

today



Scenes from the Greater New York

Take your picture with Molly, pick up a platypus and help celebrate a 100th birthday.

»pages 4–10



It's all about Germany

42 German companies show off their products and precision in a pavilion of their own.

»pages 12–14



The outlook of oral health care

Panel discussion centers on the disparity of oral care and what needs to be done to address it.

»page 20

• From left, Drs. Maria Elvina Veez Carranza, Gema Lissette Villacreses Arteaga and Carlos Xavier Villacreses, all dentists from Portoviejo, Ecuador, leave the Crest Oral-B booth (No. 828) Tuesday morning with their free samples. (Photos/Robert Selleck, *today* Staff)



Count down

By Robert Selleck, *today* Staff

■ Today's exhibit hall is your last chance for hunting down special GNYDM show pricing, plush giveaways and seemingly endless amounts of free cookies, candies, gourmet coffee and other treats. The GNYDM exhibit hall closes for 2016 today at 5 p.m.

Of course, many of the show-specials will extend for some time beyond the meeting, but the giveaways peppering many of the booth counters all get packed up today, so if you haven't been wandering through the aisles yet to grab some product samples, pens,

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Wind, rain and education

By Sierra Rendon, *today* Staff

■ You battled the rain and wind to get to the GNYDM today. Now make the most of your time with educational sessions that suit your practice's exact needs.

Here is a quick look at a host of the educational opportunities available today:

- **World Implant Expo Seminars:** Speakers such as Drs. Jack A. Hahn, Suheil M. Boutros, Guido O. Sarnachiaro and George Arvanitis speak today in a variety of implant sessions. Each session offers three C.E. credits.
- **Ortho Symposium:** Dr. Jeremy

Mao offers two sessions, including "New Technologies in Dental Medicine" from 9:45 a.m. to 12:45 p.m. and "What Do Orthodontists Need to Know About Bone Remodeling and Bone Regeneration" from 1:30 to 4:30 p.m. Each session offers three C.E. credits.

- **Botox and Facial Fillers Workshop:** Dr. Steven J. Clark offers a clinical workshop and demonstration featuring live patients and tips and advice from his 20 years in the industry. This full day offers six C.E. credits.
- **Live Dentistry Arena:** In today's

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• In booth No. 3613, Judy Nelson (back to camera) describes ACT Dental products for Columbia University and NYU pediatric nurse-practitioner students, from left, Sharon Fortgang, Alyssa Greco, Lindsay Virdee, Christine Burns, Emily Wilson, Maggie Guinta, Brooke Wilkins and their GNYDM guide Dr. Nicole Cheele Cranston, who is with the National Dental Association's HEALTH NOW effort that exposes medical-program students to systemic oral-health issues.

COUNT *from page 1

mints and other giveaways, today is your last chance.

In booth No. 5233, Amazon Business has been starting each day with plates of fresh cookies and cups of fresh-ground coffee on its counter. The cookies have been going quickly, though, so it's worth an early visit to get a snack and see how the online giant may fit into your purchasing strategy.

In booth No. 2009, Kuraray, has plush, pink platypuses with micro-fiber bellies suitable for cleaning phone and monitor screens. And, of course, a branded tote bag is available to carry literature, purchases and your friendly new screen cleaner.

You'll almost always find lines at the Colgate (No. 2826), Crest+Oral-B (No. 828) and Sensodyne (No. 618) booths, where attendees who listen to



• Jeanette Lira in the CareCredit booth (No. 5614) has a Teenage Mutant Ninja Turtle Pillow Pet for U.S. dentists who use or are interested in the company's patient-financing systems.

brief presentations can try products out and leave with a bag of samples. At the Waterpik booth (No. 4006), you receive a free special edition Gracey curette by Nordent after viewing a seven-minute video presentation.

In the ACT Dental booth, visitors

can try out various mouth rinses and leave with samples along with coupons and trial-size offerings of the company's Dry Mouth toothpaste and lozenges.

In the CareCredit booth (No. 5614), Teenage Mutant Ninja Turtle Pillow Pets are available to U.S. dentists who already use or are interested in the company's patient-financing programs. A different character has been featured each day, and today it's Michaelangelo's turn.

If you accept a boarding pass to tour the Science Lab at the German Pavilion (booth No. 1313), you can turn the pass in as you exit in exchange for an iPad case and a small commemorative mirror.

And don't forget at the end of the day, you can pick up xylitol breath mints and gum in numerous booth, including at HealthPlex in booth No. 3930.

EDUCATION *from page 1

free sessions, attendees can learn from Dr. Thomas E. Dudley on "10-Unit Smile Design Case from Start to Finish" from 10 a.m. to 12:30 p.m. and Dr. Steven S. Glassman on "The Digital Restorative Solution: Live Invisalign Treatment and the Itero Element Intraoral Scanner" from 2:30 to 4:30 p.m. Each of these sessions offer three C.E. credits. Head to booth No. 6230 on the exhibit hall floor to attend.

• **Dental Hygienists Program:** The seventh annual Premier Dental Hygienists Program will feature several sessions on a variety of topics, including "Dental Implant Debridement" and "Dietary Habits and Oral Health," among others. You can earn up to five C.E. units by attending the full day of topics.



• Dr. Charles R. Braga performs a laser procedure Tuesday morning in the Live Dentistry Arena on the exhibit hall floor. The presentation, titled 'The LapiP Protocol: A Laser-Mediated Solution for the Ailing and Failing Implant,' is one of many educational sessions being offered throughout the Greater New York Dental Meeting. (Photo/Fred Michmershuizen, today Staff)

Scenes from the GNYDM



• Kevin Brennhofer, left, and Sarah Shine of Designs For Vision (booth Nos. 1813, 2012 and 4625).



• Kathryn Scinto of VOCO America (booth No. 3201).



• Meetings attendees visit DEXIS Digital X-ray (booth No. 3618) to learn more about digital imaging.

Photos by
Fred Michmershuizen
and Robert Selleck,
today Staff



• The folks at Sulzer Mixpac (booth No. 4422) relieve some stress.



• Karen Wildermuth, left, James Richards of UMA Health (booth No. 5620).



• Now in its 25th year, the 'Bright Smiles, Bright Futures' program inspires local schoolchildren to take great care of their teeth and gums. Friendly volunteers equipped with stuffed animals help make the education fun.



• Joanne Bishop, left, and Karen Galley of Patient News (booth No. 3515).



• Sumbal Marry of Dental Deluxe (booth No. 5720).

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• Meetings attendees visit BIOLASE (booth No. 422).



• Angie Chan of Cranberry USA (booth No. 4012).



• Aidan Butler of GuardLab (exhibiting in the Henry Schein Pavilion), a company offering custom mouthguards.



• The gang at Curve Dental (booth No. 1333).



• Norma Pabon, left, and Mark Kuchta of M&S Dental Supply Co. (booth No. 3501).



• Bob Gannon of Kerr Corp. (booth No. 4216) is on hand to share his knowledge of endodontic equipment. Kerr is offering refreshments along with various endo presentations in the Crystal Palace entrance just outside the exhibit hall.



• From left: Marie A. Garcia, Rebecca Strong, Debra Levinson and Shawna Smokes at the International Pemphigus & Pemphigoid Foundation (booth No. 4741). Garcia and Smokes are dental assistants who stopped by the foundation's table to get more information about the rare disease.



• Aaron Baxter, left, and Alexander Malave of Augma Biomaterial (booth No. 4503).

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• In the Directa Dental booth (No. 4419), from left are Dan Fukushima, Patrizia Mattiucci and Judie Leitton. Stop by to wish Directa a happy 100th birthday!



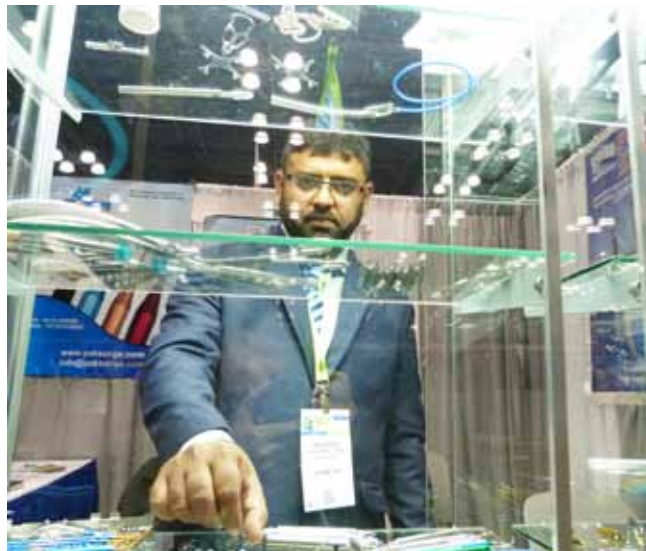
• Lee Mergentime in the Flight Dental Systems booth (No. 4432) displays the iView camera — an HD camera with 30x optical zoom built into a powerful LED operating light.



• Bryan Coleman of Doctor Multimedia.



• From left: Kathie Turner, Brooke Stevens, Leslie Stevens and Lauren Smith of Healthy Start/Ortho-Tain (booth No. 2412).



• In booth No. 5327, Naghman Iqbal of Pak Surge arranges his display of dental instruments.



• As part of the meeting's annual 'Bright Smiles, Bright Futures' program for local schoolchildren, Saidat Oluwo, left, and Ariel Williams are on hand to stress the importance of good oral health.



• Neil Magneson of SharperPractice (booth No. 1036). He says if you trade in your old camera, you can get a \$1,500 credit toward a new purchase.



• Lisandra Torres, left, and Stacy Tolas of Advanced Implant Educators (booth No. 439).

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