

today



Scenes from the CDA Presents

Shiny racecars, giant toothbrushes, funny T-shirts and exciting giveaways.

»pages 4 & 5



A way to meet your cone-beam needs

Want to place implants or perform oral surgery? Here's just the system for you.

»page 8



Trying something new

One doctor sets out to do an anterior crown case in conjunction with a veneer. Check out how it went.

»page 10

Products by the Bay

By Sierra Rendon, *today* Staff

■ As thousands of dentists, hygienists, assistants and technicians descend on the “City by the Bay” this week to attend CDA Presents, a world-class lineup of speakers, sessions and exhibits awaits at the Moscone Center.

More than 14,000 dental professionals are expected to attend this week's biannual convention of the California Dental Association. The three-day convention will feature more than 150 educational courses and 375 exhibitors demonstrating the latest techniques and innovative products and services for dentists.

Today's educational schedule continues with workshops, lectures and sessions on a wide variety of topics, ranging from sleep apnea to endodontics to CDT code changes. Interactive events and parties take place today,



»see *PRODUCTS*, page 3

• Attendees stream through the aisles Thursday morning of the CDA Presents in San Francisco. (Photo/Sierra Rendon, *today* Staff)

• Yasica Corum speaks at The Spot's Educational Theater on 'Responding to Online Reviews' on Thursday morning. Stop by today for another full schedule of interesting topics. (Photo/Sierra Rendon, *today* Staff)



Time to learn it all

By Sierra Rendon, *today* Staff

■ Educational opportunities abound at the CDA Presents this week, including everything from hands-on workshops to free lectures on the exhibit hall floor.

Today's schedule continues with topics ranging from sleep apnea to dental implants. Here are a few highlights of the day's offerings:

- “Diagnosis and Treatment Challenges of Periodontal Diseases,” 8–10:30 a.m., with Dr. Peter S. Warshawsky in Moscone South 307. Here, you'll learn about the different diagnostic

categories of periodontal diseases.

- “*Implant Dentistry: Enhancing Diagnosis, Case Acceptance and Outcomes*,” 11:30 a.m.–2 p.m. with Dr. David A. Little in Moscone South 310. In this session, you'll learn restorative techniques including immediate provisionalization, impressions and final prosthetic delivery.

- “*The Erosion Explosion – Effects of a Modern-Day Witch's Brew*,” 1:30–4 p.m. with Anne Guignon, RDH, MPH, in Moscone South 302. This session will focus on sodas and energy drinks and the role of pH and titratable acidity in erosion.

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3D semispherical coating (400x200µm)

Advanced 3D Technology

Super-Snap X-Treme, the latest generation in X-Treme polishing, is designed to x-ceed the aesthetic x-pectations of patients today. Super-Snap X-Treme aluminum oxide disks offer x-tra thickness for greater flexibility and durability, and an advanced 3D semispherical surface coating to provide X-Treme gloss results. Super-Snap X-Treme—taking polishing to the next level!

NEW!
Visit us
Booth #1326



- Long lasting with 40% greater gloss than leading competitor
- Advanced 3D technology - semispherical shaped grits
- Reduces clogging, secondary scratches and maintains smoother surface contact
- X-Tra thickness improves durability, prevents warping and prolongs use
- Greater tactile feel and flexibility



today About the Publisher

Tribune America, LLC
116 W. 23rd St., Suite 500
New York, N.Y. 10011
Phone: (212) 244-7181
Fax: (212) 244-7185
E-mail: info@dental-tribune.com
www.dental-tribune.com

Publisher & Chairman
Torsten Oemus
t.oemus@dental-tribune.com

President/Chief Executive Officer
Eric Seid
e.seid@dental-tribune.com

Group Editor
Kristine Colker
k.colker@dental-tribune.com

Managing Editor
Fred Michmershuizen
f.michmershuizen@dental-tribune.com

Managing Editor
Sierra Rendon
s.rendon@dental-tribune.com

Managing Editor
Robert Selleck
r.selleck@dental-tribune.com

Product/Account Manager
Humberto Estrada
h.estrada@dental-tribune.com

Product/Account Manager
Will Kenyon
w.kenyon@dental-tribune.com

Marketing Director
Anna Kataoka
a.kataoka@dental-tribune.com

Education Director
Christiane Ferret
c.ferret@dtstudiesclub.com

Accounting Department
Nirmala Singh
n.singh@dental-tribune.com



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PRODUCTS from page 1

including the Wine FUN-damentals at 4 p.m. and the CDA Party at the California Academy of Sciences at 7 tonight.

Meanwhile, if you came to the CDA Presents intending to purchase new products and technology, one of the exhibiting companies is sure to have exactly what you need. In fact, several exhibitors are showcasing new products at this show.

Here is a sampling of products you may want to check out:

- **Get Weave:** Have you ever wished your phone service could sync with your dental software? Swing by booth No. 639 and find out what it means to "Get Weave." This software seamlessly integrates with your dental practice management software and

replaces your current phone provider, giving you unlimited lines, unlimited long distance and unlimited local calling, all in one convenient package.

- **Whitening in five minutes:** Here at CDA Presents, Philips introduces its newest whitening product, the Philips Zoom QuickPro varnish. Two years in development, the five-minute dental office procedure has a two-layer technology. The patient leaves the office after the procedure and, 30 minutes later, brushes or wipes the film off his or her teeth. During the company's two years of research, only one out of 44 patients noted sensitivity, according to Philips. Development has shown that patients' teeth could look up to four shades whiter after the five-minute, in-office procedure, the company noted. Philips has started

taking orders at CDA Presents, and live demonstrations will occur at the ADA meeting in San Antonio in October. The product will list for just under \$45 for practices (minimum of six units), and the company suggests a price of just under \$125 for patients.

- **DEXIS for Mac:** Also launching here at CDA, DEXIS has released its Mac-based dental imaging software, DEXIS Mac. This software integrates the true functionality of Apple products with the functionality of the DEXIS imaging system. DEXIS Mac is easy to use, intuitive and streamlined. The quad view and quad control custom interface offers fewer and more meaningful buttons in logical groupings and functions. Visit the booth (No. 1802) for a test drive of DEXIS Mac, including how it interfaces with the DEXIS go and DEXIS photo apps.

AD

Core I: Advanced Functional Dentistry — The Power of Physiologic Based Dentistry The Future of Dentistry Awaits You

The LVI Core I program encompasses the principles in physiologic restorative concepts creating excellence in care for your patients and prosperity for you. This program will start you on a path to greater understanding and enjoyment of our profession while creating loyal, enthusiastic and grateful patients!

This exciting three-day, hands-on program shows you how to evaluate cases and educate your patients for advanced restorative dentistry and more comprehensive case acceptance. For many of your patients you will learn how to eliminate a lifetime of pain that no other medical professional has been able to address, and for some learn how you can actually save their lives!

In essence, become a mouth doctor with ability to do things you never were taught in dental school. You have patients in your practice RIGHT NOW that can benefit from these concepts and you have the opportunity to change their lives starting the day you return to your office.

Dr. Bill Dickerson, Dr. Heidi Dickerson and Dr. Mark Duncan will present this information in a practical, easy to understand manner where you will feel comfortable presenting these exciting and practice building new options to your patients on Monday. Don't miss this golden opportunity to find out about this incredible world of dentistry that awaits you!

Core I guarantee: We are so sure you will be satisfied with this course that we offer a money back guarantee!

"LVI has given me a new driving force in my career. It has recharged my enthusiasm for dentistry and made me realize that my career choice was not a mistake."

—Dr. Charles Shin, Stouffville, ON

"I wish I would have attended LVI earlier in my career. I still have time to make a difference but this info is too valuable to not be used throughout an entire dental career."

—Dr. Tim Stirneman Algonquin, IL

"Not only did I learn what I didn't know about dentistry, I learned how to help my own long history of pain in the head and neck. Thanks for the missing link."

—Dr. Paul Bell, Denver, CO

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Upcoming 2014 DATES
October 1-3 - LVI (Las Vegas)
December 10-12- LVI (Las Vegas)
Upcoming 2015 DATES
February 25-27
April 22-24
September 23-25
December 2-4



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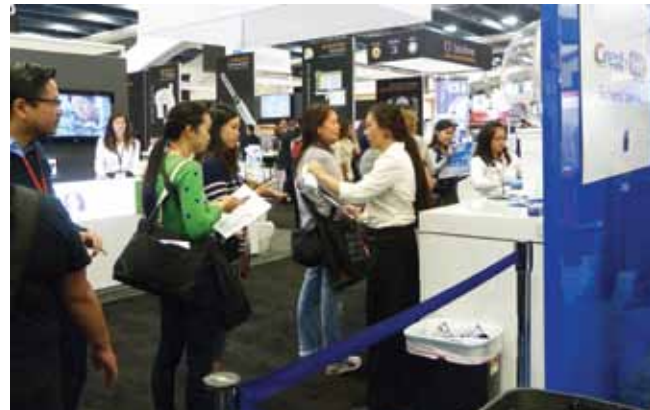
Scenes from Thursday



• Meredith Tangney and Dan Christensen can fill you in on the latest Shofu products at the company's booth, No. 1326.



• You know you want a funny T-shirt to wear that says, 'I've got 99 problems, but a cavity ain't one.' Visit the CDA Store at the entrance to Exhibit Hall A/B to check out all of the CDA swag.



• Ashley Mork hands out toothbrushes for attendees to try at the Crest Oral-B booth, No. 1202. Today at 3 p.m., stop by Room 100 to hear from Dr. Robert Gerlach about Crest's new Sensi-Stop Strips, which offer targeted and long-lasting relief for patients experiencing sensitivity.



• PhotoMed's Tony Aguilar helps an attendee find the best digital cameras for his specific dental needs at booth No. 701.



• Daniel Welch, Peter Stevenson and Jace Evans can help introduce you to Weave at booth No. 639. It's the company's first time at the CDA.



• Anita Duran and Samantha Merrick stand ready to answer questions at the OCO Biomedical booth, No. 631.



• Need to check an email or a sports game score? Visit the Internet Café at The Spot for free Internet usage here at the CDA Presents.



• Stop by booth No. 402 and talk with the folks at Airway Management, including Gary Bailey, DDS, clockwise from back left, Charles Collins, COO, Lauralee Gunby, executive vice president, and Samantha McClure, manager of marketing, and learn more about the MyTap appliance for snoring and sleep apnea.



• Greg Humenik works on repairing handpieces on site in the CDA exhibit hall at the Handpiece Express booth, No. 601.



• Dr. Todd Snyder of Los Angeles brings his 'weekend hobby' racecar to the Dentrix booth, No. 2126. Visit the booth to find out how Dentrix can help you spend more time on your weekend hobbies.



• Looking for a new headlight? Visit Designs for Vision at booth Nos. 819/2022 to learn about the company's superior magnification with precision coated optics, the brightest LED headlights and exclusive ergonomics custom manufactured to your measurements.



• Henry Schein brings together 'choices that connect dental' at its booth, No. 1926, showcasing companies including Camlog, Instrumentarium, DEXIS and more.



• Bryan Woods talks to an attendee about NSK's handpieces, such as the TiMax Z900L, which can be observed in life-size form at the booth, No. 2226.



• Edward Kressin speaks to attendees at the Philips booth, No. 1432. Those who attend the short presentation will receive a goody bag and a scratcher with the possibility of winning a DiamondClean toothbrush. While you're there, ask about the Zoom QuickPro 5-minute whitening system.



• CDA attendees gather 'round the Planmeca ProMax S3 at the company's booth, No. 1936.



• Aaron Joseph of Glidewell speaks with an attendee Thursday morning at the company's booth, No. 1532.



• At the Colgate booth, No. 1702, listen to a presentation on the company's latest and greatest products, and you'll receive a nice goody bag with toothpaste and toothbrushes.



• Shirley Jamarck, RDH, and Melissa Wonders, RDH, both of Santa Rosa, Calif., test out the TENS units at the Infinite Trading booth, No. 2405. TENS units are said to relieve both TMJ and other muscle pains.

**Photos by
Sierra Rendon,
today Staff**

Take polishing to an 'X-Treme' level

New Super-Snap X-Treme offers greater flexibility, thickness and gloss results

By Shofu Dental Staff

■ Here at the CDA Presents, Shofu Dental is launching the next generation of Super-Snap: Super-Snap X-Treme, an enhancement to the original green fine and red superfine Super-Snap polishing disks.

The new Super-Snap X-Treme was designed to meet varied clinician preferences and advancements in composite technology.

X-Treme disks offer greater flexibility, extra thickness for an increased tactile feel and extreme gloss results because of an advanced 3-D grit technology.

Since 1922, Shofu has been an industry-leading manufacturer of high-quality polishers and abrasives that exceed the demands of dental professionals around the world.

The company's extensive knowledge of direct and indirect restorative materials, combined with stringent quality-control standards, ensure optimal contouring, finishing and polishing, no matter what the material, according to the company.

Super-Snap disks are widely recognized and utilized within universal dental offices. The four-step, color-coded disk system is designed for easy, fast and safe contouring, finishing and polishing of all microfilled and nano-hybrid composites. It is no surprise that Super-Snap Singles have been awarded "Top Composite Finishing and Polishing System" by The Dental Advisor for six years in a row.

The new Super-Snap X-Treme polishing disks provide many of the same features and benefits as the original Super-Snap disks.

Both red and green X-Treme disks have an elastic silicone shank mount for easy placement onto the mandrel. They are manufactured without a metal center to eliminate the risk of gouging or discoloration of the composite and increase the stability of the disk during polishing.

The red and green disk material in both systems are made with aluminum oxide grit.

Super-Snap and Super-Snap X-Treme disks share many important features; however, the new enhancements offered with Super-Snap X-Treme disks makes these two systems distinctly different.

X-Tra thickness

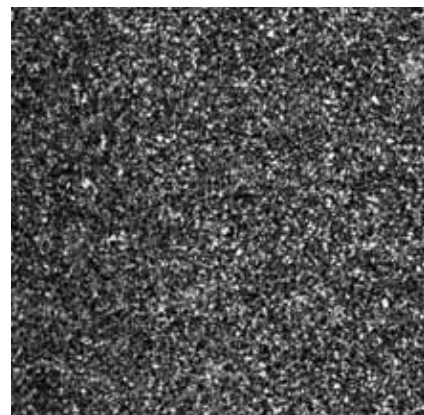
Super-Snap X-Treme red and green discs are double the thickness of the original Super-Snap disks, increasing from 50 µm to 100 µm (Fig. 1).



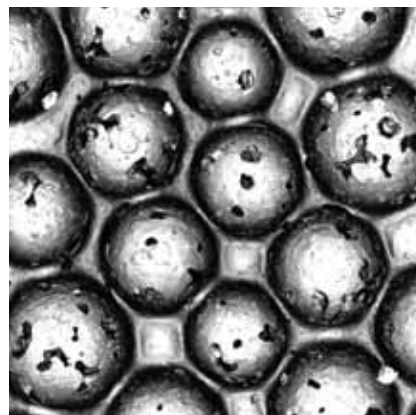
• Buy one box of the new Super-Snap X-Treme during the CDA Presents and receive a free Super-Snap X-Treme souvenir car. (Photos/Provided by Shofu Dental)



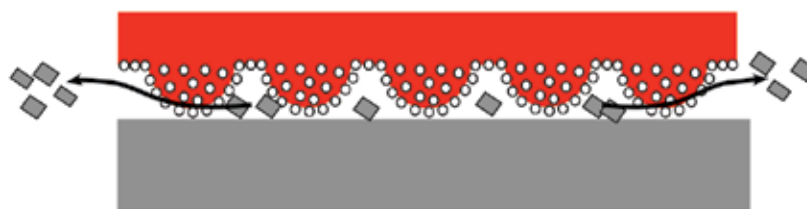
• Fig. 1. Super-Snap X-Treme polishing disks (right, as compared to Super-Snap) are thicker, to allow more force to be applied during polishing and for a greater tactile feel. Extra thickness helps to provide extremely high-gloss results.



• Fig. 2a: Red Super-Snap Disk



• Fig. 2b: Red Super-Snap X-Treme Disk



• Fig. 3. Super-Snap X-Treme's red 3-D aluminum oxide grits allow space for ground debris to be discharged during polishing. This helps prevent secondary scratches and clogging and reduces generated heat without any denaturing of the material.

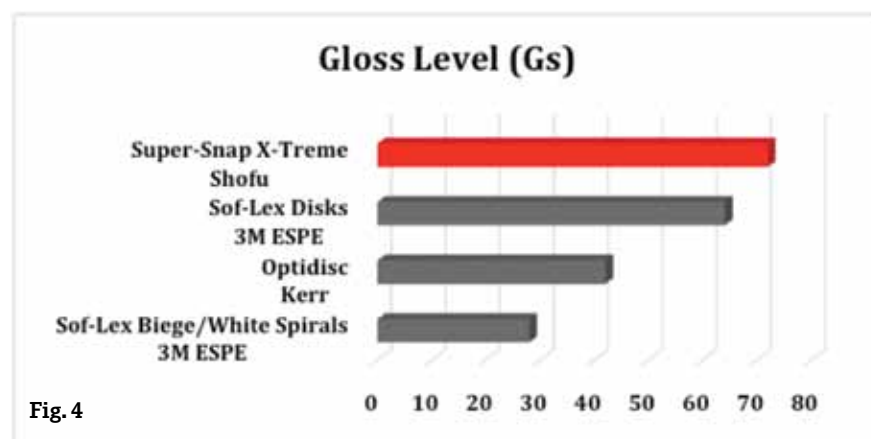


Fig. 4

Here at the CDA

To see the new Super-Snap X-Treme, stop by the Shofu booth, No. 1326. If you buy one box of the new product here during the CDA Presents, you will receive a free Super-Snap X-Treme souvenir car.

The extra thickness improves stiffness and durability while maintaining flexibility in interproximal areas. Greater force can be applied when polishing composites with the thicker Super-Snap X-Treme disks, allowing a noticeable increase in tactile feel and helping to produce a beautiful, glossy result to your restorations.

Advanced 3-D technology

The red superfine X-Treme disk features a new, advanced 3-D technology composed of round, semispherical grits homogeneously arranged on the entire disk surface (Figs. 2a, 2b).

The new semispherical-shaped surface provides space to discharge ground debris, resulting in less clogging of the disk and secondary scratches on the composite. Ground debris can collect and discharge within the crevices of the semispheres, helping to maintain a smooth disk surface for polishing (Fig. 3).

X-Treme gloss results

Super-Snap X-Treme disks are taking polishing to the next level. A unique combination of extra thickness and advanced 3-D grit technology allows dentists to exceed the esthetic demands of patients. Shofu's internal test results demonstrate extremely low surface roughness and remarkably higher gloss levels compared with competitors (Fig. 4).

Check it out today!

Shofu Dental's new Super-Snap X-Treme polishing disks are available in standard (12 mm) or mini (8 mm) sizes within a 100-piece kit, including both red and green X-Treme disks, or as individual disk refills of 50. Suggested retail price per kit is \$47.60, and disk refills are \$25.05.

X-Treme disks can be used in conjunction with the original black contouring and violet finishing Super-Snap disks.

Visit Shofu at booth No. 1326 today to experience the new Super-Snap X-Treme.

• Fig. 4. The following test was conducted to see a level of gloss after using well-known disk polishers to composite. The composite test samples of Beautifil II universal restorative (Shofu) are finished by #600 finishing paper, and they are tested under R.P.M. 10,000 min-1, pressure 1 N for 30 seconds.

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4 Pkg. @ **\$12.49**

12 Pkg. (Case) @ **\$11.99**

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Crest + **Oral-B**

The new i-CAT FLX MV: Fit for a wide range of dental practices

By KaVo Kerr Group Staff

■ There's a new 3-D cone-beam system in booth No. 2016 in the exhibit hall here at the CDA.

i-CAT™, a brand member of the KaVo Kerr Group, is proud to announce the launch of the newest member of the award-winning family of cone-beam 3-D imaging products: the i-CAT MV, for general dentists and specialists who wish to place and restore

Here at the CDA

See the i-CAT FLX MV for yourself in booth No. 2016.

implants or perform oral surgery, periodontics, prosthodontics and endodontics with greater confidence and lower radiation.

The innovative features of the

i-CAT MV will deliver greater clarity, ease-of-use and control for those clinicians who need a medium field-of-view and a range of image sizes to fit a variety of needs.

From scan to plan to treat, i-CAT MV offers these features to provide information and control:

- Medium field of view captures both arches and the temporomandibular joints in 3-D.
- Visual iQuity™ advanced image



• The new i-CAT FLX MV.
(Photo/Provided by KaVo Kerr Group)

AD

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technology provides i-CAT's clearest 3-D and 2-D images.

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- Integration with CAD/CAM programs is offered.

i-CAT MV offers a balance between image quality and ALARA (as low as reasonably achievable) radiation dose for clinical control and optimized patient care. High-resolution, volumetric images provide complete 3-D views for more thorough analysis of bone structure and tooth orientation. QuickScan+ settings allow for full-dentition 3-D imaging at a dose comparable to a 2-D panoramic*.

Powerful, clinically driven, comprehensive planning tools streamline workflow and help you move from scanning to consultation and treatment planning in less than one minute.

i-CAT FLX MV features the Tx STUDIO™ 5.3, the latest version of exclusive treatment planning software with enhanced tools for implants, oral surgery, endodontic procedures, airway analysis and TMJ.

Detailed 3-D images combined with powerful imaging software aid in giving you the confidence to accurately plan an entire implant treatment, from surgical placement of the implant and abutment all the way to final restoration.

Enhance practice efficiency with immediate access to integrated treatment tools for implant planning as well as CAD/CAM applications, such as digital models and surgical guides.

3-D scans from i-CAT allow practitioners to perform more advanced procedures with greater predictability – from implants to surgical guides and restorations. i-CAT's open software architecture seamlessly integrates with orthodontic systems, CAD/CAM programs, imaging software and practice management programs, expanding your practice's capabilities.

* Image quality is proportional to radiation dose.

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Orders will not be fulfilled without a valid dental license. *Price does not include \$14 round-trip overnight shipping or applicable taxes.
†aveoTSD volume pricing/unit: (1-4) \$139; (5-9) \$129; (10-19) \$119; (20+) \$115.

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