

# today



### Scenes from the ADA 2014

Cowboy hats, Pillow Pets, spinning wheels, themed vans and Austin Powers, too.

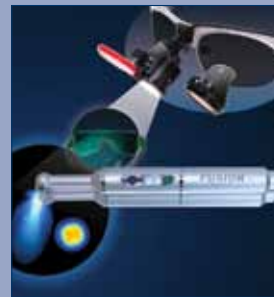
»pages 4-6



### Smile! You're on BIOLASE camera

Show off your pearly whites in the exhibit hall or outside near the River Walk.

»page 5



### More than just fast curing

Save lives with oral screenings and increase profit by office bleaching – all with the same light.

»page 18

# Just desserts

By Robert Selleck, *today* Staff

■ The ADA World Marketplace Exhibition is always filled with free samples, memorable trinkets and other fun giveaways. But it's also possible as you're strolling the aisles to start feeling like you're at a massive dessert buffet. For your consideration after lunch today:

- You can smell the enticing aroma of fresh-baked cookies wafting from the DMG America booth (No. 640) from two aisles away, with the staff handing out an unending supply of chocolate-chip cookies fresh from the oven in honor of the company's new cookie-dough flavored fluoride varnish clear seal.

- More of a cupcake fan? Your choice of red velvet or vanilla is ready for the taking at the Ivoclar Vivadent booth (No. 858) in celebration of the 10th birthday of the company's Tetric

\*see *DESSERTS*, page 3



• More than a few attendees are likely feeling a bit like Cookie Monster (DMG America, booth No. 640) after strolling exhibit-hall aisles Thursday filled with cookies, cupcakes, chocolates and countless candies. (Photos/Robert Selleck, *today* Staff)

• Meeting attendees sit down for an educational presentation on CAD/CAM technology Thursday morning on the exhibit hall floor. (Photo/Fred Michmershuizen, *today* Staff)



## San Antonio meeting offers plenty to learn

By Fred Michmershuizen, *today* Staff

■ There are plenty of educational opportunities here at ADA 2014 – America's Dental Meeting. From lectures to hands-on workshops to special exhibitor presentations, the meeting in San Antonio has abundant offerings.

"With a record number of hands-on workshops, live-patient demos and brand new programming, ADA 2014

offers cutting-edge education opportunities you won't find anywhere else," meeting organizers say.

In all, there are more than 300 lectures and interactive learning experiences available on site this week. From presentations for GPs to specialists to hygienists and team members, there is something for everybody.

Check your show guide or mobile app to find the course that is right for you.

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**DESSERTS** \*from page 1

EvoCeram Micro-Hybrid composite system.

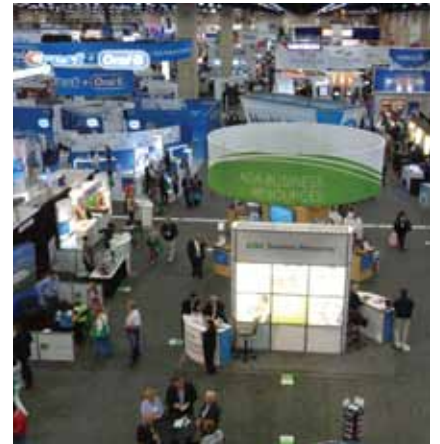
- Craving the sensation of a York Peppermint Patty? Head to the far corner to booth No. 111 where American Express OPEN is handing them out. Better yet, open up an American Express business charge card and you'll be entered into a drawing for a \$500 American Express gift card to be given away at the ADA meeting.

- Too many sweets? Head to booth No. 4629, King Faisal Specialists Hospital & Research Centre, where you can try a date, brought fresh from date palms in Saudi Arabia, where the hospital is based. It's at ADA for the first time, recruiting dentists, hygienists and dental assistants to come work at the oldest and largest hospital

in the Middle East. Staff at the booth said they've been getting quite a bit of interest.

- Getting thirsty? At Sesame Communications (booth No. 4349), you can order a margarita-style smoothie. Then try on a pair of Sesame sunglasses, take a selfie, post it to [www.sesamesmile.com](http://www.sesamesmile.com), and you'll be entered into a daily drawing at ADA for the hippest eyewear on the planet: Google Glass.

- But back to the sweets: It's trick-or-treat time at Simple Pay Finance (booth No. 4723), which prominently displays a big bowl filled with all the classics: Reese's Peanut Butter Cups, Three Musketeers, Milky Way, Twix, Hershey's bars and more. But be sure to also ask about the money-back promotion on its patient financing service.



With 21,000 attendees expected and more than 550 exhibitors on site, the ADA World Marketplace Exhibition is expected to remain busy throughout the 2014 version of 'America's Dental Meeting.' Pictured is the exhibit hall early Thursday.

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AD

# Scenes from Thursday



• At every dental meeting, the folks at Shofu Dental Corp. (booth No. 3917) have plenty to talk about. From left: Lenny Sulkis, Karlyn Rasmussen-Dodd, Tracy DePrimio and Glenn Pavlicek.



• Artee Hazari, left, and Skyla Garza of DENTSPLY International (booth No. 809).



• A meeting attendee visits with the folks at Aseptico (booth No. 843) to learn more about anesthesia delivery technology.



• Dr. Edward Rossomando of the Center for Research and Education in Technology (CRET), at the Henry Schein Dental booth.



• You can't have Texas without cowboys. And cowgirls. The folks from Fotona are ready to rope you in with their cowboy hats, jeans and belt buckles at booth No. 662. From left: Chris Cox, Sarah Pickett, Jeff Jones and Keith Batemen.



• Kara Stevens, RDH, left, and Michelle Gant of PureLife Dental (booth No. 635).



• Scott Kelley of Designs for Vision (booth No. 2910).



• Leslie Herrera, left, and Debra Ruggles of EdgeEndo (booth No. 1713).



• A dentist checks out the features and benefits of dental isolation technology at Isolite (booth No. 1455).

Photos by  
Fred Michmershuizen,  
todayStaff



• Lesly Maldonado, left, and Richard Liu of DentLight (booth No. 114).



• Steve Mannino of Dex Media (booth No. 211) with the company's spinning wheel. Stop by the booth and spin to win a prize.

• The Planmecca USA booth (No. 1638).



# Beaming with BIOLASE

By Robert Selleck, *today* Staff

■ For years, BIOLASE has been spreading the word about the benefits of using its high-tech lasers, scanners and milling machines. But in recent months, the company has shifted its messaging to focus less on product and more on the people that those products serve: dental professionals and patients.

To help reinforce that shift, at this year's ADA meeting, the company is holding a "Beaming with BIOLASE" photo contest, centered on a photo booth

• Dhea Patel, from left, Omar Salinas (both of San Antonio) and Rose Duong of Forest Hill, Texas, pose for photos in the #BeamingWithBIOLASE traveling photo booth at the BIOLASE booth (No. 1256) in the exhibit hall on Thursday. The three are first-year dental students at the University of Texas Health Science Center School of Dentistry in San Antonio. (Photo/Robert Selleck, *today* Staff)

at its exhibit hall booth (No. 1256). It also has two offsite booths near the River Walk open to the public.

On the street, anybody can step into the photo booth with as many friends as are willing to fit, and take a series of photos. You then receive a free printout along with a code that lets you access the images online to immediately share via social media. In the exhibit hall, ADA attendees who step into the booth also can try to win daily prizes for the best and most creative photos.

"It's really all about drawing attention to BIOLASE, so attendees can see that we've made some fundamental changes," said BIOLASE President and CEO Jeff Nugent. "We're a completely different company than we were six months ago. We're the world's largest dental laser company. And we have the scope to make this happen."

Prizes will be awarded at cocktail receptions in the booth, from 4:30–5:30 p.m. today and 2–3 p.m. Saturday.



• From left: Yancey Butler, Katie Evenson and Nicole Jacobson of Orasoptic (booth No. 434).



• Stephanie Goss, left, and Josh Mattson of KaVo (booth No. 1253).



• Patricia Rosales, left, and Laura Velishek of UniCare Dental (booth No. 4335).



• An expert offers product education at Propel Orthodontics (booth No. 1429).



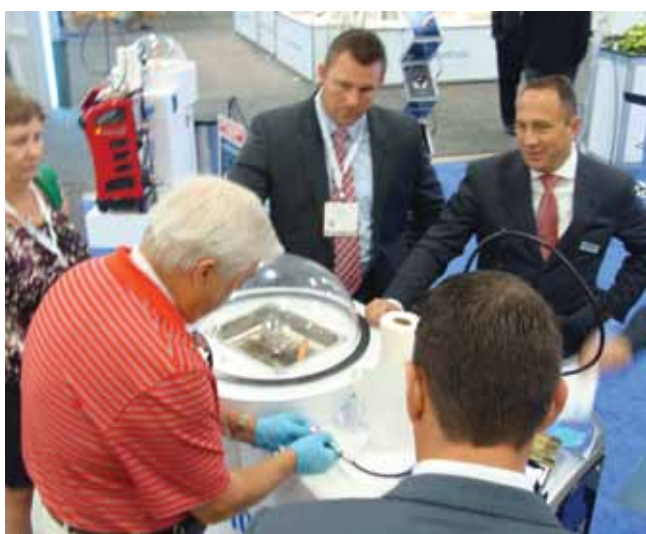
• Jens Darré of Dr. Walser Dental (booth No. 1447), one of many exhibitors in the German pavilion.



• From left: Barb Herzog, left, Shawn Foraker and Moné Barkley of Springstone Patient Financing (booth No. 3933).



• He's back! 'Austin Powers' flashes his signature peace sign with Dr. Dawn M. Gregg, left, and Dr. Robert H. Gregg of Millennium Dental Technologies (booth No. 644).



• A dentist visits Biolase (booth No. 1256) and test drives some of the company's newest laser technology.



• These dental students could not resist stopping for a photo with the dental-themed van on display at Imagination Dental Solutions (booth No. 2717).



• The new Spirit 3300 Dental Chair is on a rotating display at Pelton & Crane (booth No. 852).



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# LVI Core I three-day course designed for doctors and their teams to learn together

By Mark Duncan, DDS, FAGD, LVIF, DICOI, FICCMO, Clinical Director, LVI

■ Welcome to ADA 2014, and congratulations on actively moving your understanding and professional success forward!

It is only through excellent education that we individually grow and develop as dental health professionals and, through that, build a practice that is not just successful but deliv-

## For more information

For more information on the Las Vegas Institute for Advanced Dental Studies, visit [www.lviglobal.com](http://www.lviglobal.com).

ers comprehensive and high-quality care.

As a patient, I expect the best care I can find. As a doctor, I want to deliver the best care possible.



• The Las Vegas Institute for Advanced Dental Studies. (Photo/Provided by LVI)

That takes us to the power of continuing education, and, as doctors, we are

faced with many choices in continuing education.

As a way to introduce you to the Las Vegas Institute for Advanced Dental Studies, or LVI, I want to outline what LVI is about and what void it fills in your practice. The alumni who have completed programs at LVI were given an independent survey, and unlike the typical surveys, 99.7 percent said they love practicing dentistry, and of those surveyed, 92 percent enjoy their profession more since they started their training at LVI. That alone is reason enough to go to LVI and find out more.

While the programs at LVI cover the full breadth of dentistry, the most powerful and life-changing program is generally reported as being Core I, or "Advanced Functional Dentistry – The Power of Physiologic Based Occlusion." This program is a three-day course that is designed for doctors and their teams to learn together about the power of getting their patients' physiology on their side.

In this program, doctors can learn how to start the process of taking control of their practice and start to enjoy the full benefits of owning a practice and providing high-quality dentistry. Regardless of whether it is a solo practice or a group setting, every doctor can start the process of creating comprehensive care experiences for his or her patients.

We will discuss why some cases doctors are asked to do are actually dangerous ones to restore cosmetically. We will discover the developmental science behind how unattractive smiles evolve and what cases may need the help of auxiliary health-care professionals to get the patient feeling better.

The impact of musculoskeletal signs and symptoms will be explored, and we will look at how the supporting soft tissue is the most important diagnostic tool you have – not simply the gingiva but the entire soft-tissue support of the structures, in the mouth and also in the rest of the body.

A successful restorative practice should not be built on insurance reimbursement schedules. An independent business should stand not on the whims and distractions of a fee schedule but rather on the ideal benefits of comprehensive care balanced by the patients' needs and desires.

Dentistry can be a challenging and thankless business, but it doesn't have to be. Through complete and comprehensive diagnosis, there is an amazing world of thank yous and hugs and tears that our patients bring to us when we change their lives. The Core I program at LVI is the first step on that journey. That's why when you call, we answer the phone: "LVI, where lives are changing daily!"

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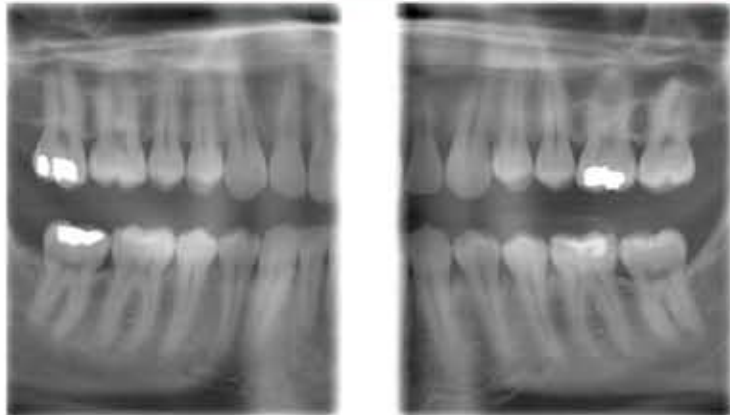
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