Salivary diagnostics redefining dentistry

UCLA researchers, others see expanding role for ‘salivaomics’

Scientists from the UCLA School of Dentistry have been at the vanguard of research on human saliva in recent years, leading the way in the dynamic, emerging field of salivary diagnostics, which seeks to catalog the biological makeup of saliva to help screen for and detect both oral and systemic diseases.

The Journal of the American Dental Association has published a special supplement to its October issue in which Dr. David Wong, the UCLA School of Dentistry’s associate dean of research, outlines the state of the science of salivary diagnostics, highlight-

• See SALIVARY, page A2
ing advances made by researchers at UCLA and other institutions and charting a path for future research and clinical applications.

**Actionable results from salivaomics**

In the article, Wong's research findings show that saliva is made up of complex sets of molecules — including genes, proteins, DNA and RNA — that help paint a picture of an individual's biology. The study of the biological molecules in saliva is known as "salivomics."

Findings show that by studying the "omics" in saliva — such as genomics, transcriptomics and proteomics — scientists can develop tests composed of many molecular measurements; the findings are then interpreted by a computational model to produce a clinically actionable result.

Through collaborative work with scientists at other institutions, UCLA researchers have developed several informatics and statistical tools to help interpret biomarkers in saliva; these biomarkers can then be used for early detection of disease, treatment monitoring, recurrence prediction and other translational assessments.

**Just as useful as blood diagnostics**

Research done at the UCLA School of Dentistry has shown that saliva, as a medium for health screening, is just as useful as blood and other bodily fluids and has vast potential for the early detection of cancers, autoimmune diseases, diabetes and other disorders.

The ability to conveniently and inexpensively capture saliva samples in a clinical setting for diagnostic purposes would be a huge step forward for health care providers in the detection, treatment and prediction of recurrence of life-threatening diseases. Wong expects that future research in salivaomics will eventually translate into practical medical applications that will be administered in dentists' and doctors' offices.

**Dentists positioned on front line**

Because it has been shown that 20 percent more Americans visit their dentists more regularly than their physicians, there will be substantial opportunities for dentists to engage in primary health care by taking saliva samples from their patients and, based on the medical findings of those samples, developing individualized treatment plans.

Wong is a professor of oral biology and medicine and holds the Felix and Mildred Yip Endowed Chair in Dentistry at the UCLA School of Dentistry. His research has been funded by the National Institute of Dental and Craniofacial Research and the National Cancer Institute.

(Source: UCLA School of Dentistry)
Cosmetic periodontal surgery (Part 3): Zones of symmetry

By David L. Hoexter, DMD, FACD, FICO, Editor in Chief

In Part 3 of this series on cosmetic periodontal surgery, I again emphasize the necessity of a complimentary healthy background of the periodontia — with the goal of enhancing the desired smile. In Parts 1 and 2 of this series, we described what a healthy periodontia entailed — a complementary, healthy surrounding tissue and color — and keratinized attached gingival, appearing as a whitish-pink color, separated at the mucogingival junction from the movable nonkeratinized alveolar mucosa of a reddish-blue color.

This article will concentrate on the symmetry of the periodontal background’s colors to afford the emphasis of the appearance of the teeth we wish to stand out to create that “smile.” In this article, the symmetry of attention of the keratinized attached gingiva is needed to achieve the background support of the final image — should be measured by both the vertical and horizontal dimensions, and is often overlooked.

Healthy keratinized attached gingival is desirable to surround the natural tooth to aid in the hygienic maintenance of the natural tooth or the endosseous implant. The patient can rub the keratinized tissue with several choices of instruments to remove the localized biofilm to preserve the health of the area.

Healthy gingival color can vary

Healthy keratinized attached gingival does not necessarily have to appear a pinkish-white color. It depends on the melanin pigmentation that the individual has in his or her epithelial basement membrane. For example, people of Mediterranean origin appear to have areas of gingiva that vary with some darker and some lighter zones. It’s just like the way some people have facial skin with freckles and some don’t.

In normal epithelium, the color does not necessarily represent pathology, but rather healthy, natural epithelium. However, when we discuss esthetic dentistry today, the culture that we are dealing with plays a factor too. For example, centuries ago in Japan, a woman’s most desirable smile was one that showed black teeth.

In general today, we wish the appearance of bright-appearing teeth — framed by pinkish-white keratinized gingiva. The gingival should surround and protect our desired image, enhancing and attracting it. It certainly should not detract from our goal. Therefore the keratinized gingival should be the same homogeneous color. It should also be equal and symmetrical in vertical and lateral size. This will not detract, but aid in the maintenance and appearance of our smile.

Many techniques can be used

There are many cosmetic periodontal surgical techniques that can be used to

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• See SYMMETRY, page A4
achieve this symmetry and health. Several have been mentioned and described in this series. It must be stressed that it is the final goal that we should keep dominant in our sights — more so than any particular technique being used. The numerous techniques simply represent the various the paths to get there.

When we do not have enough keratinized gingiva, we can try to increase it. When we have too much (hyperplasia), we can remove it. If the color is not the desired color, we can change it.

There are many techniques available to achieve the desired goal.

The question of how much vertical keratinized attached gingiva is necessary has been discussed for years. The amount, if adequate, should be symmetrical to allow emphasis of the smile of the teeth, color adequate, should be symmetrical to allow achievement of the desired goal.

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Register now for Greater New York Dental Meeting

Scientific meeting: Friday–Wednesday, Nov. 23–28; exhibit floor: Sunday–Wednesday, Nov. 25–28

The Greater New York Dental Meeting thanks everyone for their thoughts and concerns during and following Hurricane Sandy, and it sends the same to all those affected. The Javits Convention Center and all the hotels are open, the roads and airports are operating and registration numbers in all categories are ahead of last year.

A full program of seminars, workshops, panel discussions, scientific poster sessions, "live" patient demonstrations, world-renowned speakers and the latest in dental-practice products and services await attendees at the Greater New York Dental Meeting. To view and register the courses and events, follow the links at www.gnydm.com.

In 2011, the Greater New York Dental Meeting registered 53,789 attendees from all 50 states and 127 countries. With its ever-expanding exhibit floor, the GNYDM boasts its 1,500 exhibit booths including more than 600 companies. The continuous partnership with the U.S. Department of Commerce International Buyer Program provides the opportunity to meet many worldwide senior level volume buyers as well as receive export counseling from government specialists to increase sales.

The meeting is sponsored by the New York County Dental Society, representing the dentists of Manhattan and the Second District Dental Society, representing the dentists of Brooklyn and Staten Island.

Educational Highlights

• Friday, Nov. 23, kicks off the Meeting with Dr. Bernard Touati and Mr. Jean-Marc Etienne presenting "Anterior Implant Esthetics" at the New York Marriott Marquis Hotel in the Westside Ballroom 5th Floor

• "Build Your Own Website for Your Dental Practice" is a new and unique three and a half hour hands-on workshop offered Saturday through Wednesday; the GNYDM will supply the computers, and attendees need to bring a USB flash drive with pictures and office information. You will leave this workshop with a fully functioning website.

• Don’t miss the first ever "Smoking Cessation Seminar," which provides dental professionals an effective way to deliver tobacco-dependence treatment to patients. It is on Monday, Nov. 26.

• "Botox, Dysport and Dermal Fillers" are the focus of unique hands-on workshops that introduce procedures on actual patients to teach dentists how to use Botox/Dysport and dermal fillers in their practices. The workshops are offered Saturday through Tuesday.

• More than 100 hands-on workshops feature the latest technological advances and the newest Dental materials.

• The "Sleep & Appliance Expo" features four days of the latest research and aware-
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ness in dental sleep medicine. You’ll learn how to establish dental sleep medicine protocols in your practice, identify patients at risk, integrate medical practice systems and treat patients successfully. Programs are offered every day.

• Be a part of the “Dentaverse Launch” with Dr. Larry Rosenthal’s all-day seminar on Sunday, Nov. 25, and his “live” program all-day Wednesday, Nov. 28.
• “Learning and Lunch” is three days of programs on Sunday, Monday and Tuesday. Attendees receive C.E. credit and a free lunch at the close of the program. Space is limited.
• The “Invisalign Expo” is four days of Invisalign programming that will teach the entire dental team how to incorporate Invisalign into your practice.
• The “DentalXP” series offers headline speakers Dr. Henry Salama on Saturday, Nov. 24; Dr. Ronald Goldstein on Sunday, Nov. 25, and Dr. David Garber on Monday, Nov. 26.

“Live” Dentistry Arena (Aisle 5,000)
The “Live” Dentistry Arena, a 430-seat high-tech patient demonstration area, offers revolutionary concepts of treating patients with new materials and applications. It takes place right on the exhibit show floor every morning and afternoon Sunday through Wednesday. There is no cost to attendees. Here is the schedule.

Sunday, Nov. 25
10 a.m.—12:30 p.m.
VOCO America presents “Everyday Esthetic Dentistry” with Dr. Franklin Shull.
2:30—5 p.m.
Philips Discus presents “Whitening Technology” with Dr. Marilyn Ward.

Monday, Nov. 26
10 a.m.—12:30 p.m.
VOCO America presents “Everyday Esthetic Dentistry” with Dr. Franklin Shull.

Tuesday, Nov. 27
10 a.m.—12:30 p.m.
Benco Dental, COLTENE and Septodont present “Components: a Live Demonstration” with Dr. Ross Nash.
2:30—5 p.m.
Millennium Dental presents “LANAP” Laser Assisted Periodontal Technique with Dr. Raymond Yukna.

Wednesday, Nov. 28
10 a.m.—12:30 p.m.
DentaVerse presents “Anterior Esthetics” with Dr. Larry Rosenthal as well as other leading clinicians throughout the day.

Celebrity Speaker and Luncheon features Steven Forbes
The Celebrity Luncheon, sponsored by Henry Schein Dental, from noon to 2 p.m. on Monday, Nov. 26, features chairman and editor-in-chief of Forbes Media Steve Forbes. Forbes writes editorials for each issue of Forbes magazine under the heading of “Fact and Comment.” A widely respected economic prognosticator, he is the only writer to have won the highly prestigious Crystal Owl Award four times. The prize was formerly given by U.S. Steel Corporation to the financial journalist whose economic forecasts for the coming year proved most accurate.

(Source: Greater New York Dental Meeting)

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Two-day implant seminar attracts 500

Next five-day course by American Academy of Implant Prosthodontics is in Kingston, Jamaica, Jan. 13–17

The American Academy of Implant Prosthodontics (AAIP) joined with Osstem/Hiossen Dental Implants to present a two-day comprehensive implant symposium to more than 500 dentists on Sept. 22 and 23 in Lisbon, Portugal. On Sept. 23, Dr. Mike Shulman presented an advanced seminar on sinus lifts as part of the symposium, to 30 dentists from Kazakhstan, Russia, Azerbaijan and Armenia.

The advanced sinus-lift course included lectures, hands-on participation, surgical demonstrations and diagnosis and treatment planning of sinus-lift maxillary posterior edentulous sites. Maxillary sinus anatomy, physiology and pathology were covered, along with different gingival approaches to the treatment of posterior maxillary bone grafting.

All symposium participants received continuing education certificates from the American Academy of Implant Prosthodontics. The academy will sponsor additional sinus-lift training in the United States early next year for the dentists who completed the Lisbon course.

The next five-day implant course sponsored by AAIP/ADIS will be in Kingston, Jamaica, Jan. 13–17. The course is tax deductible and 35 hours of dental continuing education credits will be awarded on course completion. Patient treatment is provided in a Jamaican dental school with personalized training in small-group settings. The course is a cooperative effort of the Jamaican Ministry of Health, the University of Technology, School of Dental Sciences, Jamaica, and the American Academy of Implant Prosthodontics.

Patients will be provided, and participants have the opportunity to place two to six implants. Upon completion of the one-week comprehensive implant training program, participating clinicians are able to accomplish the following tasks: identify cases suitable for dental implants; diagnose and treatment plan for preservation and restoration of edentulous and partially edentulous arches; demonstrate competency in the placement of single-tooth implants; soft tissue management and bone augmentation; obtain an ideal implant occlusion; work as part of an implant team with other professionals; and incorporate implant treatment into private practice with quality results, cost effectiveness and profitability.

Shulman is course coordinator. Dr. Leon

See IMPLANT, page A12
More C.E. on Yankee Dental Congress exhibit hall floor

From Jan. 30 through Feb. 3, Yankee Dental Congress will help you and your dental teammates “Build Bridges” to new opportunities in the dental profession. Yankee Dental Congress 2013 has reached out across the dental community to bring you the latest the industry has to offer in top-notch continuing dental education.

Connect with some of the brightest minds in dentistry on the Exhibit Hall floor of the Boston Convention and Exhibition Center and discover the latest trends, techniques, products, and services available through an exemplary field of more than 450 exhibitors.

Lots of free C.E.
Check out the premier continuing dental education courses offered right on the Exhibit Hall floor, including:

- **Healthy Living Pavilion** — Change your life! Earn C.E. credits while learning from experts about various diets and discover how to be a healthier you! Course topics include approaches to going gluten-free, stress relief through better nutrition, healthy eating approaches for women, plus many more.

- **Dental Office Pavilion** — Visit our custom-designed dental office at no charge. What a great opportunity for anyone considering implementing new dental equipment and technology into their practice. The Pavilion includes an auditorium where a series of courses to educate you on up-and-coming dental topics will be presented. Presented by Henry Schein Dental.

- **Live Dentistry** — At no charge, learn from some of the best clinicians while they perform live, cutting-edge procedures. This interactive format allows attendees to ask questions and receive answers firsthand. Sponsored by Patterson Dental.

- **High-Tech Playground** — Discover the latest equipment and technologies in an informal setting without sales pressure, at no charge, right on the exhibit hall floor. Here is your chance to try various tools and state-of-the-art equipment and ask questions. Drop in anytime or stay for the C.E. presentations running each day.

- **More C.E. on the Exhibit Hall Floor Courses** — Check out more than 25 high-quality hands-on courses and lectures at a significant reduced rate. Topics include implants, practice management, technology and oral pathology.

Refreshments, music and laughs
Kick back with your favorite beverage, light fare and upbeat music on the Yankee Boardwalk, open to everyone on Thursday, Jan. 31. Share some giggles with colleagues, friends and family when Kathleen Madigan takes the stage for Friday Night Laughs on Friday, Feb. 1.

Register at www.yankeedental.com

(Source: Yankee Dental Congress)
Pacific Dental Conference has 36 hands-on courses

Explore Canada’s largest two-day tradeshow, March 7–9; enjoy Vancouver’s abundant tourist attractions

Experience the true flavor of the West Coast and earn C.E. credits at the same time. The Pacific Dental Conference has an expert line up of local, North American and international speakers. With more than 130 presenters, 150 open sessions and 36 hands-on courses covering a variety of topics, there is something for every member of your dental team. Explore the largest two-day dental tradeshow in Canada (www.pdconf.com) and have the year’s first opportunity to see the newest equipment. The spacious exhibit hall invites attendees to see innovative new techniques demonstrated on the live dentistry stage and examine products and services from more than 300 exhibiting companies with representatives who are ready to engage attendees in discussions on creating practice solutions.

After the conference, you can take a day to relax and revitalize by exploring some of the great tourist attractions in Vancouver. The ocean is steps from the Vancouver Convention Centre, and pristine snow-capped mountains offer choice spring skiing conditions.

(Source: Pacific Dental Conference)
Immediate temporization can be simple and convenient

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The Smiles in the Sun Seminar 2013 Program has combined several of the most popular speakers in dentistry beginning with Dr. Jack Hahn, who has been actively involved in implant dentistry for more than 30 years and is the principal inventor and investigator of the NobelReplace™ implant. Having successfully placed more than 30,000 dental implants, he will cover the scope of implant dentistry from identifying the implant patient to marketing and managing your implant practice.

Dr. Howard S. Glazer will discuss the hottest dental materials and emerging technologies to keep your practice on the cutting edge. Glazer has been named as one of the leading clinicians in continuing education by Dentistry Today and lectures internationally on new products, materials and techniques.

Two segments are devoted to doctor/staff/spouse: Telnli Toole of Smile Reminders/Solution Reach will explore the current methodologies to take your patient database to the next level by integrating user-friendly “acquisition tools” into your daily communications, and she will outline strategies on how to build patient loyalty when patients are not in the office. Darren Seigel & Svetlana Virovtska of www.topdentists.com will show you how to get your website to the top of the search engines and dramatically increase the conversion of patients from your current website. They will enable you to turn your social media into a cash register you can ring any time you desire. Together they have helped more than 2,000 of the most successful dentists in the United States build effective online marketing programs.

Organizers describe the program as being one that you will not want to miss. More information about the meeting is available at smilesinthesun@verizon.net, www.smilesinthesun.net or by calling (631) 423-5200.

(Source: Smiles in the Sun)

World’s biggest dental show
March 12–16

Approximately 118,000 attendees and more than 1,900 exhibitors from 55-plus countries are expected at the world’s largest trade fair for dentistry and dental technology this March in Cologne, Germany.

The International Dental Show takes place in Cologne every two years and is organized by the GFDI Gesellschaft zur Förderung der Dental-Industrie mbH and the commercial enterprise of the Association of German Dental Manufacturers (VDDI). It is staged by Cologne-based Koelnmesse GmbH. This 35th edition of the show will be March 12–16. The focus is on business and product information and the latest findings in science and research. The IDS will continue a successful tradition that began...
Implant’s tapered end mimics anatomy, increases stability

Dentatus ANEW Narrow Body Implant System offers more restorative solutions for patients with insufficient bone, limited interdental spaces or converging roots

Being introduced at this year’s Greater New York Dental Meeting is the Dentatus expansion of the ANEW Narrow Body Implant System, providing dentists and their patients more treatment options. The uniquely designed Elypse Platform greatly enhances the product line by blending the best features of Atlas technique with the ANEW Implant.

The ANEW Implant with the new Elypse platforms allows dentists to immediately retrofit patient’s lower dentures with a future option of later converting that restoration into a fixed restoration – all the while maintaining a soft silicone interface between patient’s ridge and denture for enhanced comfort and retention. ANEW Narrow Body Implant system is a complement to other implant systems that enables practitioners to offer more restorative solutions for patients with insufficient bone, limited interdental spaces or converging roots. For many periodontists, it is the implant of choice for complex cases where provisionalization allows for measured, expert treatment planning often required.

First used in 2000 and FDA approved in 2004 for long-term use, the narrow diameter 1.8, 2.2 and 2.4 single piece ANEW Implants have met with the most precise implantology standards and have undergone rigorous testing, research and clinical use by the profession.

ANEW Implants are made of Grade V, Titanium alloy, surface treated on the threaded portion and delivered sterile. The tapered end mimics anatomical design and increases primary implant stability. This in turn allows the implant to be immediately loaded with a minimally invasive procedure and eliminates most post-operative challenges. With ANEW Implants, total time in treatment is dramatically reduced so that many more patients can experience a quality of life that implantology offers. With these newly introduced options, the company reports, ANEW Implants offer unparalleled versatility with screw-retained prosthetics. They are an ideal addition in the armamentarium of any doctor who routinely places implants and who on occasion must find sound and tested alternative solutions to traditional implant protocols.

Learn more about this innovative solution; visit Dentatus at booth No. 1200.

(Source: Dentatus)

90 years ago when the first dental show took place in Germany. The entire dental industry, including all of the international market leaders, will be represented. Dental medicine and dental technology will be on display, as will equipment maintenance and infection prevention techniques.

The event will also showcase services as well as information, communication and organization tools. The broad range of products on display from around the world will give visitors the opportunity to get a comprehensive overview of the global dental industry in terms of services, product innovations and the latest trends.

Registration and ticket sales will be available online at www.ids-cologne.de starting at the end of November.

(Source: Koelnmesse GmbH)
New digital imaging line launched

Air Techniques marks 50th anniversary

Air Techniques, a leading innovator and manufacturer of dental equipment, continues to mark its 50th anniversary year with the launch of several new products this fall. The company’s industry expertise and reputation for quality is on display with the introduction of a new “Family design” for its entire digital imaging line, including the Polaris® Intraoral Camera, Spectra® Caries Detection Aid, ScanX® Digital Imaging Systems, and ProVesta® DC Intraoral X-ray.

The new Polaris Intraoral Camera features a sleek, rounded design and 120° button ring for unsurpassed comfort. Superior optics and broad focal range deliver exceptional image quality to enhance diagnosis and case presentation. The “Fixed-focus” technology allows all objects from 6 mm to 40 mm to remain in sharp detail — there is no need to adjust anything. The Polaris’ TWAIN interface allows for controlling of live video, button functionality and image capture directly in most TWAIN 2.1-compliant dental imaging software that is capable of handling multiple image acquisition transfers. A “Quick-Connect” feature provides true in-pocket portability and effortless room-to-room mobility. And the Polaris handlepiece integrates into your existing dental unit with ease.

The all-new Spectra has a contemporary look and features a 120-degree button ring for even greater comfort. Spectra is the only caries detection aid that works like Doppler radar to discover caries earlier. Spectra uses fluorescence to detect caries in fissures and smooth surfaces that may go unnoticed in X-ray images. With fluorescence technology, the captured data is displayed in brilliant colors on a computer monitor. Caricogenic bacteria will fluoresce red while healthy enamel fluoresces green. Unlike most other caries-detection aids, Spectra exhibits this effective visual display as well as a numerical reading. The use of a caries detection aid such as the Spectra is important in today’s dental practice for maintaining patient-centered care. Spectra enables you to practice minimally invasive dentistry. Risk assessment-based early diagnosis and treatment of underlying disease can be applied before a decision is made to excavate a tooth.

The new line of ScanX Digital Imaging Systems sport a fresh-white and polished-silver design and increased performance — delivering a full-mouth series in just a couple of minutes. A 3.5 inch x 5.5 inch LED display illuminates blue when the system is ready for use, and changes to an amber glow while reading the imaging plates. The ScanX utilizes phosphor storage-plate technology (PSP) that offers advantages unobtainable with wired sensors. PSPs are reusable and are available in all intraoral sizes, 0 through 4, and all extraoral sizes. The PSPs are wafer-thin and perfectly shaped for patient comfort. With rounded corners, and 10 times thinner than hard, wired sensors, PSPs are always comfortable — for children and adults.

With ScanX, you will eliminate the need for chemicals, processors, dark rooms and chemistry storage. The images produced with ScanX are of the highest quality, displaying 22 line pairs/mm, and 1,100 dots per inch, giving you the ultimate tool for aiding diagnosis. The ScanX line includes three models: the ScanX Classic™ for all intraoral sizes (0 through 4) and all extraoral sizes (panoramic, cephalometric and TMJ), ScanX Intraoral™ for all intraoral sizes (0 through 4) and the ScanX Duo®, a compact system ideal for chairside applications for all intraoral sizes (0 through 4). The new ProVesta® DC Intraoral X-ray exhibits clean lines and produces sharp, crisp images that are superb for diagnosis from a 0.4 mm focal spot. The ProVesta DC is intuitive, take just the X-ray you need by changing kV and mA in steps of 1. Other X-ray systems have these fixed at certain points. Only the ProVesta DC’s advanced circuits give you variable parameters with unparalleled accuracy. ProVesta DC keeps a historical account of your exposures, so you can retrieve them when needed. You can be assured that ProVesta will consume minimal power and never interfere with any other equipment in your office. With an industry-first power factor correction of unity, ProVesta DC always draws clean power. The arms of ProVesta DC move freely with little effort and stay put without any drift, which leads to fewer retakes and excellent X-rays quickly and efficiently.

Air Techniques President John Scott said, “We are very excited to be celebrating this milestone year. Our new product introductions further support our commitment to our customers. By listening to their needs, we continually strive to bring outstanding products into their practices that improve efficiency and patient care.”

For more, visit www.airtechniques.com or contact (800) 247-8124.

(Source: Air Techniques)

Is a blind spot costing you thousands?

Help your front-office staff turn more calls into booked appointments

By Jay Geier

Odds are your practice is suffering because of a blind spot that I guarantee you’re not aware of. A blind spot that is costing you $5,000 to $25,000 a month (maybe even more). A blind spot that, if removed, could boost your new patients by 20-50 percent, maybe even as much as 100 percent.

‘Sandwich board’ gets attention, but doesn’t close appointments

It all started about 15 years ago. I was vice president of marketing for a large private practice in Georgia. My sole responsibility was generating new patients, and my livelihood depended on it. I employed an imaginative tactic to get new patients — screenings, health fairs, referral programs, contests, magazine ads, newspaper and yellow page ads — just to name a few. I think I even wore a sandwich board and waved to drivers passing by at one point. It was never a question of whether or not my efforts were successful. They generated hundreds of calls every month, but the hard-earned calls just weren’t translating into new patients. As you can imagine, this was a beast that had to be tackled. So I rolled up my sleeves and started singing my teeth into it to figure out how to close the huge gap that was negating every marketing dollar spent and costing the practice thousands of dollars a day. I was able to use our practice as a learning lab. I worked day in and day out to discover the blind spot and figure out how to get rid of it. I knew I had cracked it.

Are you ignoring $5,000 or even more every month because you failed to identify and address an often-missed blind spot? Photo/Provided by Nikolay Misharen Bentson, www.dreamstime.com

See BLIND, page A18

Jay M. Geier is president and founder of the Scheduling Institute. He helps his clients reach new levels of success and create a lifestyle they dream of — using their practice as the vehicle. He has a unique ability for getting results in a practice by leveraging its current resources, with a primary focus on getting the staff to take more ownership and responsibility and teaching them how to produce results. To see how your staff is performing with new patient calls, visit www.schedulinginstitute.com and click on “Take the 5-Star Challenge.” Call the office toll-free at (877) 337-6545 or send Geier an email at jay.geier@schedulinginstitute.com.
‘Super-fast set’ added

DENTSPY Caulk expands Aquasil and other product lines

DENTSPY Caulk has expanded the Aquasil Ultra Smart Wetting® Impression Material portfolio to include “super fast set.” Aquasil Ultra Super Fast Set material is available in all viscosities and packaged in a convenient two-cartridge 50 ml or DECA™ 380 ml refill. Aquasil Ultra Super Fast Set formula is optimized to offer an adequate intraoral work time of 35 seconds and Super Fast mouth removal time of two minutes and 30 seconds. Aquasil Ultra Smart Wetting Material is indicated for all dental impression techniques.

Unidose system for easy wash material application
Aquasil Ultra Smart Wetting Impression Material is known best for its unique combination of high tear strength and very low contact angle. Use with B4® Pre-Impression Surface Optimizer for excellent detail with less stress. A complete portfolio of five tray and three wash material viscosities are available in three set-time options. Delivery systems include the digit® Targeted Delivery System, a unidose system for easy wash material application, 50 ml and 380 ml cartridges.

Jeltrate Brand alginate impression material color coded
Jeltrate® Brand, a market leader in alginate impression materials, has expanded its portfolio with the addition of Jeltrate Chroma Duradust Color-Changing Alginate Impression Material. Jeltrate Chroma alginate is formulated to change colors for each preparation phase: fuchsia during mixing, lavender during tray loading and seating — to light blue during setting in the mouth. The product has a fast setting time of two minutes and is five-day dimensionally stable when stored in a hermetically sealed plastic bag. For a free sample or more information, contact DENTSPY Caulk at (800) LIV-CAULK, visit www.caulk.com or call an authorized DENTSPY distributor.

Meet DDS Dan and TPH3 composite
Meet DDS Dan — part dentist, part fixer and part detective. He is an everyday guy who has all the answers and can solve composite problems for you. Follow DDS Dan on Twitter, Facebook and YouTube as he tackles some of the most challenging restorative cases and identifies ways in which TPH3 composite from DENTSPY Caulk can solve many of your composite challenges. You can meet DDS Dan online today by visiting the site www.tph3.com/dds_dan. (Source: DENTSPY Caulk)
Clinical benefits of the Inclusive Tooth Replacement Solution

By Darrin W. Wiederhold, DMD, MS, and Bradley C. Bockhorst, DMD

With the new Inclusive® Tooth Replacement Solution from Glidewell Laboratories, the clinician receives all the components necessary to place, provisionalize and restore an implant. Custom-designed temporary components allow for immediate provisionalization specific to each patient, and a matching custom impression coping communicates the final gingival architecture to the laboratory. The Inclusive Tooth Replacement Solution supports a streamlined workflow that ensures predictability and long-term success.

With this solution, experienced and novice clinicians alike can plan and restore dental implants with greater confidence than ever before. Once you’ve selected a diameter and length of implant, forward the diagnostic materials (impressions, models, bite registration, shade, implant size) to Glidewell for fabrication of the custom components. The laboratory will pour and articulate the models and assemble the components, delivered to you in an all-inclusive box, including a prosthetic guide, custom temporary abutment, BioTemp® provisional crown (Glidewell, custom healing abutment, custom impression coping, surgical drills, and inclusive tapered implant (Glidewell). The day of surgery, place the box contents alongside your usual surgical armamentarium. Confirm the fit of the prosthetic guide prior to beginning the procedure (Fig. 1). After placing the implant and verifying its position (Fig. 2), decide based on the level of primary stability whether to place the custom healing abutment (Fig. 3) or custom temporary abutment and accompanying BioTemp® crown. Either option will begin sculpting the soft-tissue architecture around the implant to develop the future emergence profile.

Upon successful osseointegration, the Restorative Phase begins. Contours of the custom impression coping match those of the custom abutment, so it’s simple to remove, seat the impression coping and take an accurate full-arch final impression. At final delivery, remove the temporary abutment. Try in the final inclusive custom abutment (Glidewell) and BruxZir® (Glidewell) (Fig. 4) or IPS e.max® (Ivoclar Vivadent; Amherst, N.Y.) crown. Check the fit of the coping, labial and occlusal, and adjust as needed.

In response to the dental implant market embracing the importance of soft tissue contouring, Glidewell Laboratories’ Implant department has now expanded the Inclusive Tooth Replacement Solution to accommodate all implant systems compatible with the Inclusive Custom Implant Abutment product line. This creates the opportunity for more clinicians to offer their patients the advantages of the tissue contouring system contained within the Inclusive Tooth Replacement Solution. Whatever implant system you use, you and your patients can now benefit from the tremendous effects of training tissue from the time of implant placement.

the code when the calls started translating into booked appointments and our staff set a practice record, scheduling 601 new patients in one week.

To eliminate the blind spot in your practice, it doesn’t require an additional investment. It doesn’t require a new source of new patients. It requires an open mind because it almost seems too simple to be true.

The secret lies in your telephone and your team, specifically your front-desk team. Both are investments you have already made, but they are not being leveraged to their peak performance potential.

Courteous, helpful isn’t enough

No doubt your staff is courteous and helpful to everyone who calls your office — and while that’s a good thing, it’s simply not good enough. In fact, their courtesy is probably resulting in lost new patients. And lost new patients means lost money.

For example, let’s say your average new patient is worth $1,500. Then one lost would cost you $1,500; five lost would cost you $7,500, and 15 would cost you $22,500. And that’s just one month’s worth. Imagine the impact of that over an entire year or how the impact would increase drastically if your patient value is higher. Being courteous and helpful are not praiseworthy qualities if your staff doesn’t produce a profitable result and, even worse, if it is costing you money. Actually, effective ‘closing’ skills are the attributes your staff should strive to master.

But you can’t just expect them to possess this and know how to effectively use it. No one is born with these skills. They must be taught, then practiced, then reviewed on an ongoing and consistent basis.

Not knowing this could cost you tens of thousands

If you are among the majority of dentists who are spending money to market your practice, you are absolutely not an exception. In fact, the reason for recognizing this blind spot and taking action to eliminate it is even more compelling because you are investing thousands of dollars, maybe tens of thousands, to get your phone to ring. And if the phone rings and it’s a shopper and the shopper doesn’t translate into a new patient, you might as well take every dollar, one by one, and flush them down the toilet.

Revenue-producing dream team

It takes a lot of skill — and an open mind — to scrutinize your practice to create positive change. It takes even more talent, knowledge and a gift for teaching to work with your staff on the fine points of the changes needed to take your practice to the next level, and way beyond. But it’s worth it and it’s a win-win.

Your staff can be one of your best and most profitable marketing tools if they are trained and you leverage them correctly, but if not, they could cost you thousands.

Talented employees want to contribute to practice’s growth

Create a plan to get your staff trained. Talented employees want training. They want to perform better and contribute to your practice’s growth and success. If you have someone who doesn’t, they shouldn’t be on your team.
Safe, accurate, simplified sinus lift technique for general practitioners

Part 1: Crestal sinus approach innovation

By Virgilio Mongalo, DMD

In 1974 Dr. Hilt Tatum Jr. performed the first sinus lift in the world. His technique became known as the “lateral window” approach and has been mastered by oral surgeons, periodontist and trained general practitioners.

Twenty years later, in 1994 Dr. R. Summers introduced a less invasive sinus lift technique that did not require opening a lateral window and could be easily learned by general practitioners. This technique quickly became popular, known as the “Summers osteotomies intracresetal sinus lift” technique. In the next decade, many prominent clinicians, such as Jaime Loeza-da, Eduardo Anitua, Leon Chen and others have developed variations of the Summers crestal lift and proved scientifically the validity of this technique. As a result we can now perform a crestal lift using the balloon approach lift, drilling systems by various implant manufacturers and hydraulic sinus lifting technique.

The purpose of this article is to introduce an innovative sinus lift that can be mastered by the general practitioner in a safe, predictable and simple manner.

This technique utilizes a crestal sinus approach (CAS kit by Hiossen, Philadelphia) (Fig. 1). The specific indication for the CAS lift is when a patient has 4 mm to 7 mm of residual (Fig. 2). It is important to point out that patients with more atrophic ridges with 3 mm or less must be treated with a lateral window technique.

The CAS lift uses Dr. Anitua’s biological drilling protocol of 50 RPM and special CAS drills designed to push (not cut) the sinus (Fig. 3). The initial drilling sequence is done 2 mm short of the sinus and verified radiographically.

The length of the CAS drill is increased until the cortex of the sinus floor is broken (Fig. 4). At this point, we stop drilling and use a 3 cc syringe filled with saline fluid, which is injected slowly over a period of three minutes, each cc of saline will elevate 1 mm of sinus membrane. The saline creates hydraulic internal pressure that causes the membrane to lift without the need of curettes, thus creating a safe, simple and accurate technique.

This technique has proven to reduce the percentage of sinus perforations. The objective is to safely lift 3 mm to 5 mm. Once this objective is accomplished, we pack the site with 0.5 cc of synthetic bone (Osteogen by Impladent). Figure 5 shows a lift on the site where the implant will be placed.

Now we are able to place a taper 4 mm x 10 mm implant (Hiossen, USA) (Fig. 6). Most research studies have shown that elevating the membranes past the 10 mm mark increases the chances of sinus perforations.

A retrospective study is being performed by myself and Dr. Jae W. Chang, analyzing 350 intracresetal hydraulic lifts that were performed by general dentists from the United States in seven-day, intensive, live-surgical training.

The dentists learned innovative implant techniques while operating on patients under direct supervision of board certified oral and maxillofacial surgeons who are professors at Georgia Health Science University. The study’s initial result is interesting in that we are seeing less than 5 percent of sinus lift perforations using this technique. Studies performed by University of Michigan and Loma Linda implant departments show 10 to 20 percent of perforations using other proven techniques.

Editorial note: Dr. Mongalo is developing a computer-guided hydraulic lift that will be the focus of Part 2 of this article, to be published in an upcoming edition of Dental Tribune U.S.

Virgilio Mongalo, DMD, is a general practitioner in private practice exclusive to implant dentistry in South Florida since 1991. He is a pioneer in the field of implant education, introducing live surgical courses to U.S. dentists. He is an associate professor of implant surgeries at Georgia Health Science University, department of oral maxillofacial surgery. For more information on the Mongalo implant Institute and live implant surgery courses, visit www.liven implants.com.

Advances in teeth whitening

Philips Zoom WhiteSpeed has variable intensity settings to maximize sensitivity management

By William Simon, DMD

Dentistry’s primary concerns are establishing and maintaining optimal patient oral health. Our responsibilities include identification and control of disease, patient education, clinical and radiographic examination, health and family history evaluations, risk factors, bacterial identification and a constellation of treatment modalities. How does whitening fit into our professional responsibilities? The ADA refers to in-office whitening as “professionally administered whitening” where the higher concentration of gels are used for shorter periods of time, and preferred by patients who want results immediately.

Patients who prefer same day in-office whitening are being treated with light-activated whitening gels of varying concentrations. A body of research has demonstrated the efficacy of supplemental light source, some studies demonstrated enhanced whitening with light sources, but indicated the importance of shade guides to measure changes in tooth color. Other studies have demonstrated improvement in whitening outcomes of 35-48 percent measured by spectrophotometer and visual methods, compared with non-light activated whitening gels. The safety of light-activated whitening gels is of primary importance. Philips Zoom gel has a pH of 8.0, which does not demineralize teeth. It provides faster diffusion through enamel and dentin, hastening the whitening reaction. Delicuous effects on enamel and dentin reported in some studies may have been due to the acidic pH level of the in-office gels in the study. It has always been concerns regarding the safety of light-activated in-office whitening treatments on dental materials. Studies have shown the use of high concentrations of hydrogen peroxide do not affect the surface finish or hardness of restorations. Early whitening preparations created high incidences of sensitivity — in some.

See WHITENING, page A20
Restoring dental force balance, eliminate pain, provide care

Stay ahead of the curve with TruDenta

By Robert L. Harrell, DDS

There is an overwhelming need to treat patients suffering from chronic headaches and other symptoms affecting the head and neck areas. According to the National Institutes of Health, between 15 and 45 million Americans exhibit some form of TMJ/TMD issues. Statistics from the National Headache Foundation indicate that more than 45 million Americans endure recurring headaches, and within this group, 28 million suffer from migraines. Research suggests that up to 80 percent of headaches result from dental force related problems.

A staggering number of people don’t know why they’re in pain, or have been unable to find long-term relief. Many are unable to find a solution to their chronic pain, and they’re unaware that treatment exists. It was fortunate for me to recognize the need for caring for these patients in a manner that provides long-term relief. Research by the TruDenta system reflects an understanding and application of current research attributing dental force imbalances to muscle dysfunction in the head and neck area. Digital assessment technologies combine with treatment modalities proven in sports medicine and physical therapy, as well as specialized education. Using TruDenta, dentists can restore patients to proper dental force balance, eliminate recurring pain, and provide desperately needed care.

After integrating TruDenta into my practice and marketing this treatment, I found many patients with similar stories, all suffering from ongoing pain, beginning to believe they were beyond help, and having exhausted nearly every available resource to find a solution. They sought treatment for chronic pain, not necessarily a dentist or dental treatment. Once my team and I began to treat patients with TruDenta, we found that within a 10- to 12-week period, our patients experienced life-changing relief, and the system proved successful.

We’ve experienced professional growth, and I’ve expanded my practice in previously unimaginable ways, all by assessing and treating dental force related conditions and their symptoms: headache/migraine pain. We’ve gained personal satisfaction by making a difference in people’s lives, and my practice has witnessed increased financial growth. I truly believe that dental headache care, and a headache clinic within a practice, is a model for success that my dental colleagues may want to implement.

Tapping into a new market of clients directly benefiting from your services, which helps ensure increased revenue, is economically sound. Providing TruDenta care enhances your offering and provides patients with a solution to their pain. I found myself fully prepared to offer TruDenta treatment to our patients.

A year ago, I decided to open a separate headache care clinic within my practice. My goal was building awareness, so we used the marketing resources provided by TruDenta to initiate a marketing campaign. We targeted individuals seeking a solution for their pain who remained in the dark about this option. Building upon this awareness, we applied sound marketing strategies, such as proactive and free public relations, which resulted in news coverage on Fox News and articles in local newspapers and magazines. Currently, we’re examining social media as another vital publicity outlet.

The results have been well worth the effort. The clinic is flourishing, and within recent weeks, we’ve had just shy of 100 patients wait for TruDenta treatment scheduling. We don’t want to turn anyone away and are focusing efforts on hiring additional staff to accommodate the influx of patients in need of care. We also want to help potential patients burdened with financial constraints by examining every insurance and assistance program available to make treatment possible.

It is an extraordinarily satisfying experience to provide someone with a solution that takes away their pain. From a economic standpoint, providing TruDenta care taps into a new market of clients directly benefiting from your services, which helps ensure increased revenue, economically sound.

I humbly believe dental headache care, a clinic within a practice and the TruDenta system represent an amazing opportunity for dentists to help individuals reclaim power over their health and lives. In their eyes, this makes you a hero.

References

Fig. 1: Above, Dr. Robert Harrell’s trained staff provides TruDenta therapy.

Fig. 2: At right, the complete TruDenta digital assessment and therapeutic system. Photos/Provided by Dr. Robert Harrell and TruDenta

Dr. Robert Harrell, DDS, is a general dentist with a practice in Charlotte, N.C. His practice focuses on treating advanced restorative cases, TMD/TMD and cosmetic dentistry. He can be reached through email at drharrell@charlottetheheadachecenter.com.

See WHITENING, page A21
‘Barrier protection’ critical in medical gloves

While caring for their patients, dental and health care professionals are constantly exposed to bodily fluids that may carry viruses and other infectious agents. It is therefore critical that the gloves they use provide the best possible barrier protection.

Many types of gloves are available today, but it is important to know that not all gloves have the same barrier capability, depending on the type of material used. For example, natural rubber latex gloves have long been acknowledged for their very effective barrier properties, while non-latex gloves, such as vinyl (PVC), have inferior barrier capability as shown by numerous studies. Other synthetic gloves, such as nitrile and polyisoprene, perform much better than vinyl, but are more costly, especially polyisoprene gloves. Using gloves with inferior barrier capability could expose both the patients and users to undesirable/harmful infections.

Malaysia is the world’s largest medical gloves exporter (latex and nitrile). Both quality and user’s safety are of top priority to the nation’s glove industry. To this end, a quality certification program (the Standard Malaysian Gloves or the SMG) has currently been formulated for latex examination gloves. All SMG-certified gloves must comply with stringent technical specifications required for barrier protection, such as quality nitrile and polyisoprene gloves.

Selecting the right gloves should be an educated consideration to enhance safety of both patients and users. For decades, gloves made in Malaysia have been synonymous with quality and excellence, and they are widely available in an extensive array of brands, features and prices. They can be sourced either factory-direct (www.mrepc.com/trade and click “medical devices”) or from established dental product distributors in the U.S. (Source: Malaysian Rubber Export Promotion Council)

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**Whitening,** page A20

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**Work with confidence**

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Malaysia is the largest source for U.S. imports of natural and synthetic rubber gloves as reported in the December/January 2012 survey. The typical dental practice sees approximately 400 patients per month. If only 1 percent of those patients have Zoom whitening, the revenue associated with four patients per month is $2,100 or $25,200 annually.

Three-percent patient participation yields $6,900/month, $75,600/year. 6 percent yields $12,600 or $163,800 annually. Dental professionals can offer their patients safe, effective tooth-whitening options that provide consistent results while reducing the incidence of side effects. Philips Zoom Whitening provides these benefits.

Editorial Note: A complete list of references is available from the publisher.
One of dentistry’s toughest, age-old challenges solved

Wand/STA reduces or eliminates pain perception of injections

Of all the procedures performed on a routine basis, the one procedure that is universally perceived by patients as the most fear and anxiety provoking is the dental injection. In spite of the significant advances made over the past 100 years, our profession has yet to conquer one of the greatest challenges of dentistry — or has it? Milestone Scientific, after spending the past decade responsibly and methodically studying this problem, now believes that with the introduction of its new product, The Wand/STA System instrument, it has finally conquered this age-old problem.

The Wand/STA System instrument represents the world’s first and only technology that uses the patented dynamic pressure sensing (DPS) technology that accurately and safely performs a pressure-regulated intraligamentary dental injection. The new Wand/STA System can also perform all traditional dental injection techniques, i.e., inferior alveolar block, supra-periosteal infiltration, etc. All techniques are performed more efficiently, more effectively and virtually painlessly. Milestone’s new technology incorporates visual and audible real-time feedback, giving clinicians an unprecedented level of control and information when performing a dental injection.

The Wand/STA replaces the antiquated, heavy, metal dental syringe with an ultra-light-weight disposable handpiece weighing less than 10 grams for superior ergonomics and tactile control. The experience for both patient and dentist is one that is significantly less stressful.

Milestone Scientific created and defined a new category of dental instruments called C-CLAD (computer-controlled local anesthetic delivery) systems. These are the only dental injection instruments that have the published scientific data that substantiate the claim of eliminating or reducing pain perception when performing a dental injection. This technology has undergone the rigorous of clinical testing that has been performed in numerous universities and research centers throughout the world for more than a decade. These studies are published in some of the dental profession’s most highly respected dental journals. No other instrument, technology or device developed specifically for dental anesthesia has undergone the rigors of clinical testing that Milestone Scientific has performed in numerous universities and research centers.

The Wand/STA System can also perform all traditional dental injection techniques. The introduction of The Wand/STA System instrument represents a material improvement over previous versions of this exciting technology. Numerous innovative new features are available in the Wand/STA System instrument, providing clinicians with spoken instructional guidance on how to administer injections. The Wand/STA instrument provides unprecedented control and information when administering injections. Photo/Provided by Milestone Scientific

Visual and audible feedback gives clinicians using the Wand/STA instrument unprecedented control and information when administering injections. (Source: Milestone Scientific)

Editorial Note: A complete list of references is available from the publisher.
INTRODUCING
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Scans click through to manufacturer

Interface solution enables labs to send 3Shape scans directly to ATLANTIS service centers

At the European Association for Osseointegration (EAO) Congress in Copenhagen last month, 3Shape and DENTSPLY Implants announced the release of a new interface solution that enables labs to send 3Shape scans directly to ATLANTIS™ service centers for immediate design and production of patient-specific implant abutments.

3Shape, a technology leader in 3-D scanning and CAD/CAM software for dental applications, and DENTSPLY Implants, a market leader in the field of implant dentistry and CAD/CAM abutments, announced the joint release of a new software interface solution linking 3Shape 3-D dental scanners and ATLANTIS VAD™ (Virtual Abutment Design) software.

Single click

With a single click, 3Shape scanner users in dental labs across the world can transfer digital scan information, containing a patient’s oral geometry with implant positions, straightaway into DENTSPLY Implant’s ATLANTIS design and manufacturing facilities. For labs working with ATLANTIS abutment design services, this direct new connectivity reduces costs, eliminates the shipping of physical models and reduces turnaround time.

The solution gives users additional choices when providing customized abutments for their customers. It is available as an option for all users with 3Shape’s powerful Abutment Designer™ module – an add-on to 3Shape’s user-acclaimed Dental System™. For customers without the Abutment Designer module, 3Shape has recently announced the coming release of CAD Points — a new and flexible service that allows 3Shape users to access scanning and designing modules, such as Abutment Designer, on a pay-per-case basis.

“3Shape is always seeking new ways to provide maximum flexibility and a wide range of options to dental labs who are using 3Shape scanners and software,” said 3Shape President and CEO Flemming Thorup. “We are very happy that this collaboration between DENTSPLY Implants and 3Shape makes it possible for many laboratories to benefit from the unique strengths of our respective products and companies.”

Users who wish to benefit from this opportunity can contact their 3Shape reselling partner for details about availability of the interface for their system.

About 3Shape A/S

3Shape A/S is a Danish company specializing in the development and marketing of 3-D scanners and CAD/CAM software solutions for creation, processing, analysis and management of high-quality 3-D data for application in complex manufacturing processes. 3Shape envisions the age of the “full digital dental lab,” and its more than 130 developers provide superior innovation power toward reaching this goal. 3Shape’s flexible solutions empower dental professionals through automation of real workflows, and its systems are applied in thousands of labs in more than 90 countries, putting 3Shape technologies at the peak of the market in relation to units produced per day by dental technicians. 3Shape boosts its first-line distributor support network with a second-line support force of more than 30 in-house experts placed in five support-and-service centers strategically placed around the globe. 3Shape is a privately held company headquartered in Copenhagen, with the market’s largest team dedicated to scanner and software development for the dental segment (based in Denmark and Ukraine, with production facilities in Poland and business development and support offices in New Jersey, California and Asia). Learn more online by visiting www.3shapedental.com and www.facebook/3shape.

(Source: 3Shape A/S)
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Clinical Director of Live Implant Courses

Dr. Mark Stevens
Chairman of Oral Maxillofacial Surgery at Georgia Health Sciences University

Dr. Solen Kao
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This activity has been planned and implemented in accordance with the standards of the Academy of General Dentistry Program Approval for Continuing Education (PACE) through the joint program provider approval of Ontario AGD and Mangalo Dental Institute. This Ontario AGD is approved for awarding FAGD/MAGD credit.
Anterior endodontics for GPs

Allan S. Deutsch, DMD, is instructor of next xpAPce course

Fill to the radiographic apex? Okay to be long? Better to be short? One visit? Two? Are non-vital teeth treated differently than vital teeth?

International scholar Dr. Allan Deutsch examines these everyday issues and current thinking that makes one-visit anterior endodontic therapy practical.

Whether you’re a skilled clinician or looking to improve outcomes, Deutsch will help you with more accurate access, cleansing and instrumenting canals more efficiently while minimizing iatrogenic mistakes and avoiding instrument breakage.

Deutsch teaches predictable canal obturation that seals three dimensionally without complications, while exploring difficulties using a thermoplastic technique.

Take the xpAPce’s module on anterior endodontics to increase clinical success when performing one-visit endodontic therapy.

Deutsch has coauthored more than 250 articles in dentistry in major dental journals, domestic as well as international. He holds 19 patents for co-inventing revolutionary endodontic obturation, instrumentation, post and composite systems as well as laser tips.

As a founder in one of the largest endodontic practice in Manhattan, Deutsch’s 35-plus years of clinical experience have crafted him into one of the top authorities in endodontics. Deutsch is an assistant clinical professor of endodontics at Columbia University in New York City.

xpAPce is committed to provide individual courses and modules that are procedurally specific are conveniently available 24/7/365. Its scholars are charged with simple goals: Provide courses that can improve patient care, reduce risk, while providing practical approaches to everyday clinical problems.

New courses and modules are added all the time.

Courses are given in a unique, online dental community known as XPsquared. xpAPce’s learners seek “best-of-breed” courses. Here are some of the internationally known scholars ready to help you begin your xpAPce experience now:

Dr. Mariano Polack, Dr. Graziano Giglio, Dr. James Fine, Dr. Peter Cathro, Dr. Catalina Mendez, Dr. Bruce Valauri and more.

If you would like to be considered as an xpAPce Scholar, please send a note to, info@xpapce.com. In addition to posting monthly courses on the Dental Tribune Study Club website, www.DTStudyClub.com, xpAPce uses a unique format to provide e-learning for the dental profession: a dental community where courses may be taken anytime it is convenient for the learner.

First-time users should register at www.2.virtualevents365.com/xpsquared, and be sure to visit the xpAPce eLearning booth in the site’s “Exhibition Hall.”

(Sources: xpApce and XPsquared)
Software makes daily practice tasks easier

Latest Eaglesoft 16 software helps reduce stress, increase profit

Eaglesoft 16 Clinical and Practice Management Software is Patterson Dental’s premier dental software. As the latest version, Eaglesoft 16 offers a new look, better functionality and enhanced adaptability while integrating the digital products for the office, clinical and imaging procedures all in one simple software.

Working to simplify the daily routine of dental offices, Eaglesoft 16 offers complete information access, condensing daily office management practices and providing specific tools that give each member of the dental team power to do more in less time.

In addition to increasing efficiency, Eaglesoft 16 can help reduce stress and increase profitability by streamlining everyday tasks and allowing offices to personalize the software to their needs. New features include:

- Line item accounting enables users to apply a payment directly to a specific item.
- Customizable windows/dockable panels allows users to choose how much information to display on the “Account,” “Appointment” and “OnSchedule” windows as well as where to place the information within those windows.
- OnSchedule has a variety of features, such as being able to change the time without affecting existing appointments. OnSchedule has provider views, so the front office can check providers’ schedules to identify double bookings and availability.
- The Patient Bar provides quick access to patient-specific information, so users can customize which icons they use the most in each area.
- Family Walkout Eaglesoft 16 no longer requires separate appointments to be processed one at a time when the entire family is in on the same day. Now the front office staff can process a walkout for all family members at once and issue one receipt for the family.
- Smart Claim/Smart Invoice allows office managers to create insurance claims and patient walkout statements more easily and check today’s items at the simple click of a button.
- Date based reporting is a new option for select financial reports letting users run financial reports for any range of dates, it is no longer necessary to choose a range of end-of-day reports.
- Automatic account aging helps office managers save time on end-of-day processing and statement processing and also keeps account balances up to date.
- The help menu has also been updated and now offers easier access to the FAQ knowledge base.

Additional features include “Money Finder,” “Fast Check-in,” “The Treatment Plan,” “eReferral,” “Prescription Writer,” “Patient Notes” and “Messenger.” By understanding the many tools provided by Eaglesoft 16, dental offices can equip themselves with the software needed to make their office run more efficiently and increase revenue.

In addition to software, Patterson Dental offers support and customer service. Patterson Dental’s in-depth understanding of the market and commitment to development and customer satisfaction has driven the development of Eaglesoft 16 Practice Management Software, making it a vital tool for every dental office.

(Source: Patterson Dental)
Dental stem-cell banking made easier

Provia Labs expands Store-A-Tooth stem-cell preservation program

Provia Laboratories has expanded its Store-A-Tooth™ offering to dental professionals by making it easier for dentists and hygienists to provide patients the opportunity to preserve their family’s stem cells. Specifically, the company’s Store-A-Tooth service enables families to save their own adult stem cells — from baby teeth ready to fall out, teeth pulled for orthodontic reasons, and extracted wisdom teeth.

Dental professionals play a role in making patients aware of the dental stem cell banking option, giving families the choice to safely store stem cells today — in a convenient, affordable way — so they can take advantage of future therapies in regenerative medicine and dentistry, such as those being studied for type 1 diabetes, stroke, cardiovascular disease, spinal cord injuries, and Parkinson’s disease, to name a few.

“We have made dental stem cell banking more accessible for consumers by offering multiple options for financing, prepayment, and family plans,” said Provia Labs CEO Howard Greenman. “Our intent is to become true partners with the dental community. We realized that the best way to forge this partnership was to eliminate any extra steps for the dentist.”

Provia Labs provides authorized Store-A-Tooth dental professionals with a turnkey program to launch the service in their practices — dedicated phone support plus free phone education, practice-building tools, CE, and training for the team — all available for free via an easy-to-access online provider portal. “We want to ensure that our authorized providers can help their patients make an informed decision for their families,” said Greenman.

The company is also developing a new Stem Cell Educator program designed for hygienists and other team members, recognizing their crucial role in talking to patients about dental stem cells. In addition, for clinicians who access the course through the Store-A-Tooth website, the company offers two free C.E. credits for its recently published C.E. course, Dental Stem Cells: A Guide for the Dental Professional.

Participating dental teams and their families receive professional courtesy pricing on tooth processing, as well as an optional consideration per case for in-office tooth collection. “The most credible recommendations come from those who actually use a product or service,” Greenman said. “We’re making it easy for dental professionals to experience and advocate the Store-A-Tooth service.”

Provia Labs partners with dental offices to make it easy to educate and inform patients about the option to preserve their family’s dental stem cells. For those interested in the service, Provia works with the dental team to provide high-quality tooth collection and arranges for the sample to be sent overnight to the lab, where the stem cells are harvested, tested, and cryopreserved for future potential use.

The Store-A-Tooth service is available to dental offices throughout the U.S. and world. To become a provider, call (877) 867-5735 or visit www.store-a-tooth.com.

Komet Corporation celebrates 90th year and a new logo

Komet Corporation hosted a breakfast at the San Francisco W Hotel to reveal the company’s new logo and corporate identity in conjunction with the American Dental Association Annual Session. As a well-known manufacturer of dental rotary instruments, Komet is also celebrating its 90th year in business.

Komet Chief Executive Officer Klaus Rubesamen traveled from the company’s headquarters in Lemgo, Germany, to share the news as well as some interesting facts about Komet’s long history.

Established in 1923 in Düsseldorf, Germany, Komet originally sold burs door to door worldwide and is represented in more than 100 countries, actually extends beyond the dental sector with Komet Medical, Komet Jewellery and Kom- et Custom Made (industrial instruments).

The redesigned logo uses the same font style of the original black and white logo from 1923, yet it incorporates the blue that was added in 1965 and the spiral added in the late 1980s.

The logo successfully reflects the qualifications of the people at the company’s products with the Komet name — high quality, precision, reliability, tradition and innovation. As a brand favored by more young dentists, Komet has the greatest proportion of use by younger dentists among all the directly sold burs available in the market.

Komet USA Chief Operations Officer Warren White also attended the breakfast and shared a few words. “I want to thank all the people at Komet worldwide who have supported the United States operations. In addition, a special thanks to Mrs. Niehus and her daughters for allowing the U.S. operation to be successful with their financial support. Since Komet’s entry into the United States market in 2007, U.S. dentists have seen the importance of direct selling and exemplary customer service Komet offers,” White said.

Taking Imaging to a new art

Where better to find the latest in imaging than in a place known for some of the most distinct imagery in the world? That’s where DEXIS launched its all-new DEXIS® Imaging Suite — at the San Francisco Museum of Modern Art, home of the West Coast’s finest selection of modern and contemporary art.

The red-carpet event was a true cause for celebration. DEXIS, in its 15th year of imaging success, shared the spotlight with its exclusive distributor Henry Schein Dental, commemorating its 80th year.

Henry Schein General Manager and Chief Executive Officer Stanley Bergman shared his appreciation for the Schein team and spoke on what’s ahead. DEXIS President Matthew Reintjes reflected on seven years of partnership between DEXIS and Henry Schein, covering core values behind the innovative products.

DEXIS Sr. Director of Marketing Carsten Franke spoke on the many successes of Team DEXIS and Team Schein. DEXIS Director of Product Management John Steck unveiled new features of DEXIS Imaging Suite, including the DEXCosmetic module, which enables clinicians to plan, simulate and present realistic cosmetic procedures and tooth whitening treatments in just minutes with powerful blending, matching and sculpting tools. Also unveiled was the new iPad® app, DEXIS go™. Glowing kiosks showcased iPad loaded with the new app. With this addition to the DEXIS imaging portfolio, clinicians can access images from anywhere in their practice. The tablet functions are simple and familiar, such as swiping to go to the next image and ‘pinch-to-zoom’ enlargement. ClearVu™ image enhancement is also part of the application.

(Source: DEXIS)
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What is a probiotic?

Dental practice is a likely distribution point for oral health product

By Shirley Gutkowski, RDH, BSDH

Oral probiotics are making some news. As probiotics go, oral probiotics are in a class all of their own. Most probiotics are for the lower part of the human digestive system, used to manage health down there. Oral probiotics help manage oral biofilm.

According to the American Journal of Clinical Nutrition: “A probiotic is defined classically as a viable microbial dietary supplement that beneficially affects the host through its effects in the intestinal tract.”

The National Institutes of Health have a website, the National Center for Complementary and Alternative Medicine (NCCAM) at www.nccam.nih.gov, where they define probiotics as live microorganisms (in most cases, bacteria) that are similar to beneficial microorganisms found in the human gut. Probiotics also called “friendly bacteria” or “good bacteria.” Yogurt and other fermented foods are the main sources of naturally occurring probiotic bacteria in the American diet. Probiotics available for oral health are not that prolific. The oral probiotics refer to those bacteria from the mouth that are intended to work in the mouth to alter the oral biofilm to be more healthful.

As a result, Oz and Levine are challenging Americans to become health conscious. Levine is involved in a campaign with Oral-B® and Dr. Mehmet Oz to challenge America to “get hold of their oral health,” as Levine phrased it. The dynamic duo wants to educate people about how important it is to have a healthy mouth.

“Oral health, like dental health, is a part of your overall health, and it’s an important part of your health,” Levine explained. “We all talk about getting fit and eating properly, but there is a little bit of a disconnect between how healthy we are in our bodies and how healthy we are in our mouths because people erroneously think there is a wall of separation. Yet, as we know, it’s actually quite connected, there is a partnership between oral health and overall health.”

As a result, Oz and Levine are challenging America to have a healthy mouth, and the team places a special focus on the underserved population. This is where P&G enters the picture by supporting Levine’s foundation, Glo Good.

Glo Good is all about oral health initiatives in underserved populations. Levine has traveled to Rwanda and East Africa to set up clinics to improve the oral health of these communities. Now the Glo Good group is looking to do things with P&G to help improve the underserved population in the United States, which numbers about 47 million. The campaign seeks to challenge Americans to become educated about the importance of oral health, but it also seeks to give back to the community.

Dr. Veronica Sanchez, the global scientific communications manager for Crest and Oral-B, said Oral-B is donating $75,000 to Glo Good’s efforts. “We are honored to be working with Dr. Levine,” Sanchez said, “and I am fond of how he puts it when he says: ‘You are what you eat, so if you are sick, it means you are not taking care of your mouth.’

To help populations around the globe with this goal, Sanchez shared the other big news of the day, the release of the new Oral-B Deep Sweep™ brush head. Designed as the result of consumer feedback, the new brush head has all the things consumers like about a manual toothbrush but offers the supreme cleaning power of an electric toothbrush.

The brush head combines stationary and sweeping bristles, which provides two levels of clean: one that sweeps away plaque on the surface and another that reaches deeply between teeth. Indica-
Prophy paste makes shining difference

Keystone Industries Gelato Prophylaxis Paste gently removes stains

Keystone Industries Gelato Prophylaxis paste comes in three different grits (fine, medium and coarse) for various stain removal needs. And there are more than a few flavor choices, too, including: pina colada, orange sherbet, mint, cherry, bubble gum and raspberry.

Probiotics, page D1

cultivated from healthy people. No foods contain these strains. They do not come from the lower intestinal tract. The mission of these strains is to create an oral ecology that favors health. The bacteria in the ProBiora3 are Streptococcus oralis K1™, Streptococcus sanguis and Streptococcus rattus K1™. The strep genuses are the usual initiators of the biofilm. If the streps are mutants, or subvirion, for instance, any amount of sugar will start the production of acid and slime. By crowding out that bunch with bacteria that don’t exhibit those attributes, the plaque biofilm grows much slower above and below the gingival crests. The probiotic blend manages the biofilm.

Probiotics for children are the easiest way to start a person on the way to oral health. The child between the ages of 3 to 10 years, once a day simply dissolves the lozenge of compressed freeze-dried ProBiora3 in their mouth. There are fewer bacteria in the lozenge dosed for children. The tablet adult is dissolved in the mouth twice a day until the acclimation phase of 10 days passes, then once a day is all that’s needed to maintain the new ecology. The Efora-Pro and Heraeus Kulzer Venus tablets for adults are intended to be dispensed by the dental office and there are sufficient numbers in the bottle to offer the patient 90 days of coverage.

Because probiotics are so well received by the general public, it makes sense to start offering them from the office. Patients who are trying anything to manage their oral health and not succeeding are the best candidates to start with.

Contraindications

Because probiotics are live bacteria, there is only one type of patient that will present to you who will not be a candidate for any probiotics: a patient who is immunocompromised, such as a person undergoing chemotherapy or presenting with HIV/AIDS.

There are other conditions that drive down the immune system, and patients with such conditions also are not good candidates. Xylitol products are a better option for patients with compromised immune systems who need oral biofilm management.

When looking at labels of probiotic mints, learn to be discerning. What sweetener is used? What type of flavoring agent is used? When are the offered bacteria from? How is it administered? Certainly, swallowing a tablet won’t do as much for the oral ecology as letting it dissolve in the mouth.

With medications altering the human physiology, and environmental and dietary stresses also contributing to oral changes, the time is right for oral probiotics to support oral health.

Tell us what you think!

Do you have general comments or criticisms you would like to share? Is there a particular topic you would like to see an article about in Hygiene Tribune? Let us know by e-mailing feedback@dental-tribune.com. We look forward to hearing from you!

If you would like to make any change to your subscription (name, address or to opt out) please send us an e-mail at database@dental-tribune.com. We will be happy to make the change for you.

When considering probiotics, be discerning. Study labels for the type of sweeteners added, form of bacteria used and if the tablets are swallowed or dissolved in the mouth.
LET’S HEAR IT FOR HYGIENISTS!

For the past 100 years, each and every day, dental hygienists have touched the lives of their patients in some way. Crest and Oral-B know that there’s a hygienist behind each patient’s unique stories, memories and accomplishments.

This year, Crest and Oral-B want to thank all Pros in the Profession for everything they do to advance the oral health cause. We’ll be showing our gratitude throughout the year at dental conventions and on our Facebook page.

Visit our booth and follow us at Facebook.com/professionalcrestoralb to learn more and get involved in the celebration.

Thank you, hygienists!

100
Aribex®, worldwide leader in hand-held X-ray technologies, will be celebrating the production of 10,000 NOMAD® Handheld X-ray devices at the Greater New York Dental Meeting, booth No. 3538.

In marking this milestone, Aribex will provide customers who purchase a NOMAD during the meeting 10,000 cents in the form of a fresh $100 bill. In addition, purchasers will be entered into a daily drawing for a no-charge Total Care Plan, a $495 value.

Unlike the conventional wall-mount and portable X-ray systems, NOMAD handheld devices from Aribex are lightweight, rechargeable (battery-powered), and can go anywhere. Dental professionals around the world have rapidly chosen the NOMAD as their preferred X-ray device, both in and out of the office.

“We’re proud that because the NOMAD has been so widely accepted in the market, we’ve been able to reach this 10,000-unit milestone,” said Ken Kaufman, president and CFO of Aribex. “We’ve worked hard to get to this point, and we can’t thank our customers enough for their continued patronage and support.”

Recently, Aribex donated the 10,000th NOMAD unit produced to the Christian Medical & Dental Associations (CMDA). Headquartered in Bristol, Tenn., CMDA centers much of its work on humanitarian outreach — the common denominator of both organizations.

“The NOMAD handheld X-ray was created in response to humanitarian needs,” Kaufman said. “We thought it appropriate to donate this historic unit to CMDA, an organization that does wonderful work among those who need the help so desperately.”

CMDA will use the NOMAD as a diagnostic tool by dentists and dental students as part of its Global Health Outreach program. CMDA schedules 45 trips to 25 countries each year. In addition, CMDA helps train dentists in emerging nations, lectures at international dental schools and is developing a ministry for disaster relief.

“We’re grateful for the capability the Aribex donation will provide CMDA,” said Dr. Peter E. Dawson, founder of The Dawson Academy, a renowned training center that has provided continuing dental education courses for more than 30 years. “CMDA will put this X-ray device to good use in dozens of humanitarian dental missions.”

Aribex will share the humanitarian outreach journey made by NOMAD 10,000 on its website, www.aribex.com, where visitors can follow the travels of the NOMAD and CMDA in their efforts to bring greater access to care to those who truly need it.

(Source: Aribex)
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