

# today



### Scenes from the Chicago Midwinter

Grab a cup of coffee, watch the Olympics with your colleagues and test out some products.

»pages 4 & 5



### A view from up in the clouds

Mother Nature getting in the the way of your dental practice? Now you don't have to let her win.

»page 5



### And the news report is in

Independent review confirms benefits of triclosan/copolymer in fluoride toothpaste

»page 8

## A 'mosaic' of products

**KaVo Kerr Group uses innovative venue, methods to launch 20 new products**

■ The KaVo Kerr Group used one of Chicago's most innovative venues Friday evening to launch a portfolio of 20 new products – all linked across the organization's newly formed global platform of brands.

The "Mosaic of Dentistry" event took place at the Chicago Illuminating



• Guests at the KaVo Kerr Group's 'Mosaic of Dentistry' event enjoy a cocktail before the main portion of the evening gets under way. (Photos/Fred Michmershuizen, *today* Staff)

By *today* Staff

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• Kara Keller, RDA, takes her photo with a 'Ninja Turtle' at the Colgate booth, No. 1818. (Photo/Sierra Rendon, *today* Staff)

## On the cutting edge

**Attendees at the 149th Midwinter Meeting have the opportunity to expand horizons with the latest advancements**

By Fred Michmershuizen, *today* Staff

■ It's the Chicago Dental Society's 149th Midwinter Meeting, and more than 30,000 dental professionals have gathered here at McCormick Place in Chicago to see firsthand the latest and most innovative advancements.

"This meeting's intent is to provide every member of the dental team an opportunity to expand their knowledge of the art, science and practice of dentistry through groundbreaking technologies, hands-on courses and in-depth educational programs," said Dr. Richard S. Holba, president of CDS.

On the exhibit hall floor, there's plenty to take in.

KaVo Kerr Group – a global portfolio of dental brands – is featuring 20 new products here in Chicago.

Among them are the new Elements-Free cordless obturation unit and TF Adaptive NiTi file system, available from Axis | SybronEndo (booth No. 1111); new Custom Direct Abutments and InterActive implant systems, available from Implant Direct (booth No. 1111); the new Op300 Maxio digital panoramic imaging system, featuring a new medium field-of-view,

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**EDGE** \*from page 1

available from Instrumentarium (booth No. 1005); and the new 3000 dental chair, featuring the Narrow Back Advantage and new enhanced industrial design, available from Pelton & Crane (booth No. 1213).

"Our commitment to enhancing the standard of care that our clinicians provide through efficient workflows and simplification of dentistry is on full display in Chicago," said Matt Garrett, vice president of marketing for KaVo Kerr Group. "We are thrilled to be delivering a broad array of innovations represented by brands our clinicians use and trust every day."

At Ivoclar Vivadent, there's lots of excitement about e.max ceramic, which is ideal for correcting cracked or chipped teeth, discoloration or



The folks at Coltene Whaledent (booth No. 3600) are kind enough to broadcast live coverage of the Olympics during this year's Midwinter Meeting. On Friday morning, the U.S. men's hockey game drew a small crowd. (Unfortunately, the United States lost.) (Photo/Fred Michmershuizen, today Staff)

unsightly metal restorations. You can stop by the company's booth (Nos. 1417, 1617) to get your picture taken and be interviewed for social media about this and many other products.

Tapmaster (booth No. 1402) offers a distinctive patented technology that uses the existing water pressure in your water lines to activate your faucet. The result is a reliable, convenient, hands-free method of turning

water on and off that is easy to install and ecologically friendly.

3Shape (booth No. 1647) is demonstrating its recently released Dental System 2014, the coming innovations in Dental System 2015 and showcasing an array of exciting new developments to its TRIOS digital-impression solution.

The exhibit hall is open until 5:30 p.m. today.

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# Scenes from Chicago



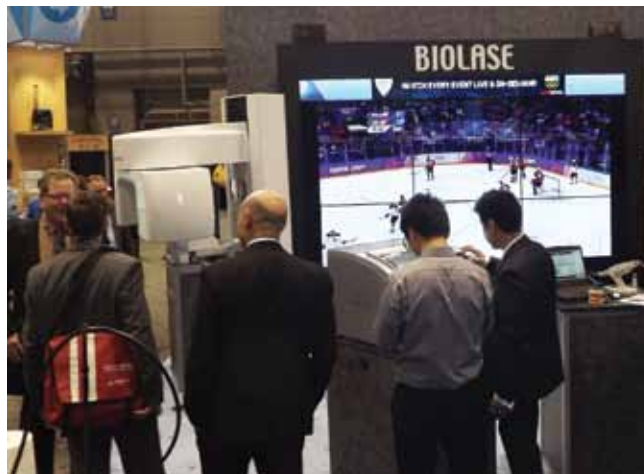
• Visit the barista at the Sesame Communications booth, No. 4239, for some coffee and stay to learn about some of the company's Internet and social-media solutions.



• Shannon Tate hands out new Krazy Cone face masks at the DEFEND booth, No. 2115.



• Dr. Richard Goldman works with an attendee at the Parkell booth, No. 4200.



• Hate to miss the Olympics? Stop by the Biolase booth (No. 4445) and catch some events on the big screen. Stay to learn more about some of the company's bestsellers, like the WaterLase.



• Visit the Planmecha booth, No. 3414, to ask about the company's newest technology.



• Kylie Beacco and Suzanne Wilson of Opalescence by Ultradent hand out teeth-whitening samples to attendees at the company's booth, No. 4418.



• Kimberlee Winterton of Aribex, booth No. 1009, works with an attendee Friday morning.

**Photos by Fred Michmershuizen  
and Sierra Rendon, today staff**



• From left, Fern Ingber, president and CEO of the National Children's Oral Health Foundation: America's ToothFairy; Thomas M. Prescott, chairman of the board; and Dr. Gordon Christensen, board member, participate in the annual 'Celebration of Smiles' event Thursday evening. (Photo/Eric Seid, *today* staff)



• Howard Wolf and Martin Wolf of Flow Dental speak to Thomas Weidingh at the company's booth (No. 905) Friday morning.



• It's the Chicago Dental Society's 149th Midwinter Meeting. How many have you been to?



• Peter Pubben, left, and Corinne Toporowski of Tapmaster (booth No. 1402).



• Bryan Nichols, vice president of operations at Zirc (booth No. 2908), helps attendees find the best products for their needs Friday morning.



• Mark Cosover shows an attendee all the benefits of the CoolJaw's hands-free cold therapy at booth No. 4144.

## Making things happen from up in the cloud

By Fred Michmershuizen, *today* Staff

■ The folks from web-based dental software provider Curve Dental held a breakfast Friday morning for its VIP customers, admirers and members of the press.

Fittingly, the event was held up on the 29th floor — so attendees could literally look down on the Chicago skyline from up in the cloud.

Those in attendance said they like Curve's cloud-based practice management software because of the freedom and versatility it offers, a point underscored by the always affable Andy Jensen, chief marketing officer of Curve, who mentioned the recent weather emergency that crippled Atlanta.

"That's an unexpected reduction in production, and the only way you can get that production back is get on the phone as quickly as possible and reschedule all those patients who couldn't come to the practice," Jensen said. "If your practice is on the cloud, you can start making those phone calls from home, or even your office manager can pick it



From left: Genevieve Poppe, Debra Engelhardt-Nash, Terri Benish, RDH, and Andy Jensen at Curve Dental's breakfast Friday morning. Poppe and Benish run a five-office practice in Wisconsin using Curve Dental's cloud-based dental software. (Photo/Fred Michmershuizen, *today* Staff)

up and start making calls from home, and have all those appointments rescheduled before the day is even over with."

It's just one of the many advantages to being on

the cloud, Jensen said.

To learn more, visit [www.curvedental.com](http://www.curvedental.com) — or simply look for the folks in the orange shirts at booth No. 4801 here at the Midwinter Meeting.

**MOSAIC** *from page 1*

Company, housed in a former power plant/warehouse that dates to the early 1900s – just blocks away from McCormick Place and the Chicago Midwinter Meeting.

It was a suiting venue for the evening's theme: the critical role that innovative products play in dentistry – and patient care.

The evening's host, Dr. Lou Shuman, president of The Pride Institute, said: "Sure, we fix cavities and straighten teeth. Sure, we give people better-looking smiles. ... But we're really in the business of providing great care and improving the quality of life of the people we serve. And everyone here is part of this fabric – this mosaic of dentistry."

With that, the event took on the aura of an upscale fashion show, with top executives and brand managers coming out one at a time as if on a runway – with music and lights completing the mood.

And just like a fashion show, each of the 20 products they represented was briefly described.

Next, attendees were presented with another surprise, when the venue seemed to transform again, this time turning into a private exhibit hall, with each of the products represented. Attendees were invited to participate in hands-on demonstrations



• **Guests enjoy a cocktail reception sponsored by KaVo Kerr Group on Friday evening.**

and meet directly with the leadership teams behind each of the products.

The variety of products and brands on display clearly demonstrated the breadth of KaVo Kerr Group's portfolio of dental brands and operating companies. Those brands include KaVo, Kerr, Kerr Total Care, Pentron, Axis | SybronEndo, Orascoptic, Pelton & Crane, Marus, DCI Equipment, Gendex, DEXIS, Instrumentarium, SOREDEX, i-CAT, NOMAD, Implant Direct and Ormco.

Among the 20 products introduced: MASTERtorque M8900L handpieces from KaVo; the Demi Ultra Curing Light and an enhanced SonicFill from Kerr; the CariVu caries detection device from DEXIS; the i-CAT FLX MV CBCT from i-CAT; the ElementsFree cord-free obturation unit from Axis | SybronEndo; the Op300 Maxio digital panoramic imaging system from Instrumentarium; the Pro II handheld



• **Dr. Lou Shuman delivers a heartfelt welcome message to attendees at KaVo Kerr Group's 'Mosaic of Dentistry' event Friday night.**

intraoral X-ray unit from NOMAD; Nano HD loupes from Orascoptic; the 3000 dental chair with "Narrow

Back Advantage" from Pelton & Crane; and the NuStar SII dental chair from Marus.

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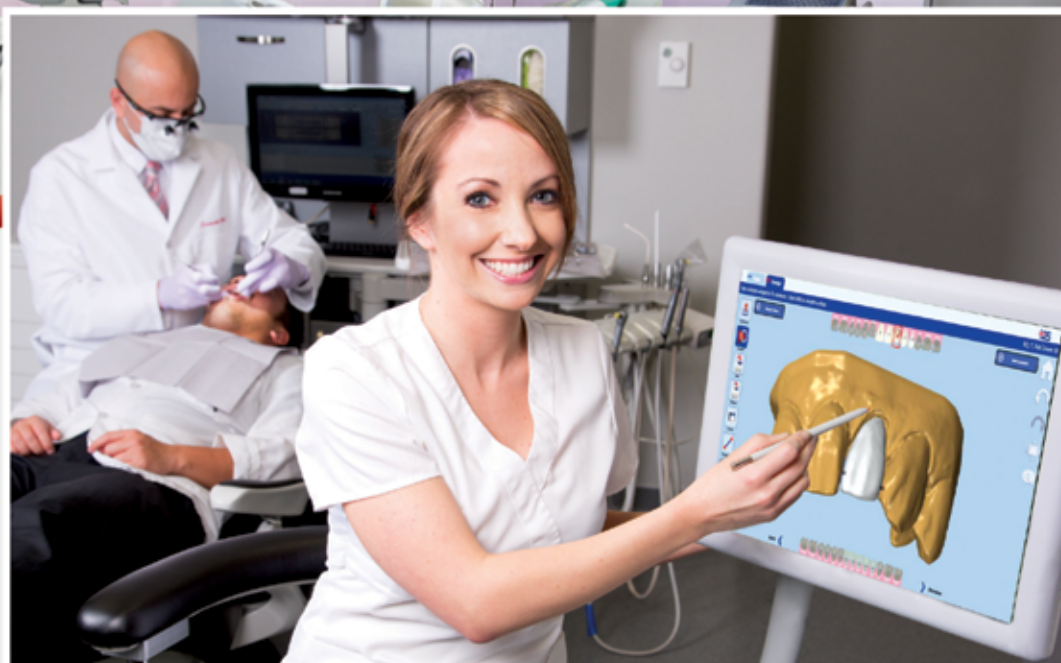
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# Colgate touts findings of independent review

## Cochrane Review confirms clinical benefits of triclosan/copolymer formula in Colgate Total

By Sierra Rendon, *today* staff

■ A trio of Colgate executives gathered here in Chicago Friday morning to announce the positive findings of an independent review on the triclosan/copolymer formula in Colgate Total® toothpaste.

"I am pleased to confirm that one of our most noteworthy contributions to helping to combat (periodontitis) is our introduction of the triclosan/copolymer system to fluoride toothpaste, which is found in our line of Colgate Total toothpastes," said Dr. Fotinos S. Panagakos, global director, scientific affairs and research relations for the Colgate-Palmolive Company.

Panagakos, along with Gavin du Toit, marketing director for Colgate Oral Pharmaceuticals, and Robert A. Faiella, DMD, immediate past president of the American Dental Association, were on hand to answer questions about the



• A stream of attendees waits in line to learn more about Colgate Total and all its benefits at the Colgate booth, No. 1818. (Photo/Sierra Rendon, *today* Staff)

Colgate Total formula and the independent review.

The review was conducted by the Cochrane Oral Health Group, which carries out systematic reviews of primary research in human health care and health policy that are internationally recognized as the highest standard in evidence-based health care.

Entitled "Triclosan/copolymer-containing toothpastes for oral health," the Cochrane Review evaluated the effects of triclosan/copolymer-containing fluoride toothpastes, as compared with traditional fluoride toothpastes, for the long-term control of caries, plaque and

### Here in Chicago

For more information about all Colgate Total products, stop by the booth, No. 1818, or visit [www.colgateprofessional.com](http://www.colgateprofessional.com).



gingivitis in both children and adults.

The Cochrane Review evaluated 30 studies dating from 1990 to 2012 in which 14,835 participants were randomized to receive either a triclosan/copolymer-containing fluoride toothpaste or a traditional fluoride toothpaste that did not contain triclosan/copolymer.

The toothpaste used in the studies containing the triclosan/copolymer system and fluoride was Colgate Total.

The resulting data highlighted the many clinical benefits of using a triclosan/copolymer-containing fluoride toothpaste and concluded there was no evidence of harmful effects associated with the use of triclosan/copolymer toothpastes.

Some key findings of the Cochrane Review include:

- After six or more months of use, fluoride toothpaste containing triclosan/copolymer provided a 22 percent reduction in plaque as compared with traditional fluoride toothpaste. It also provided a 41 percent reduction in plaque severity as compared with traditional fluoride toothpaste.

- After six or more months of use, fluoride toothpaste containing triclosan/copolymer provided a 22 percent reduction in gingivitis compared with traditional fluoride toothpaste. It provided a 48 percent reduction in gum bleeding compared with traditional fluoride toothpaste.

"I commend the Cochrane Oral Health Group for taking the time to conduct a rigorous review of the clinical studies performed on the fluoride toothpaste containing triclosan/copolymer," Panagakos said. "I have no doubt that this noteworthy review will draw further attention to the topic of gum disease, which is a prevalent oral health issue..."

For the full text of the Cochrane Review, please visit <http://online.library.wiley.com/doi/10.1002/14651858.CD010514.pub2/abstract;jsessionid=217E52E32B87ADA7C2AD66C3244DFF12.f01t03>.

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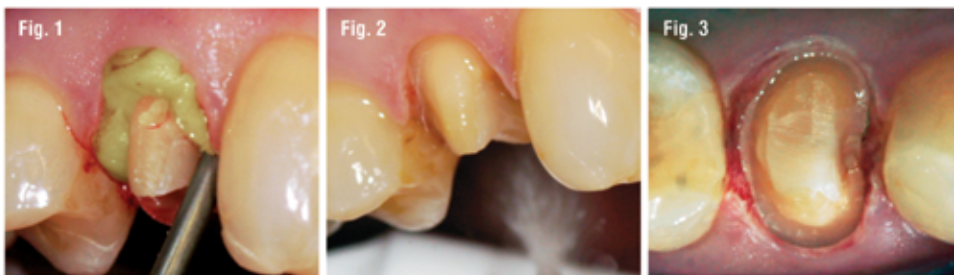


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Clinical photos courtesy of Dr. Harry Long, Wayne, NJ.



**Fig. 1**  
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**Fig. 2**  
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**Fig. 3**  
The clean and retracted gingival sulcus, exposing the complete finished margin of the prepared tooth.

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