



today



Scenes from the GNYDM

Hug an Olaf, relieve some stress and then go meet Austin Powers.

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Party like a kid

The GNYDM isn't just for adults. Those mini attendees out there get their own kind of fun.

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Is it time to get rid of the scalpel?

Get some advice from those who know about making the transition.

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• A contortionist from Cirque du Soleil performs at the Biolase booth (No. 600) Sunday morning, to help celebrate the launch of the company's Epic X laser. You can catch additional performances between 11 a.m. and 2 p.m. today, at the top of each hour. (Photos/Fred Michmershuizen, *today* Staff)

Check us out

By Fred Michmershuizen, *today* Staff

■ It's the 2014 Greater New York Dental Meeting, and judging by the many exciting offerings available on the exhibit hall floor, it's shaping up to be one of the most memorable events of the year. The New York meeting, billed by organizers as the largest dental exhibition in the United States, features products and services from hundreds of exhibiting companies.

Here's a small sampling of what's new and exciting this year.

Biolase (booth No. 600) is launching its Epic X laser, designed to offer

*see CHECK, page 3

Time to relearn what you know

By Chadette Maragh, *today* Staff

■ Academy of Lasers President and internationally known dental professional Scott Benjamin kick-started Sunday's Laser Pavilion Lecture Series and his presentation on "Understanding the Benefits Lasers Bring to Everyday Dentistry" with a

surprising quote from revered American author Mark Twain: "I have never let my schooling interfere with my education."

Seemingly off topic at first glance, Benjamin went on to explain to the attendees that, as dental professionals,

*see RELEARN, page 3

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Christy Creson, who holds the title of Mrs. North Carolina, is joined by Mark Donohue, from left, Jordan Taub and Ed Matthews of TAUB Products (booth No. 2708). TAUB has a number of products to show off, including FUSION-Zr multi-purpose veneer cement and dual-cure resin cement.

CHECK *from page 1*

both precision and innovation to the whole dental team. To help punctuate the launch of the Epic X, performers from Cirque du Soleil are showcasing feats of their own precision and innovation, each day at 11 a.m., noon, 1 and 2 p.m.

TAUB Products (booth No. 2708) has a new corporate logo, a fresh marketing approach and several new products, including FUSION-Zr, a self-adhesive, light-cure veneer cement indicated for the adhesive cementation of all-ceramic restorations, zirconia, lithium disilicate and CAD/CAM-type materials. To help celebrate, Christy Creson, who holds the title of Mrs. North Carolina 2014, is on hand at the company's booth, along with

racecar driver Luke Pardi and his car, sponsored by TAUB.

DEFEND by Mydent International (booth No. 3709) is showcasing its line of infection-control products, disposables, preventatives and impression-material systems. Popular offerings include a new face mask that is designed to be gentle on sensitive skin. It's free of inks, dyes and fiberglass, and it is fluid-resistant and latex-free with an inner layer made of soft material. DEFEND Desensitizer, also available from Mydent, is a desensitizing agent that can be placed under dental cements or used with temporary, provisional or final-restorative materials to reduce postoperative sensitivity.

Keystone Industries (booth No. 3418) is touting its Gelato prophylaxis

paste, which has been designed to provide a smooth, splatter-free application.

The paste is 1.23 percent fluoride ion and will leave a patient's teeth with excellent polish and stains removed, according to the company. Gelato comes in bubble gum, cherry, mint, piña colada, orange sherbert and raspberry flavors. It's available in 6- and 12-ounce jars, and also boxes of 200 individual cups.

For hygienists, Orascoptic (booth No. 4022) is introducing its RDH Elite loupe. Orascoptic engineered the loupe with a team of practicing hygienists and industry-recognized experts in ergonomics and infection control. The loupe is designed to offer optimal field width and depth for dental hygiene professionals.

RELEARN *from page 1*

it should be unacceptable to view techniques and procedures as rules instead of guidelines. If viewed as the former, room for expansion and exploration in regards to the healing of patients is denied, at best limited, he said.

The solution? A progressive approach to laser technology and treatment, where rehabilitation trumps amputation, and the patient's well-being and quality of life is regarded as first priority. To elaborate, Benjamin provided a brief history of light amplification by stimulated emission of radiology, simply known as LASERS, and went on to compare the childhood experience of using a magnifying glass to beam light onto a not-so-lucky field ant to dental laser treatment and the shared truth that a consequential biological response occurs.

Expanding further, Benjamin lectured on how and why all lasers are not created equally and how the utili-



Academy of Lasers President Scott Benjamin spills the beans on improving patient care with light-based technologies. (Photo/Chadette Maragh, today Staff)

zation of accurately applied laser- and light-based technologies is vital to achieve efficiency and an improved outcome to a patient's care.

Benjamin was just one of many clinicians speaking Sunday on lasers.

More sessions will take place today, Tuesday and Wednesday. For more information, including times, check the official show program or download the Greater New York Dental Meeting app on your smartphone.

Scenes from Sunday



• The folks at A.B. Dental Devices (booth No. 5411).



• Alan Miller of AMD Lasers (booth No. 5037).



• Bill Rimmer of Flight Dental Systems (booth No. 4334).



• Dominika Zmelty, left, and Dane Paxton of Trion Titanium (booth No. 1133).



• Catherine T. Bocciarelli of CareCredit (booth No. 4212) holds Olaf from the 'Frozen' movie, in the form of a Pillow Pet you can get if you sign your practice up for a patient financing plan.

Photos
by Fred
Michmershuizen,
today staff



• From left: Stephanie Dominguez, Charles Schlesinger and Annamarie Pino of OCO Biomedical (booth No. 5016).



• Harprit K. Kanda of Burnaby, Canada, with her poster presentation.



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• Everyone at Sulzer MixPac (booth No. 4822) has a 'stress ball' modeled after the company's trademarked MIXPAC mixing tip.



• From left: Zach Reubel, Chris Violo and Yossi Kondo of MIS Implants Technologies (booth No. 1423).



• Katherine White, left, and Suzanne Harms of Glidewell Laboratories (booth No. 5600).



• Lenny Sulkis, left, and Rich Zall of Shofu Dental Corp. (booth No. 4408).



• Lois Magneson, left, and Erik Aguayo of SharperPractice (booth No. 927).



• Boris Loyez of Owandy (booth No. 1123).



A party for all the ages

By Chadette Maragh, *today* Staff

■ The first day of the Greater New York Dental Meeting's exhibit hall featured a kid-friendly extravaganza of face painting, games and music for the meeting's mini attendees.

Award-winning children's recording artist Patricia Shih and her band, Cool Daddy, headlined the event with ballads such as "We're All Different Colors of the Rainbow" and "Hungry!" They even ushered a child – or sometimes several – on stage during performances.

Up next, colorfully clad stilt walkers and performers elevated the fun to new heights with leaps and jumps, leaving adults and children spellbound. Finally, a

carnival capped off the afternoon, complete with an indoor obstacle course, spin art, a jumbo slide and a climbing wall.



• Far left, recording artist Patricia Shih brings her music to life with an interactive performance Sunday at the GNYDM. At left, many attendees brought their children to enjoy the day's activities.

(Photos/Chadette Maragh, *today* Staff)

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• Stephanie McNatt of Designs for Vision (booth No. 5026).



• Angelique Barth of Autoclave Testing Service (booth No. 913).



• Brandon Zueger of Health First (booth No. 1801).



• Gina Davison of Malo Institute (booth No. 1804).



• Dr. Scott D. Ganz, left, and Sabine Nahme of MyRay (booth No. 2000).



• Koichi Arakawa of Mani Inc. (booth No. 930).



• Randy Bernstein of Practice Compass (booth No. 2400) pulls a sign out of his jacket.



• Caitlin Wright, left, and John Kedersha of Coltene (booth No. 4202) will do anything for the press.

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