Greater New York Dental Meeting · Nov. 26–29, 2023 Vol. 18, No. 2

DENTAL TRIBUNE today

NOV. 27 2023

A tale of a doctor and his chair

Come read about a dentist and his most trusted piece of equipment.

»page 9

Learning abounds

By Aaron Rothkopf, *today* Staff

■ Thousands of dental professionals are packing the Javits Convention Center as the 99th annual Greater New York Dental Meeting kicks off into its second full-fledged day.

More than 30,000 dental professionals are packing the exhibit floor and convention center to see the latest in dental technologies, practices and devices. Participants are hailing from more than 150 countries and almost every state in what is billed as one of the largest dental shows in the world.

Looking to top off your continuing education units? There are dozens

»see LEARNING, page 4

‹ Attendees listen to a seminar during the 2022 Greater New York Dental Meeting. There are multitudes of learning opportunities available before the close of the meeting on Wednesday. Check your mobile app for details. (Photo/*today* Staff)

Laugh your lunch away with comedian Mike Birbiglia

By *today* Staff

■ Lunch and laughs are in store for you today as Mike Birbiglia takes center stage for two hours of jokes.

The comedian, director and author will be the main event at the Greater New York Dental Meeting's Celebrity Luncheon between noon and 2 p.m.

Birbiglia has written and performed several award-winning solo plays, including "Sleepwalk with Me," "My Girlfriend's Boyfriend" and "Thank God For Joke."

Born and raised in Massachusetts, Birbiglia has also appeared in several TV shows, including the hit "Orange is the New Black" and filling in for Jimmy Kimmel in 2022.

Birbiglia has appeared on Broadway and has five comedy specials that are available to watch on Netflix.

The comedian says he got his first inspiration to write jokes at the age of 16 after seeing comedian Steven Wright.

Tickets to the two-hour celebrity luncheon are $75.

The future of teeth whitening is here

By GLO Science Staff

Teeth whitening, according to a recent survey conducted by the American Academy of Cosmetic Dentistry, is the most requested cosmetic dental procedure in the United States.

Today, we can see that those advancements can make professional strength, in-office teeth whitening a huge revenue generator in dental practices, all while making patients love their smile.

For many U.S. dental practices and DSOs, however, there is a perceived risk of teeth whitening causing sensitivity and, in turn, the practice receiving complaints from its patients.

There is also a concern that teeth whitening can be time consuming, with some procedures taking as long as 1.5 hours to 2 hours per patient.

Teeth whitening has come a long way, and there are new options available to utilize the value of teeth whitening in dental practices and DSO's.

(Photo/Provided by GLO Science)

Change for the brighter and better

GLO Science, a doctor-led, professional brand, is eliminating traditional "bulky-lamp" whitening treatments with its high-tech closed-mouth system and handheld unit that reaches the optimal temperature to get smiles up to 12 shades whiter, without causing dehydration, zingers, sensitivity or rebounding.

Patients are leaving the dental office with an instantly improved smile and greater satisfaction.

Additionally, the average chair time required for traditional teeth whitening is anywhere between 1.5 to 2 hours. With GLO's state-of-the-art, in-office, 16-minute treatment, offices are now able to seamlessly fit high-demand whitening treatments into office workflow.

GLO also provides hermetically sealed syringes and vials that do not require refrigeration or trays for application. GLO is also gluten free, vegan, cruelty free, recyclable, and proudly made in the United States.

The clear benefits of offering a new kind of whitening

While patient satisfaction is of the utmost importance for dental practices, GLO reports that dental offices are directly benefiting from offering this new kind of whitening in many other ways, namely a much higher rate of case acceptance and both acceptance and improved compliance in clear aligner treatment plans.

Given the popularity of, and high request for, clear aligners, GLO conducted studies to examine the effect of pairing teeth whitening with clear aligner therapy. The studies showed more patients accept clear aligner cases when teeth whitening is offered, and this is often in lieu of discounting the cost of the treatment.

Furthermore, the studies showed that when patients' teeth had been whitened at the beginning of clear aligner therapy, there was more compliance and less complaints from the patients. Seeing whiter and brighter teeth while the patients are waiting for their clear aligner trays to arrive to begin their treatment made them more excited about their pursuit of the "perfect smile."

More than 90 percent of patients reported they loved their whiter smile so much, they wore their trays for longer and complained less about treatment time because they adhered to their individualized aligner treatment plan.

Whiter smiles, as it turns out, is the perfect pairing for straighter smiles.

Future of teeth whitening is at home too

GLO does more than give your patients their whitest, brightest smiles with every session in the dental chair — it has developed two advancements in professional-strength, take-home teeth whitening that help patients keep their smile going between visits.

Patients can keep their smile going with sensitivity-free at home treatment. Offering a dual source of whitening to patients, in essence, doubles the dental offices' whitening revenue and helps to keep the patients' teeth whiter longer.

It is time for everyone to get GLOing with most advanced teeth whitening technology for both in-office and take-home treatments, which ensures the best experience and helps create patient loyalty, for life.

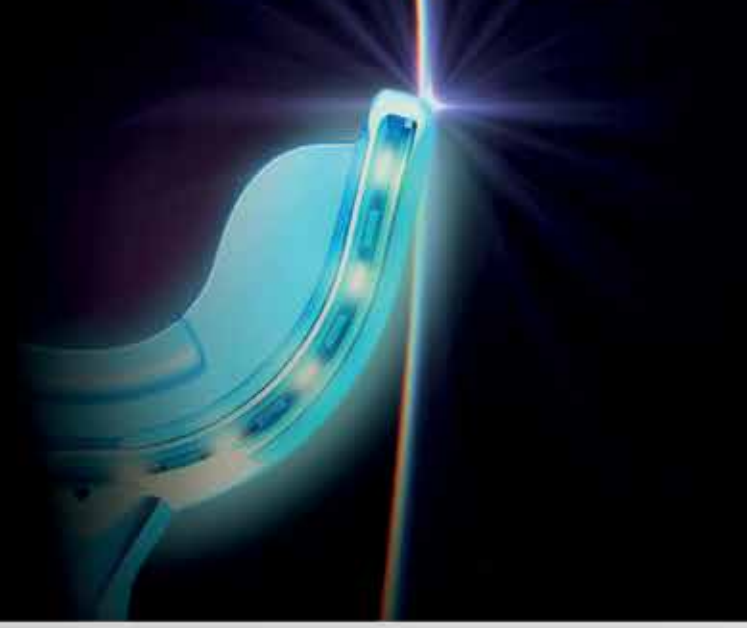
With every challenge traditional teeth whitening presents — from lengthy chair-side time to sensitivity and rebounding — GLO's new way of whitening has answered the call, giving patients and practices a brighter, whiter future.

Here in New York

To learn more about GLO Science's most advanced teeth whitening technology for both in-office and take-home treatments, visit *glosciencepro.com*.

NEXT GENERATION TECHNOLOGY

glo SCIENCE PROFESSIONAL + vVARDIS SWITZERLAND BIOMIMETIC DENTAL SCIENCE



THE ULTIMATE WHITENING EXPERIENCE

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Kickstart your transformation with our **16-minute in-office treatment,** achieving **up to 12 shades** of whiter teeth with **no sensitivity,** and get an **immediate result.** Suitable for ages 14 and up.

AT HOME TREATMENT

Continue your journey to a brighter smile seamlessly with our at-home teeth whitening kit solution. **In just 4 days, 16 minutes daily** to reveal **up to 10 shades** brighter, extending the benefits of your in-office treatment. Suitable for ages 14 and above.

AT HOME MAINTENANCE

Our **Whitening Vials** are perfect for **refilling** your At Home Whitening Kit and **maintaining** post-in-office treatment results. Ideal even if you're undergoing orthodontic treatment.

16 MINUTE IN OFFICE TOUCH-UPS

To optimize your results, return to the dentist **every 6 months.**

vVARDIS POST-WHITENING TREATMENT

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UP TO 12
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LEARNING

from page 1

of opportunities to earn C.E. at full day and half day sessions as well as seminars.

Take part in the World Implant Expo with two half day seminars, 9:45 a.m. to 12:45 p.m. and again from 2 to 5 p.m.

The hands-on workshop details the latest changes in dental implants. Participants will practice advanced surgical techniques and learn about implant placement, restoration and functional rehabilitation for patients.

Also taking place Monday is a Botox and facial-filler workshop and demonstration presented by Steven J. Clark, MD, DMD.

There are two half day seminars, 9:45 a.m. to 12:45 p.m. and again from 2 to 5 p.m.

Participants will get the chance to do demonstrations on "live" patients and mannequins, focusing on proper technique and safety to achieve wonderful cosmetic results. Attendees can earn up to 6 C.E. units for the workshop.

Tuesday is another jam-packed day of seminars and sessions. One of the many you can choose from include Dr. Steven Gold's presentation entitled, "Prevent Enamel Cruelty". Participants will learn how conservative tooth preparation can lead to better restoration and long-term tooth health.

The half day presentation is from 2 to 5 p.m., and you can earn three C.E. units.

This afternoon, join your friends and colleagues for a belly full of laughs at the celebrity luncheon. Mike Birbiglia takes center stage for two hours of jokes between noon and 2 p.m.

Birbiglia has written and performed several award-winning solo plays and has appeared on Broadway.

Tuesday, after a full day on the exhibit floor and attending workshops, why not wind down with a glass of wine at the Happy Hour?

Taking place from 3 to 4:45 p.m., it's your chance to catch up with new friends or share a glass of your favorite drink with your office staff.

And the city of New York is just outside the convention doors where you can go to a plethora of top-notch restaurants, do some retail therapy at some of the best stores in the world or take in a Broadway show.

For more details on everything from the educational sessions to the exhibitors, download the GNYDM mobile app.

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dti Dental Tribune International

Published by Tribune America
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today Greater New York Dental Meeting Show Dailies Vol. 18 appear during the Greater New York Dental Meeting in New York City, Nov. 26 to Nov. 29, 2023.

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TWINRING UNIVERSAL

DentaLaze: new, cost-effective, wireless, soft-tissue diode laser

By Shofu Dental Staff

■ DentaLaze is a cost-effective wireless diode laser with superior performance and a compact, ergonomic design.

It delivers 3W constant and 5W pulsed infrared power at 808 nm with a distinctive green aiming beam for enhanced visual clarity during procedures.

It is effective for a multitude of intraoral soft-tissue procedures, such as gingivectomy, frenectomy and impression troughing.

DentaLaze is perfect for the dental practice looking for greater patient comfort for soft-tissue procedures. This diode laser runs continuously for 45 minutes on a single charge. It is exceptionally durable with scratch-resistant solid metal construction.

Here in New York

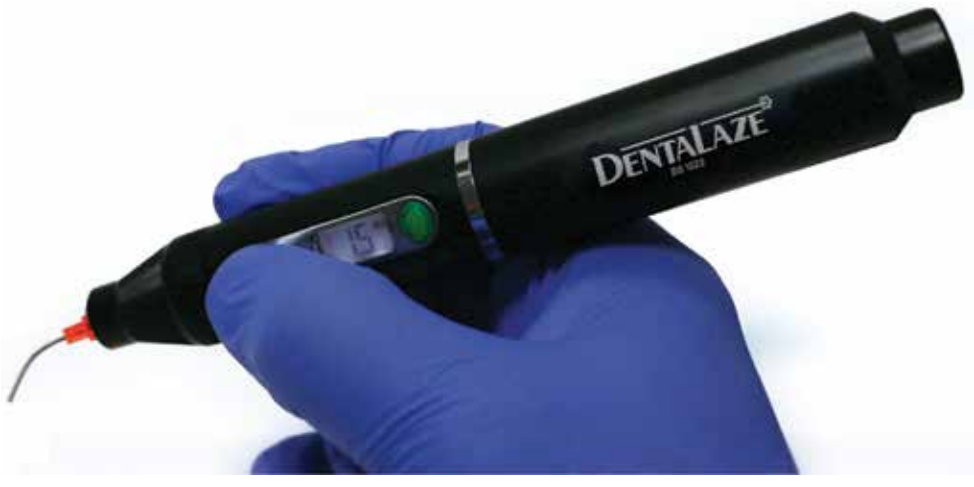
To learn more about the DentaLaze, a cost-effective wireless diode laser with superior performance and a compact, ergonomic design, stop by the Shofu booth, No. 4407.

The simple, sturdy and lightweight wireless design is quick to set up, easily portable and does not take up precious counter space.

The DentaLaze kit is unbelievably affordable – only $3,495.

The kit contains five single-use fiber optic tips to maximize efficiency and avoid cross-contamination, one slide-on shield to protect loupe operators, two goggles and 50 barrier sleeves.

Additional disposable fiber optic tips (25/pk) and barrier sleeves (500/pk) are available separately.



DentaLaze is a cost-effective wireless diode laser with superior performance and a compact, ergonomic design. (Photo/Provided by Shofu)

Come to Shofu's booth, No. 4407, for a DentaLaze demonstration.

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BUY 2 WHITENING KITS, GET 1 PACK OF TWO WHITENING PENS FREE

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45 degree angle provides superior tooth and gum contact. The thermoplastic rubber handle allows for easy grip to access the hard to reach surfaces.

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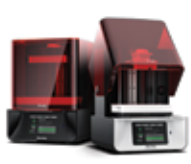

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Upgrade your older intraoral scanners with this limited time trade-up offer

By DEXIS Staff

■ Have an intraoral scanner that is four years or older? You could be missing out!

Upgrade to the latest in digital dentistry and take your dental practice to the next level.

Trade in your eligible scanner for a new DEXIS IS 3800W intraoral scanner and receive up to $5,000 off your purchase price.

Take advantage of the latest technology and give your patients a great customer experience.

Here are just a few great reasons to choose the IS 3800W:

- It's fast – documented scanning time of 25 seconds for a single arch.*
- It's lightweight – lightest and smallest** among leading wireless intraoral scanners.
- It's wireless – move from chair to chair or share with multiple dentists.

Here in New York

To learn more about the DEXIS IS 3800W intraoral scanner and to upgrade your own intraoral scanner, stop by booth No. 741.

Scan for more information.

In addition, it has an open platform and no fees.

Expand your practice and perform restorative, orthodontic, surgical, denture and sleep treatments with DEXIS intraoral scanners.

Upgrade to the DEXIS IS 3800W intraoral scanner today. (Photo/Provided by DEXIS)

There's no better time than now to upgrade.

Visit DEXIS at booth No. 741 or scan the QR code to learn more. Offer ends Dec. 31. Terms and conditions apply.

References

* Internal testing completed on a 3D model using recommended PC configuration.

** Based on length.

AD

YOUR FUTURE. YOUR DESIGN.

JUNE 20-22, 2024

fda florida dental ASSOCIATION CONVENTION

COME FOR THE CE, STAY FOR THE FUN!

FEATURED SPEAKERS

- Debra Engelhardt-Nash
- Kevin Henry, MA
- Mark Kleive, DDS
- Sarah Jockin, DDS
- Laci Phillips-Newland
- Mario Romero, DDS
- Sully Sullivan, DDS
- Kevin Suzuki, DMD, MS
- + Many More!

HOT TOPICS

- AI in Dentistry
- Bone Augmentation
- Dental Implants
- Dental Photography
- Forensic Dentistry
- Full Arch Restoration
- Patient Communication
- Smile Design & 3D Printing
- + So Much More!

REGISTRATION OPENS MARCH 1!

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A DOC & HIS CHAIR

As I was shopping for a new mattress recently with my wife, the salesman struck me with the wild statistic that humans spend roughly 1/3rd of their lives sleeping. I sat there on the showroom King sized mattress and started to really think about this mindboggling fact. I wondered why most people don't run out and purchase the best mattress on the market- given how long we spend in bed! Yet we see that sometimes people bargain-shop for their mattresses and very often do not go for the supposed better quality options. It made me wonder if people might change their perspective on that if they only knew how much of their life they actually do spend using this product? Being in the dental seating game, this got me thinking about dental chairs. Think about how many hours a dentist and their staff spend seated at the patient chair on an average day. Multiply that by the days in a week. Then multiply that by the weeks in a year. Then multiply that by the years in a typical dental career. The result would be a massive amount of time and hours spent seated with patients! These facts made it clear to me that any piece of equipment that a professional uses for multiple hours each day should be a center of focus.

I thought back to when I first started my journey with RGP nearly 20 years ago. There was a specific dentist from Southern California near Santa Barbara who would always seek our booth out at tradeshows and drop off a bucket of the most delicious locally made butter cookies for all the RGP reps. Apparently, he had been doing this for years, ever since he purchased an RGP Dental Stool for his dental office in the mid 90's. Being new to the industry, it was at this very moment that I realized just how big of a difference a supportive and comfortable stool made in the lives of dental professionals.

Nearly 20 years have gone by, and Dr. Mark Shultz still makes it a point to stop by the RGP booth and give testimonials about what a good chair can do for you in dentistry. We decided to ask the since-retired doc a few questions about chairs and ergonomics in dentistry....

Dr. Shultz, tell us a little about yourself. Are you still practicing occasionally?

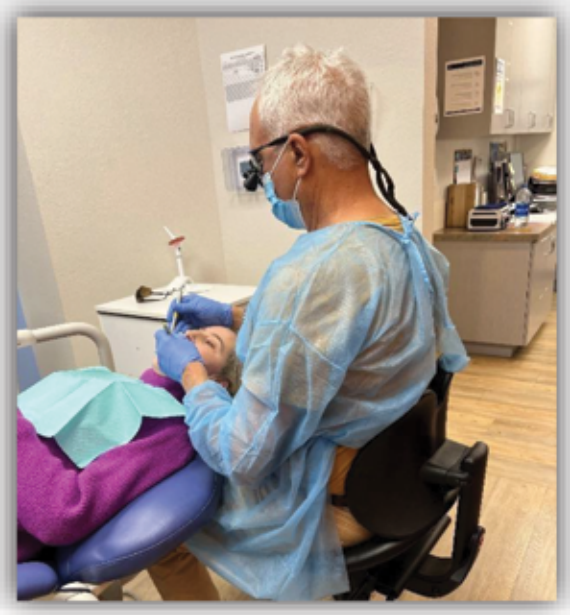
"I owned a clinic and practiced in Solvang, CA for the bulk of my professional career. I am retired now and enjoying it. I still love dentistry and will probably always do some here and there. Currently I volunteer at the Conejo Free Dental Clinic in Thousand Oaks and offer my time as an occasional locum tenens throughout California. It keeps me busy, and I truly enjoy giving back. And yes, my RGP Chair comes everywhere with me. I never work without it."

What was it that caused you to seek a better option for seating and back support in your practice?

"Since my years as a teen I have had a history of periodic lumbar spinal pain, which ultimately resulted in surgery. I had been looking for something more supportive that could compliment and help sustain my newly operated-on back. I came upon RGP at a CDA meeting and once I sat in the chair, I felt a unique style of support that was unlike any other chair I had tried."

How did the right dental stool make a difference in your life both professionally and personally?

"With 40 years of practice under my belt, I like many other dentists have purchased so many materials and pieces of equipment that end up a financial waste. We purchase so many items that had nothing to do with our own personal day-to-day experience. For once I switched that focus to myself and I'm glad I did because your chairs helped me to continue working comfortably. I'm not sure I'd still be practicing today without the help of RGP chairs."



We see you chatting with younger dentists about RGP a lot. What do you typically tell them?

"I try to get them to understand that as a dentist your body is your money maker, and you only get one. It's important to take steps to preserve and protect your biggest asset, that being...yourself. As practitioners we sacrifice a lot to make sure our patients are happy and have healthy smiles. The least we can do is invest in ourselves a little and try to maximize our quality of life. Because let's face it, dentistry is not an easy profession. It truly does take a toll on one's overall musculoskeletal health which is why we see a bigger push nowadays for proper ergonomics in the workplace."

Dr. Shultz, if you had to sum up why you chose RGP for your seating needs in 3 sentences or less, what would you say?

"RGP has provided me with optimal ergonomic comfort, aided me in less postural fatigue, and extended my longevity in practice. Any product that can do that should be at the very least considered. The RGP Stool was the single best investment I ever made for my overall health in the workplace."

VISIT RGP IN BOOTH #1022 AT THE 2023 GREATER NEW YORK DENTAL MEETING!