has trained more than 6,000 dental professionals from 48 states and 25 countries and offers fellowship and mastership status in facial esthetics. The academy also offers successful practice management and business

About the author



Louis Malcmacher, DDS, MAGD, is a practicing general dentist and an internationally known lecturer, author and clinician. An evaluator emeritus for Clinicians Reports, Malcmacher is the president of the American Academy of Facial Esthetics, which you can learn more about at www.FacialEsthetics.org. You can contact Malcmacher at (800) 952-0521 or e-mail drlouis@FacialEsthetics.org. His website is www.common sense dentistry.com, where you can find information about his Botox and dermal filler training, lecture schedule and audio CDs, download his resource list and sign up for a free monthly e-newsletter.



models for dental practices to insure dentists' success in this area.

By the way, the American Academy of Facial Esthetics supports and teaches dentists about all aspects of facial esthetics, including topics such as teeth whitening, no- or minimal-prep veneers and implants and how these all integrate with Botox and dermal fillers for the best dental esthetic and dental therapeutic outcomes.

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

Attendees will come away from this session with the understanding of what the hottest topics in dentistry are and new ways to improve their practice immediately with the introduction of new services that they can add to their practice easily while making their dental practices more efficient.

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Parameters of a successful practice

Dr. George Freedman gives insight into conservative preparations and simplified restorations

By Kristine Colker, Managing Editor

TODAY from 4:30 to 5:30 p.m. in aisle 6000, room 3, Dr. George Freedman will present "Evolving Conservative Restorations" as part of the DTSC Symposia.

In his session, he will discuss how conservative preparations and simplified restorations are the primary parameters of the successful practice.

In addition, Freedman will talk about how the precursor for every restorative procedure is a predictable one-step seventh-generation adhesive. Single-step resin cements create the ideal interface between tooth structure, metal and ceramic while special additives target alumina and zirconia crowns and bridges.

Freedman sat down with us to share more insights into his session.

Today you will be presenting a DTSC Symposia session, "Evolving Conservative Restorations." Could you give us a general overview of what your session will entail?

Conservative preparations and simplified restorations are the essential parameters of the successful practice. For direct procedures, the evolution of minimal preparation concepts is complemented by newer generation Giomer filling materials, both "super" flowable and hybrid, that are functionally and esthetically superior.

These procedures assume the availability of predictable one-step seventh-generation adhesive technologies that are the clinical infrastructure for every restorative procedure.

For indirect restorations, the materials and protocols of cementation have changed tremendously over the past decade; both techniques and technologies are far easier, more predictable and clinically superior. The practitioner is required to cement porcelain-fused-to-metal (PFM), all-ceramic, alumina and zirconia crowns and bridges, and each restorative material has its dedicated protocols.

Could you go into a little more detail about the Giomer filling materials and the single-step resin cements that you work with? What are some characteristics you look for when choosing what products to use?

The advantages of resin restorative and cementation materials include adhesion to all tooth and restorative surfaces and fluoride release to protect the remaining tooth structure from bacteria. The Giomer materials have been shown to adhere to both enamel and dentin above the critical 17 MPa mark, thus they are able to resist the forces of polymerization shrinkage that are the causes of gap formation, marginal breakdown, microleakage and re-decay.

Many restorative materials today have a capacity to release fluoride, making the marginal micro-environment inhospitable to bacteria. Once a restoration has released the bulk of its fluoride ions, this protection ceases to be effective.

Giomers are uniquely able to both discharge fluoride and recharge fluoride, depending on the relative concentration of fluoride ions in the oral cavity. Thus, under normal circumstances, Giomers release fluoride ions.

When the fluoride ion concentration in the mouth is higher than that in the restoration — such as with fluoride rinses, varnishes or topicals — the migration of ions is into the restoration, recharging the Giomer. These restorations thus have the capacity to absorb and release protective fluoride ions over the span of many years of intraoral function.

Resin cements have shown an excellent capacity to form micromechanical and chemical bonds with dentin, enamel, composite resin, ceramic and metal surfaces. They are ideal agents to affix crown and bridges as well as inlays and onlays.

The major advantages of single-step resin cements include ease of use, rapid deployment and predictability of adhesion. Because the cement is automixed immediately prior to use, its chemistry is always ideal and its properties optimal.

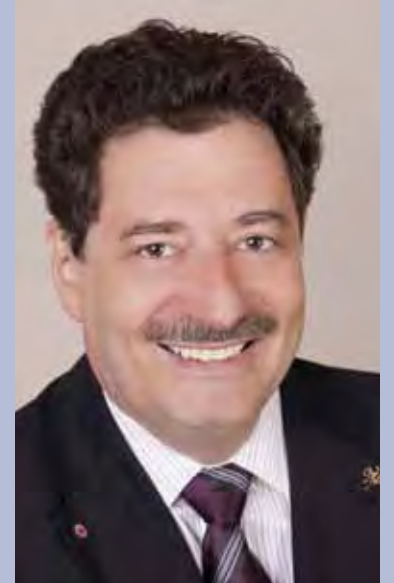
The single step is suitable for both four-handed and two-handed dentistry and leaves virtually no room for inadvertent procedural error. The bonds are strong, and they undergo the best possible maturation in the wet environment of the human mouth.

The newer alumina and zirconia crown and bridge materials generally do not adhere to resin cements and thus require additional primers to ensure they can be adhered, not just luted, onto the dentition

Would you say your presentation is geared toward a specific audience or is it more general? Is there anything attendees need to know about ahead of time in order to understand it?

The presentation is directed to general practitioners, restorative spe-

About the author



George Freedman, DDS, is past president of the American Academy of Cosmetic Dentistry and the chairman of the Dental Innovations Forum (Singapore). He is the author or co-author of 12 textbooks, including *Contemporary Esthetic Dentistry* (Elsevier), more than 700 dental articles, 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.

cialists and the team members who are actively involved in restorative procedures. While experience in direct and indirect restorative protocols is preferable, the clinical discussions and descriptions are very comprehensive and will benefit those who are just beginning to address these materials and technologies.

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

I began to work with Shofu in the mid-1980s and have maintained an active and close relationship ever since that time. I have enjoyed an excellent rapport both with the American and the Japanese components of the company. Shofu has been an innovative leader in the dental field for a century and a half, and it has been responsible for the development and introduction of numerous industry-changing techniques and technologies.

Shofu's extensive pre-introduction research provides clinical comfort that materials will function as indicated, last as long as expected and perform at the highest standards.

What are the most important concepts that you hope attendees to your session walk away with?

1. One-step development of occlusal anatomy with "super" flowables.
2. Predictable adhesion for all restorative procedures.
3. Single step resin cementation of all indirect restorations.

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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

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No-flow flowables for 'Beautiful' restorations

By Howard S. Glazer, DDS, FAGD, FASDA

■ That's not a spelling error in the title. I have intentionally spelled it to mimic the name of the non-runny, non-flowable resin material I will discuss.

Resin dentistry has come a long way since the early days of silicates. Both patients and dental professionals have demanded restorative materials that are functional, durable, versatile and esthetic. Imagine, if you will, a material that is a base, liner and restorative all in one tube.

Shofu has developed just such a product: Beautiful Flow Plus. This new flowable resin is a sculptable, non-flowing resin available in two formulations: F00 and F03. Those designations mean that it flowed zero millimeters when an amount was placed on a pad and held vertically for one minute. Similarly, the F03 flowed only 3 mm during one minute. Both formulations contain the proprietary Giomer chemistry and S-PRG fillers, which release and recharge fluoride like a glass ionomer.

The Giomer chemistry is important. Giomers have an anti-plaque effect by providing a smoother surface when photo-cured. Furthermore, they aid in the reinforcement of tooth structure by forming an acid-resistant layer as well as helping to remineralize dentin. Recently, the ADA published the results of an eight-year Giomer study, done at the University of Gainesville in Florida, that showed no secondary caries, no restorative failures, no post-op sensitivity and a 95 percent retention of luster on the restoration.

Beautiful Flow Plus stays where it is placed and does not require a more traditional composite resin to be placed on top to complete the restoration as some bulk fills do. It is approved for all cavity preparation classification.

There are nine shades for F00, including an opaque, incisal and bleach white. For F03, there are 12 shades, including a unique A0.5, "milky" and cervical shade. Once photo-cured, the materials are about 95 percent finished and polished, and a very high gloss can be achieved using the One Gloss and Super Snap Singles polishing systems (Shofu).

As you will see in the cases that follow, Beautiful Flow Plus is a very useful product that allows us to emphasize our artistic ability in the art and science of dentistry.

Case I

The patient is a 33-year-old male who has neglected his dental hygiene for several years and has a history of chewing gum and parking it in his cheek when on the telephone or focusing on his work.

He now presents with several areas of severe cervical erosion. These were successfully restored using a #35 inverted cone carbide and SmartBur



Fig. 1: Pre-op photos of the lower left first and second premolars and first and second molars showing cervical decay. (Photos/Provided by Dr. Howard S. Glazer)



Fig. 2: Post-op of the lower left first and second premolars and the lower left first molar.



Fig. 3: Pre-op photo of the upper right cuspid. Note the large area of enamel erosion.



Fig. 4: Post-op photo of the upper right cuspid. Erosion restored with 'invisible' margins.



Fig. 5: Pre-op photo of the upper left central incisor fracture.



Fig. 6: Post-op photo of upper left central incisor.

Attend today's session!

Today from 10 to 11 a.m. in aisle 6000, room 3, Dr. Howard Glazer will present "GIOMERS: New Giants of MI Dentistry" as part of the DTSC Symposia. In his session, he will address the following questions: What is a giomer? How does it work and what does it do? How is it different from glass ionomer? What does the research say? What products contain giomer technology and what is the advantage over others that do not? How is it used clinically?

II # 4 round (both SS White) and then BeautiBond and Beautiful Flow Plus F03 A03 opaque shade and then F00 shade A3.

Fig. 1: Pre-op photos of the lower left first and second premolars and first and second molars showing cervical decay.

Fig. 2: Post op of the lower left first and second premolars and the lower left first molar.

Case II

The patient is a 63-year-old male with

a history of sucking on lemons. The upper right cuspid enamel has been eroded, and the patient had mild sensitivity. The canine was restored using a #34 inverted cone bur (SS White), and the restoration was performed with BeautiBond and Beautiful Flow Plus F00 shade A30 Opaque and A3.

Fig. 3: Pre-op photo of the upper right cuspid. Note the large area of enamel erosion.

Fig. 4: Post-op photo of the upper right cuspid. Erosion restored with "invisible" margins.

Case III

The patient is a 42-year-old male who fractured the upper right central incisor opening a package. The tooth was restored using a Fissurotomy bur (SS White) to create the enamel bevels and BeautiBond and Beautiful Flow Plus F00 A2.

Fig. 5: Pre-op photo of the upper left central incisor fracture.

Fig. 6: Post-op photo of upper left central incisor.

About the author



Howard S. Glazer, DDS, FAGD, FACD, FICD, FASDA, FAAFS, is a past president of the AGD and former assistant clinical professor in dentistry at the Albert Einstein College of Medicine in Bronx, N.Y. He is the deputy chief forensic dental consultant to the OCME-NYC. Named as one of the "Leading Clinicians in Continuing Education" by Dentistry Today, he lectures and publishes internationally on the subjects of cosmetic dentistry and forensic dentistry.



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Taking a look at digitally enabled comprehensive restorative dentistry

By Shamshudin 'Sam' Kherani, DDS, FAGD, LVIM, FICCMO

■ Digital connectivity is enabling a new era of comprehensive restorative dentistry. Just five years ago, we began replacing our traditional PVS impression process with the iTero digital impressions system. Since then, we have seen rapid expansion in digital capture devices and digital manufacturing for traditional X-rays, impressions, cone beam CT, implant treatment services, surgical guides, laboratory prosthetics and orthodontic treatment.

Keeping a practice up to date with these technologies is advancing our ability to better evaluate, plan and treat the comprehensive restorative cases that challenge us every day.

Connectivity between these individual technologies is becoming easier all the time. When thinking about the technologies we bring into our practices, it's important to thoroughly evaluate their potential for connectivity to technologies we already use and to those we may be interested in acquiring.

The buzz word is open architecture – I refer to it as open choice. Just as my traditional devices and materials allow me to select and deliver any treatment plan I want, my digitally enabled products and services to do the same.

We chose to start using a digital impression system that is fully open because we wanted to ensure our investment would allow us to maintain complete control over the treatment options. The iTero hasn't let us down. Not only is it the only powder-free intra-oral scanner on the market, it's the only system that enables us to do work easily with all aspects of our digital service providers.

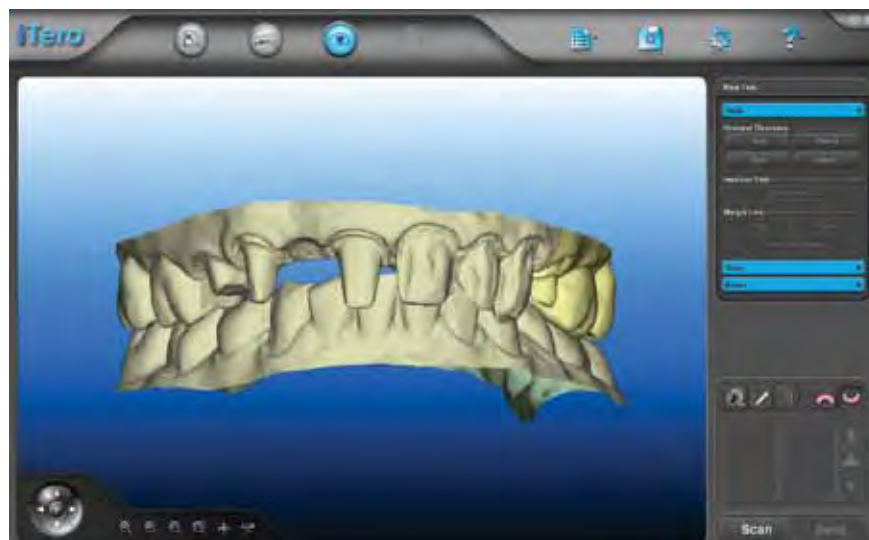
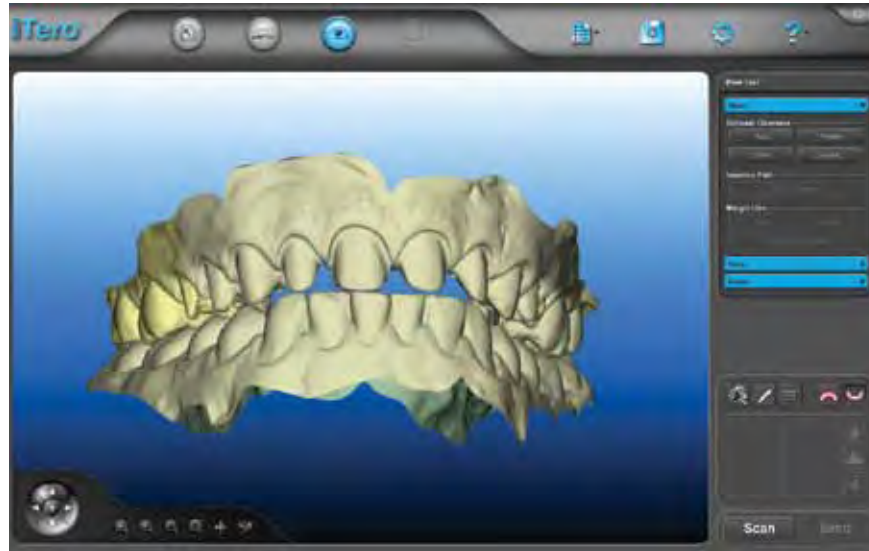
A recent upgrade to the iTero system has enabled two important features for enhanced connectivity: Real Time Modeling (RTM) and open access STL export by the clinician or lab.

Real Time Modeling

RTM gives the clinician greater control over the digital file to mark margins chairside and complete the high-resolution modeling on the scanner itself. With RTM, I have excellent control over the preparation scans, which allows me to maximize tissue management.

The preparation scans are isolated and scanned first. Each individual tooth can be impressed in a process that allows the user to digitally capture each preparation scan before the adjacent and opposing arches are scanned.

These preparation images are then



• **With the iTero, the three components required (model, custom abutment and restoration) are fabricated digitally from one unique digital impression at three separate sources and are joined in the lab for final inspection prior to delivery. (Photos/Provided by Shamshudin 'Sam' Kherani, DDS, FAGD, LVIM, FICCMO)**

set aside while the opposing and adjacent scans are completed. Once finished with both the preparation and arch scans, the system digitally maps in the preparation scans to the arch scans. The process is especially helpful for large full-arch cases.

The RTM process also enables us to use the system for fixture-level

implant dentistry. We cannot normally use a scan body or scanning abutment to create a custom abutment and crown from one scan of the scan body. iTero enables this feature with both Straumann implants and BIOMET 3i implants, along with scan

Attend today's session!

Today from 11:15 a.m. to 12:15 p.m. in aisle 6000, room 3, Dr. Shamshudin "Sam" Kherani will present "Comprehensive Dentistry Using Digital Impression Technology" as part of the DTSC Symposia. In his session, he will present insight into the following topics: eliminating conventional impression materials in any dental office with indications for virtually every type of dentistry and the clear aligner process; utilizing iTero for comprehensive treatment planning, including full-arch restorations, implants, Invisalign and orthodontics; office efficiencies that can be gained by using iTero; utilizing auxiliary staff for scanning opposing arches prior to dentist time; digital work flow with iTero; case presentations of a variety of different types of cases; and the laboratory process after the scan.

About the author



Shamshudin "Sam" Kherani, DDS, FAGD, LVIM, FICCMO, is a graduate of the University of Western Ontario and has been in general practice since 1981 with a special interest in adhesive dentistry. Prior to joining LVI fulltime in his role as vice president, educational advancement, he served as a clinical instructor as well as a regional director for the institute. Awarded a fellowship from the Academy of General Dentistry and appointed trustee of public colleges foundation by the Government of Alberta, Kherani is one of a few recipients of the mastership designation from LVI as well as a mastership designation from the International College of Cranio-Mandibular Orthopedics.

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Restorative *from page 22

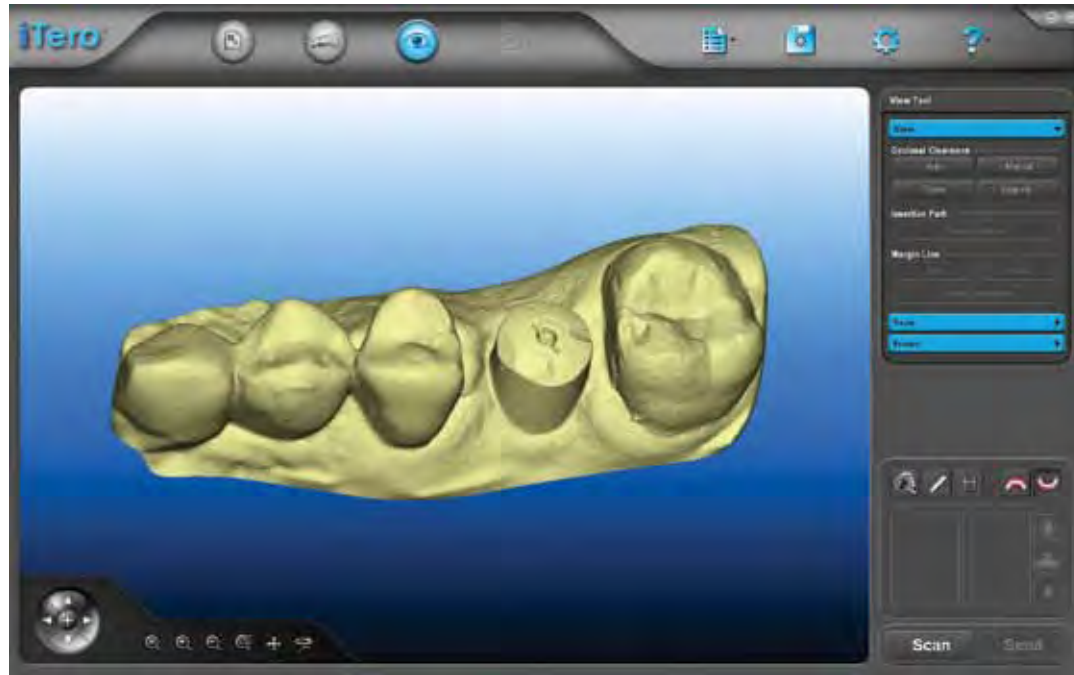
body solutions from Glidewell and 5-Axis Dental that service multiple brands of implant systems.

With the iTero, we can take a full-arch scan of the patients' pre-surgical arches. We then export this STL file and can send it to a third-party implant treatment planning service (i.e., Materialise, Anatomage, Straumann/Gonex) for integration with our cone beam CT images. The combined images can then be used in the treatment-planning process and the creation of digitally manufactured surgical guides, if desired.

Once the implant is placed, we can use a scan body attached intra-orally into the implant fixture. We then take a digital impression of the scan body and arches. The file is sent to multiple parties at the same time. iTero sends the file to my lab, which reviews the margin line and model.

Once complete, the lab sends the file to the selected implant partner, who creates a custom abutment and coping for the restoration. The lab receives a milled model from iTero and the abutment and coping (if desired) from the manufacturer. The lab also has the option to fabricate the coping or restoration from the same digital file at the lab.

In this case, the three components required (model, custom abutment



The workflow of the implant is seen on the iTero.

and restoration) are fabricated digitally from one unique digital impression at three separate sources and are joined in the lab for final inspection prior to delivery.

With some implant systems, a model is not needed – both the custom abutment and crown are fabricated digitally and delivered.

The lab also has the ability to fabricate any kind of restoration prescribed from the digital file – porcelain veneers, gold crowns, bridges,

zirconia copings, PFMs, etc.

The choice, accuracy and digital workflow allow the clinician to efficiently manage the treatment and deliver precision components in fewer patient appointments.

We continue to see the advantages of diagnosing, planning and treating our patients through digital modalities. Whether treating a single-unit crown, multiple veneers, implants or comprehensive restorative treatments, choosing an open digital

impression system will ensure you maintain choices in your treatment options today and as new technologies develop and emerge in the coming years.

The intra-oral scanner is the link that allows us to join our multiple digital services to enhance our dentistry and patient experience. The accuracy, flexibility and choice that intra-oral scanners offer make it the must-have technology for today's restorative practice.

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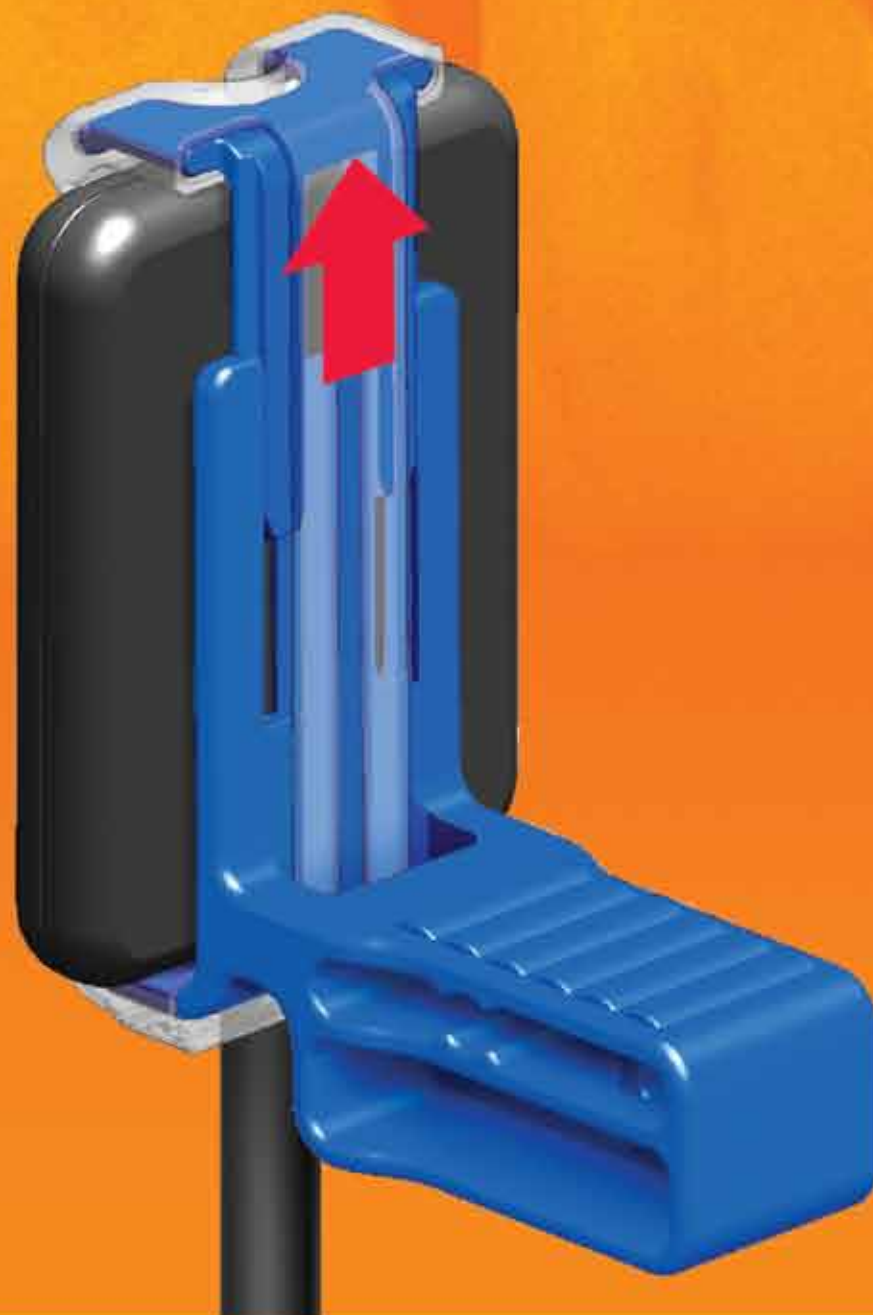
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Building your practice with caries management and CarieScan PRO

By Dr. Michael A. Miyasaki

■ Caries detection has been undergoing significant technological changes during the past two decades, with the explorer now giving way to less invasive protocols. Radiographs are used but often indicate decay only when its well-developed.

A relatively new development is the CarieScan PRO, which uses AC impedance spectroscopy to determine changes in tooth mineral density. This is the same technology used to measure and quantify bone mineralization throughout the body. Fortunately, this works very well to discover areas of early demineralization on the occlusal surfaces and the smooth buccal and lingual surfaces of the teeth.

What sets CarieScan PRO apart from other units is its improved sensitivity (detection of caries) and specificity (confirmation of health) with an unmatched accuracy of 92.5 percent. This high degree of accuracy means fewer false positives, giving me more confidence in my diagnosis.

Putting ourselves in our patients' shoes, we'd all like to catch those soft areas early before a full-blown filling needs to be placed deep against our pulp. As clinicians, we'd like to have a second set of eyes looking into the enamel, knowing that with today's fluoride use, we sometimes find decay that can be quite extensive below the apparently intact enamel.

We'd also like a better way to communicate the need to our patients when they present with almost undetectable, asymptomatic decay. CarieScan PRO helps us accomplish all these points.

Setting up the CarieScan PRO for use is quick. The collar of the CarieScan PRO is pushed into the sensor tip, which pops on ready for use.

To prevent cross-contamination, there are disposable sleeves that wrap nicely over the unit, leaving the single-use disposable sensor tip exposed (Fig 1).

The CarieScan PRO technique is simple. A lip hook is placed, and the tooth to be measured is dried by blowing dry air over the surface for five seconds to remove the visible moisture, then placing the sensor tip on the portion of the tooth to be analyzed and pressing firmly (Fig. 2) while the CarieScan PRO takes its reading and displays its color-coded digital measurement of 0-100 on an LCD screen.

Red is associated with a reading of 100, indicating a high probability that there is dentinal decay. Green is associated with a reading of 0, indicating health, and yellow indicates varying degrees of possible demineralization (Fig. 3). The patient feels nothing.



• Fig. 1: The CarieScan PRO. (Photos/Provided by CarieScan)



• Fig. 2: Place the sensor tip on the tooth to be analyzed.

Because these readings can be compared historically, another option is using the CarieScanPRO RemoteView software, allowing the data to be sent to your computer via bluetooth, so these reading can be stored and compared over time, which is unlike any other system I know of.

With the information provided, the clinician can detect demineralized tooth structure earlier so possible remineralization therapy can be started or a sealant or occlusal composite can be placed. In the past, these needs may have been missed, making this a win for all.

If remineralization therapy is instituted, the efficacy of this treatment can be monitored and quantified over time, truly making this approach more appropriate than in the past.

Currently, I find that CarieScan PRO is a great adjunct for me and my patients to communicate health or disease and determine the most appropriate conservative treatment.



• Using the CarieScan PRO

Patients appreciate that we have invested in technology to detect disease earlier, that we can quantify the condition of their teeth and that we have another way to involve them in their health, especially today, where their dollars mean so much to them.

I also believe that this type of technology helps in retaining your current patients and keeping your patients active in your practice, as you have ongoing monitoring that they are involved in.

More information on CarieScan PRO will be presented by Dr. Brian Novy today from 3:15 to 4:15 p.m. in aisle 6000, room 3.

Attend today's session!

Today from 3:15 to 4:15 p.m. in aisle 6000, room 3, you can learn more about CarieScan when Dr. Brian Novy presents "Technology to Improve Your Caries Management" as part of the DTSC Symposia. In his session, Novy will address the following: the newest and most accurate caries detection technology, how to successfully integrate new and inexpensive technologies into your practice and how to incorporate the data into an overall risk assessment of the patient and develop the correct treatment plan.

About the author



Michael A. Miyasaki, DDS, is a 1987 graduate of the University of Southern California School of Dentistry and has been involved in dental education for more than 21 years. He served as the editor in chief of Dental Shopper Magazine, has maintained a private fee-for-service practice focusing on comprehensive, minimally invasive esthetic restorative dentistry and function, works with many dental manufacturers and laboratories on product research and advanced protocols, lectures and publishes articles internationally, founded the educational company Principle-Based Dentistry, is working as a professional relations and advanced education consultant for Discus Dental and, through HDiQ Dental, is working to create a new educational model for the future.



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Addressing occlusion, sleep breathing disorders and esthetics

By Shamshudin (Sam) Kherani, BSc, DDS, FAGD, LVIM, MICCMO

■ In performing long-lasting comprehensive dentistry, form, function, esthetics and stability are the attributes that we strive for, and should strive for, for good reason. In the end, it is physiology that informs and governs the long-term end result. In generalities, anatomy (i.e., form) gives us guidance whereas physiology determines the end result.

There have been exponential changes in how we use technology to help us witness what happens in the human body in real time, both in terms of imaging and physiological events. Coupled with that is the advancement in material science that helps us get closer to replicating nature and, at the same time, allowing such human interventions to serve us for a relatively long time.

Such advancements have been made possible by the synergies



(Photo/Provided by the Las Vegas Dental Institute)

between accredited higher learning institutions, an industry committed to research and development and continuing education institutions. Such synergy is the requirement for the advancement that we witness today.

The health professional has to become a perennial student who should be given access to such infor-

mation in a manner that makes it practical to use that information for the benefit of the general public.

Suffice it to say that such an environment does leave things open to frivolous and unsubstantiated treatment regimens that should be monitored. In the absence of a robust policing mechanism, which would in turn be stifling, a peer-to-peer mechanism is most efficient and practical.

Continuing education facilities provide a fertile ground for such peer-to-peer mechanisms, which foster excellence and allow for practitioners to gain knowledge that will help them incorporate such knowledge into practice.

This year at the Greater New York Dental Meeting (GNYDM), I will discuss the theory and science behind the neuromuscular occlusion philosophy and its application in treating numerous cases that range from esthetic needs to pain management in a contemporary setting. This philosophy of treatment is predicated on measuring physiological parameters so that one can be sure the balance within the stomatognathic system has been attained. This seminar will be from 9 a.m. to noon on Monday in room 1E06.

Another area that needs to be mentioned is sleep-breathing disorders, which affect at least 20 percent of the American population. The gold standard of sleep center-orchestrated sleep studies, coupled with the gold standard of prescribing cPAPs (continuous positive air pressure), is meeting with a lot of resistance, such that a majority of patients needing treatment are not complying for various reasons.

Ambulatory sleep studies that are considered diagnostic in nature, along with the delivery of mandibular advancement appliances, are gaining ground as a viable alternative to the gold standard, resulting in physicians and dentists combining their abilities for the benefit of the patients who need help with their affliction.

In addition, there is correlation between sleep breathing disorders and the lack of balance within the stomatognathic system; therefore, exploration within both of these areas can lead to a win-win for the patient who not only gets relief from the sleep breathing disorder but balance within the stomatognathic system. Suffice it to say that this body of knowledge is gaining further interest, and as time goes on, we will see more information about it, including best practices.

In my lecture at the GNYDM, I will touch upon this much-ignored arena of sleep-disordered breathing in the overall diagnosis, leading to

Attend the seminar

Dr. Shamshudin "Sam" Kherani will present "Predictable Comprehensive Dentistry: Addressing Occlusion, Sleep Breathing Disorders and Aesthetics" from 9 a.m. - noon on Monday in room 1E06. Admission is free.



About the author

Shamshudin "Sam" Kherani, BSc, DDS, FAGD, LVIM, MICCMO, is a graduate of the University of Western Ontario and has been in general practice since 1981 with a special interest in adhesive dentistry. Prior to joining LVI fulltime in his role as vice president, educational advancement, he served as a clinical instructor as well as a regional director for the institute. Awarded a fellowship from the Academy of General Dentistry and appointed trustee of public colleges foundation by the Government of Alberta, Kherani is one of a few recipients of the mastership designation from LVI as well as a mastership designation from the International College of Cranio-Mandibular Orthopedics.

treatment that allows the alleviation of this harmful disorder that, without treatment, can have such far-reaching complications as increased mortality and morbidity. Successful long-term treatment outcomes will be shared along with patient testimonials.

Finally, I would like to underscore that we at the Las Vegas Dental Institute (www.lviglobal.com) offer a comprehensive series of continuing education courses that are specifically organized so you may avail yourself with all this information in an organized manner.

The courses are also practical because we do offer live-patient treatment programs. I would encourage you to visit our website and see for yourself what is offered.

I sold both my highly productive offices in Calgary, Canada, to serve as the clinical director at LVI because it gives me a great deal of satisfaction in giving back to my esteemed profession.

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Another bubble?

By David Keator, Keator Group

■ There is an old adage: “Those who ignore history are destined to repeat it.”

So let’s journey through a few of the major milestones in the market since 1982. I’ve chosen 1982 because that was the time the market became the subject of daily media chatter. Paul Voelker was the chairman of the Federal Reserve at that time, and in August 1982, he lowered interest rates. This caused the stock market to take off. From that point onward, the market was a hot topic.

One of the first “derivatives” that emerged after that time was in the form of portfolio insurance. The idea was attractive. Essentially, it was a program sold to institutions and large investors that “sold” their securities if the market hit certain levels. The large investors and institutions loved the idea. This “product” became so lucrative to Wall Street that it was re-packaged and sold to smaller investors.

Everyone started buying in to this protection mechanism. In hindsight, this idea failed to recognize that it could become self-fulfilling. If the market started to fall, then the “insurance” would be triggered, which would in turn signal program selling. This would cause the market to fall as more and more program selling would ensue.

This period in the market has been labeled the Crash of ’87. Let’s call this automatic pilot approach “complacency.”

Starting in 1995, new technology burst onto the scene, and the over-the-counter market (NASDAQ – all those four-letter stocks) became the “new” hot investment. It was the subject of every analyst, commentator and/or neighbor with a computer. Sometimes, the value of a stock would double in a day. It looked like there was no end to the money that could be made. It looked easy, and complacency took hold again. “How could you lose? The Internet isn’t going away. Technology has changed our lives.”

That bubble burst in March 2000, and the subsequent recovery was interrupted by the attacks on Sept. 11, 2001. This economic roadbump would keep further growth in the stock market at bay until March 2003 when stocks began to rally again.

Who would have guessed the next bubble would be real estate? There is another Wall Street axiom: “Trees don’t grow to the sky.” Housing prices soared; people were refinancing their mortgages and spending their equity as if going to an ATM machine.

That bubble has now burst, and real-estate values have plummeted from stratospheric highs. This has



(Photo/Provided by Dreamstime, www.dreamstime.com)

caused many consumers a tremendous amount of pain and panic. Many, feeling helpless, have walked away from their homes to the detriment of their credit scores and overall financial well-being.

We believe that this real-estate adjustment is going to have long-term effects on our economy, as it will take time to work through the excess real-estate inventory. Until that happens, prices probably won’t rise. Although there are pockets of the country that have already seen some stabilization, it could be years before there is substantial growth in the real-estate market.

We see the new bubble being interest rates. Remember that current yields are a function of income divided by price. If bond yields are low, then bond prices are high. Everyone is looking for someplace to invest money for a better return. The U.S. Treasury is borrowing money for two years at a rate of less than 1 percent. Money market rates are less than one-fourth of 1 percent (0.25 percent).

So if you want to help reduce risk, you may need to endure some pain by accepting low current yields. If inflation stays low, then real return is OK. Unfortunately, if inflation starts to rise, then the net return on low-yielding investments could be zero or worse. Looking for more income in the market is like walking through a minefield: If you exclusively hunt for yield, without paying attention to quality, then your perceived “safe” investment might not perform to your satisfaction.

It reminds me of another adage: “Buyer beware.”

I can’t predict when, but interest rates will rise. They cycle just as all other asset classes and markets do. OK, so what do I do?

- *Keep a good cushion (we call it a bunker) of available cash for emergency purposes.* This could include money markets, certificates of deposit or short-term government bonds. No, the yields aren’t attractive now, but it will allow you to access funds if needed without

About the author

David Keator is a partner with Keator Group. You may contact him at 218 Main St., Lenox, Mass. 01240; (413) 637-2118; www.keatorgroup.com.

forcing the sale of something at an inopportune time.

- *Keep your portfolio liquid.* Stay clear of investments that tie up your funds and have large charges or limited liquidation rights.
- *Have a diversified investment plan.* By identifying future goals, you can back into the risk that you should be taking. If that is excessive, then you know you need to modify your goals and expectations.
- *Think globally when determining your asset allocation.* There may be investment opportunities in the international markets that could potentially enhance a portfolio’s return.
- *Look for transparency in your investments.* What do you own? What does it cost? These are all appropriate questions to be asking your advisors.
- *Stay disciplined.* Keep your consumer debt low and continue to actively save for your future.

Keeping these points in mind will help you avoid some of the pitfalls that investors have suffered during the last decade. It is through planning and discipline that we believe you will have the best chance of reaching the financial future of your dreams.

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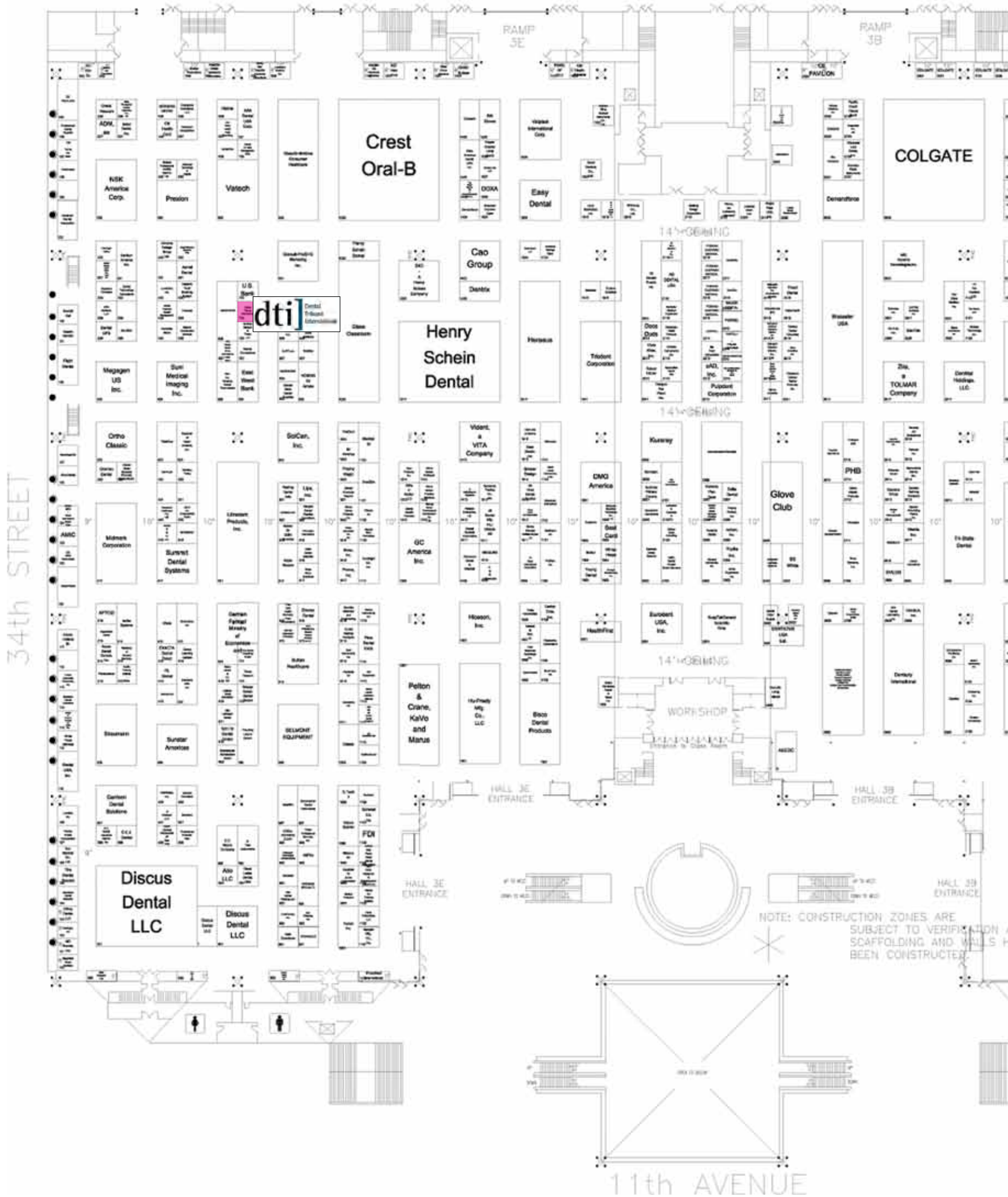
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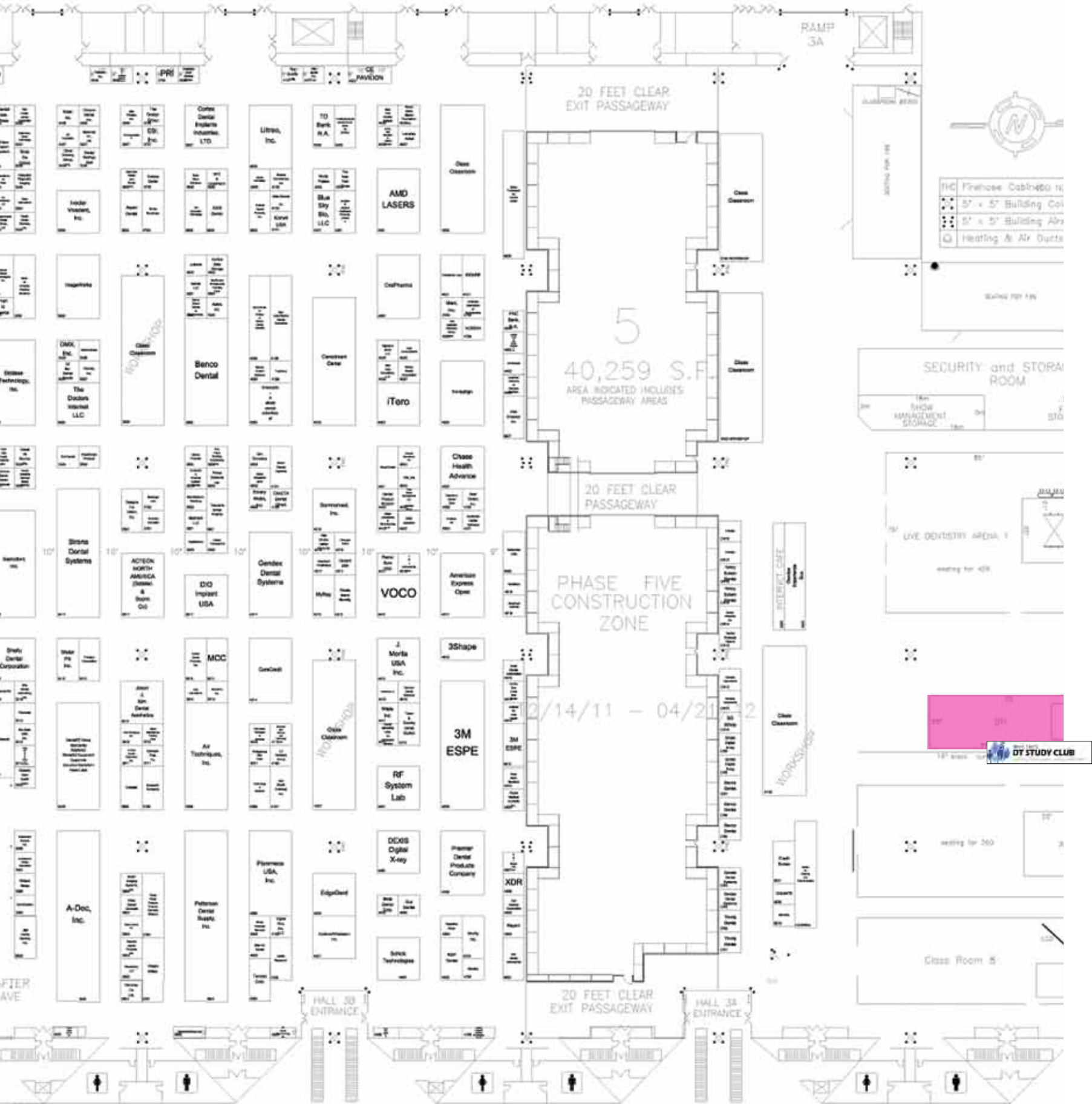
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COMPANY	BOOTH	COMPANY	BOOTH	COMPANY	BOOTH
Doc's Duds	2014	Happy Feet	2419	Lester Dine	1708
DORAL REFINING	806	Hartzell & Son, G.	1607	Lips	921
Dorfman Mizrach & Thaler	728	Hawaiian Moon	428, 4604	LLI Advisory Group	4109
DoWell Dental Products	4033	Hayes Greater Long Island	1528	Long Term Care Advisors	928
Doxa Dental	1526	Head Dental Corporation	4816	LumaDent	430
Dr. Kim	143	Healthcare Professional Funding	3931	Lumalite	108
DRFP (Prosmart/D2D Endo)	520	HealthFirst	1801	Luniforme	3832
DrQuickLook	2415	Healthplex	408	M & S Dental Supply	1919
DSG Americus Dental Labs	1427	Heartland Dental Care	4622	MacPractice	3638
Dux Dental	4505	Heine	638	Magnified Video Dentistry	100
E.C. Moore Company	605	Henry Schein Dental	1032, 1217	Maillefer, DENTSPLY	2603, 2803, 3103
East West Bank	725	Henry Schein Practice Solutions	1313	Major Prodotti Dentari S.P.A	2315
Eastern Dentists Insurance Company (EDIC)	131	Henry Schein ProRepair	1314	Mandelbaum, Salsburg, Lazris & Discenza PC	3822
Easy Dental	1625	Heraeus	1617	Mani	4630
EBI	3737	Hi Tec Implants	3122	Market Connections	727
EdgeDent	4203	High Q Dental	3230	Maui Amenities	2513
Eisenbacher Dentalwaren ED	609	High Tech Innovations	4425	MD Brands	101
Ellman International	2909	Hiossen	1407	Medco Instruments	1116
Elsevier	2608	Hoffmann Dental Manufaktur	612	Med-Dent Safety and Supply Co.	3635
Emery & Webb	4022	Hu-Friedy Mfg. Co.	1401	Medelita Scrubs & Lab Coats	1816
Emmi-Tech	1705	Hygienic Tooth Brushing System	530	Medentex USA	4822
Empire Blue Cross Blue Shield	4815	I.C.E.	3920	Medical Liability Mutual Insurance Company	2206
Equipment Brokers	3308	ICCARE	4731	Medical Professional Liability Agency	435
Erskine Dental	3735	ICE Health Systems	1824	Medical Protective	1003
Essential Dental Systems	2003	ICW International	3814	Medicom	2810
E-Tech 7	1008	IDEM Singapore – Koelnmesse/ Cologne International Trade Fairs	4023	Medidenta.com	1109
Eurodent USA	2001	Identist	3831	Medmark LLC	3821
Evolve Dental Technologies	3231	IDS 2012 – Koelnmesse, Inc.	122	Megagen Implant	225
EXACTA Dental Direct	4120, 414	ILC New York	1231	Meisinger USA	3722
EZ Bur Dental Supply	3427	ImageWorks	3430	Meta Dental	4403
FDI World Dental Federation	1106	Infodent International	519	Meta-Biomed	4132
Federacion Odontologica Latinoamericana	805	InsidersCircle.com	412, 4412	Microbrush International	1712
Fialkoff Queens Dental Study Club – Cuba Trip	231	Institute for Oral Health	4814	Microcopy	1715
First Choice Dental Products	4218	Instrumentarium/Soredex	2208	MicroDental	4421
First Response Advantage	1606	Integra Miltex	3701	MICRODONT	826
Flight Dental Systems	129	Integrated Laminate Systems	2403	Microflex	4702
Florida Probe Corporation	107	Interactive Diagnostic Imaging	3335	Micro-Mega/USA	127
Flow Dental	1114	Investors Savings Bank	1724	Micro-NX	3537
Forest Dental Products	3815	Invisalign	4625	Midmark Corporation	217
Foshan Duoyimei Medical Instrument	2214	IQ Dental Supply	2015	Miele	4411
Foshan Yunsheng Medical Instrument	2216	Isolite Systems	315	Milestone Scientific	3013
Franklin Dental Supply	800	iSonic (ultrasonic cleaners)	2319	Millennium Dental Technologies	3337
Freud Dental	2516	iTero	4423	MIS Implants Technologies	2107, 2823
Freuding Labors	709	ITL Dental	413	Modern Precision Dental Instruments	2217
G. E. Pickering	902	Ivoclar Vivadent	3433	Modular and Custom Cabinets	3915
Garden State Dental Supplies	825	J & B Dental Service	3302	Musty Putters	4233
Garfield Refining Company	2913	J & H Dental Lab China	2522	Mydent International	3105
Garrison Dental Solutions	207, 4514	J & J Instruments	4519	MyRay	4215
GC America	1209	J. Morita USA	4413	Nationwide Instruction For Cardiovascular Education	2416
Gendex Dental Systems	4017	Jagas International Trading	3712	Neven Labs	3409
Genoray	3601	Jason J. Kim Dental Aesthetics	3613	New York Implant Institute	4436
Georg Schick Dental	712	Jedmed Instrument Company	815	Newark Dental/PEMCO	2609
George Taub Products/Trident Dental	2708	Jiahong Dental Technological Development	1312	NewTom (imageworks)	3430
Gergens Orthodontic and Sleep Lab	438	Jin Jiahe (Medical) I/E	2118	Nobel Biocare	817
Germans, Federal Republik of	609-716	JJ Infradent	407	NOMAD by Aribex	925
GetDentalPatients.com	803	Johnson & Johnson Healthcare Products, division of McNeil-PPC	4331	Nordent Manufacturing	1903
GlasSpan	1711	Johnson-Promident	508	NORDIN	4729
GlaxoSmithKline Consumer Healthcare	833	JS Dental Mfg/Directa AB	1511	North Star Disability Insurance Consultants	739
Glidewell Laboratories	2203	Keating Dental Arts	821	Northstar Medical Equipment	2115
Global Dental Products	1020	Kerr Corporation-Sybron Dental Specialties	4126	Nouvag AG Switzerland	2916
Global Medical Implants	4809	Kettenbach L.P	1624	Nova Enterprises	1102
Global Surgical Corporation	1411	Keurig	4703	NSK America	233
Glove Club	2405	Keystone Dental	829	Nu-Life Long Island	2400
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Great Lakes Dental, USA	704	Kimco Realty Corporation	4527	NYC & COMPANY	3935
Great Lakes Orthodontics	1714	Klockner of North America	523	Obtura Spartan	1006
Green Implant System	3236	Kolorz by DMG America	819	OCO BioMedical	1819
Groman Dental	222	Komet USA	4131	Officite	415
Group Financial Services	4004	Kuraray America	2009	Onpharma	3104
Group Health/Emblemhealth	1612	Kuwata Pan Dent	2207	Op-d-op	2820
Guangdong Int'l Science & Technology Exhibition Company	627	L & R Ultrasonics	1509	OPTIMUM SOLUTIONS Group	713
Guangzhou Conghua Shenghua Industry	2414	Lares Research	4100	Oral Aesthetic Advocacy Group	4629
Guardian Life Insurance Company	1139	Lascod	2313	OralCDx Laboratories	1121
Guilin Woodpecker Medical Instrument	338	Lawrence B. Goodman & Co., PA	2106	OraPharma	4428
Handler Mfg.	1101	Leica Microsystems	4523	Orasoptic – a wholly owned subsidiary of Sybron Dental Specialties	4025
Hands On Training	1103	Lema'an Achai	4537	OraTech	1429
Hangzhou Aosu Medical Devicement	4400			Oreck Vacuum	238
HappiDen (Sherpa Korea)	3839				

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Ortho Classic	223	Robust Citizen	2012	Sybron Implant Solutions (a wholly owned subsidiary of Sybron Dental Specialties)	4027
Ortho Organizers	2303	ROKO, SP Z0.0	1731	SybronEndo (a wholly owned subsidiary of Sybron Dental Specialties)	4028
Ortho-Tain	3114	Romidan-USA Corporation	2008	TD Bank	4235
Osada	2911	Rose Micro Solutions	3835, 4810, 917	Technology 4 Medicine	4009
Osteohealth	2515	Royal Council of the Real Fairyland	500	Tekscan	3539
Otto Leibinger GmbH	611	Royal Dental/Proma	1017	TelephoneOnHold.com	3800
OwandyUSA	3214	Roydent Dental Products	3603	TeleVox	423
Oximeter Plus	3711	Sabra Dental Products	2713	Temrex	4001
Pacific Coast Tissue Bank	2730	Safari Dental	337	Tess Oral Health (formerly Tess Corporation)	816
Pacific Dental Services	3333	Samico Industries	2411	The Clemens Group	2813
Pacific Training Institute – Botox	313	Samsonic Trading Co.	1513	The Dental Record	105
Palisades Dental	2814	Sav-A-Life	422	The Design Group	3738
Panasonic Healthcare	420	Schick Technologies	4401	The Doctors Internet	3425
Panoramic Corporation	1706	Schumacher Dental Instruments	907	the New York Times	4333
Paragon Dental Practice Transitions	920	Schütz Dental	610	The Quality Life	4137
Parkell	1001	Schwed	1107	TheraSnore by Distar	3235
Pastelli SRL	2314	SciCan	823	Theta	1608
Patient News	3306	Scientific Pharmaceuticals	2815	Tokuyama Dental America	3921
Patterson Dental Supply	3801	SDI (North America)	4107	TopDentists.com	4631
PDT, Inc. Paradise Dental Technologies	625	Second Story Promotions	1119	TotalCare (a wholly owned subsidiary of Sybron Dental Specialties)	4125
Pelton & Crane, KaVo and Marus	1201	Septodont	3217	Town & Country Dental Studios	4512
Pemco/Newark Dental	2609	Shader Productions	539	TPC Advanced Technology	3833
Perioptix	2915	Shanghai Dynamic Industry	2413	Transworld Systems	839
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PHB	2714	SheerVision	515	Tri-State Dental	3009
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Porter Royal Sales	1017	SKM Jewelers	4520	Unicorp Instruments	2113
Practicon	4621	Sleep Group Solutions	1331	Unidental Direct	2320
Premier Dental Products Company	4606	SleepRight/Splintek	4818	UNIDI	2312
Preventech	2711	Smartech Dental Laboratory	114	United Concordia Companies	115
Prexion	433	Smile Reminder	3733	United Laboratories & Manufacturing	4419
PRI	3739	SNAP Imaging Systems	3606	Upholstery Packages & Services	4012
Prima Systems	3923	Snap On Optics	3336	Upper Cervical Chiropractic Of New York	406
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Professional Mfg. Corp.	4011	Solmetex, a division of Layne Christensen	2821	Valplast International	1628
Professional Protector Plan	506	Solstice	927	ValuMax International	2614
Professional Sales Associates	3809	Somnomed	4219	Vatech America	633
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Prophy Magic	1022	SPI Dental Manufacturing	4000	VELscope – LED Dental	2728
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PSP Dental	4237	State Surgeons Unit	200	Vivio Sites	2013
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Raven Maria Blanco Foundation	4538	Suni Medical Imaging	425	Yankee Dental Congress	2514
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Rayant Insurance Company	4804	Supersmile	1805	Young Dental	1803
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ReviewTree	1527	SurfCT.com	827	Zila, a TOLMAR Company	2817
RF America	1023	SurgiTel/General Scientific Corp.	2201, 532	Zimmer Dental	916
RF Co., Ltd.	4407	Suzy Systems	2709	Zirc Company	4024
RGP Dental	4602	SVEDS	2809	Zoll Medical Corporation	4805
Rhode Island Novelty	4315	SW Gloves	1529	Zoll-Dental	3424
Ribbond	1005	SwissLoupes Sandy Grendel	1611		
Richmond Dental & Medical	1409				
Rinn, DENTSPLY	2603, 2803, 3103				
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¹Based on an average practice of 1,700 patients, and: "Prevalence of Symptoms and Risk of Sleep Apnea in the US Population" David M. Hiestand, Pat Britz, Molly Goldman and Barbara Phillips; *Chest* 2006; 130: 780-786.

²Young T, Evans L, Finn L, et al. Estimation of the clinically diagnosed proportion of sleep apnea syndrome in middle aged men and women. *Sleep* 1997; 20: 705-6.

³Customer is responsible for determining and complying with local, state and federal legal and regulatory requirements, as well as specific payer requirements.



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CAD/CAM too complex? Let 10-year-old set you straight

Fourth-grader deftly wields laser scanning wand in Henry Schein exhibit booth

■ Hesitant to step into CAD/CAM technology? Henry Schein and D4D Technologies are ready to dispel common misconceptions about the tech-

nology with live demonstrations of the E4D Dentist CAD/CAM system – by a fourth grader!

Ten-year-old Kyle Westfall had about an hour of training on the E4D system prior to the Greater New York Dental Meeting in order to demonstrate its capabilities live at the Henry Schein exhibit booth.

Kyle's mom, Natalie Westfall, is director of sales for Henry Schein Financial Services (a division of

Henry Schein, global distributor for D4D). "Many dental professionals think the technology is too complicated," Natalie Westfall said. "We thought this would create some energy and buzz – having a 10-year-old demonstrate the parts that people think are hardest."

Kyle's trainer, D4D Technologies' Northeast District Manager Steve Kotecki, said visitors to the booth can expect a bonus, too, "Because



• The E4D Dentist (Photos/Provided by D4D and Henry Schein.)

Here in New York



• Kyle Westfall, age 10

A lab-coated, 10-year-old Kyle Westfall will man the Henry Schein booth, No. 1217, from 11 a.m. to 2:30 p.m. Sunday through Wednesday. (Other start-to-finish E4D demonstrations run concurrently all day long, every day, at the D4D booth, No. 1222.) For more information about the E4D Dentist system, contact your Henry Schein representative, visit www.e4d.com or call (972) 234-3880.

AD

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- Flap Operation (soft tissue)
- Osteotomy (bone dissection)
- Sinus window opening
- Osseous expansion (dilatation) on a very thin alveolar ridge
- Creation of insertion path for an implant

ST70

ST71

HOE (SPADE) TIP

- Sinus membrane separation
- Bone tissue collection (cortical & medullary)
- Soft tissue separation (flap operation)
- Apicoectomy preparation (removal of infected root apex & destructed osseous tissue)
- Adherent cyst separation from the bone
- Cleaning deep socket after extraction of the tooth

ST72

BUGLE (TRUMPET) TIP

- Sinus membrane separation
- Artificial bone filling
- Primary fixation of artificial membrane

ST73

SPOON TIPS (RIGHT and LEFT)

- Excavation & collection of infected tissue from small areas
- Collection of small amounts of medulla & spongy bone tissue
- Smoothing margin of bone & alveolar ridge

ST74
ST75

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with Kyle, you also get a tremendous personality."

Kyle is ready to answer questions and interact with visitors watching him at work.

"It was impressive to see Kyle just flowing through it with ease," Kotecki said. "He immediately started picking up on the nuances in the software as he was playing with it. Watching a young person catch right on really demonstrates how intuitive and user-friendly the software is and how it's designed to be used by the entire office."

While Kyle demonstrates the perceived tricky parts, staff on other setups of the E4D system will be presenting every step from start to finish: scanning (just like Kyle) with the laser intra-oral digitizer, which requires no powder or other reflective agent; showing how the ultra-precise scan of a prepared tooth and surrounding anatomy reduces the need for refinement after the scan; and finally, offering up for inspection a fabricated restoration straight from the milling chamber.

That's the main point, to demonstrate how the E4D system, with its design center and precision-milling center, enables you to design, fabricate and seat full-contour, ceramic or composite crowns, inlays, onlays and veneers in one appointment. And, even better, how using it can add energy to your office, attract and better serve patients and let you quickly see the return on your investment.

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Increase your cosmetic revenue

By Robert L. Ash, SNAP Imaging Systems

■ In today's economy, it has become increasingly difficult to increase cosmetic production. Because most cosmetic procedures are paid for with disposable income, and there has been a noticeable lack of disposable income in the last few years, the problem has become almost impossible to overcome.

Cosmetic simulation is a well-known technique that is proven to substantially increase your bottom line, yet remains unused by many dentists because of previous techno-

logical limitations. Recent advances by SNAP Imaging Systems have now made this method faster and easier, and it can quickly be implemented into your workflow with minimal effort and a near-zero learning curve. The resulting financial impact can be impressive.

Even the name of the product, SNAP Instant Dental Imaging, can give you a preview of how fast and easy this previously difficult technique has become. Untrained personnel can easily produce convincing and natural-looking side-by-side full-face or close-up simulations in just a minute or two. SNAP's automated



• SNAP Instant Dental Imaging can produce side-by-side full-face or close-up simulations in just a minute or two. (Photo/Provided by SNAP Imaging Systems)

procedures and automatic video help are a big departure from the old days

Here in New York

For more information, go online to www.snapdental.com, call (866) 987-7627 or stop by the booth, No. 3606.

of 200-page user manuals and two-week training courses.

Increasing case acceptance is not enough. Acceptance assumes the patient has already asked for a case presentation or is at least somewhat interested in having a procedure performed. Is it possible to turn uninterested, non-cosmetic patients into cosmetic patients in less than a minute? The answer may surprise you.

The idea is to give all of your patients a free simulated smile evaluation picture. This picture can then be taken home to show the spouse, family or friends. Providing these pictures to your non-cosmetic patients has been shown to dramatically increase the number of cosmetic cases that you book on a weekly basis. If providing free cosmetic simulations results in an increase in your caseload of as little as 10 percent to 15 percent, that can translate into an increase in your bottom line of 20 percent to 30 percent.


How is that possible? There are three reasons: Cosmetic cases are routinely much more expensive than non-cosmetic cases, they provide a higher income per hour, and once the office overhead is covered by your normal workload, anything over this amount is calculated at a much higher profit rate.

A more aggressive way of using cosmetic simulation involves renting a booth or table at a bridal show, health club or gym and offering free smile evaluation photos. Bridal shows offer your practice a huge opportunity because of several factors. First, most potential brides would love a free preview of what her bridal photo will look like. Secondly, the photo will almost certainly make it home to show the other people in the family, and that leads us to the third and possibly best opportunity — the fact that you may end up booking procedures for the bride, groom and two mother-in-laws.

How do you get started? Do a few minutes of research. Then actually do something about it. Do a web search for "smile design programs," "cosmetic dental imaging," "smile simulation" or any one of another dozen terms that can be used to describe what you want to do. Look at the various products that are available, and look for something that will do the job in a minute or two, not an hour or two. Look for a money-back guarantee.

The main thing is to get something, and start using it this month, not next year. Nothing changes until you change. In today's economy, now is the time to dramatically increase your cosmetic revenue and overall profits.

AD




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DR. MARK DUNCAN

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Time: 2 - 5pm

Location: 1E06 - GNYDM

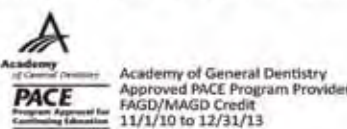
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Evaluation of Align iTero optical scanning used with Invisalign: A user perspective

By Perry E. Jones, DDS, FAGD

■ One of the biggest clinical problems facing dental clinicians is producing an accurate replica of the teeth. Many different impression materials have been used, including plaster, rubber base material, polyether, reversible hydrocolloid and PVS material.

The most common traits of these materials are that patients find the properties unpleasant and dentists find it difficult to produce consistent stellar results with them. Patients object to the taste, tray size, bulk of material and, most especially, the not-uncommon gag reflex.

Conventional impression taking with PVS is not without a plethora of potential errors, including pulls/tears, bubbles/voids, distortion, tray/tooth contact, poor tray bond, delamination, problems resulting from temperature, technique, time sensitivity and chemistry, varying shrinkage, stone model pouring and die trimming discrepancies, to name a few issues.

Optical scanning represents a significant beneficial technology to replace conventional PVS impression taking and help eliminate the patient and dentist objections while offering a higher degree of accuracy. Digital impressions now replace conventional impression materials such as PVS for single-, multiple- and full-arch impressions as well as Invisalign submission.

Accuracy

One of the key features of the Align iTero scanning technology is that it does not require any sort of powder, powder dusting or accent frosting for any type of scanning on any type of restoration. Full-arch scanning for Invisalign submission requires a high-quality scan with interproximal detail and a high level of accuracy to ensure arch width dimensional stability. iTero's powder-free technology delivers accurate digital impressions of the interproximal areas and ensures arch width dimensional stability.

Align chose to partner exclusively with iTero because of the powder-free technology and because it is the only optical scanning system that provides sufficient information for Align's required high-quality scan.

Invisalign submission requires an accurate reproduction of the coronal portion of the teeth in a single impression. This can be very challenging for practitioners, as evidenced by the necessity for impression retakes both for Invisalign and everyday restorative.

Studies indicate about one-third of dentists retake impressions three or more times per month and, on average, about one-third of dentists

Here in New York

For more information on Align iTero scanning technology, stop by the Invisalign booth, No. 4625.

About the author

Perry E. Jones, DDS, FAGD, a graduate of Virginia Commonwealth University School of Dentistry, is director of continuing education and faculty development as well as associate professor, adjunct faculty, for the Department of Oral & Maxillofacial Surgery at VCU School of Dentistry. He maintains a private practice in Richmond, Va. One of the first GP Invisalign providers, Jones has been a member of Align's Speaker Team since 2002, presenting some 250-plus Invisalign presentations. Jones has been involved with the Align iTero optical scanning technology since its release to the GP market and is currently beta testing the newest 4.0 software to help develop Align iTero optical scanning for its use with Invisalign full-arch scans.

re-appoint patient impression taking at least once per month. Align iTero optical scanning eliminates retakes as the scan can be reviewed in real time on the computer screen while tools such as an eraser tool aid scan accuracy.

Technology

There are two different digital scanning technologies available to the dental industry: parallel/confocal and triangulation/sampling. The Align iTero system uses parallel/confocal, which uses laser and optical scanning to digitally capture the surface and contours of the teeth and gingival. The iTero scanner captures 100,000 points of laser light in perfect focus at 300 focal depths.

Triangulation/sampling scan technology requires a powder coating and applies one angled cone of light to capture a single image at 15,000 microns. Because parallel/confocal technology does not require tooth coating, the iTero system can operate with surface contact in the scanning technique. What this means for Invisalign scanning is highly accurate digital impressions on which to produce better fitting aligners.

Patient experience

No. 1 in patient acceptance is "no gagging." Patients remark that they appreciate the absence of bulky trays, unpleasant material taste and impression "mess." The updated iTero 4.0 software seems to produce a noticeably better fit of the aligner as evidenced by patient reports of a better fit and less saliva collecting under the aligners.

Communication with patients is enhanced as they see their dentition on the computer screen, watching



• The Align iTero scanning technology does not require any sort of powder, powder dusting or accent frosting for any type of scanning on any type of restoration. (Photo/Provided by Align)

as the images are "cleaned" by the software and a very neat "soaped" model appears on the screen. An additional enhancement is that the new software has significantly decreased the wait time for the ClinCheck treatment plan. This feature has greatly improved patient acceptance and communication.

Practice growth

Practices enjoy a much improved submission process with the new Align iTero 4.0 software. Once the scan is completed, it is quickly posted on the Align Doctor site and can be further reviewed by the submitting Invisalign provider. This helps office productivity, patient acceptance and patient communication.

Practice productivity is increased as records and submission time are decreased. In the case of restorative productivity, restoration delivery time is reduced by about half because of the accuracy and predictability of restorations originating from iTero scans.

As an example, assume \$500 of hourly production. Saving an average of 15 minutes in the chair per scan is saving \$125 per production hour. Assuming only one scan restoration per day at a conservative 120 production days per year results in a yield of 120 times \$125 for an estimated \$16,250 savings per year. Even with this most conservative practice

'Restoration delivery time is reduced by about half because of the accuracy and predictability of restorations originating from iTero scans.'

model, one can see the technology costs are offset by the projected time savings.

Practice integration

Digital data can be used to create extremely accurate polyurethane models that can be used in lieu of conventional stone models.

The following list includes some of the many useful purposes of Align iTero polyurethane models: models for thermoplastic matrices for surgical guides, retainers, movement appliances, pontic appliances to help optimize tissue morphology following socket healing, pontics to mask missing tooth/teeth, bleaching trays, occlusal guards, athletic mouthguards, thermoplastic provisional matrix appliances, models for custom provisionals such as BioTemps and even limited use for RPD fabrications.

Align scanning technology is an open platform that can create a polyurethane model that any dental laboratory can use to create any indirect restoration.

Current advances in laboratory technology allow the scanned data to use CAD/CAM technology to produce modeless milled ceramic restorations. The absence of stone modeling offers a further cost offset versus conventional lab costs.

Align iTero digital scanning has advanced implant practice integration with the new 4.0 software that allows the use of purpose-made scan abutments. Laboratories such as Glidewell offer a library of different virtual implant fixtures that can be used with CAD/CAM technology to create custom ceramic abutments as well as ceramic final restorations on a virtual platform with modeless milled ceramic restorations.

Software development now offers merging of CBCT DICOM files with Align STL files to offer surgical guides developed with simultaneous consideration of hard tissue and optimal implant restoration location.

Summary

Align and Invisalign represent significant technological advances that offer tremendous benefits to my patients and my practice, both in terms of clinical application and profitability. Digital impressions offer superior accuracy, cost savings and patient satisfaction.

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Wear Compatibility



In a recent study¹ to measure the volumetric loss of enamel, glazed BruxZir Solid Zirconia was found to wear compatible with enamel and virtually identical to glazed IPS e.max.

1. Wear of Enamel on Polished and Glazed Zirconia: Shah S, Michelson C, Beck P, et al. 2010; Washington, DC: AADR. Abstract #129615.

Antagonist Wear



The antagonistic (Steatite balls) wear shows BruxZir Solid Zirconia only with 72±21 micron, which is significantly lower than Ceramco®3 (110±48 micron). The University of Tübingen study was run using an eight chamber Willytec Chewing Simulator at 1.2 million cycles.

IPS e.max is a registered trademark of Ivoclar Vivadent. Ceramco is a registered trademark of DENTSPLY Ceramco.

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Photo essay: Placing anterior BruxZir solid zirconia crowns

By Michael C. DiTolla, DDS, FAGD

■ BruxZir® solid zirconia crowns and bridges were originally designed by Glidewell Laboratories as an esthetic alternative to posterior cast gold or metal occlusals. As dentists began placing BruxZir restorations and were satisfied with the results, they started to prescribe BruxZir for bicuspids. At this point, the lab realized it needed to increase the translucency of the material if dentists wanted to prescribe BruxZir in the anterior.

When Glidewell R&D was ready to test the material, I gave them an esthetic challenge we all face: the single-unit central incisor crown adjacent to a natural tooth.

This article highlights the clinical steps for placing an anterior BruxZir restoration. For a crown that is 100 percent zirconia with no ceramic facing, I think the lab pretty much nailed it.

Figure 1

Tooth #9 is going to be prepped for a BruxZir crown. I chose this case because tooth #8 is a natural tooth, tooth #7 is an all-ceramic crown, and teeth #10 and #11 are a PFM cantilever bridge. It will be a good test of how this light interacts with the BruxZir crown versus the natural tooth and two restorations.

After anesthetizing the patient with the STA System, I broke the proximal contacts just enough to place the first of two retraction cords into the sulcus (Ultrapak Cord #00). Then I used the 801-021 bur to trace around the gingival margin before making my depth cuts: 2 mm at the incisal edge, 1.5 mm at the junction of the incisal and middle thirds and a 1 mm half-circle reduction at the gingival margin.

Depth cuts ensure that we get enough facial reduction to have an esthetically pleasing crown that is the same size as the adjacent natural tooth. This is difficult to achieve.

Figure 2

My depth cuts were now finished, which allowed me to fly through the rest of the prep because the gingival was essentially done. The incisal edge took about 15 seconds, and the facial reduction was marked with a depth cut. I turned my handpiece speed to 5,000 RPM and shut the water off to dial in and smooth the margins.

Figure 3

At this point, the prep was nearly complete. After I placed the top cord (Ultrapak #2E), I had a final opportunity to get a great look at the prep.



Fig. 1



Fig. 2



Fig. 3



Fig. 4



Fig. 5



Fig. 6

(Photos/Provided by Glidewell)

Typically, I spend about 45 seconds polishing the prep, especially the gingival margin. Once again, I turned the handpiece down to 5,000 RPM and the water off, using a red-striped fine grit 856-025 bur to give the prep a mirror-like finish.

Figure 4

I placed on the prep a ROEKO Comprecap anatomic, which helps keep the retraction cord in place. Slightly wetting the inside before placing it keeps the tooth moist. I ask the patient to bite down for eight to 10 minutes. The result is a sulcus that cannot be missed with an intraoral tip. (When your assistant pulls the top cord, look down from the incisal with a mirror to see what I mean.) The impression material flows into the sulcus. This level of detail enables the dental technician to build a proper emergence profile into the restoration.

Figure 5

I tried in the BruxZir crown and found

the fit acceptable. I decided to cement the restoration rather than bond it into place because I had sufficient prep length, and it was not overtapered.

I used RelyX Luting Plus Cement from Bisco to enhance the bond of the cement to the zirconia crown and simple cleanup. The inside of the crown was coated with Z-Prime Plus from Bisco to enhance the bond of the cement to the zirconia crown. A pine-wood stick provided pressure while the cement set.

Figure 6

This is the final BruxZir solid zirconia crown (tooth #9) on the day of cementation. It probably won't be mistaken for a natural tooth, but it blends well with the adjacent natural tooth (tooth #8). When I compare it to the existing crowns in the anterior segment, I think the BruxZir crown looks better.

While I don't recommend that you jump into prescribing BruxZir for single-unit central incisors, this clinical anterior BruxZir solid zirconia

Here in New York

For more information on the BruxZir solid zirconia crowns, stop by the Glidewell Laboratories booth, No. 2203.

About the author

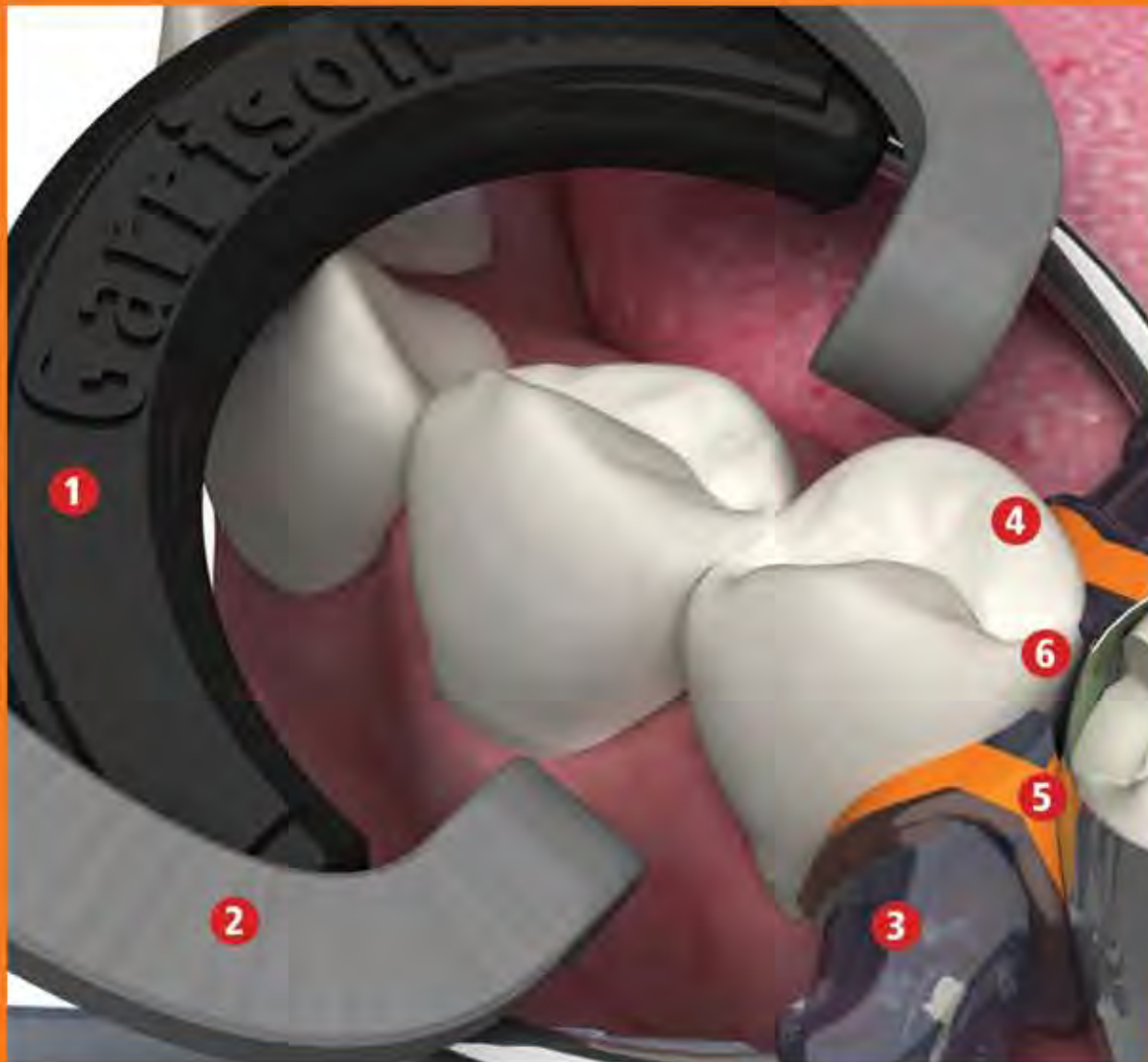
Michael C. DiTolla, DDS, FAGD, graduated with honors from the University of the Pacific in 1988 and was awarded a fellowship in the Academy of General Dentistry in 1995. He has published more than 100 articles in national and state dental journals and travels more than 50,000 miles each year presenting educational seminars to dentists and their team members at national dental meetings, private seminars and study clubs in the United States as well as internationally. He is the director of clinical education and research for Glidewell.

crown case demonstrates that this material is one step closer to being as well-suited for anterior restorations as it is for posterior restorations.

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Isolite Systems' dental isolation technology garners more recognition in the industry

■ Isolite Systems, maker of innovative dental isolation technology, announced that its products have received new industry recognition.

Isolite dental isolation technology converges light, suction and retraction into one tool that speeds procedures and improves the dental experience. It provides dental professionals unprecedented control over the oral environment, isolating an entire quadrant in just seconds.

Isolite retracts the patient's tongue and cheek, protects the airway and keeps the mouth gently propped open, all while providing intra-oral illumination and continuous suctioning.

Working with Isolite Systems technology, dental procedures are completed on average 30 percent faster. Compared to other dental isolation methods, such as the rubber dam or manual suction and retraction, Isolite has proven to be faster and easier for dental professionals and on the patient, according to the company, providing an added measure of safety and comfort for all involved.

Here in New York

For more information about Isolite Systems and its products, including a video tour and clinical videos, visit www.isolitesystems.com or call (800) 560-6066. In addition, both Isolite and Isodry dental isolation systems can be seen at booth No. 315.

The Isolite system features five levels of intra-oral illumination.

Dentistry Today magazine recognized the Isolite dental isolation system as one of its Top 100 Products for 2011. Isolite dental isolation technology was also featured in the November 2011 issue of Dentistry Today magazine as one of its Top 50 Technology Products for the year.

In addition, Isolite received six consecutive Dentaltown magazine Townie Choice Awards. The Isodry system, which performs the same functions as Isolite but without intra-oral illumination, received the *DrBicuspid.com* Dental Excellence



• Isolite retracts the patient's tongue and cheek, protects the airway and keeps the mouth gently propped open, all while providing intra-oral illumination and continuous suctioning. (Photo/Provided by Isolite Systems)

Award – Best New Instrument for 2011.

Both dental isolation systems utilize the patented Isolite mouthpiece. The unique shape and softness of the mouthpiece is key to the advanced dental isolation. The latex-free mouthpiece allows fluids to be evacuated from deep within the oral cavity. Built-in tongue, cheek and throat shield protect the patient from injury and provide an added measure of assurance that the airway is better protected from possible dental debris.

Continuous suction means the patient never feels like he or she is drowning. Single-use Isolite mouth-

pieces are available in five sizes to fit the spectrum of patients, from small child to large adult.

About Isolite Systems

Isolite Systems was founded by Thomas R. Hirsch, DDS; his brother, James Hirsch, industrial designer, and Sandra Hirsch, CPA, in 2001 to bring to market the Isolite dryfield illuminator and other products. The company is committed to transcending limitations of existing dental technology with innovative, ergonomically efficient products that help dental professionals work more productively with less stress and fatigue.

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CAESY expands to the clouds

■ CAESY Cloud is Patterson Dental's latest addition to the CAESY Patient Education Systems family of products. CAESY Cloud is online and guarantees dental professionals immediate access to more than 280 multimedia patient education presentations, including the most up-to-date materials featuring 3-D animation, full-motion video, narration and colorful images.

Recently updated, CAESY Cloud version 1.1 now includes six new orthodontic presentations to help practices keep patients informed, including braces care for adults,

early intervention, retainers, molar uprighting, Invisalign Teen and identifying oral habits for kids.

A number of existing presentations were also updated in CAESY Cloud version 1.1, including adult braces procedure, child braces procedure and Invisalign for adults.

Additional CAESY Cloud features include:

- Easy startup with no installation required and only a low monthly subscription fee so you can start using CAESY Cloud in your practice immediately.
- Compatibility/accessibility with

both PC and Mac services, smartphones and the iPad, iPhone and iPod – no additional software purchases are necessary.

- No network connections are necessary between participating computers, allowing presentations to be accessed from multiple locations within the practice with no additional charge.
- Presentations are updated frequently, and with the ease of a standard Internet connection, users will immediately be able to use the latest videos in all patient appointments.

Here at GNYDM

For more information, visit www.caesy.com, call (800) 294-8504 or stop by the Patterson Dental Supply booth, No. 3801.



With the addition of CAESY Cloud, dental professionals now have more tools and more options to present their patient education materials. There are three chairside formats to choose from – CAESY Cloud, CAESY DVD or CAESY Enterprise – as well as front office programming with the Smile Channel. According to Patterson, countless dental professionals have seen how CAESY optimizes staff time, eliminates the fatigue of repeating explanations and increases case acceptance rates in the practice.

Dr. Marty Jablow, a beta-tester and new user of CAESY Cloud, said: "I have found the convenience of a cloud-based system delivers many benefits in comparison to the alternatives. Using a cloud-based system eliminates the need for time-consuming and frustrating installations. It's as simple as opening up a web browser and logging in to a website.

"With some other patient education systems, there is a need to update software or install the latest version. However, with CAESY Cloud, practices have instant access to all updates and all new presentations automatically. There is no hassle updating software. IT headaches and, more importantly, IT costs are eliminated by using the cloud."

"I find that using CAESY Cloud along with other educational tools, such as CAESY Smile Channel from Patterson Dental in the reception area, is an effective way to educate patients and create new business," Jablow said. "I would definitely recommend it for small and large practices alike that want to increase case acceptance rates and put their practice at the forefront of technology."

CAESY Education Systems has been one of dentistry's premier developers of leading-edge patient education technology and content since 1993. Patterson Dental Supply acquired CAESY in May 2004. The award-winning multimedia information on preventive, restorative and esthetic treatment options helps dental practices worldwide educate their patients and grow their practices.

The CAESY content is distributed via video and computer networks, DVD players and now through the cloud throughout the clinical and reception areas of a dental practice. The entire family of products includes CAESY Cloud, CAESY DVD, Smile Channel DVD and CAESY Enterprise, which includes CAESY, Smile Channel and ShowCase.

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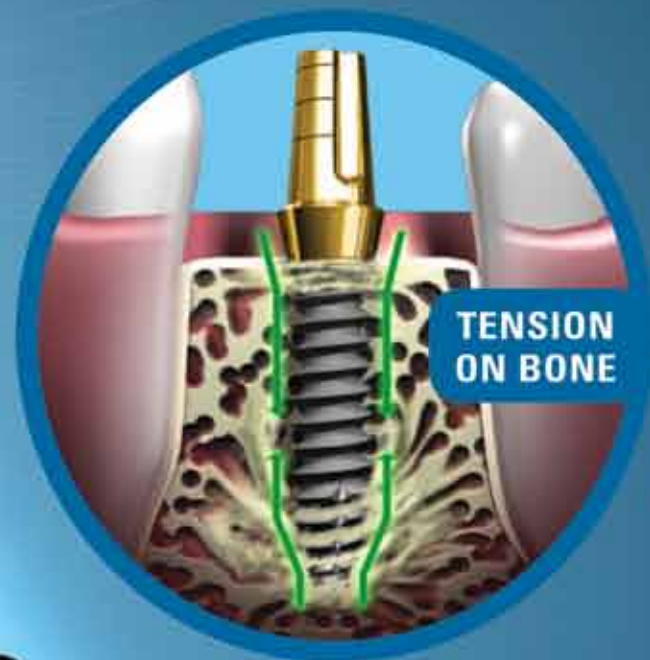


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■ NSK uses more than 17,000 precision parts to build its high-speed rotary cutting instruments and accessories, which include handpieces and tips used by dental professionals for restorations, prosthetics, endodontics, oral hygiene, lab work and surgery.

Considering the market's ongoing demand for ever-more precise, strong and compact instruments, that's not really surprising.

The surprising part is this: Out of those 17,000-plus parts, NSK manufacturers more than 85 percent of them in house. The company even designs and builds the equipment it uses to manufacture and test those parts – so it can ensure micron-order accuracy. It's all part of an obsessive focus on quality control that dates back to the company's founding in Japan in 1930.

Today, NSK products have proven their worth in more than 130 countries – including the United States, which in 1984 saw the company's first overseas expansion with establishment of NSK America, now called NSK Dental LLC.

The philosophy of building the machines to build the parts to build the product has followed the company into every market it enters. The organization's overall management structure puts control at regional levels to ensure prompt product delivery and responsive after-sales servicing. Just as important, it's within the various regions that the company constantly solicits feedback from users of its products. The goal is to be able to swiftly respond to local needs.

This ability to quickly respond to local demand trends goes directly back to NSK's in-house control over every step of the research, development and manufacturing process. As an example, because of growing interest in products that combine mechanics and electronics, NSK has formed a specialized group of engineers looking specifically at such applications.

Also supporting the company's quick-to-respond product-development efforts are its in-house electro magnetic compatibility (EMC) standard test facilities. EMC standards for medical equipment are stricter than those for general consumer appliances. Ensuring EMC compliance at the earliest stages of research and development helps NSK shorten the overall product-development process.



• The S-Max pico from NSK
(Photos/Provided by NSK Dental LLC)



• NSK's U.S. headquarters in Hoffman Estates, Ill., and NSK President and CEO Eiichi Nakanishi.

It's all about the hand

Control of all aspects of the development process helps NSK ensure timely regulatory compliance, improve reliability and speed up development time. But even more critical to NSK is the direct channel its processes create between end users and product developers. With its dental instruments in particular, much of the focus goes directly to the hand of the end user.

"Handpieces and the Human Hand – Powerful Partners®" is the company's core branding message. A guiding philosophy is that a medical apparatus must work in the dental professional's hand first, or it's not worth expending all of the quality control efforts that go into its creation.

NSK defines another of its trademarked messages, "Expect Perfection," also from the perspective of the users of its products. The phrase is meant to reflect the company's dedication to "close consultation with dental professionals" as central to any product-development effort.

NSK has precise measurement standards for achieving quality control with its ultra-fine parts processing techniques. But it takes more than numbers to measure performance of a complete apparatus and operating system. That's where a user-oriented design philosophy becomes critical. The ultimate goal is an ergonomic design that becomes an extension of the dental professional's hand, transmitting intentions of delicate hand

movements promptly and precisely to the target. Only after the need or concept expressed by the end user is in place does creation and manufacturing of the instrument (and its individual parts) begin. It's at this phase that each part typically goes through six to eight processes prior to completion.

Here in New York

For more information, contact NSK Dental at (800) 585-4675, e-mail info@nskamericacorp.com, go online to www.nskamerica.com or stop by the NSK booth, No. 233.

Every worker involved with any part bears responsibility for quality in all processes. If any defect is spotted, the part must be brought into micro-order tolerance or removed from the process. State-of-the-art processing machinery further protects the company's goal of guaranteeing 100 percent quality. NSK production workers are constantly improving their skills, with more-experienced workers providing colleagues comprehensive training.

Quality focus includes environment

Looking at its mission from a broader perspective, NSK also demonstrates a strong commitment to minimizing environmental impacts of its manufacturing, distribution, sales and support systems. The company has achieved the ISO 14001 environmen-

tal management standard, with the certification earned from what is considered one of the strictest certificate authorities, TUV CERT in Germany. Achieving the ISO 14001 standard required the design of a comprehensive environmental management system and an environmental plan encompassing the company's future vision.

Other certifications NSK has earned include: EN 46001 (stricter guarantee of quality for medical apparatus in Europe); ISO 13485 (another international standard); MDD (93/42/EEC) (European accreditation); and ISO 9001 (the international standard of a guarantee of quality).

Again, control of product development comes into play, with the company modifying processes to save energy and minimize waste at every step of research, development, manufacturing, sales, delivery and support. The company does not use environmental load chemicals such as chlorofluorocarbons. It has a recycling system that achieves a 97 percent recycling rate for cutting oil, used primarily in metal cutting. Again, control of its entire manufacturing process enables the company to focus on environmentally friendly materials at the earliest stages of design and development in complement with a focus on durability and energy efficiency.

A tradition of innovation

NSK's total quality control, end-user focus and track record have earned it a global reputation for innovative advancements in dentistry products.

Recently, these advancements include an ultrasonic scaler and tooth polisher; bone-cutting instruments that employ ultrasonic technologies; a mass-produced all-titanium handpiece body; air turbines with a unified inner race and rotor shaft to achieve vibration-free and silent operation; and the S-Max pico, an ultra-miniature-head handpiece (currently the world's smallest) for better access and patient comfort.

It adds up to a strong reputation for reliability, responsiveness and high-value contributions to advancements in patient care across all dental sectors, including implant treatment, laboratory techniques, general dentistry and endodontic treatment.

(Source: NSK Dental LLC)

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An alternative to full cast crowns and bridges

■ Suntech® Full Zirconia crowns and bridges are an affordable, durable and esthetic alternative to full cast crowns and bridges.

Using Suntech CAD/CAM technology, the anatomical features, size and shape of a Suntech Full Zirconia crown or bridge are designed from the scan of a model or from an STL file. The restoration is then milled full contour to a perfect replica of the digital design.

Once the desired shade is established, the crown is hand-stained and glazed. Advantages of the Suntech Full Zirconia include:

- Alternative to full gold crowns, PFGs and pressed ceramics
- Cost savings for labs and dentists
- Available in 16 Vita shades
- Use of conventional cements
- More than twice the strength of other pressed ceramics

Benefits/advantages

- **Chip-resistant:** Milled solid, Suntech Full Zirconia is monolithic, which eliminates the need for porcelain overlay and makes it completely chip-resistant, even for those cases when excessively high tension is put upon the teeth (bruxers and grinders).

Here in New York

For more information on the Suntech Full Zirconia crowns and bridges, stop by the Sun Dental Lab booth, No. 4802.

- **Saves tooth structure:** Because it requires minimum shoulder preparation, Suntech Full Zirconia avoids the irreversible removal of a considerable amount of tooth structure and is ideal for cases with restricted interocclusal space—a minimum of 0.5 mm is accepted.
- **Perfect marginal fit:** Suntech Full Zirconia is fabricated using Suntech design and milling technology, which guarantees a precise marginal fit, contributing to the reduction of chair time.
- **Metal-free:** Suntech Full Zirconia is metal-free and relieves the problem of dark margins around the gingival line, being an alternative to full cast crowns.
- **Strength:** Suntech Full Zirconia has a bending strength of 1,200 (+/- 200) MPa.
- **Prevents plaque:** The glazed final restoration is proven to prevent plaque build-up and opposing dentition wear.



• Suntech Full Zirconia crowns and bridges (Photo/Provided by Sun Dental Lab)

Indications

- Posterior crowns and bridges (span of up to 13 mm)
- Ideal for bruxers and grinders

Materials

Zirconia is the oxidized form of zirconium and can exist in several phases, depending on the temperature. In dental ceramics, zirconia can inhibit crack growth and prevent catastrophic failure.

Overall, zirconia has proven to

be a strong and reliable framework material. In combination with CAD/CAM, this material allows for the fabrication of esthetic all-ceramic restorations in all areas of the mouth.

Preparation

Design considerations are similar to any other crown or bridge. First, prepare the decayed tooth by reducing its enamel sufficiently to make room for the crown to fit on. Then take an impression of the prepared site and makes a registration of the bite.

For single-tooth restoration, a dual-arch impression tray can be used not only to take the impression of the prepared tooth but to take the bite impression of the opposing dentition simultaneously.

However, care must be taken to place the impression tray in the patient's mouth in such a way that the wall of the impression tray will not impinge on the anatomical structure of the teeth, causing the distortion in the impression. This can affect the accuracy of the impression and, ultimately, the fit and function of the final crown.

*see alternative, page 58

AD

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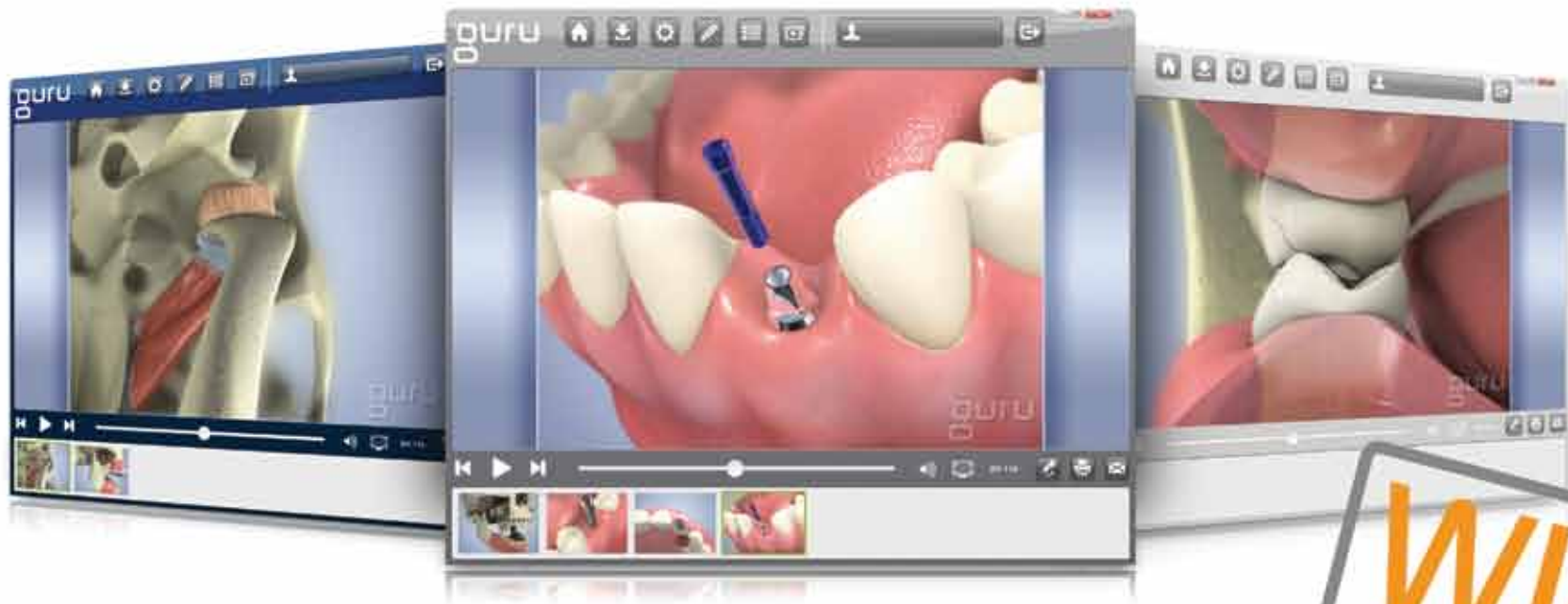
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Alternative *from page 54**Shade selection**

Suntech Full Zirconia is available in Vita Classic and Vita 3D shades.

Impression

The best type of impression material to use is alginate. The powder should be gently stirred from the bottom of the container to the top to redistribute the heavier elements that control shrinkage in the impression. The model should be poured promptly.

Most other impression materials compress the tissue too much, leading to increased adjustment time.

Insertion

To insert a Suntech Full Zirconia crown or bridge, use either a composite resin cement with an adhesive agent (Panavia F2.0 and ED Primer A & B [PAN]), a resin-modified glass ionomer cement (Rely X Luting [RXLI]) or a self-adhesive modified composite resin (Rely X Unicem [RXU]).

Adjustment

Normal chairside adjustment procedures and tools apply.

Polishing

Normal chairside polishing procedures and tools apply.

Visit AMD LASERS today, attend a VIP laser reception tonight

■ AMD LASERS, manufacturer of the award-winning Picasso laser technology and a global leader in providing affordable laser technology for dental professionals, will host a VIP laser reception tonight at the AMD LASERS Lite Lounge at 137 W. 26th St. in Manhattan.

The event will require a VIP credential, which can be obtained by visiting AMD LASERS at booth No. 4431. The event begins at 8 p.m. sharp and will continue until 11 p.m.

This marks the third consecutive year that AMD LASERS has hosted a special VIP event at a Manhattan location during the Greater New York Dental Meeting. Each year, the event attracts the profession's leading international lecturers, authors, thought leaders and publishing executives who gather to network and see the latest laser innovations.

"We are proud to host this event for the third straight year," said Alan Miller, president and founder of AMD LASERS.

"It is always a treat to see our

Here in New York

AMD LASERS will host a VIP laser reception at 8 p.m. today at the AMD LASERS Lite Lounge, 137 W. 26th St. in Manhattan. Stop by booth No. 4431 to pick up a VIP credential.

friends and colleagues from around the world at the Lite Lounge."

Like past years, the AMD LASERS Lite Lounge will feature live music, hors d'oeuvres, cocktails and a special red carpet line with a photographer. The event will also offer opportunities for attendees to learn what is new with Picasso laser technology.

This year, AMD LASERS is excited to welcome DENTSPLY as a co-sponsor of the event. AMD LASERS was acquired by DENTSPLY International in June, and the two companies have already begun developing synergies to bring Picasso laser technology to a larger share of the world's dental population.

"From day one, our mission has



November 27, 2011
8 p.m. to 11 p.m.
 at the AMD LASERS Lite Lounge
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been to put a laser in every operatory and every office around the world," Miller said. "We are very happy that DENTSPLY is helping us reach that goal."

AD

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Visit us at the GNYDM BOOTH 129

Z-SOFT COLORS

Zoll-Dental is showcasing its latest handle creation, Z-Soft™ Colors. Made with durable silicone grips, these handles bring a new level of comfort and compliment the Featherweight® handle series pioneered by Zoll-Dental.

The Z-Soft has a raised positive knurl pattern that provides a comfortable yet aggressive grip. A more positive grip means avoiding the squeeze that is necessary to hold smoother instruments, which can lead to hand strain and fatigue.

The Z-Soft is available in six different colors – blue, orange, green, purple, yellow and pink – and fits every double-ended instrument Zoll-Dental offers for every phase of your practice. Whether it is scalers or composite instruments, probe/explorers or periotomes, the Z-Soft handle will provide a comfortable grip to any practitioner.

When ordering, choose your instruments in any of the six Z-Soft colors to allow organizational flexibility. You can use Z-Soft Colors to sort your instruments by procedure, instrument type, instrument user or any other system you want.

In addition, unlike other composite or silicone handles, the Z-Soft can be re-tipped, so if re-tipping is a part of your practice's maintenance program, using Z-Soft Colors makes sense.



(Photo/Provided by Zoll-Dental)

Stop by Zoll-Dental's booth, No. 3424, here at the Greater New York Dental Meeting and feel the Z-Soft handles for yourself.

CANON REBEL T3i DIGITAL SLR CAMERA

The Canon Rebel T3i digital SLR camera is the first Rebel model that includes wireless flash control. This enables the Rebel T3i to work with new lightweight, wireless macro flashes. The T3i is also the first Rebel model to feature an articulating LCD screen.

The T3i is an 18-megapixel digital camera that also can capture HD quality (1,080 pixels) video. PhotoMed offers the Canon Rebel T3i as a complete clinical camera system with a choice of Canon or Tokina macro lenses and Canon, Metz or Sigma macro flashes. Complete package contents and pricing can be found at www.photomed.net.



(Photo/Provided by PhotoMed)

To see the T3i for yourself, stop by the PhotoMed booth, No. 1100, here during the Greater New York Dental Meeting.

INTEGRITY MULTI-CURE TEMPORARY CROWN AND BRIDGE MATERIAL



(Photo/Provided by DENTSPLY Caulk)

New Integrity® Multi-Cure Temporary Crown and Bridge Material is a dual-cure 10:1 bis-acrylic material with improved flexural strength. Integrity Multi-Cure can be used as a self-cure material but also provides the option to eliminate wait time by light curing each unit for 20 seconds. Integrity Multi-Cure has the fastest cure-time range among leading competitive products.

Integrity Multi-Cure is available in a 76-gram cartridge delivery system with five refill shades – A1, A2, A3.5, B1 and BW – and in an introductory kit including Integrity Multi-Cure material, Integrity TempGrip cement and cartridge dispenser.

For more information, visit www.integritymulticure.com, call (800) 532-2855 or visit the DENTSPLY Caulk booth, Nos. 2603, 2803 and 3103, here during the Greater New York Dental Meeting.

HURRIPAK PERIODONTAL ANESTHETIC STARTER KIT

HurriPAK™ is an alternative to local anesthetic injections prior to periodontal scaling and root planning or full-mouth debridement. This needle-free anesthetic kit may also be applied to the gingival margin to prevent the discomfort some patients experience during prophylaxis.

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Each starter kit contains 1 fl. oz. jar of HurriCaine Liquid wild cherry flavor, 1 fl. oz. jar of HurriCaine Liquid piña colada flavor, 12 disposable periodontal syringes, 12 disposable periodontal irrigation tips and two luer-lock dispensing caps.

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- Additional syringes and tips that are available separately

HurriPAK is available through most dental dealers or by contacting Beutlich Pharmaceuticals directly. For more information, call (800) 238-8542, visit www.beutlich.com, e-mail beutlich@beutlich.com or stop by the Beutlich Pharmaceuticals booth, No. 2812, here at the Greater New York Dental Meeting.



(Photo/Provided by Beutlich Pharmaceuticals)

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Plenty to see and do in New York City

By Fred Michmershuizen
Dental Tribune

■ Now that you're here at the Greater New York Dental Meeting, keep in mind that there is always plenty to see and do in the Big Apple. It doesn't matter whether you have an hour or all day, whether you have money to spend or you are on a tight budget. When your business is finished at the dental meeting, head out on the town for a memorable time. Here are some ideas.

Stroll across the Brooklyn Bridge

The best way to see lower Manhattan is to walk – yes, walk! – across the Brooklyn Bridge. It takes 20 minutes to an hour, depending on how much time you spend taking pictures and reading the informative plaques along the way. (You'll learn, among other things, that when the bridge was completed in 1883, its towers were the tallest manmade structures in the Western Hemisphere, easily eclipsing all of the buildings in the city!) You'll also have views of the Manhattan and Brooklyn skylines, the Statue of Liberty, Ellis Island and the South Street Seaport.



• Pedestrians walk across the Brooklyn Bridge. (Photos/NYC and Company)

To get there, take the subway. Get on the Brooklyn-bound A to High Street. Then look for the walkway entrance next to the Federal Court Building. There are stairs on Cadman Plaza East and Prospect Street or a ramp entrance on Johnson and Adams streets. You can also access the bridge from the Manhattan side.

New York City from the top of Rockefeller center, an art deco masterpiece of a building. The lines for Top of the Rock are much shorter than at the Empire State Building, yet the views are just as awe-inspiring. Tickets are expensive but worth it. It's located in Midtown at 30 Rockefeller Plaza. For information, call (212) 698-2000 or visit www.topoftherocknyc.com.

Ride the Staten Island Ferry

One of the greatest things about New York City is the Staten Island Ferry, which goes from the lower tip of Manhattan to the St. George section of Staten Island. It's one of the most enjoyable trips you'll ever take – and the best part is it's free!

Once you board, you can move about as you pass by the Statue of Liberty and Ellis Island to the west, Governor's Island, Queens and Brooklyn to the east, and the Verrazano-Narrows Bridge off to the south in the distance. A round-trip excursion will take an hour. You'll have to get off in Staten Island and get back on. Take the 1, N or R Subway train to South Ferry; or the 4 or 5 to Bowling Green.

Get your Christmas shopping done

New York City has some of the best shopping you will find anywhere. For some of the finest clothing and accessories, take a stroll through SoHo and browse the many boutiques. For fine art, look in some of the many galleries located throughout Chelsea.

For those with more expensive tastes, there's the Diamond District on West 47th Street between 5th and 6th avenues. (But watch out, a bargain there can be too good to be true!)

If you don't want to actually part with your hard-earned cash, you can go window-shopping instead. The Christmas displays in New York City give new meaning to the phrase "over the top." There is plenty to see. Take a stroll north along Fifth Avenue beginning at 42nd Street. You'll pass Cartier, Tiffany and Saks. At 59th Street, you might want to check out the Apple Store.

See a Broadway show for half price

There are dozens of Broadway and Off-Broadway shows to choose from, and you can get discounted same-day tickets at the Theater Development Fund's TKTS booth in Duffy Square. If you are familiar with the TKTS booth, you will be happy to know it has been completely redesigned. The signs are easier to read, it now takes credit cards in addition to cash and travelers' checks and, best of all, the line moves much faster! For evening performances, tickets go on sale at 3 p.m. For Wednesday matinees, the booth opens at 10 a.m., and on Sundays it opens at 11 a.m. To score your tickets for a show tonight, head over to Broadway and 47th Street. Look for the gleaming red steps.



• Ice skaters go in gracious circles beneath the gilded statue of Prometheus and the glittering Christmas tree at Rockefeller Center.



• The Christmas displays in New York City give new meaning to the phrase 'over the top.'

That entrance is at Park Row and Centre Street, across from City Hall Park, east of City Hall. (Take the 4, 5 or 6 to Brooklyn Bridge/City Hall; or the J, M or Z to Chambers Street.)

Practice your figure eight

The rink at Rockefeller Center is open to the public. You can skate beneath the gilded statue of Prometheus and the glittering Christmas tree. You can even get skating lessons there if you like. For more information, call (212) 332-7654 or visit www.patinagroup.com/east/iceRink.

And if you are too shy to skate with thousands of tourists gawking at you from above, check out the Wollman Rink in Central Park, (212) 439-6900, www.wollmanskatingrink.com; or the Sky Rink at Chelsea Piers at 23rd Street and the Hudson River, (212) 336-6100, www.chelseapiers.com.

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