

# today



## Scenes from the AAPD

Grab a brushing puppet, get a hands-on demonstration and try to sink a putt.

»pages 4 & 6



## Everything you need for zirconia crowns

No more separate trips. Now you can get crowns, try-in crowns, cement and burs all at once.

»page 8



## Help promote oral-health equity

National Dental Association aims to increase access and eliminate disparities.

»page 10

# Putting kids first

By Robert Selleck, *today* Staff

■ Paul Casamassimo, DDS, the director of the AAPD's Health Policy Center, succinctly sums up the unique way AAPD serves its membership: It puts them second.

"Much of what our organization has accomplished has happened because we're fine with putting children ahead of our own profession," Casamassimo said Friday during a break from visiting with members in the AAPD Bookstore in the exhibit hall.

Casamassimo quickly listed several once-controversial oral-health guidelines for infants and

\*see KIDS, page 2



• Jennifer Flanagan, resident at Louisiana State University School of Dentistry, with daughter Caroline, 2, and Ginger Bite-Us in the AAPD Bookstore. Caroline had her face painted by Jacqueline Brulotte in the PedsExclusively booth, No. 727. (Photo/Robert Selleck, *today* Staff)



• Tartar The Terrible, Tooth D.K. and Ginger Bite-Us want you to fill out a survey in the AAPD Bookstore, booth No. 517. (Photo/Robert Selleck, *today* Staff)

# These Mouth Monsters are wondering what you think

By Robert Selleck, *today* Staff

■ Have you met Tartar the Terrible, Tooth D.K. and Ginger Bite-Us? If you have, what do you think of them? Are you putting them to use in your practice?

AAPD staff is interested in getting your opinion about the effectiveness of the Monster-Free Mouths Movement educational campaign that launched last year — and would like to gauge interest in various support products available in conjunction with the

campaign. If you have a minute this morning, stop by the AAPD Bookstore in the exhibit hall, booth No. 517, to offer your thoughts and answer a few survey questions about the campaign.

Mark Urbach, DDS, in practice with his son in Houston, came straight to the point in the booth Saturday: "I love the Mouth Monsters. It's exactly what we were looking for. We're using it in our office big time."

Jennifer Culley, DMD, with Dentistry for Special People in Cherry Hills, N.J., had a similar opinion. "Kids

love them," she said. "It makes it easier to talk with them. They're fun. They're a good tool."

The primary intent of the campaign is to work toward ending tooth decay's status as the No. 1 chronic infectious disease among children in the United States. The main components are education and fun.

Anchoring the effort is [www.MyChildrensTeeth.org](http://www.MyChildrensTeeth.org), which is filled with tips and tools that can be used to teach children about teeth in a way that gets their attention.



**KIDS** *from page 1*

children that were long-advocated by AAPD but slow to be embraced by other dental organizations despite the evidence backing the recommendations.

"What was once in askance is now universally accepted as the standard," Casamassimo said. "We're very proud of that as an organization. The accomplishments reflect where we direct our energy: No. 1 is advocacy for children. No. 2 is to serve our membership."

The philosophy works, apparently, because so many member dentists embrace the same perspective with their own business models.

The scientific program at this year's AAPD annual session further confirms the perspective, with wide-

ranging topics focused on improving oral health for all children.

The philosophy is reflected throughout the exhibit hall, too, with countless products and services directed primarily toward improving patients' comfort and care — with practice efficiencies and profitability typically referenced as secondary benefits.

Examples are endless. Isolite, in booth No. 810, is here with its recently launched "extra-small" mouthpiece for its dental-isolation system, complementing the five other existing sizes, which already included "pediatric" and "small." Many dentists find younger patients far more receptive to the system than traditional isolation methods.

NuSmile, in booth No. 405, a leader in esthetic pediatric crown advance-

ments, continues to innovate with products focused on patient success and comfort.

StarBright, a relatively new varnish from Nanova Biomaterials, in booth No. 833, is gaining fans with its flavored sodium fluoride varnish because young patients are able to brush normally just four hours after application, instead of having to wait as long as 24 hours. Baby Buddy, in booth No. 925, has an oral-care program for children from birth through age 12 and beyond, with different systems at every stage of development.

Every row of the exhibit hall features plenty of other products and services reflecting their founders' commitment to children's oral health. And there is still more time today to explore, with the exhibit hall open from 9 a.m. to noon.

AD

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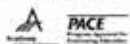
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"I use NuSmile Signature Crowns exclusively. The crowns look great, which really pleases the parents of my little patients. The fit and size options make placing the crowns fast and predictable, and the durability of the veneered crowns keeps me coming back. When I'm working on restoring a smile, I use what I trust. Thank you NuSmile."

**Corban Stettler, DDS**

**Kids Rock Pediatric Dentistry, Colorado Springs, CO**

"I love how great the NuSmile ZR looks on patients 2 years post-op and on. Nothing else I've used retains their color and shape anywhere close to the ZR crowns. If any child in my family needed crowns, I would use ZR crowns!"

**Hiren Patel, DDS**

**Jet Set Smiles, Phoenix, AZ**

"NuSmile ZR crowns are the third zirconia system I've tried. They are definitely the easiest to fit thanks to the Try-In crowns. The retention of the crowns is superior, as the cemented crowns never interact with the oral environment."

**Lawrence Dinkes, DDS**

**Commerce Park Children's Dentistry & Orthodontics, Bridgeport, CT**

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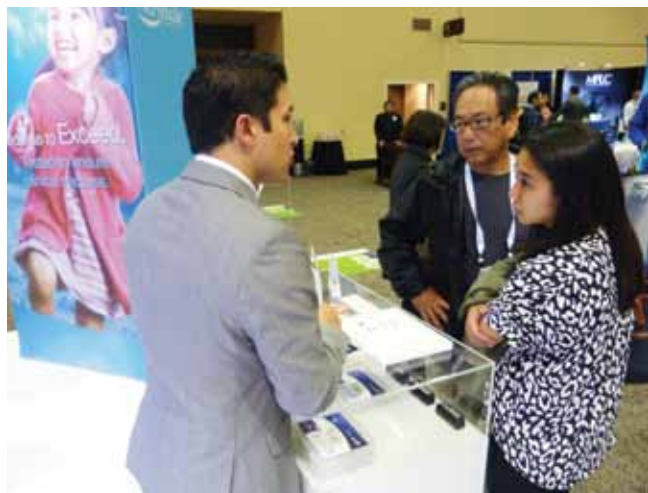
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# Scenes from the AAPD



• Dean Sueda, DDS, Honolulu, with his daughter, Stacie Sueda, who is in residency in Michigan, discuss the latest in esthetic crowns from NuSmile with Alex Martinez in booth No. 405.



• Jennifer Swenk with Practicon, in booth No. 306, displays one of the company's brushing puppets.



• John Hansen, DDS, with EZ-Pedo gets ready to guide a number of attendees through a hands-on opportunity working with the company's pediatric crowns in booth No. 611.



• Marty O'Rourke and Brittany Hale with Designs for Vision (booth No. 813) are ready to help you with questions about the company's latest loupes, lights, telescopes — and even a lightweight loupe-mounted HD video camera.



• Leslie Tanimura, DDS, of Antioch Brentwood Pediatric Dentistry, Antioch, Calif., with her twins, Andrew and Avery, 6, gets help with an order from Benjamin Cheng in the Cheng Crowns booth, No. 516.



• Stephanie Chergi with Brush Up (by Games That Work) demonstrates the tablet-based product while Dov Jacoboson works the counter in booth No. 742.



• Cindy Wittke demonstrates a phase of the Baby Buddy oral health care system (booth No. 925) that progresses with a child's changing needs from birth through age 12 — and beyond.



• Allan Pietrasanta takes an order in the Giggletime Toy Co. booth, No. 630.

Photos by Robert Selleck,  
*today* Staff



#800  
AAPD BOOTH

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• Attendees are still talking about Thursday's triple-venue welcome reception at the EMP Museum, the Space Needle and Chihuly Garden and Glass. (Photo/ Michael Kardas)



• Gordon Womack, Jodi Levine, Warren Levine (both with Lips Inc.) and Maureen Womack check out the lip balm samples in booth No. 231.



• Maria Segura and Deanna Baluyut, with Dr. Fresh, are handing out samples of the Firefly toothbrush in booth No. 716.



• Marilou Navarro, DDS, and her son, Max, 3, check out one of the interactive touchscreen displays in the Kidzspace booth, No. 731.



• Kerrie Kruse with Isolite Systems in booth No. 810 demonstrates the company's dental-isolation technology for several attendees.



• Benjamin Cheng, Peter Cheng, Ruth Cheng and Craig Morris in the Cheng Crowns booth, No. 516.



• Brian Reader and Katlyn Beck with Nanova Biomaterials in booth No. 833 have a various-flavored varnish that lets kids brush just four hours after application.



• The Zirlin family from Ardsley, N.Y., Charlie, 9, Daniel, 6, mom Aimee, DDS, and dad David, DMD, just bought a HealthMateForever TENS and Power Muscle Stimulator in booth No. 223.

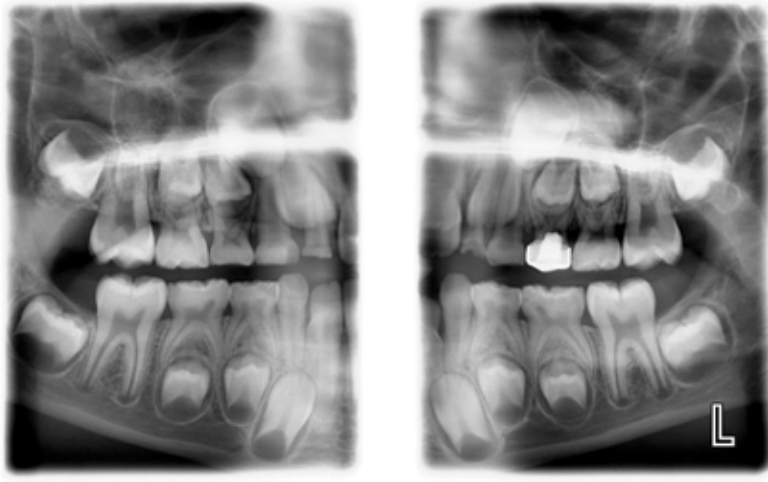


• James Gu shows how to sink a putt to win some candy in the KaVo Kerr Group Dental Alignment Systems booth, No. 233.



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# Everything you need for zirconia crowns

**NuSmile's complete system contains crowns, try-in crowns, cement and burs**

By NuSmile Staff

■ Several companies make pediatric zirconia crowns. Even more make luting cements that can be used with zirconia, and a comparable number make the burs used for preparation and adjustment. One company, however, has the technical expertise,

## Here in Seattle

To learn more about the complete zirconia crown system, stop by the NuSmile booth, No. 405.

customer-centered orientation and research commitment to develop a complete zirconia crown system for pediatric dentistry.

As one of the world's largest manufacturers of preformed esthetic pediatric crowns, NuSmile has had many customers ask which cement works most effectively with its crowns.

"In order to provide the best recommendation possible, we studied the latest developments in cement chemistry intensely," said Mark Binford, NuSmile's senior vice president of new product development. "We determined that the science was moving toward advanced bioactive materials, but we couldn't find a cement that met all of our customers' criteria."

So NuSmile did what a true leader would do: it developed its own bioactive cement, making it the only company, according to NuSmile, to offer both preformed pediatric zirconia crowns and a cement that is specifically formulated for them. This



(Photo/Provided by NuSmile)

cement — BioCem Universal Bioactive Cement — is said to deliver great bond strength and is the only cement that releases phosphate, calcium and fluoride ions into the oral environment while also forming hydroxyapatite, which is available to integrate with and replenish the tooth underneath the crown.

But if NuSmile was going to have a truly complete zirconia crown solution, it also needed to address the No. 1 problem that was being ignored by others: saliva contamination. According to the company, saliva contamination occurs 100 percent of the time when the zirconia crown is placed on the tooth during the trial fit stage, and it can significantly impair crown retention.

Independent research has proven that saliva contamination dramatically reduces bond strength and that simply rinsing the zirconia crown with water, isopropanol or even phosphoric acid after the trial fit is ineffective. The only known effective cleaning methods rob clinicians of valuable time, effecting practice productivity and profitability.

NuSmile's solution, invented by NuSmile CEO Diane Johnson Krueger, a 35-year veteran in the dental medical-device industry, provides a practical, science-based solution that gets to the heart of the issue. Try-in crowns eliminate the need to place the actual zirconia crown in the mouth prior to cementation, thus completely avoiding saliva contamination. NuSmile ZR zirconia crown kits include these pink autoclavable zirconia try-in crowns at no additional charge.

Independent research commissioned by NuSmile indicates 80 percent of zirconia crown users consider it important to prevent saliva contamination, while 83 percent are interested in a complete system including zirconia crowns, try-in crowns, cement and burs.

"We have always prided ourselves on keeping our ear to the ground to understand what pediatric dentists need that no one else is giving them," Krueger said. "Our exclusive complete zirconia crown system, now offered in our NuSmile smart bundle, is just the latest example of how NuSmile is leading by listening."

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