

# today



## Scenes from the CDA Presents

Visit a brushing station, take a turn at the prize wheel and then relax with a massage.

»pages 4 & 6



## New and improved, esthetically speaking

Don't let your patients settle for the same old dentures. Give them a more pleasing option.

»page 8

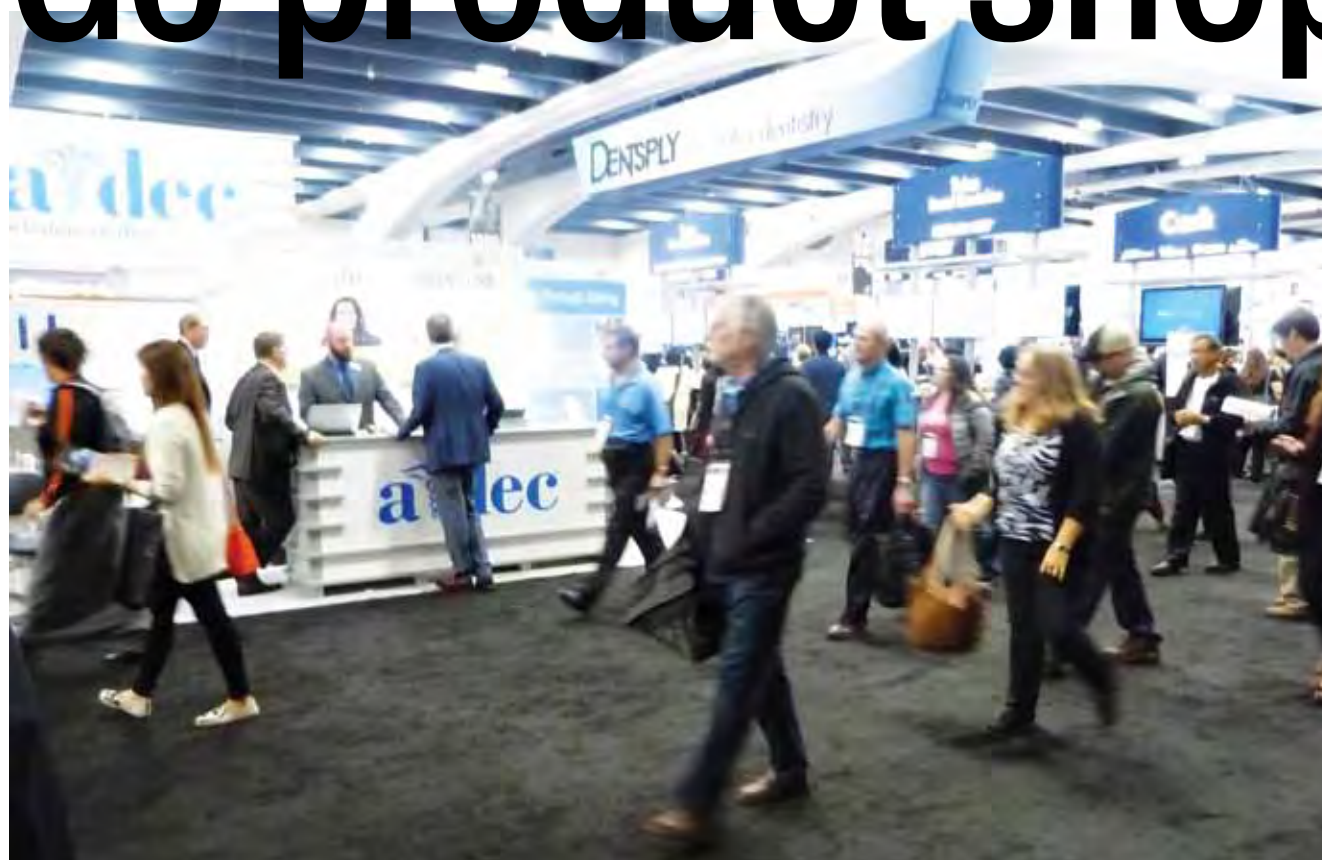


## Just what you're looking for

There are a lot of products on the exhibit hall floor. Here are a couple you'll want to check out.

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# Go product shopping



• Attendees head from one booth to the next Friday morning in the CDA exhibit hall, which features 375 exhibitors. (Photos/Sierra Rendon, *today* Staff)

By Sierra Rendon, *today* Staff

■ If you came to San Francisco seeking the latest technology, products and services in dentistry, the exhibit hall featuring almost 400 booths at CDA Presents The Art and Science of Dentistry is an ideal place for you to conduct your search.

In addition to the all of the tried-and-true products that clinicians and dental staff have come to rely on, the CDA also has no less than 35 new products on the exhibit hall floor at this show.

Here is a sampling of the new products you may want to check out while here in San Francisco:

- **Get with Grush:** We all know how hard it can be to get kids to brush consistently and properly. But with the Grush – the gaming toothbrush – you might have a better shot! Grush transforms the chore of brushing into a fun and interactive game and offers

»see *PRODUCT*, page 3

# Last chance for education

By Sierra Rendon, *today* Staff

■ If you spent too much time wandering the aisles in the CDA exhibit hall and not enough time in the educational sessions, you still have plenty of opportunities to get caught up today!

Here are just a few of your options:

- “Social Media for Dentists” with Brad Newman in Moscone South 302 from 7:30-9:30 a.m. Learn how to main-

tain a social media conversation that is fresh, likable and targeted for the right audience.

- “Oral Cancer Screenings: If Not You, Then Who?” with Karen Davis, RDH, in Moscone South 307 from 7:30-10 a.m. In this course, you'll learn how to identify and instruct patients on how to reduce risk factors for oral cancer.

- “Minimally Invasive Restorative Dentistry” with Dr. Joel H. Berg in

Moscone South 200/212 from 9-11:30 a.m. This course will help you understand restorative approaches to caries management involving innovative treatment planning and materials.

- “Foundations of Dental Office Management” with Teresa Duncan in Moscone South 302 from 3-5 p.m. Learn how to structure an effective team, manage your practice for financial success and anticipate insurance issues and industry changes.



• **Dr. John L. Alonge speaks on ‘Practical Oral Surgery for the General Practitioner’** Friday morning. (Photos/Sierra Rendon, *today* Staff)



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the Publisher

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**PRODUCT** \*from page 1

parents a dashboard that allows them  
to track and reward children's brush-  
ing. To see Grush in action, stop by the  
booth, No. 2404.

- *Buffering simplified:* The Anutra Local Anesthetic Delivery System is a revolutionary way to buffer local anesthetics. Who wouldn't want to anesthetize a patient and be able to go to work in just two minutes?

Additionally, the Anutra Feedback Aspiration Syringe allows for multiple doses in a single syringe. With buffering, practitioners are more productive, efficient and profitable while providing more comfort to patients, according to Global Surgical Corp. To check Anutra out, stop by booth No. 815.

- *Secure core build-up:* Ketten-



• Visit booth No. 2404 to ask Ethan Schur all about the Grush toothbrush that turns brushing into an interactive electronic game.

bach's new Visalys Core is the first core build-up material with unique Active-Connect-Technology (ACT) for bonding reliably with all common light and dual-curing one step and multi step adhesives. Visalys Core also bonds to light-curing, single-stage adhesives without an additional activator. For more information, visit the booth, No. 1640.

- *Four shades whiter:* The Philips Zoom QuickPro is a new whitening varnish with breakthrough two-layer technology that allows hydrogen peroxide to be sealed against the teeth for 30 minutes with, on average, four shades of improvement.

The procedure takes minimal time in office and delivers a noticeably whiter smile for your patients on the go. Learn all about it at booth No. 1626.

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# Scenes from Friday



• Jim Srader of Great Lakes Orthodontics answers questions Friday at the booth, No. 1418.



• An attendee tries out the latest in dental microscopes at the Global Surgical booth, No. 815.



• Attendees wait for their turn at the brushing station at Crest Oral-B, booth No. 1202.



• Hyong Leung of Ivoclar Vivadent helps attendees Friday at the booth, No. 626.



• Kevin Person of Planmeca explains the benefits of the Sovereign Classic at booth No. 1926.



• If you need a new pair of loupes, stop by Designs for Vision, booth No. 1019, to sample some options.

**Photos by Sierra Rendon**  
**todayStaff**



• CDA attendees head from education courses into the exhibit hall Friday morning.



• Stop by Vatech to learn all about 'the world's first green CT' at booth No. 1340.



• Attendees line up to hear all about the latest innovations from Philips at booth No. 1626.



# Deliver Satisfaction with Simply Natural Digital Dentures™



Precision fit of the Simply Natural Digital Dentures CAD/CAM-printed baseplate increases stability during try-in, often reducing the number of appointments before delivery. The digital file is saved for five years.

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**Adam Myers, DDS**  
Morgantown, West Virginia

*"The fit of the Simply Natural Digital Dentures was amazing. I was pleased with the use of this technique."*

**C. Aydin Cabi, DDS**  
Aurora, Ohio

*"The fit was awesome! I love the use of this new technology."*

**Gregory Nicholson, DDS**  
Murfreesboro, Tennessee

*"I love the awesome fit of the Simply Natural Digital Dentures!"*

**Bruce Wiley, DMD**  
Greybull, Wyoming

*"This technique is great and resulted in the easiest try-in I have ever done."*

**Michael Brogna, DMD, FAGD**  
Bensalem, Pennsylvania

For more information

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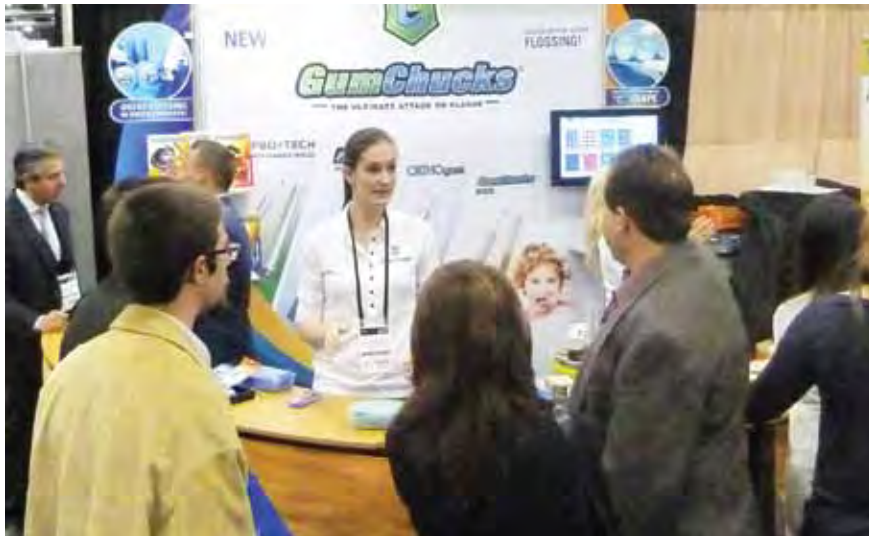
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• Brix Gatti, RDH, shows attendees the latest in dental flossing at GumChucks, booth No. 2425.



• Scott Headley hands out tickets for upcoming WaterPik presentations at booth No. 1718. Attendees who attend the presentation can receive a free WaterPik!



• Learn more about the University of the Pacific, Arthur A. Dugoni School of Dentistry, at booth No. 507.



• Dr. Tom Hirsch of Isolite helps an attendee place the isolation mouthpiece herself to see how easily and efficiently it works Friday at the company's booth, No. 2214.



• Carrington College dental students check out the latest in technology from Sirona at booth No. 1226.



• Take a break from cruising the exhibit hall with 'the ultimate' Infinity massage chair at booth No. 508.



• Take a spin of the prize wheel and find out how Reputation Impression, booth No. 717, can help your practice.



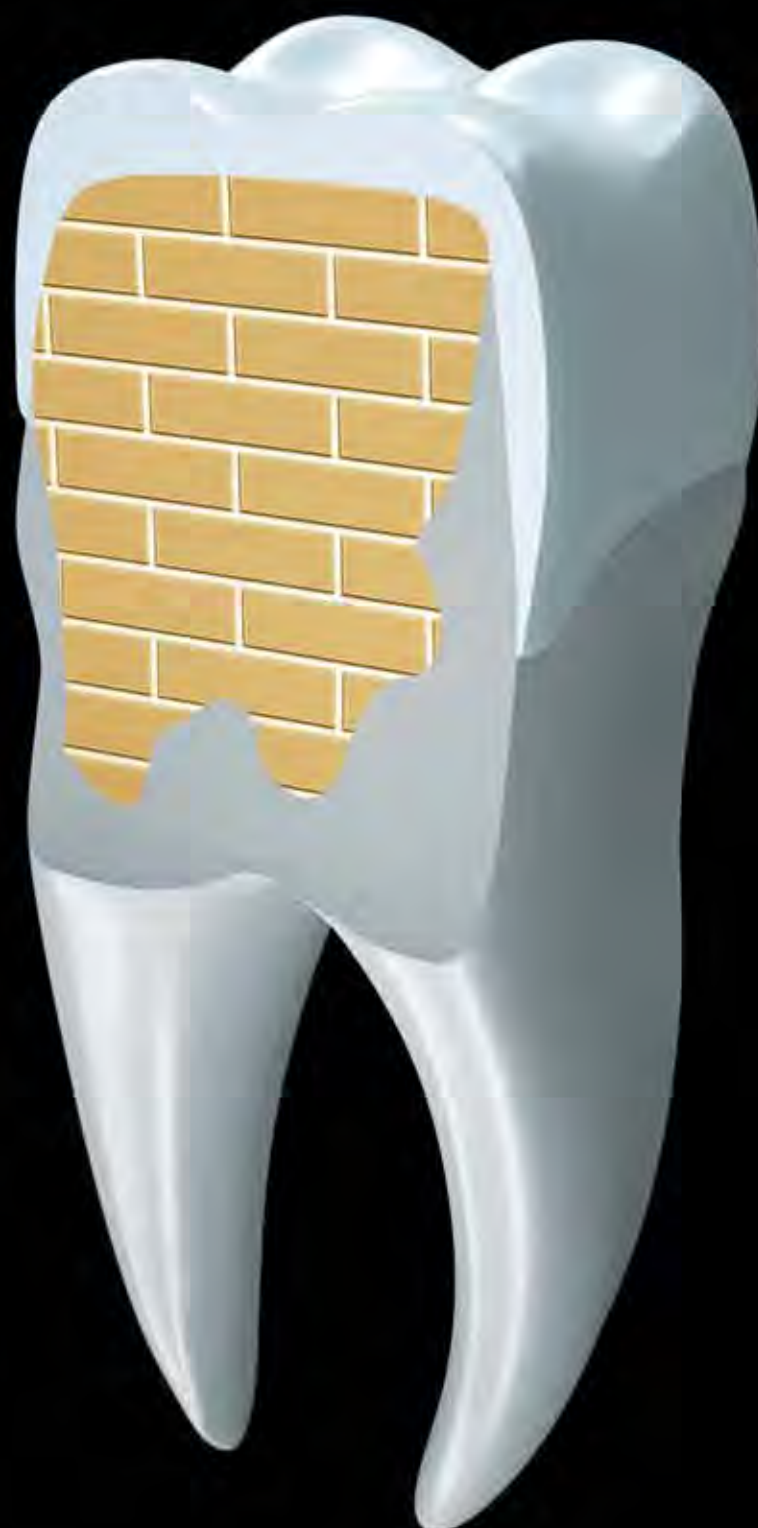
• Courtney Isett speaks on 'Connecting With Your Community: The Hidden Marketing Strategy' on Friday morning at The Spot.



• Veronica Marfori tells attendees all about show specials at the Glove World booth, No. 1936.



# NEW! Visalys® Core – Secure core build-up for high stability.



Visalys® Core is a fluoride-containing, dual-curing composite, developed for the fabrication of radiopaque core build-ups and core fillings and for cementing root posts. The product incorporates Active-Connect-Technology (ACT), which is unique in the market. This enables the material to bond actively with common light-curing and dual-curing, single-step and multi-step adhesives, without an additional activator. The advantage for users is that it allows them to use the bonding agent they are used to – no matter whether it is a light-curing or dual-curing, a single- or multi-bottle system. Call 877-532-2123 direct to place an order.

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**Come see Kettenbach at**  
CDA San Francisco  
► Booth #1640

### By Glidewell Laboratories Staff

Scanned, designed and milled with CAD/CAM technology, the BruxZir Half-Arch Implant Prosthesis can help clinicians achieve a predictable restorative result.

## Here at the CDA

For more information, visit [www.bruxzir.com](http://www.bruxzir.com) or stop by the Glidewell Laboratories booth, No. 1428.

The BruxZir Solid Zirconia Half-Arch Implant Prosthesis is priced at \$1,795 and includes the final prosthesis, a provisional CAD/CAM implant prosthesis made out of poly(methyl methacrylate) (PMMA), all labor, model and die work, analogs, setups, bite blocks, try-ins and verification jigs.

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• **Teresa Salido of Glidewell Laboratories helps an attendee at the booth, No. 1428. (Photo/Sierra Rendon, *today* Staff)**



A **STRONGER**,  
more adaptable  
and easier to use  
core composite.



Dr. Gregg A. Helvey, DDS, MAGD, CDT



- No BPA used in manufacturing
- Cuts like dentin
- Radiopaque—200% of Aluminum
- Available in two shades:  
Tooth Shade A2/B2 & Absolute White
- Dual cure
- Low viscosity
- Automix
- No dispensing gun needed



**Absolute Dentin Plus™** features nanotechnology, giving it a slightly lower viscosity than original 'AD'. It's even easier to syringe the material into a small diameter canal when cementing a post. Don't be mistaken, Absolute Dentin Plus still stacks, still cuts like dentin and still works great with Brush&Bond®.

- **Absolute Dentin™ Plus**.....\$41.50/kit  
Kit consists of one 5ml dual-chamber syringe, 8 mixing tips and 8 intraoral tips (4 root canal & 4 white). **Shades:** Absolute White (S330), Tooth Shade A2/B2 (S331).



I love using Absolute Dentin™ for my cores. However, Absolute Dentin™ PLUS' lower viscosity allows the material to flow and adapt better in small areas on the tooth. It's also perfect for flowing into tight post holes when a post is required."

— Gregg A. Helvey, DDS, MAGD, CDT

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