

DAILY AT YANKEE!

# DENTAL TRIBUNE

The World's Dental Newspaper · U.S. Edition

THURSDAY, JAN. 26, 2012 — VOL. 3, NO. 1

[www.dental-tribune.com](http://www.dental-tribune.com)

## WHAT TO KNOW BEFORE YOU GO

Don't head into the meeting until you read our trusty guide to navigating the convention center.

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## SPEAKING FROM THE HEART

Why diagnosis and treatment planning are the most important parts of patient care.

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## PRODUCT SNEAK PEEK

There are thousands of products for sale in the exhibit hall. Here are a few you should check out.

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# Start the year off right

*Yankee Dental Congress kicks off 2012 with expanded programs and cutting-edge speakers*

From now through Saturday, close to 27,000 dental professionals will stroll through the halls of the Boston Convention and Exhibition Center, taking in everything the 2012 Yankee Dental Congress has to offer: education, information, social activities, entertainment, top-notch speakers and the chance to learn a few tips and tricks to help grow their practices.

"Ride the Wave to Success in Dentistry" is the theme of this year's congress, which again is the fifth largest dental meeting in the country and is sponsored by the Massachusetts Dental Society in cooperation with the Connecticut, Maine, New Hampshire, Rhode Island and Vermont dental associations. Highlights of the meeting include:

- *Scottsdale of the East* — Leading clinicians from the renowned Scottsdale Center for Dentistry will present programs in esthetic, restorative and CAD/CAM dentistry during two full days.

- *Madow Brothers* — Rock 'n' roll dentists David and Richard Madow will give their high-powered, Las Vegas-style presentation for the first time at Yankee.

- *Disney Institute* — Chris Caracci, a lead health-care consultant from the Disney Institute, will speak on how to manage your dental practice like a Disney theme park.

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A view of Boston Harbor. Photo/Massachusetts Office of Travel & Tourism



New England Aquarium and Imax Theater.  
Photos/Tim Grafft, Massachusetts Office of Travel & Tourism

## Yankee Dental badge is key to savings

Once the 2012 Yankee Dental Congress is over, there is no better time to get out and explore the city of Boston. Be sure to take your badge along with you, though. Showing it will save you lots of money.

### Freedom Trail Run

Meet every Saturday and Sunday on Boston Common and run a 5k course that passes landmarks from America's Revolution. Stop at more than 16 sites to learn interesting facts. Registration includes

5K guided run, water, return harbor ferry ride and "Freedom Trail Run" T-shirt.

Where: Boston Common (corner of Park Street and Tremont Street)

Discount: \$5 off registration (original price \$35, YDC attendees \$30)  
[www.FreedomTrailRun.com/ydc36](http://www.FreedomTrailRun.com/ydc36)

### Skywalk Observatory

The observatory offers a 360-degree panoramic view of Boston and beyond. Built in 1965, the observatory, located on the

50th floor, offers views of the Boston skyline and the Charles River.

Where: Prudential Center, 800 Boylston St.

Discount: \$2 off adult admission.  
[topofthehub.net/skywalk\\_home](http://topofthehub.net/skywalk_home)

### Improv Asylum

Voted Boston's best comedy club, the Improv Asylum features improvisation

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and sketch comedy. Performances are Wednesday through Sunday evenings.

*Where:* 216 Hanover St.

*Discount:* \$5 off full-price ticket using promo code Yankee12 at the box office or online

[www.improvashylum.com](http://www.improvashylum.com)

**Boston Celtics**

On Friday, Yankee dental members will receive an exclusive offer to attend the Boston Celtics game against the Indiana Pacers.

The Celtics and Yankee Dental have teamed up to reserve a private luxury suite for Yankee dental members to attend the Celtics game in their own private area. Enjoy the game with members and coworkers while enjoying a number of benefits only available to Yankee dental members.

Tickets are \$199 per ticket. Contact Matt Lane at the Boston Celtics at (617) 854-8058 or by e-mail at [mlane@celtics.com](mailto:mlane@celtics.com) to reserve your tickets.

*Where:* 100 Legends Way

**New England Aquarium**

The New England Aquarium features a 187,000-gallon Giant Ocean Tank containing a Caribbean coral reef with sharks, sea turtles, moray eels and other aquatic life. The aquarium also houses a penguin habitat and Simons 3D IMAX Theater.

*Where:* Central Wharf

*Discount:* \$4 off gate rates

[www.neaq.org](http://www.neaq.org)

**Blue Man Group**

Blue Man Group has updated the popular theatrical show at the Charles Playhouse in Boston. Taking a closer look at the technology that both surrounds and isolates us, Blue Man Group showcases technogeek ingenuity while uniting the audience in primal, collective exhilaration.

Signature Blue Man Group moments combine with new pieces. Blue Man Group tickets are on sale and can be purchased online until Jan. 28, or by visiting the Charles Playhouse Box Office. Please use promo code TEETH for discount pricing (for up to 14 tickets).

*Discount:* \$54 all performances from today through Jan. 29, with the exception of any performance on Jan. 28.

[www.blueman.com](http://www.blueman.com)

**John F. Kennedy Presidential Library and Museum**

The JFK Presidential Library portrays



The walkway to the new Institute of Contemporary Art.

Kennedy's life, leadership and legacy in 21 exhibits, three theaters, 20 video presentations and more.

*Where:* Columbia Point

*Discount:* \$2 off adult general admission

[www.jfklibrary.org](http://www.jfklibrary.org)

**Institute of Contemporary Art**

Located on the South Boston Waterfront, the ICA is Boston's first new art museum in more than 100 years. It features contemporary paintings, sculptures and photographs, in addition to cutting-edge live dance and musical performances.

*Where:* 100 Northern Ave.

*Discount:* \$2 off regular admission

[www.icaboston.org](http://www.icaboston.org)

**Faneuil Hall Marketplace**

Yankee attendees will receive a free V.I.P Welcome Packet compliments of Faneuil Hall Marketplace when they show their badge at the Revolutionary Boston Museum Shop located in the South Market Canopy near Wagamama. This packet features exclusive discounts for shops and restaurants as well as a keepsake gift. One packet per badge holder. Offer good while supplies last.

**Boston Children's Museum**

The children's museum is a private, non-profit, educational institution, recognized internationally as a research and development center and pacesetter for children's exhibitions, educational programs and curriculum. Admission

includes all activities, KidStage performances, special events and hands-on exhibits.

*Where:* 308 Congress St.

*Discount:* Target \$1 Friday Nights, sponsored by Target, are offered every Friday from 5-9 p.m. Admission is \$1 per person.

[www.bostonchildrensmuseum.org](http://www.bostonchildrensmuseum.org)

**Shear Madness**

You haven't seen Boston if you haven't seen the original Shear Madness, the Whodunit that has been seen by more than 5 million people around the world. And it all started right here at the Charles Playhouse. Shear Madness is a mixture of improvised spontaneous humor, where the audience gets to solve the funniest murder mystery in the annals of crime.

*Where:* Charles Street Playhouse, 74 Warrenton St.

*Discount:* Shear Madness welcomes Yankee Dental Congress attendees with a 20 percent discount. Tickets are \$40 after discount. Call (617) 426-5525 or order online at [www.shearmadness.com](http://www.shearmadness.com)

**Stapleton Floral Design**

Creating distinctive floral designs with attention to detail and signature personal approach, Stapleton Floral Design's focus is in the flowers.

*Where:* 200 Seaport Blvd., World Trade Center

*Discount:* 15 percent off with promo code MASSDENT

[www.stapletononfloral.com](http://www.stapletononfloral.com)

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ney Institute, will present practice management and real customer service, the Disney way.

**Opening keynote speaker** — Come be inspired by the words of Dick Hoyt, who has competed in road races worldwide, including 30 Boston Marathons, with his wheelchair-bound son Rick. Join him for a presentation this morning, followed by breakfast on the show floor. Admission to this event is free to all.

**Face transplant pioneer** — Dr. Daniel Alam, chief of facial esthetics and reconstructive surgery at the Cleveland Clinic, will present a behind-the-scenes look and follow-up of the first-ever successful

face transplantation performed in the United States.

- **Team development day** — A new twist to this program will feature working through a day of not-so-typical patients, highlighting varied medical histories, emergency situations and unique clinical challenges, all with the guidance and help of experts in each field.

- **Live dentistry** — See all-new, cutting-edge procedures performed on live patients.

- **Expanded high-tech playground** — Touch and try all the new gadgets at your pace without any sales pressure.

- **Free lunch on the Exhibit Hall floor** — Now on Saturday. Have a bite to eat while talking shop with 450-plus exhibitors.

- **Get celebrity autographs** — Troy Brown, the former New England Patriots wide receiver, will sign autographs from 11:30 a.m.-2:45 p.m. today and Friday. In addition, former Boston Bruin Ray Bourque will sign from 11:30 a.m.-2:30 p.m. today, and former Boston Bruins power forward Cam Neely will sign from 11:30 a.m.-2:30 p.m. Friday. Find them at booth No. 1230.

Don't forget to download the YDC 2012 Mobile App straight to your phone. The app can help you view all the course offerings and locations, conduct searches for exhibitors and show specials, explore the Exhibit Hall floor plan, review the shuttle bus schedule and take advantage of many deals from local restaurants.

**DENTAL TRIBUNE**

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**PUBLISHER & CHAIRMAN**

Torsten Oemus [t.oemus@dental-tribune.com](mailto:t.oemus@dental-tribune.com)

**CHIEF OPERATING OFFICER**

Eric Seid [e.seid@dental-tribune.com](mailto:e.seid@dental-tribune.com)

**GROUP EDITOR**

Robin Goodman [r.goodman@dental-tribune.com](mailto:r.goodman@dental-tribune.com)

**EDITOR IN CHIEF DENTAL TRIBUNE**

Dr. David L. Hoexter [d.hoexter@dental-tribune.com](mailto:d.hoexter@dental-tribune.com)

**MANAGING EDITOR SHOW DAILIES**

Kristine Colker [k.colker@dental-tribune.com](mailto:k.colker@dental-tribune.com)

**MANAGING EDITOR**

Fred Michmershuizen [f.michmershuizen@dental-tribune.com](mailto:f.michmershuizen@dental-tribune.com)

**MANAGING EDITOR**

Sierra Rendon [s.rendon@dental-tribune.com](mailto:s.rendon@dental-tribune.com)

**MANAGING EDITOR**

Robert Selleck [r.selleck@dental-tribune.com](mailto:r.selleck@dental-tribune.com)

**PRODUCT & ACCOUNT MANAGER**

Mark Eisen [m.eisen@dental-tribune.com](mailto:m.eisen@dental-tribune.com)

**MARKETING MANAGER**

Anna Kataoka-Wlodarczyk [a.wlodarczyk@dental-tribune.com](mailto:a.wlodarczyk@dental-tribune.com)

**SALES & MARKETING ASSISTANT**

Lorrie Young [l.young@dental-tribune.com](mailto:l.young@dental-tribune.com)

**C.E. MANAGER**

Christiane Ferret [c.ferret@dtstudyclub.com](mailto:c.ferret@dtstudyclub.com)

Dental Tribune America, LLC  
116 West 23rd St., Ste. #500  
New York, N.Y. 10011  
(212) 244-7181

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# Here at Yankee: what to know

## Exhibit Hall Hours

9:30 a.m.-5:30 p.m. today, 9:30 a.m.-5:30 p.m. Friday and 9:30 a.m.-4:30 p.m. Saturday

## Shuttle buses

Yankee provides complimentary shuttle bus transportation between all official hotels in the Yankee Dental Congress hotel block and the convention center. Please refer to the hotel lobby sign to familiarize yourself with the shuttle bus boarding location or check with concierge for further assistance.

## Childcare

Massachusetts Dental Society has partnered with Parents in a Pinch to provide a children's program during the 2012 Yankee Dental Congress. Bring your kids with you to Yankee and let them enjoy the many activities at camp while you take a class or shop the exhibit hall. There will be organized activities, arts and crafts, toys, books and games. Activities will be appropriate for all age groups from 6 months to 12 years old. Snacks and beverages will be provided. Walk-ins are welcome if space permits. Cost is \$50 for a full day and \$35 for four consecutive hours.



**Ride the Wave to Success in Dentistry**

## Restaurant reservation service

Make dinner reservations with the concierge service in the North Lobby. This service includes a listing of restaurants by cuisine and neighborhood and their menus.

## Lost and found

If you find an item in the convention center, please turn it in at the information counter in the North Lobby. If you lose an item, please check at the information counter for assistance.

## Internet Café

The Internet Café on the Exhibit Hall Floor features computer terminals offering complimentary Internet access and e-mail retrieval. Specific instructions and limitations are posted in the area.

## Business services

The FedEx Kinko's Business Center is located on level one near the North Lobby. For services and more information, visit [psg.kinkos.com/conventions/bcec](http://psg.kinkos.com/conventions/bcec).

## Coat check

Coat check service will be available today through Saturday. Coat check stations are located in the North Lobby and at the East and West entrances on Level 1.

## Dunkin' Donuts

Dunkin' Donuts vending carts are located to the east and west of the North Lobby.

## Food courts and vending

Food courts will be located on the Exhibit Hall floor. Additional food vending will be available throughout the building.

## ATMs

Citizen Bank ATMs are located throughout the convention center.

## C.E. Pavilion

The C.E. Pavilion is a free service for all attendees. You can print a certificate with general attendance credits and courses taken at the meeting in either one of two ways (please use only one method). Visit

the C.E. Pavilion located in the North Lobby and satellite pavilions located in the exhibit hall or visit [www.yankee-dental.com](http://www.yankee-dental.com) through Nov. 1.

## Exhibit hall snacks

Today, make sure you grab a light breakfast at 9:30 a.m., directly following the opening keynote speaker. Then come back for the 12th annual chowder tasting at noon. Sample award-winning chowder from some of Boston's finest chefs, including Levy Restaurants, Hilton Back Bay, Seaport Hotel, Hyatt Regency Boston, Renaissance Boston Waterfront and Starwood of Boston.

On Friday, make sure to attend the margarita party from 4-5:30 p.m. Chips and salsa will also be served.

The free lunch has been moved to Saturday. Receive a voucher for your choice of lunch as a registered attendee and spend the afternoon talking shop with more than 450 exhibitors.

## Exhibit Hall Mystery Shopper (gift cards)

Shop the exhibit hall floor today and Saturday and you may be rewarded by the Mystery Shoppers who are looking to give you a free gift card.

AD

**January-February 2012**  
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# Most important: diagnosis and treatment planning

By L. Stephen Buchanan,  
DDS, FICD, FACD

I'm excited and honored to be back as a lecturer at the Yankee Dental Congress. Some of the finest dentistry in the world happens in the Northeast, and I generally learn as much from your questions as I hope you learn from my 30 years of clinical experience in the field of endodontics.

Today, I am going to talk about diagno-

## Here at Yankee

L. Stephen Buchanan, DDS, FICD, FACD, will present "The Art of Endodontics: Diagnosis and Treatment Planning" from 1-4 p.m. today in room 107B. The course costs \$90.

sis and treatment planning — one of my favorite lectures because it is filled with information that can truly put you in a position to save your patients' lives and give them the definitive treatment they all deserve.

From reproducing patients' symptoms

to ruling out non-endodontic etiologies, diagnosis and treatment planning has been, and always will be, the most important aspects of clinical care. It matters less how many lateral canals you filled than whether you diagnosed the correct tooth or figured out it's not endo related but something more threatening to your patients' health.

Join me for what should prove to be a fascinating afternoon. It will be good to see all my friends in Boston at the Yankee Dental Congress.



About the author

**L. STEPHEN BUCHANAN, DDS, FICD, FACD,** completed the endodontic graduate program at Temple University in Philadelphia in 1980. In 1989, he established Dental Education Labo-

ratories, through which he has lectured and conducted participation courses around the world, published numerous articles and produced a video series, "The Art of Endodontics." He is a diplomate of the American Board of Endodontics and a fellow of the International and American Colleges of Dentistry. He also serves as an assistant clinical professor at the University of Southern California School of Dentistry and at the University of California, Los Angeles School of Dentistry. He maintains a private practice limited to endodontics and implant surgery in Santa Barbara, Calif. Buchanan can be reached through his company, Dental Education Laboratories, at [www.endobuchanan.com](http://www.endobuchanan.com), [info@endobuchanan.com](mailto:info@endobuchanan.com) or by calling (805) 899-4529.

AD

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## Are you and your practice protected?

"I had no idea storing my patients' credit card numbers on my business computer would jeopardize everything I have worked so hard for."

Dr. Harvey thought he was doing the right thing by storing his patients' credit card data on his office computer.

"I thought I was providing convenience for my patients," he said. "I wanted to make it easy; I didn't think twice about it."

Then one evening, someone from the office cleaning crew found a printout of the credit card list, and that was the beginning of a two-year process that almost ended Harvey's dental practice.

River Cohen, chief executive officer of Compliance Services, said: "We started our company with a clear mission: to protect you and your practice from a data-related catastrophic event. Quality care for patients extends beyond the dental chair. More electronic data means more risk of loss, more potential fraud, more regulatory requirements and more risk of fines for non-compliance."

Is your patient data really safe? Do you have a disaster recovery plan? Do you understand and adhere to PCI and HIPAA regulations?

Cohen said: "We have a simple formula that works: 1) We get you compliant with HIPAA and PCI. 2) We provide encrypted, off-site data backup and restoration. 3) We provide you with \$100,000 data protection coverage."

Where is Harvey now? He uses the help of Compliance Services to make sure his practice is no longer wide open for fraud. Harvey said he now focuses on what he loves most: improving the smiles of his patients.

"I have learned a very expensive lesson," he said.

## More information

For more information, contact Compliance Services at (800) 871-7640 or go to [www.dentalpracticecompliance.com](http://www.dentalpracticecompliance.com).

# THEY'LL SEE IT ONCE AND THEY WON'T THINK TWICE

A large, circular photograph of a woman with blonde hair, smiling broadly and showing her teeth. Her hand is resting near her chin, supporting her head. The background is a soft-focus outdoor scene with blue skies and clouds.

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Think about it... some patients have been unwilling to authorize certain restoration work right away because they were unsure about the outcome. Now, because of PreNew PreView®, they can see and show off their new smiles before proceeding with the work. And, unlike those bulky appliances, this technology presents the most realistic depiction of a beautiful smile. PreNew PreView® can have a profound impact on increasing your business.

### For more information:

Please visit our website, [www.jjkda.com](http://www.jjkda.com) and click on the PreNew PreView® button to learn more. And for more details or to register to attend one of Jason Kim's workshops, please contact Lynn Absatz at 631.312.2572 or at [labsatz@jjkda.com](mailto:labsatz@jjkda.com).



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5 Harbor Park Drive  
Port Washington, NY 11050  
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# Every investor's question: 'What's next?'

By David Keator, Keator Group

During the last 30 years, we have seen investment "bubbles" of different varieties that are nothing more than extreme investment swings based on a myriad of factors. Internet, commodity and real estate bubbles, to name just a few, have all caused many investors anxiety. The primary drivers of these inflated values are based upon momentum and greed. It comes from a feeling that everyone else is making money and the investor is missing out.

It is OK to be an optimist, but it is a good idea to be watchful when everyone is an optimist. Beware of crowds at the extreme. When we see the type of exu-

berance that typically leads to inflated values, we believe it is a good time to take a breath and put up a safety net.

Last year, in early spring, many economists and market analysts warned bond prices would decline and the result would be higher interest rates. As a result, the conventional wisdom was to shorten the duration of a fixed income portfolio in an attempt to create a bunker.

Because we have enjoyed unprecedented and historically low yields (high-bond prices), many heeded this call. Some saw a bond "bubble," and it was time to take profits. On March 1, the five-year treasury yield was 2.23 percent. Four months later, on July 1, the five-year yield was 1.48 percent. When prices on bonds rise,

their yields typically fall. That means the short-term investment call was premature, giving credence to market calls being more art than science.

So, what is being done with all of the cash that is being held? Investors are searching for a place to invest it. Short treasury yields (one year) have fallen in half from 0.3 basis points (one-third of 1 percent) to 0.16 basis points (one-sixth of 1 percent) between March 2010 and July 2011. This has caused investors to hunt for yield and seek higher income potential from more aggressive investments.

Theoretically, the higher the potential yield, the greater the risk, but the appetite for higher yield has been strong and

that has the potential to cause a bubble in the high-yield market just as high demand for Internet stocks caused unrealistic valuations in the late 1990s.

Buyer beware: A fixed-income investment paying a 5 percent yield might not seem risky on face value, but if it is compared to the relative security of treasuries, then you can easily see a potential for a disconnect.

So, back to our title: "What's next?" The next step for each investor is to evaluate where your safety net is. Do you have an investment plan? Have you figured out your risk profile and adjusted your investments accordingly? Do you have a bunker?

If the market drops by 10 to 20 percent, do you have enough cash and liquid investments as a reserve so that you can avoid selling under-valued assets to meet emergency or even day-to-day needs? Are you properly diversified?

It is painful to see CDs and short-term treasuries paying less than 1 percent. If it is part of your bunker, you have to stay disciplined. If your investment timeframe is short, you must be very careful of volatility. With a longer timeframe, you could possibly take advantage of high-quality stocks with dividend potential or short-term corporate bonds. Remember, we are in a global economy, so do not overlook investment opportunities throughout the world.

We believe one of the safest ways to invest is with a long-term horizon.

*Editor's note: The opinions expressed in this report are those of the author and are not necessarily those of Wells Fargo Advisors Financial Network (WFAFN) or its affiliates. The material has been prepared or is distributed solely for information purposes and is not a solicitation or an offer to buy any security or instrument or to participate in any trading strategy. Additional information is available upon request.*

*Investing in fixed-income securities involves certain risks, such as market risk if sold prior to maturity, and credit risk, especially if investing in high-yield bonds, which have lower ratings and are subject to greater volatility.*

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**About the author**

David Keator is a partner at Keator Group. Contact him at (877) 532-8671.

# Go beyond “open wide”...



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# No-flow flowables for ‘Beautiful’ restorations

**By Howard S. Glazer, DDS,  
FAGD, FACD, FICD, FASDA, FAAFS**

That's not a spelling error in the title. I have intentionally spelled it to mimic the name of the non-runny, non-flowable resin material I will discuss.

Resin dentistry has come a long way since the early days of silicates. Both patients and dental professionals have demanded restorative materials that are functional, durable, versatile and esthetic. Imagine, if you will, a material that is a base, liner and restorative all in one tube.

Shofu has developed just such a product: Beautiful Flow Plus. This new flowable resin is a sculptable, non-flowing resin available in two formulations: Foo and Fo<sub>3</sub>. Those designations mean that it flowed zero millimeters when an amount was placed on a pad and held vertically for one minute. Similarly, the Fo<sub>3</sub> flowed only 3 mm during one minute. Both formulations contain the proprietary GIOMER chemistry and S-PRG fillers, which release and recharge fluoride like a glass ionomer.

The GIOMER chemistry is important. GIOMERS have an anti-plaque effect by providing a smoother surface when photo-cured. Furthermore, they aid in the reinforcement of tooth structure by forming an acid-resistant layer as well as helping to remineralize dentin. Recently, the ADA published the results of an eight-year GIOMER study, conducted at the University of Gainesville in Florida, that showed no secondary caries, no restorative failures, no post-op sensitivity and a 95 percent retention of luster on the restoration.

Beautiful Flow Plus stays where it is placed and does not require a more traditional composite resin to be placed on top to complete the restoration as some bulk fills do. It is approved for all cavity preparation classification. There are nine shades for Foo, including an opaque, incisal and bleach white. For Fo<sub>3</sub>, there are 12 shades, including a unique Ao<sub>5</sub>, "milky" and cervical shade. Once photo-cured, the materials are about 95 percent finished and polished, and a very high gloss can be achieved using the One Gloss and Super Snap Singles polishing systems (Shofu).

As you will see in the cases that follow, Beautiful Flow Plus is a very useful product that allows us to emphasize our artistic ability in the art and science of dentistry.

## Case I

The patient is a 33-year-old male who had neglected his dental hygiene for several years and had a history of chewing gum and parking it in his cheek when on the



Fig. 1 Photos/Provided by Howard S. Glazer, DDS, FAGD, FASDA



Fig. 2



Fig. 3



Fig. 4



Fig. 5



Fig. 6

## Here at Yankee

For more information on Beautiful Flow Plus, stop by the Shofu Dental booth, No. 1228.

telephone or focusing on his work. He presented with several areas of severe cervical erosion. These were successfully restored using a #35 inverted cone carbide and SmartBur II #4 round (both SS White) and then BeautiBond and Beautiful Flow Plus Fo<sub>3</sub> Ao<sub>3</sub> opaque shade and then Foo shade A3.

Fig. 1: Pre-op photos of the lower left first and second premolars and first and second molars showing cervical decay.

Fig. 2: Post-op photos of the lower left first and second premolars and the lower left first molar.

## Case II

The patient is a 63-year-old male with a

history of sucking on lemons. The upper right cuspid enamel had been eroded, and the patient had mild sensitivity. The canine was restored using a #34 inverted cone bur (SS White), and the restoration was performed with Beautibond and Beautiful Flow Plus Foo shade A3O Opaque and A3.

Fig. 3: Pre-op photo of the upper right cuspid. Note the large area of enamel erosion.

Fig. 4: Post-op photo of the upper right cuspid. Erosion restored with "invisible" margins.

## Case III

The patient is a 42-year-old male who fractured the upper right central incisor opening a package. The tooth was restored using a Fissurotomy bur (SS White) to create the enamel bevels and BeautiBond and Beautiful Flow Plus Foo A2.

## About the author



**HOWARD S. GLAZER, DDS, FAGD, FICD, FASDA, FAAFS**, is a past president of the AGD and former assistant clinical professor in dentistry at the Albert Einstein College of Medicine in Bronx, N.Y. He is the deputy chief forensic dental consultant to the OCME-NYC.

Named as one of the "Leading Clinicians in Continuing Education" by Dentistry Today, he lectures and publishes internationally on the subjects of cosmetic dentistry and forensic dentistry. Contact him at 810 Abbott Blvd., Fort Lee, N.J. 07024, by phone at (201) 224-2705 or e-mail [hglazer264@aol.com](mailto:hglazer264@aol.com).

Fig. 5: Pre-op photo of the upper left central incisor fracture.

Fig. 6: Post-op photo of upper left central incisor.

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