

# DENTAL TRIBUNE today



### Scenes from Sunday at the GNYDM

Take home a cuddly sloth, sit down for a presentation and pose for a selfie or two.

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### Helping the future of dentistry

Henry Schein creates an immersive experience for students into CAD/CAM offerings.

»page 12



### Celebrating 50 years of Glidewell

Jim Glidewell talks about the company he opened in 1970 in Tustin, Calif., and where it is today.

»page 20



• A group of 12 dentists from practices across Mongolia pose for a photo in the Crystal Palace prior to entering the GNYDM exhibit hall Sunday. Bolortuya Gombo, DDS, PhD, at far right, is the trip organizer. All but one of the dentists are at their first GNYDM. Gombo's practice is in Ulaanbaatar, where she also teaches dentistry courses. (Photos/Robert Selleck, *today* Staff)

## Open for business

By Robert Selleck, *today* Staff

■ Whether an exhibitor is here at the Greater New York Dental Meeting for its first year or its 95th, the mission is the same: Grab some attention in the packed exhibit-hall aisles with a great-looking booth, fun or practical giveaways, can't-miss deals, innovative products and services – or by deploying all of the above.

The strategy holds as true as ever in this 95th edition of the meeting, with examples around every corner of the expansive exhibit hall.

In booth No. 4300, Dentagrafix is at its first ever GNYDM with a propri-

»see *BUSINESS*, page 3

## Lively education

By Robert Selleck, *today* Staff

■ Workshops and courses in the classrooms encircling the GNYDM exhibit hall were busy throughout the day Sunday, and the demonstrations in the Live Dentistry arena on the exhibit floor saw the usual standing-room only crowds.

A packed agenda continues today, with the exhibits area continuing to complement the meeting's compre-

hensive selection of educational sessions that cover virtually every sector of dentistry and oral health.

Today's live-dentistry sessions include "Blending New Technology for Predictable Dentistry," "Guided Veneer Delivery System" and "The Light Dentistry Concept – Invisalign Go and DSD Direct."

Two more live-demonstration sessions are scheduled on Tuesday and again on Wednesday.



• From left, Dr. Marc Geissberger and Dr. Ron Kaminer prepare to demonstrate 'Simplifying Posterior Composites' in the filled-to-capacity Live Dentistry arena Sunday morning in the GNYDM exhibit hall. (Photo/Robert Selleck, *today* Staff)



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• Busy aisles Sunday morning in the exhibit hall.

### BUSINESS from page 1

etary product available nowhere else: a thermoformable plastic material with integrated graphics that can be used by dental practices or labs to make retainers, mouthguards and aligners that are custom decorated for individual patients. Choices in graphics include soccer balls, footballs, basketballs, skulls, unicorns, paw prints, peace signs and more. Stop by the booth to get all the details, and, of course, to pick out a giveaway or two: hand sanitizer, breath spray, pens and pads.

In both No. 4904, another unique opportunity awaits: Ansell's ERGO-FORM™ Design Technology, MICRO-FLEX Ultraform, is the first ergonomic examination glove to be offered in half sizes. According to the company, the gloves provide every wearer with a personalized fit, and the thin, lightweight nitrile material provides protection and tactile sensitivity. And better still, when you visit the booth, you can receive a half-size sample to test out the tailored fit for yourself.

If finding the big discounts is core to your exhibit-hall strategy, look no further than booth No. 1015, where RGP is offering eye-catching percentage discounts, a free standard "ultraleather" upgrade and a rebate offer on every chair purchased at the meeting. Plus, every purchase includes a 30-day trial period and a lifetime warranty on mechanical components.

If you're scoping out the various raffles that highlight many of the booths, one of the most enticing



• In booth No. 4300, from left, Eric M. Sacks, DMD, founder and president of Dentagrafix, and Matthew Fisher, the company's CEO, display thermoformable plastic sheets with integrated graphics and the resulting decorated retainers, aligners and mouthguards.

ones can be found in booth No. 4532, where qualifying dentists can enter a drawing for a Wand STA instrument from Milestone. The drawing will be Wednesday at 3 p.m., and the winner must commit to a training session — with all necessary supplies provided by Milestone. See all the rules in the booth — and learn more about the Wand STA, which is being demonstrated. Note, too, that all qualifying dentists who view the demonstration will be presented with a parting gift.

Just two more days until the exhibit hall closes for another year, so be sure to grab these deals and more while they're available.



• Attendees at the 95<sup>th</sup> annual Greater New York Dental Meeting await the countdown to the opening of the exhibit hall Sunday morning, the first day of the 2019 meeting's four days of exhibits.

# Scenes from Sunday



• Thomas Welding of 3Disc (booth No. 2522), supplier of Heron IOS.



• Get a cute and cuddly sloth from Matt Jackson of Weave (booth Nos. 1313, 2706, 3241, 3307 and 4212).



• From left, Tony Holm with Ansell helps Dr. Dimitris Demos, of New York, N.Y., try out Microflex Neogard examination gloves in the Ansell booth, No. 4904. Demos also was checking out the Micro-Touch Denta-Glove. (Photo/ Robert Selleck, *today* Staff)



• From left: Kris Cherry, Robby Asamura, Martha LoBosco and Patrick Welch of Komet USA (booth No. 2923).



• David Finkel, left, and Harel Orbach of Facial Imaging Mobile (booth No. 603).



• Educators Dr. Shirley Flores, left, and Andrei Kovacs of Myofunctional Research Co. (booth No. 2814).



• Kaylib Berkshire of LiteZilla (booth No. 3730), where the motto is 'ready, set, glow.'

Photos by  
Fred Michmershuizen,  
*today* Staff



• David Clinard, left, and Erlene Thomas of Beutlich Pharmaceuticals (booth No. 2812).



• Bryan Sorrentino of Coltene (booth No. 4013).



• Tim Latimer, left, and Brenda Larkin of Septodont (booth No. 3219).



• In the Invisalign iTero booth, No. 5204, Tim Griffith and Devon McCleery are silhouetted against the massive video tower that displays details about the company's Invisalign clear aligners. (Photo/Robert Selleck, *today* Staff)



• Ed Bruce, left, and Phil Bullock of Designs for Vision (booth Nos. 1813, 2012 and 4307).



• Mark Eisen of DMG (booth No. 3210) holds a sample of the company's new LuxaCrown, a semi-permanent crown and bridge material that is designed for easy use in one chairside session.



• Benjamin Nüse, left, and Hans Heydorn of Baldus, supplier of the award-winning Baldus Touch oxygen-nitrous oxide mixer unit.



• Regina Hutchins, left, and Jenna Lowthert of Patterson Dental Supply invite you to 'recharge with Patterson' on the exhibit hall floor. You can also take a selfie, and you can use the hashtags #GNYDM and #pattersondental for even more attention on social media.



• From left: Bill Winters, Missy Bustos and Aaron Srader of Flow Dental (booth No. 3008).



• Daniel Ferrari of Sulzer Mixpac (booth No. 4631).



• Randy Clare, left, and Katherine White of Glidewell Dental (booth No. 4414).



• Michael Grossman of Digital Healthcare Professionals (booth No. 3011).



• Adam Kroos of Fotona (booth No. 3433) offers an in-booth educational presentation about lasers to meeting attendees.



• Becky Adres, RDH, left, and Lauren Giordano of Vermillion Cosmetics (booth No. 5249) demonstrate the application of the company's LiPro rejuvenation treatment for lips.

# Walk the Digital Workflow with Henry Schein

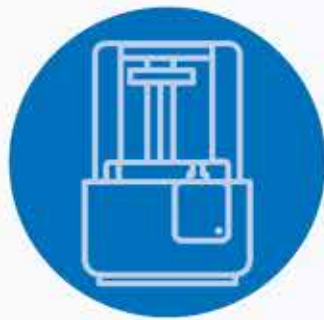
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• The entrance to International Registration at the Greater New York Dental Meeting. (Photo/ José Antonio Rosario for *today*)



• Serkan Turk of Kettenbach (booth No. 3727).



• Ada Hernandez Gutierrez, left, and Renee Cultrara of Wand Dental (booth No. 4532).



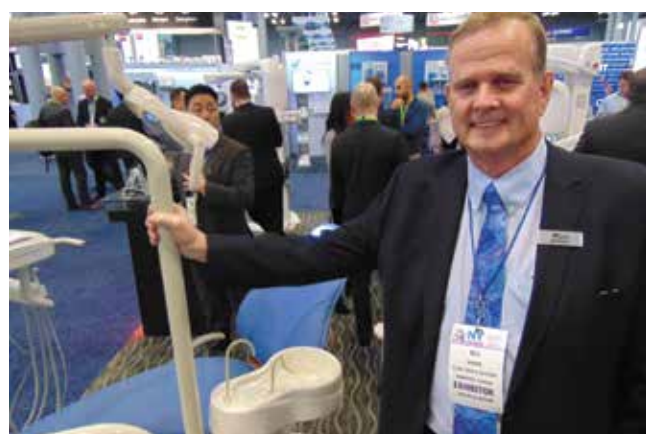
• Lisa Hull, left, and Rich Hall of Shofu Dental Corp. (booth No. 4408).



• Nate Tarantelli of Bisco Dental Products (booth No. 1200).



• Dental student Lucas Paulo of Vila Velha, Brazil, with his poster presentation.



• Bill Rimmer of Flight Dental Systems (booth No. 4108).



• John Wilson, left, and Tyrone White of Dentegra Insurance Co. (booth No. 2810).



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