

# today

 <p><b>A Midwinter special</b></p> <p>Text <b>PROPHY</b> to 97000 to get a promo code for 10 percent off all Keystone Industries' prophy products. Stop by booth No. 4011 for more information.</p>	 <p><b>Scenes from the Chicago Midwinter</b></p> <p>Hoverboards, mouthguards and a lot of fun product demonstrations.</p> <p>»pages 4-8</p>	 <p><b>Making its grand entrance</b></p> <p>Looking for intuitive digital impression technology? You might find it in the exhibit hall.</p> <p>»page 34</p>
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## Don't delay

By Robert Selleck, *today* Staff

■ It's not called "Midwinter" for nothing. So it's no surprise that a bit of wind, snow and a couple thousand flight delays or cancellations the day before the Midwinter Meeting officially started weren't enough to disrupt the Chicago Dental Society's flagship event.

Delayed speakers affected a minimal number of sessions. Anutra Medical's extensive lineup of key opinion leaders spoke as scheduled on Thursday, and more are on the agenda for the booth (No. 5018) today and Sat-

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• Perhaps still frustrated by flight delays, the alleged dentist in the Clik Tech/Masterlink booth (No. 3742) grabbed attention from more than a few attendees in the exhibit hall on Thursday. (Photo/Robert Selleck, *today* Staff)



• Attendees have fun with this year's theme — Mardis Gras Redux. (Photos/Fred Michmershuizen, *today* Staff)

## Dentistry's night to shine

By Fred Michmershuizen, *today* Staff

■ Oral Health America sure knows how to throw a party.

"Mardi Gras Redux" was the theme for the 26th annual OHA Gala and Benefit, held Wednesday night at Navy Pier. Despite the snow, wind and the turbulent waters of Lake Michigan churning up trouble outside, it was all fun—and fund-raising—at this annual event, which is widely considered one of the dental industry's social highlights of the year.

At the cocktail reception, party-

goers showed off their festive attire, beads and masks while rubbing elbows with each other and checking out the many items up for auction.

After everyone had a chance to enjoy a cocktail or two, guests were escorted into the AON Ballroom in a Mardi Gras-style "second line" parade for the program — then dinner and dancing.

Dr. Michael C. Alfano was honored with the OHA's 2016 Gala Tribute Award, which was presented by Dr.

»see *SHINE*, page 10



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**DON'T DELAY** \*from page 1

urday, including Dr. Todd Snyder (8 a.m. and 1 p.m. today) and Dr. Paul Feuerstein (9 a.m. today). Saturday's speakers in the booth are Dr. Shannon Pace (9 a.m.) and Dr. Robert Lowe (1:30 p.m.).

Various aspects of restorative dentistry will be covered. Anutra's novel dispenser, cassette and syringe system is getting lots of attention for the ease with which practitioners can deliver buffered local anesthetics.

One of the meeting's biggest draws, the vast exhibit hall, opened for business right on schedule Thursday morning, with attendees spreading out across the 460,000 square feet of dental wonderland to gain hands-on experience with some of the industry's latest advancements. Quite a

few of the booth representatives had to struggle through airports and joust at ticket counters to arrive on time. These dedicated industry experts are available again today in the exhibit hall to help you with show specials, discounts, giveaways, hands-on opportunities and other educational events.

Among the many highlights: In the Kerr booth (No. 1600), you can work with the company's new Maxcem Elite Chroma self-etch/self-adhesive resin cement with cleanup indicator. It's billed as the "smartest cement available on the market today." The cement's pink color fades at the gel state, notifying clinicians exactly when it's optimal to clean up the excess.

Cavex (booth No. 4121) used the first day of the Midwinter exhibit

hall to announce the U.S. launch of its Bite & White ABC Masterkit. The home-whitening program (available only through dentists) was released in Europe at the most recent IDS show.

"Whitening doesn't need to be frightening," said Cavex Managing Director Hans Maarten den Boer.

The Dutch company sees opportunity in the U.S. market because so many consumers are still worried about the complexity, safety, comfort and cost of whitening—as well as how natural the results will be. The Cavex system draws on extensive scientific research to address all of the fears. You can get all the details on the science in the booth.

The exhibit hall is open until 5:30 p.m. today and from 9 a.m. to 4 p.m. Saturday.

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# Scenes from Thursday



• From left: Jeff Price, Erik Espinosa and Brad Baker of Flow Dental Corp. (booth No. 1521).



• Judy Leitton, left, and Frank Cortes of Directa (booth No. 3322).



• Jeanne Giovenco of DEXIS (booth No. 1411).



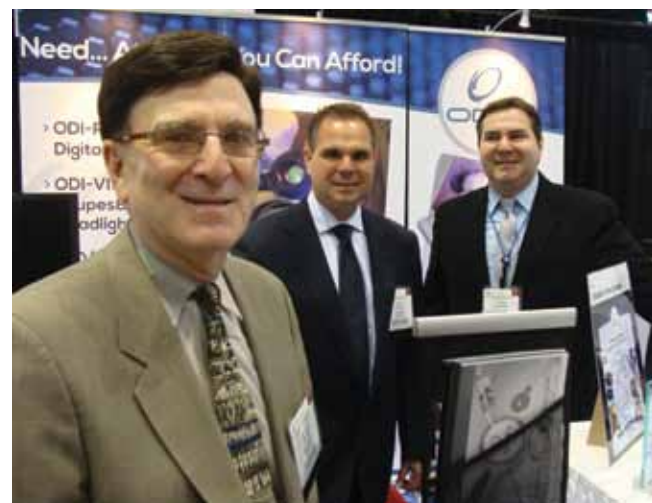
• The gang at Isolite show off the Isovac. Stop by the booth (No. 4631) for lots of fun demonstrations.



• From left: Romeo Caicedo, Linda Simon and Chuck Ferrara of Parkell (booth No. 2311).



• From left: Jens Kuhn, Daniel Parrilli, Veronika Fey and Jay Ross of Kettenbach (booth No. 4713).



• From left: Cary Ganz, Tyler Green and Scott Green of Odin Visionary Technologies (booth No. 1931).

Photos by  
Fred Michmershuizen  
todayStaff





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##### Friday, February 26th

10:00 AM – 11:30 AM	Dr. Patty Erickson
11:30 AM – 1:00 PM	Dr. Gary Kaye
1:00 PM – 2:30 PM	Dr. Paresh Shah
2:30 PM – 3:30 PM	Dr. Parag Kachalia





• Jenny Reichert of Preventech (booth No. 2712).



• From left: Brent Garvin, Jim Hooper, Dmitry Edelchik and Steve O'Neil of Planmeca USA (booth No. 3041).



• Chad Schmitt, left, of DMG America, with Dr. Bradford R. Hendrickson at the DMG America booth (booth No. 2802).



• Tia Leslie, left, and Gary Mahr of Mydent International (booth No. 845).



• From left: Nory Candelario, Andreas Goerl, CDT, and Eva Hernandez of Trident Dental Laboratories (booth No. 4228).



• Koichi Arakawa of Mani Inc. (booth No. 4334).

• From left: Cesar Figueroa, Noelle Molnar and Kim King of Milestone Scientific (booth No. 4918), with The Wand.



• Meeting attendee Hirohito Nojima of Kobe, Japan, shows off his new PF2 mouthguard at the Keystone Industries booth (No. 4011).



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Obsidian (left), Ceramco3 (right)

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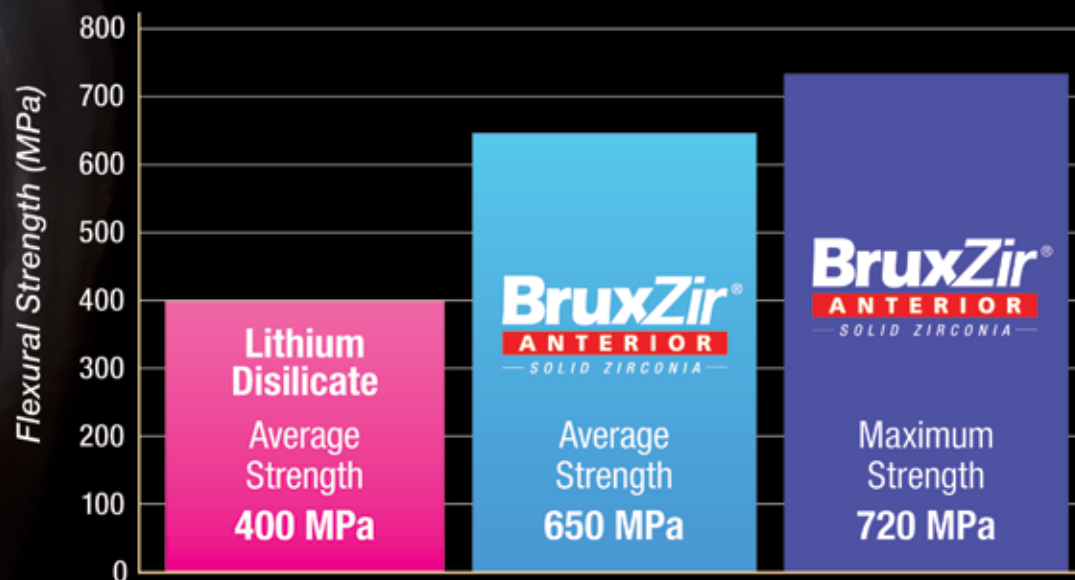
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