Children’s Oral Health Month: GC America’s MI Paste appears on ‘The Balancing Act’

GC America announced that its MI Paste will be one of the featured products on the Lifetime Network’s daily morning show, “The Balancing Act.”

A special segment was produced in anticipation of Children’s Oral Health Month in February called “Protecting Your Children’s Teeth: The Importance of Good Oral Care for Your Kids.”

The show aired Feb. 16 and will air again on March 2.

Dr. Brian Nový, assistant professor of restorative dentistry and recipient of the ADA’s award for his preventive practice, spoke with one of the show’s host, Danielle Knox, on the many benefits of MI Paste and MI Paste Plus.

MI Paste Plus™ is a water-based topical tooth cream containing RECARDENT™, with incorporated fluoride (CPP-ACP: casein phosphopeptide-amorphous calcium phosphate fluoride).

MI Paste and MI Paste Plus:
• Quickly relieve sensitivity
• Help strengthen teeth to aid in keeping them cavity resistant
• Supply calcium, phosphate and fluoride in nature’s correct ratio
• Have a proven clinical success record for many indications, including high caries risk, xerostomia, orthodontic, post-bleaching, oncology, pediatric and high plaque/special needs patients

GC America has a designated website for MI Paste and MI Paste Plus at www.mipaste.com.

Follow MI Paste on Facebook at www.facebook.com/mipaste.

For more information on GC America and its complete product line, please visit the company’s website at www.gcamerica.com.

“The Balancing Act” airs on Lifetime Television at 7 a.m. (ET/PT) and is America’s premier morning show that is about women, for women and trusted by women.

For more information, visit www.thebalancingact.com.


Fight oral cancer!

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

Self-examination can help your patients to detect abnormalities or incipient oral cancer lesions early. Early detection in the fight against cancer is crucial and a primary benefit in encouraging your patients to engage in self-examinations.

Secondly, as dental patients become more familiar with their oral cavity, it will stimulate them to receive treatment much faster.

If dental professionals do not take the lead in the fight against oral cancer, who will? And in the eyes of our patients, they likely would not expect anyone else to do so — would you?
EMS launches new Piezon

Inventor of the original Piezon method unveils 2 new stand-alone tabletop units

“No pain for the patient.” This is what EMS Electro Medical Systems had in mind when the company developed the new Piezon® Master 700.

The result is a treatment that irritates neither teeth nor gingiva, and that delivers extra smooth tooth surfaces without abrading the oral epithelium.

It is a symbiosis of intelligent technology and unequalled precision.

A perfect match between the original Piezon LED handpieces and the i.Piezon® module for instrument movements perfectly aligned with the tooth.

An incomparable fit when used with EMS Swiss Instruments™ made of ultrafine biocompatible surgical steel.

With its modern three-touch panel, the Piezon Master 700 sets new standards for ease of operation and hygiene, according to the company.

Everyone benefits, all feel good: patient, practitioner, the whole practice.

miniMaster goes LED

With the miniMaster® LED, EMS offers a stand-alone unit with its own liquid supply.

Easy to use, fast and gentle, the miniMaster now comes with a new LED handpiece with circular light emission for even more comfort.

According to the company, the acclaimed benefits of the original Piezon method remain unchanged: absolutely linear oscillations, ultrafine surfaces of EMS Swiss Instruments and continuous feedback control for top performance.

The Piezon Power Pack comes with a sterilizable LED handpiece, three EMS Swiss Instruments each in CombiTorque® in their Steri-box, two bottles and a two-step foot switch.

For more information about Piezon Master 700 and miniMaster, please visit www.ems-company.com.

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2011 SPEAKERS

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Ms. Rosemary Bray
Dr. Lynne Brock
Dr. Steve Buckley
Dr. Alan Budenz
Ms. Debbie Castagna
Mr. Bruce Christopher
Dr. Gary DeWood
Dr. M. Franklin Dolwick
Dr. James Fondriest
Dr. Henry Gremillion
Dr. Timothy Hempton
Dr. Maria Howell
Dr. Randy Huffines
Dr. Richard Hunt
Dr. Peter Jacobsen
Dr. Martha Ann Keels
Dr. Mark Kleive
Dr. Doug Lambert
Dr. Brian LeSage
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Dr. Donald Lewis
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Ms. JoAn Majors
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Ms. Virginia Moore
Dr. Anita Murcko
Dr. Mark Murphy
Dr. Stephen Niemczyk
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Dr. Ray Padilla
Dr. Steve Ratcliff
Dr. Jose Luis Ruiz
Dr. Jeffrey Sherman
Dr. John Swirsky
Dr. Keith Thornton
Dr. Karen Troendle
Dr. Michael Unthank
Dr. William van Dyk
Dr. Robert Winter
Dr. James Wood
Dr. Benjamin Young
and many more

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