Have you ever done a Google search for “dental anxiety”? If not, go ahead and try it.

In less than a second, you’ll discover more than 1,340,000 unique hits on the term. Two simple words open the doors to the vast world of dental fear. It exists. It’s real. And it’s not going away.

You can be the most gentle dentist in the world. You can have a compassionate, caring, reassuring team. You can be decorated with every credential in the book. However, none of that matters in the mind of a person who has had a prior traumatic dental experience. Whether it was a negative encounter with a dentist as a child or a pain-riddled appointment as an adult, the associations patients have stay with them. They prevent them from seeking care later in life.

So how do you treat these patients? How do you get them to call your office, nonetheless make and keep an appointment?

The answer is more simple than you might think. You offer them sedation dentistry. In other words, you provide them with a solution to their fears and an opportunity to redefine their experiences at the dentist.

Relaxation is a powerful tool. Relaxed patients sit more comfortably in your dental chair, offer less jaw resistance, have reduced gag reflexes, don’t notice time passing and, overall, are more pleasant to treat.

In other words — they’re anxiety-free and more receptive to receiving your care. You and your patients alike can enjoy the benefits of utilizing sedation dentistry.

Whether you choose to offer oral sedation, IV sedation or both, each is effective at managing dental anxiety. With the proper training and necessary equipment, your office becomes more than just a place that treats patients; it becomes a vehicle for positive change.

Fearful patients seek sedation. All of the message boards, forums and searches online are evidence of that. Most of these people are willing to drive further and pay more in order to receive sedation. They want to be comfortable, feel safe and be healthy.

It’s a topic of intense discussion. People who find qualified, compassionate sedation dentists don’t keep their experience to themselves. They share it. They generate referrals. They pass it on by word-of-mouth.

You’ll quickly discover that sedation patients are the most gracious and grateful patients you will ever treat. The fact that you can provide them with the much-needed care they require — trauma and anxiety-free — means they will be your patients for life.

Organizations such as DOCS Education offer continuing education programs in both oral and IV sedation, along with essential emergency preparedness courses to equip you with the skills and knowledge to safely and effectively administer sedation in your office.

To learn more about offering sedation dentistry, go to DOCSeducation.org or call (866) 592-9617.

If you’ve ever considered offering sedation dentistry at your practice, now is the time to do it.

There are more than 1,340,000 good reasons to pursue the training — and patients waiting in the wings to receive your care. 
DMG America, a company specializing in dental restorative products, has introduced Icon, a product for the treatment of incipient caries and white spots that involves no drilling. Designed to bridge the gap between prevention and restoration, Icon takes the ‘wait’ out of ‘wait and see.’

Icon is a caries infiltrant that uses micro-invasive technology to fill and reinforce demineralized enamel without drilling or anesthesia.

“We feel we are doing something positive for the industry,” said DMG America President George Wolfe, during an interview with Dental Tribune at the ADA Annual Session, held recently in Honolulu. “Our new Icon product is what all the buzz is about. It allows doctors to treat incipient lesions while preserving natural tooth structure.”

As Wolfe explained, Icon works by blocking infusion paths of cariogenic acids that cause demineralization of tooth enamel. It allows patients with poor compliance to be treated earlier, and it prolongs the life expectancy of a tooth.

“It gives doctors the ability to treat upon discovery — without letting the problem get worse,” Wolfe said.

Icon can be used for both smooth and proximal surfaces, and it can also be used for the cosmetic treatment of carious white spot lesions. Treatment time per lesion is about 15 minutes.

More information about Icon is available online from DMG. Visit www.drilling-no-thanks.com, where you can get even more information, view product demonstration videos and even request an in-office demonstration.

Directa helps make restorations quicker, easier and more efficient

By Fred Michmershuizen, Online Editor

Directa, a Swedish supply and manufacturing company that dedicates itself to introducing innovative, high-quality and cost-effective products into the dental marketplace, is perhaps best known around the world for itsLuxator extraction instruments, which allow dentists to remove teeth without damaging the surrounding bone tissue.

But at the recent California Dental Association meeting, it was the company’s products for restorations that had many people buzzing.

Many are already familiar with the FenderWedge tooth protector, which separates and protects adjacent teeth during preparation for a restoration. A combination of a wedge and a protective stainless steel plate, the FenderWedge pre-separates teeth by a few tenths of a millimeter, protecting the adjacent tooth during preparation and aiding in the final building of the contact point.

Now, the FenderWedge has a companion — the FenderMate. The one-piece matrix is designed to allow dentists to quickly and efficiently fill a cavity and get a restoration with a tight contact and a tight cervical margin.

“We’ve taken a 15-minute procedure down to about five seconds,” Frank Cortes, U.S. sales manager for Directa, told Dental Tribune during an interview at the CDA meeting.

As Cortes explained, the FenderMate combines a wedge and a matrix in its design so that dentists no longer have to fumble with multiple pieces.

Contains no Bisphenol A

If you’re one of the 1,000s of dental professionals who know EMBRACE™ WetBond Pit & Fissure Sealant is easier to apply because it bonds to moist tooth surfaces, provides a better seal and is long lasting, you’re on top of your profession.

Now after six years of clinical use, EMBRACE Sealant sets a new standard of success — intact margins, no leakage, no staining, caries-free.

Six-year followup photo photo courtesy of Joseph P. O’Donnell, DMD

One call can bring a smile to your face and your patients:

- Long lasting
- Easy to apply – only sealant that bonds in a moist field
- Margin-free seal
- Fast light cure
- Fluoride releasing

*Contact Pulpdent for study.
Danaher Corp. announced Oct. 12 that it has entered into a definitive agreement to acquire PaloDEx Holding Oy (“PaloDEx”), a manufacturer of dental imaging products with revenues of more than $100 million with products under the Instrumentarium Dental and SOREDEX brands.

Instrumentarium Dental and SOREDEX will join Gendex, DEXIS, ISI, KaVo and Pelton & Crane as part of Danaher’s group of dental equipment companies. Instrumentarium Dental and SOREDEX and their products have been highly regarded by dental professionals since their inception 45 years ago, according to a press release from Danaher announcing the acquisition. PaloDEx's product range includes 3-D CBCT, panoramic X-ray (including the OP200), PSP (including the Optime IO PSP) and other intra-oral and extra-oral X-ray imaging systems.

“We believe this acquisition will be a game-changer for both of our companies, and we are excited about the opportunity to acquire two of the leading imaging brands,” said Henk van Duijnhoven, group executive of Danaher’s KaVo Group. “Instrumentarium Dental and Sorex's excellent digital imaging products and technology will be a great fit with our existing Gendex, DEXIS and i-CAT business.”

“I am thrilled to join Danaher’s dental business,” said Henrik Roos, president of PaloDEx, who will remain in his position. “The combined business will create a unique opportunity to provide new and innovative technologies in digital dentistry with focus on diagnostics and treatment planning for general practitioners and specialists.”

“PaloDEx has a very experienced team, and we look forward to working with Henrik Roos and his team as we continue to build the business,” van Duijnhoven said.

Danaher’s transaction to acquire PaloDEx is subject to regulatory approval and customary closing conditions.

Frank Cortes, U.S. sales manager for Directa AB, says the FenderMate is making a ‘big impact’ across the globe. (Photo/Fred Michmershuizen)

A flexible wing separates the teeth and firmly seals the cervical margin, avoiding overhang. It features optimal matrix curvature and a pre-shaped contact. No ring is needed, and when it is inserted as a wedge, the tooth is ready for immediate restoration.

“FenderMate is making a big impact worldwide,” said Cortes, who told Dental Tribune that the new product has already received lots of positive feedback.

According to Cortes, dentists are pleased not only with FenderMate’s ease of use but also with its ability to help them provide better patient care.

The FenderMate is available in packs of 18 for left and right regular and narrow restorations. An assorted kit of 72 pieces is also available.

As with all products by Directa, the FenderWedge and the FenderMate are designed by dentists, not engineers.

Products manufactured by Directa AB from Sweden are distributed by JS Dental Manufacturing in the United States.

To learn more, visit www.jsdental.com.
Heraeus recognizes Breast Cancer Awareness Month

October is National Breast Cancer Awareness Month (NBCAM). Since the program began in 1985, mammography rates have more than doubled for women age 50 and older and breast cancer deaths have declined.

Heraeus, recognized as a world-wide leader in dental esthetics, applauds the diligent efforts of NBCAM to raise awareness of breast cancer issues, not just during the month of October, but year-round.

The company also continues to help fund breast cancer research by donating a portion of proceeds from the sale of Venus White, its popular take-home teeth whitening gel, to breast cancer research.

The philanthropic initiative is a key part of Heraeus’ larger global citizenship program and reflects the company’s commitment to use its resources to impact the greater community — and to transform lives in a positive way.

“Philanthropy is a vital pillar in our business and we are committed to being a responsible global leader,” says Christopher Holden, president of Heraeus Kulzer. “We are inspired by the tireless work of those seeking a cure for breast cancer.”

Although breast cancer deaths have declined, it remains the second leading cause of cancer death in women.

“There is exciting progress, but there are still women who do not take advantage of early detection and others who do not get screening mammograms and clinical breast exams at regular intervals,” explains Nicole Turner, director of marketing for Heraeus Kulzer.

“If all women age 40 and older took advantage of early detection methods — mammography plus clinical breast exam — breast cancer death rates would drop much further, up to 30 percent,” says a spokesperson from NBCAM.

The key to mammography screening is that it be done routinely — once is not enough. Findings published by NBCAM include:

- Women age 65 and older are less likely to get mammograms than younger women, even though breast cancer risk increases with age.
- Hispanic women have fewer mammograms than Caucasian women and African-American women.
- Women below poverty level are less likely than those at higher incomes to have had a mammogram within the past two years.
- Mammography use has increased for all groups except American Indians and Alaska Natives.

For more information about NBCAM, please visit www.nbcam.org.

For additional information, please call one of the following toll-free numbers: American Cancer Society, (800) 227-2345, National Cancer Institute (NCI), (800) 4-CANCER, Breast Cancer Network of Strength, (800) 221-2141.

For more information on Venus White or to make a donation to the Breast Cancer Research Foundation, please visit www.MyVenusSmile.com (consumers) or www.SmileByVenus.com (professionals).