**Millions more TV viewers experience Icon in 2009**

Icon treats white spot lesions and incipient (or early) dental caries

Icon, the caries infiltrant system introduced by DMG America in September 2009, was featured in 10 Fox News segments and on BetterTV, a daytime nationally syndicated lifestyle show, in December 2009.

“The Icon system was demonstrated and/or explained to viewers, potentially reaching more than 12 million households between the newscasts and the daytime networks,” says Tim Haberstumpf, DMG America director of marketing. Icon was also featured on “The Doctors,” a nationally syndicated television show produced by Dr. Phil, in October 2009.

Dr. Thomas P. Connelly, a cosmetic dentist who practices in New York City, was interviewed in the segments about how quickly and painlessly the Icon system can be used to arrest dental caries and eliminate unattractive white spots — evident after wearing braces — with no drilling, anesthetic or loss of healthy tooth structure.

In the Fox News segment, a patient who said she tries to avoid drilling and needles as much as possible received Icon treatment to arrest an incipient carious lesion.

“With the Icon system ... we can prevent it from progressing, fill it without drilling and without anesthetic ... and prevent it from becoming a full blown cavity,” Connelly explained. “What we’re left with is a tooth-resin hybrid structure that is rebuilt, restrengthened and resistant to decay.”

After treatment, the patient remarked, “That was so easy and painless!”

Icon works by capillary action and is a new, revolutionary approach to treating white spot lesions as well as incipient (or early) dental caries. Previously, dental professionals had only more invasive options for treating dis-coloration that could not be eliminated by tooth whitening.

Caries infiltration is a major breakthrough in micro-invasive technology that fills, reinforces and stabilizes demineralized dental enamel without drilling or sacrificing healthy tooth structure.

“Icon represents a new category of dental products,” says Haberstumpf. “This is the first micro-invasive product that can be used in just one patient visit to arrest the progression of early carious lesions, remove white spot lesions and increase the life expectancy of treated teeth.”

To view full clips from the shows, complete product descriptions, treatment steps, a training video and an overview of the international studies currently being conducted with Icon, visit the Drilling No Thanks! Web site at www.drilling-no-thanks.com.

**Advancing the art of esthetics**

Protech Dental Studio is all about “making your vision a reality.” The studio has been committed to excellence for many years. The feedback that the company receives from the dentists it serves confirms that Protech Dental Studio is the laboratory team that delivers state-of-the-art results.

Protech Dental Studio technicians attend classes and workshops all year round to help them keep up with the latest in technological advances in the industry. Some of the newer technology that the company has recently embraced includes I-Tero and zirconia. The company creates its own custom zirconia abutments on site.

The lab has 16 highly trained technicians who create beautiful lifelike veneers and incredible implant restorations. Protech Dental Studio has mastered the fine art of complex full-mouth restorations.

Each case that the studio undertakes is difficult in its own special way. The studio makes it easy to pick a quality lab that understands the challenges and the solutions of your most difficult cases.

The lab delivers unparalleled results with an understanding of the needs of the clinician and the demands of the patient.

You can depend on Protech Dental Studio to consistently provide your practice exceptional customer service and exquisite restorations of unequalled quality and beauty.

When you and your patients are looking for the very best in artistic smile design, call on Protech Dental Studio. The lab that will turn your vision into a reality.

Protech Dental Studio
21145 Whitfield Place, Ste. 201 Sterling, Va. 20165
(877) 202-5558 or visit www.protechdentalstudio.com

**Plak Smacker: new Splash toothbrush**

Plak Smacker has announced the latest addition to its line of toothbrushes: the Splash Brush. The Splash toothbrush is available in four bright colors: orange, blue, pink and green.

This toothbrush has a comfortable, contoured handle for easy grip while brushing. The soft bristles add to the comfort of the Splash Brush and provide gentle massage to the teeth and gums. Patients are sure to rave about this brush.

For over 20 years, Plak Smacker has been focused on introducing new, innovative products to help patients feel good about a trip to the dental office.

For more information or to place an order, please call (800) 558-6884 or visit www.plaksmacker.com.
Facing the facts: dental CBCT vs. medical CT scans

By Bruce Howerton, DDS, MS

Before a practitioner performs surgery, he/she should be equipped with up-to-date knowledge regarding the possible conditions located under soft tissue within the oral cavity. Three-dimensional data generated by cone-beam computed tomography (CBCT) technology offers a “surgical view,” or slices, of the entire field of view from the front, side and under the patient.

Cone-beam scans assist with determining bone structure, tooth orientation, nerve canals and pathology that, in some cases, may preclude the necessity for a surgical procedure.

In the past few weeks, various media sources have published articles regarding high exposure of radiation from medical CT scans. Unfortunately, these have generated misconceptions about dental CBCT, or 3-D cone-beam computed tomography scans.

The dental CBCT imaging method allows dentists to obtain vital three-dimensional information for proper diagnosis. For example, for dentists placing implants, having this information beforehand is imperative to determining anatomical variations that can affect the procedure’s success or failure.

The differences between dental and hospital scans derive, in part, from the method of capturing the information. The average medical CT scan of the oral and maxillofacial area can reach levels of 1,200–5,300 microsieverts, the measurement of radiation absorbed by the body’s tissue. These significant levels are attributed to the method of exposing tissues to radiation.

With the hospital scan, the anatomy is exposed in small fan-shaped or flat slices as the machine makes multiple revolutions around the patient’s head. To collect adequate formation, there is overlapping of radiation.

In contrast, the dental scan captures all the anatomy in one single cone-shaped beam rotation, decreasing the exposure to the patient of up to 10 times less radiation.

For example, radiation exposure using the standard full field of view from an i-CAT® CBCT machine (Imaging Sciences International) is 56 microsieverts. These machines are also available in different fields of view, thereby reducing radiation exposure even more, depending upon the needs of the patient.

For other comparisons of exposure, consider that a typical 2-D full-mouth series runs 150 microsieverts while a 2-D digital panoramic image ranges between 4.7 and 14.9 microsieverts.

Researchers who have developed this technology have achieved the goal of allowing dentists to receive the same information gained from medical CT without the additional radiation exposure.

Dentists who do not own their own CBCT machines take advantage of this imaging method by referring patients to imaging centers to acquire this valuable information.

The knowledge obtained from capturing 3-D scans has the ability to influence the effectiveness and efficiency of dental treatment.

A dental CBCT scan offers the views and detail needed to perform the latest procedures, while avoiding the unnecessary higher levels of radiation emitted from hospital scans.

As the technology continues to evolve, the possibilities for improved dental care can only increase. Increased software compatibility with surgical guides and orthodontic applications has made CBCT scanners an imperative for some dental offices.

As an oral maxillofacial radiologist and an educator, I firmly believe that with knowledge comes responsibility to provide patients with the best dental care in the safest way possible — a dental CBCT accomplishes this goal without the additional risks involved with hospital scans.

Dr. Bruce Howerton is a Board Certified Oral and Maxillofacial Radiologist who practices privately in Raleigh, N.C. www.carolinaomfimaging.com

(Source: DANAHER)

Directa FenderMate

Placing a matrix band to attain a good contact point and avoiding interproximal overhang after preparation for Class II fillings can be a time-consuming and laborious procedure. Directa’s new FenderMate® offers a unique, fast and easy solution by combining a separating plastic wedge and stainless-steel matrix in its innovative design.

Cervical overhang is easy to overlook when dealing with Class II restorations. A matrix that does not perfectly adapt to the cavity margin under the contact point may cause overhang, and a control examination with a probe or floss may not detect this.

Over a period of time occlusal pressure causes the fracturing of unbound excess material, which creates a trap for food impaction and plaque retention causing caries and gingivitis.

Sectional matrix systems consisting of a matrix, wedge and ring may create a risk of leakage due to lighter pressure of the wedge against the matrix when a retention ring is applied to separate the teeth.

With Directa’s FenderMate the combined matrix and wedge are inserted as one piece, as easily as a wedge, and employs a special new technology in its curved design that contours and complements the curvature of the patient’s tooth.

After FenderMate is inserted it adapts around the tooth and holds its shape without the use of a retentive ring. FenderMate’s flexible wing separates the teeth and firmly seals the cervical margin. A good contact point is created by the unique pre-shaped indentation in the matrix. No burnishing whatsoever is necessary.

FenderMate is available in two wedge widths, regular and narrow, and for left or right application. They are color-coded for ease of identification. The new, innovative design accommodates most approximal spaces.

FenderMate aids fast and efficient restorations and is the fastest matrix to apply on the market.

The combined use of Directa’s FenderMate wedge with its optimal matrix curvature, can be placed in only 5 seconds.

Restoration complete.

new FenderMate and Fender-Wedge® sets a new standard with a tissue-friendly approach for the preparation and filling of Class II restorations.