

DENTAL TRIBUNE

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Live demonstration during the hands-on Botox workshop at the 2009 meeting. (DTI/Photo provided by the GNYDM)

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Raising the bar again: dermal fillers and Botox/Dysport

by Greater New York Dental Meeting

NEW YORK, NY, USA: In an effort to stand out and leap forward and to expand dental esthetic office procedures, the Greater New York Dental Meeting (GNYDM) will again offer educational programs such as Botox/Dysport and dermal fillers at this year's 86th annual event. With more than 59,166 attendees in 2009, the GNYDM is raising the bar for even higher dental educational opportunities.

This year, the GNYDM presents programs by CEO Dr Bruce Freund and President Dr Zev Schulhof, co-founders of the American Academy of Facial Cosmetics. These unique hands-on workshops introduce procedures on actual patients to teach attendees skills on how to use

Botox/Dysport and dermal fillers. Both clinicians are renowned educators and have extensive experience in this specialty field.

Dr John Halikias, general chair of the GNYDM, said: “Facial dermal fillers can greatly enhance the esthetics of anterior dental restorations. These injectables can alter the appearance of the lip, especially in those with ‘smoker’s’ lines around the oral cavity.”

Attendees will learn about the different types of facial fillers, such as Restylane, Perlane, Juvéderm and Radiesse, which produce immediate results.

“There is some scientific evidence that certain TMJ pain symptoms can be alleviated with Botox/Dysport injections, which are neuromuscular relaxers,” Halikias said. “Therefore, dentists should be aware of these alternative treatment modalities.”

The GNYDM will accommodate the expected popularity of Botox/Dysport and dermal filler facial injectables by offering two Botox/Dysport programs and two dental filler programs during the course of the meeting.

Botox/Dysport and dermal fillers are on the “up and up” and gaining more publicity across the United States and worldwide, said Dr Robert Edwab, executive director of the GNYDM.

“Participants will learn to use Botox/Dysport facial injectables for facial therapeutic and esthetic treatments, as well as to improve the appearance of the skeletal profile and lips to match the smile and dental esthetics of the individual patient,” Edwab said. “The hands-on workshops are particularly unique from other programs and courses at dental meetings because they offer a live, up-close view of procedures right on patients at the exact moment they are happening.”

In addition, the GNYDM has added a second high-tech live dentistry arena to the mix. This year’s meeting will be like no other, according to the organizers, with two live dentistry arenas offering a combined total of 16 live programs.

In addition, there are more than 300 full-day and half-day seminars, essays and hands-on workshops attracting clinicians from around the world.

Pre-registration is always free, so visit www.gnydm.com and pre-register yourself, your staff and your family at no charge. Join the GNYDM in New York City from 26 November through 1 December.