Introducing Icon

The revolutionary treatment for incipient caries and white spot lesions ... without drilling!

ENGLEWOOD, N.J.—DMG America introduces an entirely new, revolutionary approach to treating incipient caries: Icon, a caries infiltrant.

Until now, dental professionals had only two options for treating caries: fluoride and other remineralization therapies if caries was not too advanced, or the “wait and see” until it was time to use the “drill and fill” approach.

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

“Icon represents a new category of dental products,” says Tim Haberstumpf, DMG America director of marketing. “It is the first product to bridge the gap between prevention, fluoride therapy and caries restoration.”

“Icon’s micro-invasive infiltration technology can be used to treat smooth surface and proximal carious lesions up to the first third of dentin (D-1). In just one patient visit, Icon can arrest the progression of early enamel lesions and remove white spot lesions.”

When a dentist discovers incipient caries that is beyond preventive therapies though too early for restorative treatment, Icon offers a simple alternative to the “wait and see” approach.

With Icon, the dentist can offer immediate treatment without unnecessary loss of healthy tooth structure. Icon prevents lesion progression and increases life expectancy for the tooth.

Icon also provides a highly esthetic alternative to micro-abrasion and other restorative treatments for cariogenic white spot lesions. White spot lesions infiltrated by Icon take on the appearance of the surrounding healthy enamel.

The Icon infiltration system is simple and user-friendly,” Haberstumpf says. “Total treatment time is about 15 minutes, so it saves patients time and frees up additional chair time.”

After isolating the tooth with a rubber dam and placing wedges to separate the teeth, the tooth surface is prepared with a 15 percent HCl gel to open the pore system of the lesion body. Next, the surface is rinsed, dried with ethanol and also dried with air.

The Icon Infiltrant resin, which has a high penetration coefficient, is applied onto the lesion, excess material is removed and the material is light cured.

The manufacturer recommends applying a second layer of the infiltrant, followed by additional light curing.

For complete information, detailed product descriptions, treatment steps, a training video and an overview of the 12 international studies currently being conducted with Icon, visit the Drilling No Thanks! Web site at www.drillingnothanks.com.

Icon will be available in the United States in September in Proximal and Smooth Surface kits.

The Icon kits provide everything necessary for treatment except the rubber dam, including: specially designed dental wedges; patented perforated applicator tips for the materials; individual syringes filled with Icon-Etch, Icon-Dry (ethanol), Icon-Infiltrant; and both written and diagrammatic instructions.

All syringes come in a special screw-type applicator to ensure the materials are gently and slowly extruded onto the tooth.

Icon Proximal is available in a mini-kit with two treatment units, or a package of seven units. Each proximal treatment unit contains enough material for two proximal lesions.

The Icon Smooth Surface mini-kit includes two treatment units and is also available in packages of seven units, enough material for two or three smooth surface lesions per unit.

DMG America manufacturers and distributes quality restorative materials and prevention products. For more information, call (800) 662-6383 or visit www.dmg-america.com.

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Fight oral cancer!

Prove to your patients just how committed you are to fighting this disease by signing up to be listed at www.oralcancerselfexam.com. This new Web site was developed for consumers in order to show them how to do self-examinations for oral cancer.

Self-examination can help your patients to detect abnormalities or incipient oral cancer lesions early. Early detection in the fight against cancer is crucial. Secondly, as dental patients become more familiar with their oral cavity, it will stimulate them to receive treatment much faster.

Conducting your own inspection of patients’ oral cavities provides the perfect opportunity to mention that this is something they can easily do themselves as well. You can explain the procedure in brief and then let them know about the Web site, www.oralcancerselfexam.com, that can provide them with all the details they need.