AMD LASERS introduces new diode laser

Features include multiple-language menu and lower price point than other devices

AMD LASERS™, the company that builds some of the world’s most affordable dental laser technology, announces the launch of the Picasso soft tissue diode laser to the U.S. dental industry. With its sleek and compact design, ease of use, comprehensive clinical results and a broad spectrum of applications, Picasso sets itself apart as a high-quality laser with distinctive features such as a multiple-language menu and a lower price point than other lasers available on the market.

“I am excited to be the first company to give dentists and patients the laser technology they have been waiting for,” said Alan Miller, president of AMD LASERS. “Picasso represents a breakthrough in technology and affordability. We are taking a leadership and pioneering role in dental lasers that no other company has — our mission is to place lasers in the hands of dentists and hygienists around the world. Our multi-language laser truly represents our commitment to dentists and patients.”

The Picasso is ideal for a wide range of endodontic, periodontic and dental surgery procedures. It allows for clean cutting and hemostasis in a wide range of soft tissue procedures and cuts gum tissue with precision, thereby eliminating bleeding at the site and reducing healing time.

Picasso also is being used to help sterilize canals in endodontics, treat periodontal disease and aid in tooth whitening.

Highlights of the new laser include: a touch-screen interface, continuous and pulse modes, eight customizable presets, adjustable aiming beam, U.S. and international power compatibility and a three-year warranty.

As for its multi-language menu, this laser provides multiple options including English, Spanish, Portuguese, Russian, Chinese, Korean and Japanese along with most European languages.

The Picasso introduces a new era in laser dentistry by providing an affordable and technologically sound device that every dentist could integrate into his or her practice.

In line with its ongoing mission, AMD LASERS has set the price point low so as many dentists as possible can afford to experience its versatility in treatment care.

“We are proud to offer dentists three Picassos for less than one of what the other companies charge. As other companies continue to increase their prices, we have taken the leadership role in making the technology available for every dental practice,” Miller said.

This laser package includes a transportation case, three pairs of protective goggles, one fiber and handpiece, foot switch, scribe and stripper, world power adapter and a basic training DVD, quick-start guide, manual and three-year warranty.

AMD LASERS received 510(k) clearance from the U.S. Food and Drug Administration (FDA) to market the Picasso soft tissue diode laser on March 20.

AMD LASERS is committed to patient care and affordable laser technology allowing for a complete solution to doctors interested in transitioning into becoming a laser practice. For more information, call (866) 999-2635 or go online to www.amdlasers.com.
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Exhibitors rate a successful show

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It has been 20 years since the founding of Myofunctional Research Co. (MRC) by Dr. Chris Farrell. During this time, MRC has changed the way orthodontic treatment has been performed and has made a difference to hundreds of thousands of children all over the world. This year at the International Dental Show (IDS), MRC took orthodontic treatment to yet another level.

MRC headed to Europe’s IDS for the first time in 1995 with its first appliance, the Orthotrainer. Farrell received immediate success with orders from France, Holland and Belgium after doctors were shown the new innovation in dentistry. The Orthotrainer was a replacement for fixed appliances, met the needs of all children in the mixed dentition for all malocclusion. Simultaneous treatment of functional habits and dental alignment in the growing child has proven an effective new way of orthodontic treatment.

On March 24, in Cologne, Germany, MRC staff from Australia, Europe and the United States all came together to show the world just what they had been up to.

The MRC Clinics System

The thought of conversation at the MRC booth was the introduction of MRC Clinics, an evolutionary concept in myofunctional orthodontic treatment and practice management. This complete system allows trained professionals to commence a viable and profitable practice earlier, which can return benefits to the community. The system allows doctors to allocate a practice module to the MRC Clinics philosophy and appearances.

According to MRC: “The fact is, 60 to 70 percent of all growing children in any population will show signs of malocclusion. MRC has developed appliances that uniquely target the needs of this large number of growing children from ages 5 to 15 who have a developing malocclusion. Simultaneous treatment of functional habits and dental alignment in the growing child has proven an effective new way of orthodontic treatment. Better faces with less braces. MRC Clinics accommodates the needs of all children ages 5 to 15, not just those of orthodontic age.”

New appliances — the i-2

As you would expect, MRC has new appliances to satisfy the growing number of children with malocclusion. First seen at the IDS is the latest appliance, the i-2™ for interceptive Class II correction. The i-2 follows the success of the i-3™ appliance for Class III correction. Receiving an overwhelming response, the i-2 may break new ground in dental appliances. The specifications and applications for the i-2 will be discussed in future articles.

Attending IDS can be an amazing launch pad for those who seek international exposure, and this year was no exception. If you didn’t know there was a global financial crisis, you would assume nothing was wrong in the world at IDS 2009. It was a great opportunity to see and discuss new technologies and innovations with other industry professionals worldwide. MRC looks forward to IDS 2011.

Zap Lasers wins Medical Design Excellence Award

Industry leader Zap Lasers announced April 7 that its StylaOrtho MicroLaser was selected one of the year’s best-designed medical devices and is the winner of a 2009 Medical Design Excellence Award. Dentistry’s first microlaser, StylaOrtho boasts a revolutionary compact and wire-free design, which was judged as one of the year’s best by an independent, multidisciplinary panel with expertise in biomedical engineering, human factors, industrial design, medicine and diagnostics.

“The thought that a pen-sized, wire-free, portable microlaser would be performing soft-tissue laser procedures in orthodontists’ offices seemed unreal as little as a year ago, but, in fact, our work on StylaOrtho began long before then,” noted Zap Vice President Sales and Marketing Alex Di Sessa.

Since its introduction in May 2008, StylaOrtho has quickly become one of the industry’s most sought after technologies. Only 6.9 inches long and 1.9 ounces, it shatters perceptions about lasers being cumbersome and complicated to use. Approved by the FDA to perform more than 25 soft-tissue laser procedures, its diode laser technology means patients require minimum anesthetic during surgery and experience faster healing times than traditional dentistry patients.

In addition to eight pre-set procedures and 2.0 watts of power, StylaOrtho’s innovative features include:

• Lightweight aluminum body
• Tough and functional, yet lightweight and ergonomically balanced
• StylaOrtho’s main body remains comfortable in orthodontists’ hands, even after extended use.
• Disposable tips: StylaOrtho’s tips are pre-threaded with fiber and use a custom-designed magnetic system to perfectly align and secure themselves to the microlaser.
• Intelligent gravity sensor: Automatically detects StylaOrtho’s orientation and adjusts the display to be read from any angle.
• Rechargeable lithium ion batteries: One charge has enough power for 15 procedures. Stand-by time is more than eight hours.
• Wireless foot pedal: Uses advanced wireless technology to securely communicate with StylaOrtho.
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For more than 20 years, Summit Dental Systems (SDS) has been an internationally recognized manufacturer of high quality, low-price dental equipment, including orthodontic chairs, operating lights and delivery cabinets. If you are looking for versatility and reliability in your products, SDS has what you need. Stop by the booth, No. 2925, during the AAO to take a look.

Biscayne Orthodontic Chair

For SDS, the orthodontic chair is all about performance and refinement. Because orthodontics is an ever-changing field, attracting a growing number of adult patients, you need a chair that will accommodate a wider range of patients and place them in an ideal working position.

The Biscayne is the only orthodontic chair that offers a hydraulic system. This delivers a more stable, fluid movement with a heavier lifting capacity and provides more flexibility and comfort than traditional fixed-base chairs. Its six-function foot control provides hands-free operation and offers an automatic return position for patient entry and exit. The double-articulating headrest is comfortable and provides virtually unlimited positioning.

Like all of SDS’ products, the Biscayne chair is built for reliability and long-lasting endurance. The frame, base plate and structural surfaces are made from rolled steel and are protected on both sides with a powder-coated finish to ensure the highest corrosion resistance. The footprint is designed for maximum stability and prevents sliding on uneven floors, and its seamless upholstery is made from tear-resistant vinyl.

900 Series Delivery Cabinet

SDS orthodontic cabinets are crafted with a blend of style, function and innovation. The 900 series cabinet offers a pullout breadboard, two instrument drawers, one medium drawer and two large storage drawers for materials and supplies. In addition, these cabinets provide a large open space for accessories with convenient access from the front.

The oversized, dual-caster wheels, combined with three stationary handles, make positioning of the cabinet simple and easy on all floor surfaces, including carpet. A removable plastic surface tray, which is sectioned for instrument and accessory placement, protects the countertop against stains and scratching. In addition, a vertical-mount control panel is positioned out of the way from the instrument holder bar for more convenient access to the delivery controls.

Biscayne 1335 Light

To go along with the Biscayne Orthodontic Chair, the Biscayne 1335 Light, available in a post-mount, is the best way to ensure proper lighting. The light has an operating field of 5-by-5 ½-inches at a 27-inch focal distance with a Kelvin intensity of 15,000 lumens (low-setting) to 20,000 lumens (high-setting). The light is available in 110 or 220 volts.

For more information, visit SDS online at www.Summitdental.com or www.Orthochair.com.

At the AAO

Dental professionals who purchase the Summit Dental Biscayne Stimulus Package at the AAO Annual Session will qualify for a 5 percent stimulus check. All you need to do is make your purchase commitment at the AAO and send Summit Dental a copy of the dealer invoice completing your commitment, including the serial/model numbers. Stop by the booth, No. 2925, for more information.

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The orthodontic package: Biscayne chair, light and delivery cabinet.
**A better alternative to flossing**

**Waterpik water jets demonstrate superior plaque removal and reduce bleeding**

Waterpik® dental water jets are clinically proven to be an easier and more effective alternative to dental floss for orthodontic patients.

A study published in the April 2008 issue of the American Journal of Orthodontics and Dentofacial Orthopedics compared the Waterpik dental water jet with the orthodontic tip to flossing.

In this single, blind, parallel, randomised four-week clinical trial, the group that used the Waterpik dental water jet plus the orthodontic tip removed three times the amount of plaque and reduced 26 percent more bleeding compared to the flossing group.

Additionally, 94 percent of the Waterpik dental water jet group indicated that using the dental water jet was “very easy” or “some-

Further evidence of Waterpik’s effectiveness for orthodontic patients can be found in a study conducted at the University of Southern California School of Dentistry with renowned biofilm expert Dr. Bill Costerton. This study evaluated the removal of plaque biofilm with a Waterpik dental water jet using a scanning electron microscope.

Periodontally involved teeth with existing plaque were extracted and then processed to accelerate biofilm growth. The teeth were then subjected to a three-second treatment with the Waterpik dental water jet.

Viewing the teeth under the highly sensitive microscope, the researchers were able to see far more than with traditional measures. The microscope revealed that more than 99 percent of the plaque biofilm was removed by the Waterpik dental water jet treatment using either the standard jet tip or the orthodontic tip. The researchers also reported that “treatment of in vivo biofilm with the orthodontic tip removed significant amounts of this calcified biofilm.”

“The results were almost impossible for me to believe the first time through,” said Dr. Costerton, founding director of the USC Center for Biofilms. “One of the difficulties with plaque biofilm is that you really can’t see it; it’s clear. So we didn’t have visual evidence of complete removal. But now with these direct methods, the scanning electron microscopy, you apply the Waterpik to plaque on a surface of a tooth and you look with a scanning scope, and it’s gone. It’s simply gone. And that’s unequivocal and unarguable.”

Additional information on these and other clinical studies on Waterpik dental water jets can be found at www.waterpik.com at the dental professionals link.

**References**

**Visit Waterpik at booth 2112 during the AAO Annual Session for specials on all Waterpik Dental Water Jets, or contact Waterpik at 1730 E. Prospect Road, Fort Collins, Colo. 80555, online at www.waterpik.com, by e-mail at professional@waterpik.com or by phone at (800) 525-2020.**
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- Dr. Jay Gerber
Director of Orthodontics
An evolution in ortho appliances

By Jeffrey D. Smith, Marketing Manager, Opal Orthodontics

“W hat’s new?” Over the years, responses to this common question on the AAO floor have ranged from minor to momentous. We at Opal Orthodontics look forward to answering this question this year because after two years of development, we are launching our new Avex™ Suite, which features Computer Numerical Controlled (CNC) precision-milled metal brackets, ceramic brackets and low profile buccal tubes. At the same time, because Opal Orthodontics is a division of Ultradent Products, Inc., we are able to leverage its 50 years of innovation and expertise with dental resins to develop revolutionary adhesives for orthodontic bonding, some of which also will debut at the AAO.

Our story
In 2006, Ultradent began the process of creating a new orthodontic company. We consulted orthodontists from around the world to help us build a company with refreshingly different products and services. As we listened, we learned that orthodontists wanted more than just another supply company — they wanted a company that would treat them fairly and honestly.

Some doctors were unhappy with how they were treated by large orthodontic companies — often vastly different than the close, personal treatment they received from the same people he saw in his early years as a dentist. It is this kind of personal connection that Opal Orthodontics hopes to create with orthodontists and their staffs.

The Avex Suite — an evolution in orthodontics
In the last 50 years, technology has improved orthodontic appliances. Early standard edgewise brackets were manufactured on milling equipment, which had many design limitations but allowed appliance adjustments that improved treatment outcomes. The emergence of lost wax casting led to the modern straightwire appliance and the smooth shapes of today’s buccal tubes.

In the last two decades, the development of metal injection molding (MIM) reduced costs and limitations of casting parts, but the higher expense of MIM molds and high-volume requirements have challenged improvements to bracket systems, even as evidence of their design imperfections has come to light.

Using a proprietary CNC (Computer Numerical Controlled) precision milling process, Opal Orthodontics has developed the perfect combination of appliance design flexibility and manufacturing efficiency. The Avex Suite consists of Avex MX metal brackets and Avex BX buccal tubes, which are precision milled from high tensile, 17-4 stainless steel bar stock, creating parts that are small, low profile, strong and accurate (unlike MIM parts, which suffer from porous surfaces and size variations due to 20-25 percent shrinkage rates during the sintering stage of MIM manufacturing).

The Avex Suite offers the industry’s first CNC precision-milled buccal tubes — the smallest and lowest profile buccal tubes ever manufactured. Their unique design features simplify direct bonding, and their highly anatomical bond pads ensures accurate placement on molars.

Avex CXi ceramic brackets with metal inserts also benefit from CNC precision milling. Their in/out dimensions are compatible with Avex MX metal brackets — another industry first — which eliminates the need for creating compensating bends in the archwire when using both appliances on one patient.

SPECIAL “POCKETS” INCREASE BRACKET DISTANCE, REDUCING FORCE MOMENTS AND INCREASING PATIENT COMFORT. A BEVELED EDGE ON THE METAL INSERT REDUCES THE SAVING EFFECT ON ARCHWIRES IN EARLY TREATMENT.

CNC precision milling gives Opal Orthodontics the complete freedom to design appliances according to clinical evidence, and to alter designs instantaneously when necessary. We are thrilled to introduce the Avex Suite, an evolution in orthodontic appliances.

Make the clear choice for your practice

A ign Technology, Inc. recently marked the 10th anniversary of the Invisalign® system, and with more than 940,000 patients worldwide, it has a track record of effectiveness and reliability. During the past two years, Align has expanded its product line to include new treatment options for doctors and their patients. We spoke to three orthodontists who share their views on the Align products they use in their practice.

Mark Lowe, DDS, Fresno, Calif.

“I have been using Invisalign in my practice since 2000. When Invisalign Teen™ was introduced last year, I was eager to try it. I had previously used Invisalign to treat teenagers, but was limited to older teenagers who had completed expan- sion of their second molars. With Invisalign Teen’s new eruption tab feature, I feel more confident about using it with younger patients.

“Invisalign Teen also offers compliance indicators, which let parents gauge whether their child is in the aligners for the prescribed amount of time. Parents like the fact that the product comes with six free individual replacement aligners. After treating more than 50 Invisalign Teen cases, I have not had any issues with compliance due to a lack of wear or lost aligners. Another key feature of Invisalign Teen is the PowerEdge™ technology, which improves the torque delivered to the incisors.”

“For retention, I’ve been using Vivera. Patients want to retain the beautiful smile they just spent several months waiting for, and Vivera allows me to esthetically maintain their results without placing a large burden on my practice; one impression is all that is needed for lifetime retention. We even use the product on patients who were successfully treated with fixed appliances.”

“Overall, Invisalign products give me the most patient-friendly appliances to successfully treat my patients and maintain their results — and their satisfaction.”

Sam Dobber, DDS, MSc, FRCD, West Vancouver, BC

“In 1999, Dr. Hawley stated that he would give half of his fee to any one who would be responsible for the retention of his results when the active appliance was removed.”

Clear

For more information, visit Opal Orthodontics at booth 1419 during the AAO Annual Session or visit the Web site, www.opalorthodontics.com.

From top, Avex MX bracket, Avex BX buccal tube and Avex CXi ceramic bracket.
OrthoCAD iCast

With more than a decade of digital experience and 1.6 million cases handled, OrthoCAD iCast is the gold standard in digital orthodontic storage. With iCast digital study models, you can easily store, retrieve and communicate about cases with point-and-click efficiency. iCast digital storage frees up valuable office space, while it frees your staff from the hassles associated with storing, indexing and maintaining plaster casts. iCast puts all your client files at your fingertips 24 hours a day, 365 days a year.

Visit OrthoCAD during the AAO to sign up for the iCast AAO 30 for 30 promotion and receive a free sample package of Premium Dental Materials Bite Registration Material.

OrthoCAD iQ Express

Experience accuracy and efficiency with OrthoCAD iQ, an innovative computer-guided system for orthodontic treatment planning and advanced bracket placement. The cutting-edge software of OrthoCAD iQ uses the straight wire technique to calculate the optimal bracket positioning for your prescription. OrthoCAD iQ ensures you achieve the results you want by giving you the ability to see post-treatment results onscreen before treatment begins.

Accurate bracket positioning from the start means greater efficiency throughout the entire treatment process. Patients love the end result of orthodontic work. It’s the long bonding appointment, the adjustment visits and the overall disruption to their day-to-day lives they could do without.

Now with OrthoCAD iQ Express, you can receive your customized iQ Bracket Placement Trays in five days. Delegating to your staff is now easier and more reliable than ever.

Cadent iTero Digital Impressions for orthodontics

During the AAO Annual Session, Cadent iTero will demonstrate the new orthodontic software package for the iTero digital impression-taking system. Hear from current users how iTero orthodontic digital impressions are changing their practice. iTero offers the capability to capture a digital orthodontic impression in six to eight minutes or less for a complete arch and bite registration. A 3-D model is available for consultation with the patient within just minutes. Moreover, patients are wowed by the technology that allows them to instantly see their teeth in 3-D and eliminate the goop and gagging of traditional impressions. Cadent iTero orthodontic digital impressions will be demonstrated at the OrthoCAD booth, No. 1705.

Cadent iTero Digital Impressions for orthodontics

Orthodontists talk hygience 'til they're blue in the face, but kids listen better if you're green

Kids prefer frogs to orthodontists. As an orthodontist, Dr. Todd Harter knows the best time to begin monitoring a child's smile is around second grade. Unfortunately, getting 7-year-olds to sit and listen about brushing and flossing can be trickier than getting them to eat their vegetables. That's why he and his team find it's better to let a frog do all the talking. It's part of Classic City.

Orthodontists' Club (a.k.a. - a rewards program for kids who are destined for braces, but just aren't quite ready for them. This way, kids not only get healthier smiles for practicing good hygiene, they get prizes. Dr. Harter and his team work every day to create beautiful smiles and make dental hygiene fun for kids, which is why their practice is an Advance Practice.

Advance your payment options and minimum credit lines, starting at $5,000, patients can overcome most financial barriers and select the best care. Advance your practice. With our financing, we can help you turn more consultations into treatments. We offer innovative tools to make case presentation and

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For more information on Cadent iTero and OrthoCAD, stop by booth 1705 during the AAO Annual Session or go online to www.cadentinc.com.