

# today



## Caméra conçue pour les dentistes

La EyeSpecial C-II de Shofu Dental est conçu entièrement pour la dentisterie.

**Camera made for dentists**  
Shofu Dental's EyeSpecial C-II is all about dentistry.

»page 4



## Plus de dentistes optent pour l'électrique

Midwest E se joint à la gamme de pièces à main de DENTSPLY Canada.

**More dentists going electric**  
Midwest E joins DENTSPLY Canada's handpiece lineup.

»page 16



## Instaurer la confiance

Les sites web de InfoSign Media séduisent les patients et inspirent confiance.

**Building trust**  
InfoSign Media websites and marketing assistance attract patients and instill trust.

»pages 18



• Des participants se rassemblent le matin avant l'ouverture des portes du hall d'exposition et des salles de cours qui prenaient place l'an dernier aux Journées dentaires internationales du Québec (JDIQ). (Photos/ filière photos *today*). • Attendees gather in the morning prior to doors opening to the exhibit hall and the education sessions getting underway at last year's Journées dentaires internationales du Québec (JDIQ). (Photos/*today* file photos)



• L'an dernier aux JDIQ, les participants se dirigeaient vers une grande variété de sessions éducatives accédant par escaliers roulants aux étages supérieurs du Palais des Congrès de Montréal. • Escalators take attendees to the wide variety of educational sessions on the upper floors of the Montréal Convention Centre at last year's JDIQ.

## C'est parti *Let's get started*

Les JDIQ sont ouvertes pour les affaires, le plaisir et l'éducation

*JDIQ is open for business, education, fun*

■ Bienvenue aux Journées dentaires internationales du Québec 2015, ainsi que la journée d'ouverture du hall d'exposition.

Aujourd'hui et demain, vous pouvez retrouver plus de 225 compagnies dans 500 kiosques, dans un espace de 133,563 pc. Plus de 2 000 représen-

■ Welcome to the 2015 Journées dentaires internationales du Québec and opening day of the exhibit hall.

Today and tomorrow's exhibition hall features more than 225 companies in 500 booths in the 133,563-square-foot space. More than 2,000 company representatives are here to help you see, compare and make decisions on new furniture, equipment, instru-

**PARTI** "from page 1

tants d'entreprises sont ici pour vous montrer et vous aider à prendre une décision en comparant de nouveaux produits, des équipements, des instruments et des services.

La portion éducative au programme du congrès comprend plus de 125 conférenciers de marques provenant du Canada, des États-Unis et de l'Europe. Ceux-ci présenteront plus de 175 sessions de formation en anglais et en français durant le congrès de cinq jours.

Utilisez les codes QR afin de télécharger gratuitement l'application mobile JDIQ 2015 ou directement à partir de votre appareil intelligent (App store ou Google Play). Pour plus d'informations, consulter le site [www.odq.qc.ca/congrès](http://www.odq.qc.ca/congrès).

Un déjeuner continental démarre les activités du hall d'exposition chaque matin. Donc, si vous l'avez manqué ce matin, assurez-vous de le planifier pour demain matin de 8:00 à 9:00.

Aujourd'hui, l'agenda est rempli avec une grande variété de sujets qui couvrent toutes les facettes de la dentisterie. Parmi les sujets : la nutrition, l'anesthésie locale, le contrôle de l'infection, la restauration d'implants, la dentisterie restauratrice directe, les urgences médicales dans la clinique dentaire, les matériaux tout en céramique et la CFAO, le travail d'équipe et la communication et la gestion des patients sous inhibiteurs de la résorption osseuse.

La variété et la profondeur des sujets se continuent demain, incluant: l'orthodontie, les rendez-

**STARTED** "from page 1

ments, techniques and other products and services.

The meeting's educational program has more than 125 prominent speakers from Canada, the United States and Europe presenting approximately 175 educational sessions in English and French during the five-day convention.

Be sure to download the free mobile app, JDIQ 2015, to your smart phone or tablet via the App Store or Google Play. Or access the app via the QR codes on the meeting website, [www.odq.qc.ca/convention](http://www.odq.qc.ca/convention).

A free continental breakfast helps get the exhibit hall going each morning, so if you missed it this morning, be sure to plan on it for tomorrow, from 8-8:30 a.m. A wine and cheese social, from 4-5 p.m., is scheduled for both days of the exhibit hall (today and tomorrow).

Today's agenda is filled with a wide variety of topics covering the latest advancements in all areas of dentistry. Among the topics: nutrition, local anesthesia, infection control, restoring implants, direct restorative dentistry, medical emergencies in the dental office, all-ceramic materials and CAD/CAM, teamwork and communication, and managing patients on osteolytic inhibitors.

The variety and depth of topics

vous manqués, la gestion du stress, la perte auditive dans la profession dentaire, le traitement des patients atteints de cancer, les suppléments alimentaires et la santé buccale; les nouveaux matériaux prothétiques et techniques; les techniques du laser pour les cas de parodontie; les implants dentaires pour les quadrants édentés; la politique nationale des soins dentaires du Brésil, ainsi que plusieurs présentations avec des professionnels dentaires du Corps dentaire royal canadien qui célèbre son 100e anniversaire cette année.

Les conférenciers en vedette à cette 45e édition des JDIQ sont les docteurs Jeff Brucia, Joseph Choukroun, Gerard Kugel, Karl Koerner, Isabelle Fontaine, Reginaldo Bruno Goncalves, Lou Graham, Jack Griffin, Manor Haas, Gilles Lavigne, Brahm Miller et Sonia Leziy, Mel Hawkins et

John Molinari pour n'en nommer que quelques-uns. Plusieurs sujets de pointe sont offerts notamment sur la TVFC et l'apnée du sommeil.

Fiers partenaires de l'Association dentaire française, les JDIQ offrent une séance sur la dentisterie restauratrice avec les docteurs Antoine Oudin, Anne-Sophie Vaillant-Corry et Gauthier Weisrock.

Plusieurs autres présentations, panels et ateliers sont prévus avec les détails disponibles dans le programme ou sur l'appli. Plusieurs ateliers sont déjà complets.

Un crédit C.E. par jour est attribué en visitant le hall d'exposition. Assurez-vous de faire enregistrer votre badge avec le lecteur optique à l'entrée.

(Source: Journées dentaires internationales du Québec)



Le hall d'exposition est ouvert aujourd'hui de 8h à 18h et mardi de 8h à 17h.. (Photo/gracieuseté de JDIQ) - The exhibition hall is open today from 8 a.m. to 6 p.m. and on Tuesday from 8 a.m. to 5 p.m. (Photo/Provided by JDIQ)

continues tomorrow, including: orthodontics; broken appointments; stress management; hearing loss in the dental profession; care of patients with cancer; dietary supplements and oral health; new prosthetic materials and techniques; laser techniques in periodontal cases; dental implants for the edentulous arch; national oral health policy care in Brazil; and several presentations from dental professionals with the Royal Canadian Dental Corps, which is celebrating its 100th anniversary this year.

Featured speakers for this, the 45th edition of the meeting, include Drs. Jeff Brucia, Joseph Choukroun, Gerard Kugel, Karl Koerner, Jack Griffin, Manor Haas, Brahm Miller, Sonia Leziy, Mel Hawkins, Lou Graham and John Molinari. Numerous advanced

topics are on the agenda, including cone-beam computed tomography and sleep apnea.

In partnership with the Association Dentaire Française (French Dental Association), the JDIQ will offer a lecture on restorative dentistry with Drs. Antoine Oudin, Anne-Sophie Vaillant-Corry and Gauthier Weisrock.

Many other lectures, panels and workshops are scheduled, with details available in the program and via the app. Many of the workshop courses have already sold out.

One C.E. hour per day can be earned by visiting the exhibit hall. Just be sure to have your badge scanned at the entrance.

(Source: Journées dentaires internationales du Québec)

**today** About the Publisher

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**dti** Dental Tribune International

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\*Brinker, S. (2015, January). HIPAA compliance and digital photography with personal mobile devices. *Dental Products Report*, 76-80.



# La caméra numérique SMART conçue exclusivement pour la dentisterie

· La Shofu EyeSpecial C-II.  
(Photo/Shofu Dental Corp.)  
· Shofu's EyeSpecial C-II. (Photo/  
Provided by Shofu Dental Corp.)



## La corporation Shofu Dental présente la EyeSpecial C-II aux JDIQ

Par l'équipe Shofu Dental Corp.

■ La caméra dentaire numérique EyeSpecial C-II est conçue exclusivement pour la dentisterie et se distingue avec ses 12 mégapixels et huit modes de prise de vues qui sont plus faciles, plus rapides et plus repro-

ductibles, afin d'obtenir la meilleure qualité d'image. La EyeSpecial C-II est munie d'une lentille d'approche de 49 mm, un fonctionnement intuitif à touche unique, un design de boîtier élégant et un grand écran tactile à

\*CAMÉRA, page 6



### Ici aux JDIQ

Visitez Shofu au kisoque #2006 aujourd'hui pour une démonstration en directe de la EyeSpecial C-II. Avec chaque achat au congrès, recevez un boîtier de rangement (valeur de \$100). Pour plus d'information ou pour des vidéos éducatifs, visitez [www.shofu.com](http://www.shofu.com) ou contactez la Corporation Shofu Dental au (800) 827-4368.

### Here at the JDIQ

Visit Shofu in booth No. 2006 today for a live demonstration of the EyeSpecial C-II. With every purchase at the show, receive a storage case free (\$100 value). For more information or educational videos, visit [www.shofu.com](http://www.shofu.com) or contact Shofu Dental Corp. at (800) 827-4638.

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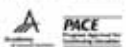
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**Smart  
camera  
designed  
exclusively  
for dentistry**

**EyeSpecial C-II from  
Shofu Dental Corp.**

■ The EyeSpecial C-II digital dental camera is designed exclusively for dentistry and features 12 megapixels and eight shooting modes that are easier, faster and more reproducible to ensure the best quality of images are achieved. The EyeSpecial C-II offers a high-performance, 49 mm close-up lens, intuitive one-touch operations, an ultra lightweight sleek body design and a large LCD touchscreen, which allows the user to view and scroll through images effortlessly, even with a gloved hand.

Designed to produce high-quality images, EyeSpecial C-II has exceptional depth-of-field range, fast autofocus and anti-shake capabilities – as well

\*CAMERA, page 6

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La Shofu EyeSpecial C-II a été conçu spécifiquement pour la photographie dentaire et orthodontique, pour les présentations de cas et le travail de laboratoire. (Photos/Shofu Dental Corp.)

Shofu's EyeSpecial C-II was specifically designed for dental and orthodontic photography, case presentations and lab work. (Photos/Provided by Shofu Dental Corp.)



## CAMÉRA “from page 4

cristaux liquides, qui permet à l'utilisateur de visionner et de défiler les images sans effort même avec les mains gantées.

Conçue pour donner des images de qualité supérieure, la EyeSpecial C-II possède une plage de profondeur de champ exceptionnelle, des capacités de mise au point automatique et rapide, de l'anti-vibration en plus d'un filtre anti réflexion contre les rayons UV et infrarouges pour aider à obtenir des images de grande qualité. Résistante à l'usure et aux éraflures en plus de résister à l'eau et aux désinfectants ; caractéristique essentielle pour le contrôle des infections dans la clinique.

Conçue pour la photographie dentaire et d'orthodontie, la présentation de cas ou pour le travail en labora-

toire, l'utilisation de la EyeSpecial C-II est extrêmement conviviale et peut être facilement utilisée avec une seule main, libérant ainsi l'autre main pour manipuler un écarteur ou un miroir. Une carte 4 GB SD HC est incluse avec la EyeSpecial C-II. Cependant, la caméra est aussi compatible avec la carte Eye-Fi offrant donc la possibilité de transférer ou de télécharger les images automatiquement à un ordinateur, une tablette ou un téléphone intelligent.

La EyeSpecial C-II est livrée avec une carte 4 GB SD HC, quatre piles AA, une dragonne, un objectif macro de Kenko 49 mm de haute performance pour les prises rapprochées, un câble de raccordement pour ordinateur, et une carte d'étalonnage, un stylo Shofu et un linge nettoyant. De plus, le logiciel de gestion d'images breveté SureFile est disponible en téléchargement gratuit. Ce logiciel breveté permet à l'utilisateur de trier automatiquement les images via le nom du patient ou un numéro d'identification, économisant du temps.

La caméra EyeSpecial C-II de Shofu est conçue exclusivement pour la dentisterie et ajoute une efficacité constante pour vos besoins de photographie dentaire. Pour plus d'information ou pour des vidéos éducatifs, visitez [www.shofu.com](http://www.shofu.com) ou contactez la Shofu Dental au (800) 827-4368.

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## CAMERA “from page 4

as infrared, UV and anti-reflection filters, according to the company. It is scratch- and scuff-resistant as well as water- and chemical-resistant, which are all essential for infection control in the operatory.

### Easy to hold with one hand

Ideal for dental/orthodontic photography, case presentations and at the bench in a laboratory, according to the company, the EyeSpecial C-II is extremely user friendly and can be held comfortably with one hand, freeing the other to manipulate a cheek retractor or mirror.

Included with the EyeSpecial C-II is a 4-GB SDHC card, but the camera is also compatible with a wireless SD card, such as an Eye-Fi card, enabling images to be automatically transferred and uploaded onto a computer, tablet or smartphone.

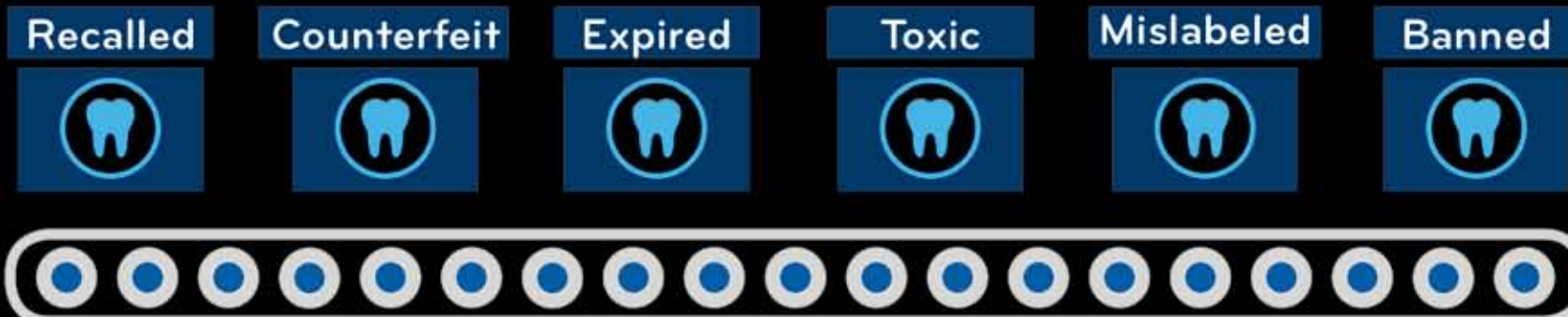
The EyeSpecial C-II comes with the 4-GB SDHC card, four AA batteries, a high-performance Kenko 49 mm macro lens for close-up shots, computer connection cord and hand strap, flash calibration card, Shofu stylus and cleaning cloth as well as SureFile photo management software, which is available as a free download. This proprietary software enables the user to automatically sort and file images by patient name or ID number to save time.

Shofu's smart EyeSpecial C-II is designed exclusively for dentistry and adds consistency and efficiency to all your dental photography needs, according to the company.

For more information or educational videos, visit [www.shofu.com](http://www.shofu.com) or contact Shofu Dental Corp. at (800) 827-4638.

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Potentially unsafe "Gray Market" or illegal "Black Market" refers to products and materials often found at deep discounts through unauthorized channels. These include products that are:

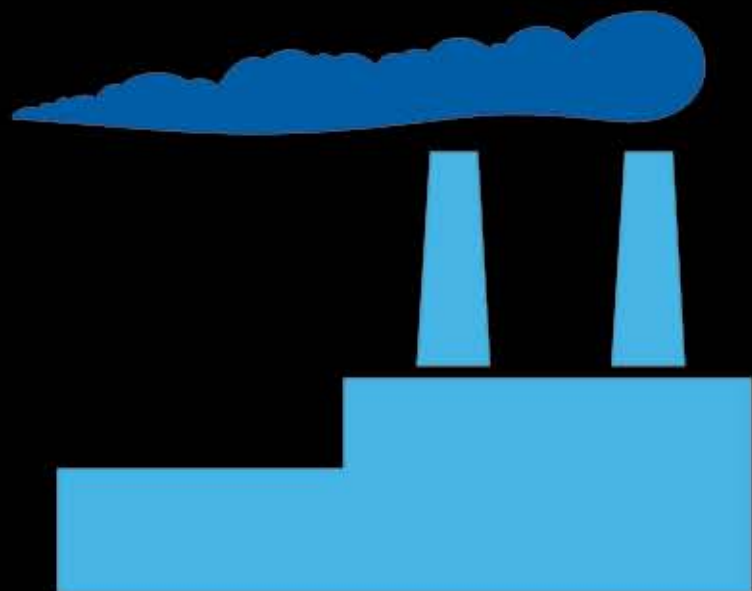


## \$6 BILLION

The U.S. dental supply market is a \$6 billion industry\*



Some estimate nearly 15% of the U.S. dental market is gray or black\*\*



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One manufacturer estimated 5-8% of products carrying their label were in fact counterfeit\*\*\*

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Deep-discount dental products that appear "too good to be true" are often just that. While low prices are appealing, the risks may outweigh the rewards. Protect your dental patients from potentially unsafe gray market and illegal black market products. Learn more about gray market dental supplies and Patterson's commitment at [DentalSupplyIntegrity.com](http://DentalSupplyIntegrity.com).



\*"Dental Equipment and Supplies Manufacturing in the U.S. and Its International Trade" Supplier Relations US, LLC, Irvine, CA, February, 2014.

\*\*"Shades of Gray" Mentor, Santa Ana, CA, December, 2013.

\*\*\*"Are you using 'gray-market' or counterfeit dental products?" Journal of American Dental Association, June, 2010.

# Le système Isolite, une technologie d'isolation buccale



- Isolite embouts buccaux sont disponibles en cinq grandeurs.  
(Photos/Gracieuseté d'Isolite Systems)
- Isolite Mouthpieces are now available in six patient-friendly sizes.  
(Photo/Provided by Isolite Systems)

■ L'isolation buccale est parmi les défis de base en dentisterie. La bouche est un environnement difficile pour le travail : c'est sombre, trempé, la langue est un obstacle en plus de l'humidité de la respiration, ce qui rend les procédures dentaires encore plus difficiles. L'isolation buccale et le contrôle de l'humidité sont des facteurs qui ne sont pas souvent considérés et peuvent altérer la longévité du travail effectué, spécifiquement avec les techniques et matériaux de pointe utilisés aujourd'hui.

## Ici aux JDIQ

Visitez Isolite au kiosque #1821 aux JDIQ, ou visitez: [www.isolitesystem.com](http://www.isolitesystem.com).

## Here at the JDIQ

Visit Isolite in booth No. 1821 at the JDIQ, or go to [www.isolitesystem.com](http://www.isolitesystem.com).

Les méthodes les plus populaires depuis longtemps sont : la digue de caoutchouc ou la succion, ainsi que l'utilisation de rouleaux de coton et de coins absorbants. Toutes ces méthodes demandent beaucoup de temps et ne sont pas des plus confortables pour le patient.

Arrive le système Isolite: cette technologie d'isolation buccale donne un champ de travail sans humidité, aussi sec qu'avec une digue de caoutchouc, mais avec des avantages significatifs tels que : un meilleur accès, une plus grande

\* ISOLITE, page 10

AD

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IN CONJUNCTION WITH

## Isolite Systems delivers dental isolation

■ Dental isolation is one of the most common and ongoing challenges in dentistry. The mouth is a difficult environment in which to work. It is wet and dark, the tongue is in the way, and there is the added humidity of breath, which all make dentistry more difficult. Proper dental isolation and moisture control are two often overlooked factors that can affect the longevity of dental work – especially with today's advanced techniques and materials.

Leading dental isolation methods have long been the rubber dam – or manual suction and retraction with the aid of cotton rolls and dry angles. Both of these methods are time and labour intensive and not particularly pleasant for the patient.

Enter Isolite Systems: Its dental isolation systems deliver an isolated, humidity- and moisture-free working field as dry as with the rubber dam but with significant advantages, including better visibility, greater access, improved patient safety and a leap forward in comfort. Plus, it allows dentists to work in two quadrants at a time.

The key to the technology is the "Isolation Mouthpiece." Compatible with Isolite's full line of products, the mouthpiece is the heart of the system. It is specifically

\* ISOLITE, page 10



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