

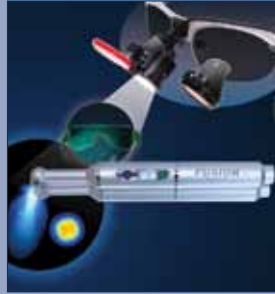
today



Next stop: innovation

Hop aboard the Discovery Bus for a tour of Colgate's Global Research & Technology Center.

»page 8



More than just fast curing

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

»page 26



Get outside and explore

Think you've seen everything there is to see in New York City? Well, think again.

»page 54

Open for education



• (Photo/Provided by freeimages.com)

By Robert Selleck, *today* Staff

■ It's difficult to find any stronger example of the ever-narrowing line between classroom and exhibit floor than during the four days of exhibits here at the Greater New York Dental Meeting.

Today's opening day of one of dentistry's most education-focused exhibitions – along with the three days that will follow – offers seemingly limitless opportunity to gain familiarity with the most advanced equipment, concepts and techniques in every sector of dentistry.

Live dentistry in the exhibit hall

Among the exhibit hall's many highlights is one of the industry's busiest live dentistry stages, with sessions worth C.E. credit scheduled during all

• see EDUCATION, page 3

First World Implant EXPO kicks off today

■ For the first time, the Greater New York Dental Meeting is partnering up with the American Academy of Implant Dentistry and the International Congress of Oral Implantologists to present the World Implant EXPO, taking place all this week on the exhibit hall floor.

The idea behind the expo, according to the organizers, was to add a greater collection of inspiring seminars and workshops for specialists

who offer surgical and restorative dental implant treatment to their patients as well as for the general dentist who incorporates implant tooth replacement in his/her office.

The World Implant EXPO will officially kick off with a ribbon cutting at 1:30 p.m. today in Classroom 1 in Aisle 2000. An opening day reception will follow the completion of the program at 5:15 p.m. Sessions take place all four days, from today through Wednesday.

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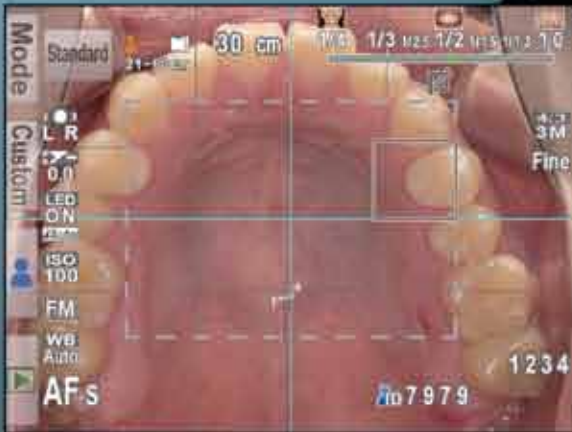
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watch the video at www.DentatusUSA.com

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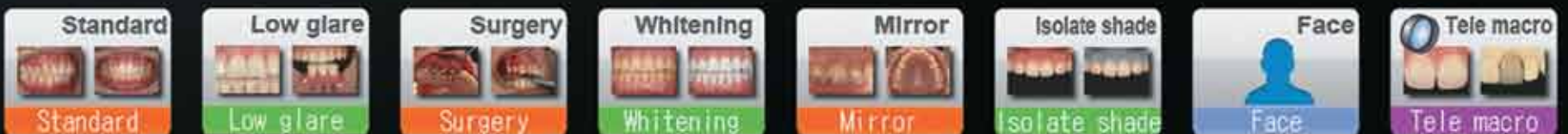
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EDUCATION *from page 1*

four days of the exhibition. The 425-seat Live Dentistry Arena is located at aisle 6200, room No. 5, of the exhibit floor.

The arena opens today at 10 a.m. with Ron Kaminer, DDS, presenting "Simplifying Single-Tooth Dentistry." Kaminer combines videos and live treatment of a patient on the stage to demonstrate the entire process of single-tooth implant placement, from placement through restoration.

He will demonstrate how to eliminate a "flipper" as an interim prosthesis, emphasizing streamlining the process with advanced materials and techniques. The session is sponsored by VOCO and ADIN Implants.

At 2:30 p.m., "Professional Tooth-Whitening: How To Maximize Break-through Technology" is presented by Joyce Bassett, DDS. Treatment provided to two patients will focus on advanced techniques as well as how to address sensitivity, improve patient compliance, expand revenue opportunities and integrate in-office and take-home treatment – all with a patient-centric focus. The session is sponsored by Philips.

Monday's stage features "Predictable Techniques Utilizing Cutting Edge Materials to Simplify Implant Placement, Impressioning, Provisionalization and Final Cementation," presented at 10 a.m. by Kaminer and sponsored by VOCO and ADIN Implants.

At 2:30 p.m. Charles Schlesinger, DDS, presents "The Realities of the OCO Immediate Load Implant," sponsored by OCO Biomedical.

On Tuesday at 10 a.m., Allen Honigman, DDS, presents "LAPIP Peri-implantitis Protocol Utilizing Laser Technology," sponsored by Millennium Dental Technologies.

At 2:30 p.m., Todd Shatkin, DDS, presents "Replace Teeth in One Visit



Attendees explore the exhibit hall during the 2013 Greater New York Dental Meeting. (Photo/today file photo)

Here at the GNYDM

Keep track of exhibitors and educational sessions by downloading the Greater New York Dental Meeting app on your smartphone.

– F.I.R.S.T. Technique," sponsored by Shatkin F.I.R.S.T.

On Wednesday at 10 a.m., Frank Milnar, DDS, and Shannon Pace-Brinker, DCA, CDD, present "Minimally Invasive Composite Veneers Utilizing Esthetic Principles," sponsored by Shofu Dental Corp.

Closing the stage at 2:30 p.m. is Aeklavya Panjali, DDS, with "Guided Implant Surgery with Crestal Sinus Augmentation and Provisionalization," sponsored by 3D Diagnostix, Vatech and IDS Integrated.

In addition to the individual session sponsors, a number of companies are providing equipment and supplies throughout all four days of the Live Dentistry Arena, including SciCan Dental, A-dec, Schick by Sirona and Air Techniques.

Dedicated pavilions, workshops, classrooms

A dedicated pavilion at the rear of

aisle 5400, with a variety of seminars also scheduled, is available throughout the four days of the exhibition to address topics of specific interest to dental assistants and hygienists.

Also on the exhibit floor is the "Technology Pavilion" at the rear of aisle 4700, featuring hands-on opportunities and seminars designed to enable dental professionals to compare in one setting the latest advancements in digital scanning and lasers.

Numerous other workshops and classrooms are available on the exhibit floor, some for a fee with tickets required.

The "Team Track" courses cost \$40 and take place in classroom No. 2 at the rear of aisle 200. The "Workshop" courses are \$30, located in the workshop room in aisle 600. The "Classroom" courses are free, located in classroom No. 1 in aisle 100.

And, of course, professional representatives who know the most about dentistry's latest advancements in products and services are available throughout the 1,500 booths on the exhibit floor, ready to answer all your questions about keeping your practice on pace with this rapidly changing profession and industry.

IADFE to award fellows

By David L. Hoexter, DMD, FACD, FICD, Editor in Chief

■ The International Academy for Dental Facial Esthetics will meet in New York City on Tuesday during the Greater New York Dental Meeting.

Celebrating its 18th year, the IADFE will award fellowships in a cap-and-gown ceremony to physicians, dentists, laboratory artists and other qualified professionals who enhance the esthetics and functions of the face.

This past year in May, the academy held a well-attended meeting in Paris featuring a number of high-value presentations.

The award-winning fellows, with members representing countries throughout the world, meet to share knowledge while taking advantage of unique networking opportunities.

On the schedule as this year's keynote presenter in New York City is Dr.



Like this group earning IADFE fellowships in 2013, a new group will wear gowns and toss caps this week. (Photo/Provided by Dr. David L. Hoexter)

Irwin Smigel, considered the grandfather and pioneer of dental esthetics. He will present "Facial Surgery Without a Scalpel."

For additional information about the meeting, the society and its work, you can contact Dr. David L. Hoexter at drdavidlh@gmail.com.

Here in New York: What to know

When and where do I register?

Registration takes place in the Upper Level of the Javitz Convention Center. Registration hours are as follows:

- *Today-Tuesday*: 8 a.m.-5:30 p.m.
- *Wednesday*: 8 a.m.-5 p.m.

What are the dates and times for the exhibit hall?

- *Today-Tuesday*: 9:30 a.m.-5:30 p.m.
- *Wednesday*: 9:30 a.m.-5 p.m.

What if I want to bring my kids?

Children are allowed to attend the

meeting. However, baby strollers are not permitted on the exhibit hall floor. A limited number of baby carriers are available in the Exhibits Office.

Today, several children's programs are available.

In the Special Events Hall Lower Level 1, there will be a family fun concert from 10:30-11:30 a.m. and transformation face painting from 11:30 a.m.-2:30 p.m. A children's carnival from noon-2:30 p.m. will include spin art, obstacle challenges, a climbing wall, performers and a giant slide.

Also in the same place, from 11:30 a.m.-2:30 p.m., will be a child identification program.

The Grand Lodge of Free and Accepted Masons of the State of New York sponsor this free, five-minute child identification program. They will offer the following:

- Digital photos
- Digital fingerprinting
- Personal information burned on to a CD

Can I still buy tickets to any of the paid functions?

Yes. Tickets for all still-available func-

tions can be purchased at all general registration booths located in the registration area on the Upper Level of the convention center. You must pay by cash or credit card.

What if I'm an international visitor?

The GNYDM has a hospitality center just for international visitors. Find it in the registration area in the Crystal Palace. The center is open whether you want to relax or join colleagues for a cup of coffee. The hours are as follows:

- *Today-Tuesday*: 8 a.m.-5:30 p.m.
- *Wednesday*: 8 a.m.-5 p.m.

What about food during the meeting?

Full-service and specialty cafes, food carts and restaurants are located throughout the convention center. Options include a variety of hot and cold sandwiches, salads, snacks and beverages.

What are some of the educational-session highlights?

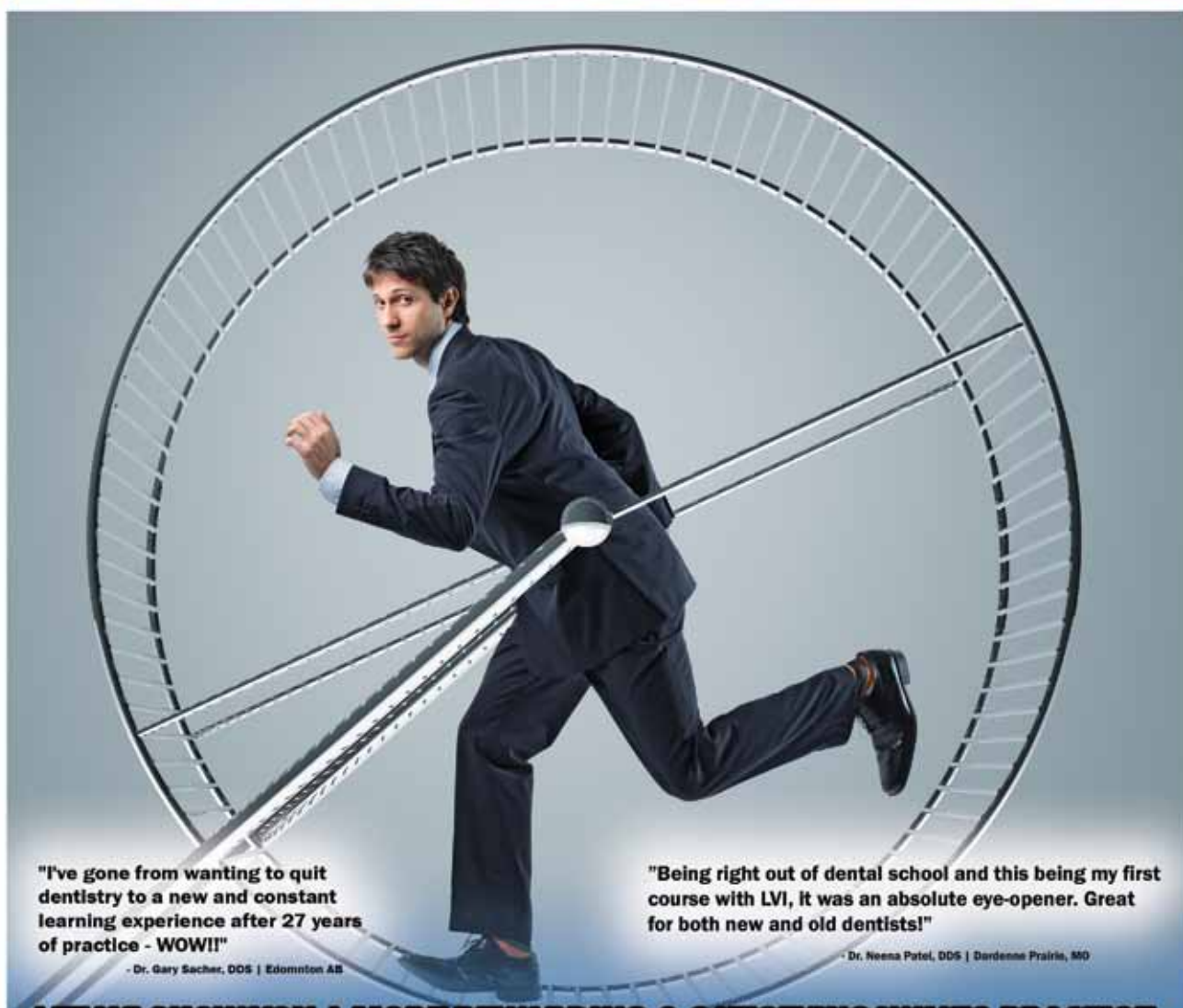
You won't want to miss the Live Dentistry sessions, which are just that: dentistry on live patients, in a 300-seat theater with 18 high-definition, 60-inch screens.

Here is the schedule.

- *Today*, 10 a.m.-12:30 p.m., VOCO America presents "Simplifying Single-Tooth Dentistry" with Dr. Markus L. Weitz
- *Today*, 2:30-5 p.m., Philips presents "Professional Tooth Whitening: How to Maximize Breakthrough Technology" with Dr. Marilyn T. Ward
- *Monday*, 10 a.m.-12:30 p.m., VOCO America presents "Predictable Techniques Utilizing Cutting-Edge Materials to Simplify Implant Placement, Impressions, Provisionalization and Final Cementation" with Dr. Markus L. Weitz
- *Monday*, 2:30 p.m.-5 p.m., OCO Biomedical presents "The Realities of the OCO Immediate Load Implant" with Dr. Charles D. Schlesinger
- *Tuesday*, 10 a.m.-12:30 p.m., Millennium Dental Technologies presents "LAPIP Peri-Implantitis Protocol 'Live' Patient Demonstration Utilizing Laser Technology" with Dr. Allen Honigman
- *Tuesday*, 2:30-5 p.m., Shatkin F.I.R.S.T. presents "Replace Teeth in One Visit - F.I.R.S.T. Technique" with Dr. Todd E. Shatkin
- *Wednesday*, 10 a.m.-12:30 p.m., Shofu Dental presents "Minimally Invasive Composite Veneers Utilizing Esthetic Principles" with Dr. Frank J. Milnar and Shannon Pace-Brinker, CDA, CDD
- *Wednesday*, 2:30-5 p.m., 3D Diagnostix, VATECH and IDS Integrated present "Guided Implant Surgery with Crestal Sinus Augmentation and Provisionalization" with Dr. Aeklavya Panjali

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See it live: 'The Realities of the OCO Immediate Load Implant'

Live demonstration/surgery will take place Monday in the Live Dentistry Arena on the exhibit hall floor

■ OCO Biomedical, a global leader in implant dentistry products, technology and training, will introduce "The Realities of the OCO Immediate Load Implant" on Monday here in New York. From 2:30 to 5 p.m., the company will showcase its extensive two-stage Implant System via a live demonstration and surgery performed by Charles Schlesinger, DDS, chief operating officer and director of education and clinical affairs at OCO.

This AGD-Pace accredited, half-day, no-tuition seminar will be held at the Live Dentistry Arena on the exhibit hall floor.

Said Schlesinger: "Immediate load technology is a hot topic and trend in our industry. To address and explore this issue, OCO's seminar will introduce 'The Realities of the OCO Immediate Load Implant,' an innovative,

Here at the GNYDM

Charles Schlesinger, DDS, OCO chief operating officer and director of education and clinical affairs, will conduct 'The Realities of the OCO Immediate Load Implant' from 2:30 to 5 p.m. Monday at the Live Dentistry Stage in the exhibit hall. There is no cost to attend.

About the speaker

A speaker, clinical author and OCO chief operating officer/director of education and clinical affairs, Dr. Charles Schlesinger graduated from the Ohio State University College of Dentistry in 1996 and completed a general practice residency at the VAMC San Diego. He maintained a private practice in San Diego prior to assuming his executive duties at OCO Biomedical.

systematic approach that we have developed.

"We incorporate what OCO's immediate load technology can do to influence implant treatment and offer insight into the OCO implant system as a whole. In addition, the seminar provides knowledge of the OCO surgical protocol and shows that easy and predictable implant surgery is possible with the right system. This educational event offers practitioners and support staff a rare opportunity to directly experience the ins and outs of immediate load technology."

During the live demonstration and surgery, Schlesinger will be using OCO's two-stage Implant System, which is intended for permanent surgical implantation in the bone for the purpose of single or multiple tooth replacements.

"From our experience and what we learn through ongoing dialogue with our nationwide course attendees and customers, the versatility and simplicity of our clinically proven products have positively impacted and improved patient care and practice performance," Schlesinger said. "All of these components form the foundation of 'The OCO Advantage: A Complete Dental Implant Solutions Approach.'"

In addition to the seminar, OCO Biomedical will showcase its complete product line, featuring GNYDM specials on premier products. Also provided will be updated 2014-2015 OCO Course Schedules and enrollment information as well as early-bird registration discounts to the 2015 OCO Biomedical International Dental Implant Symposium.

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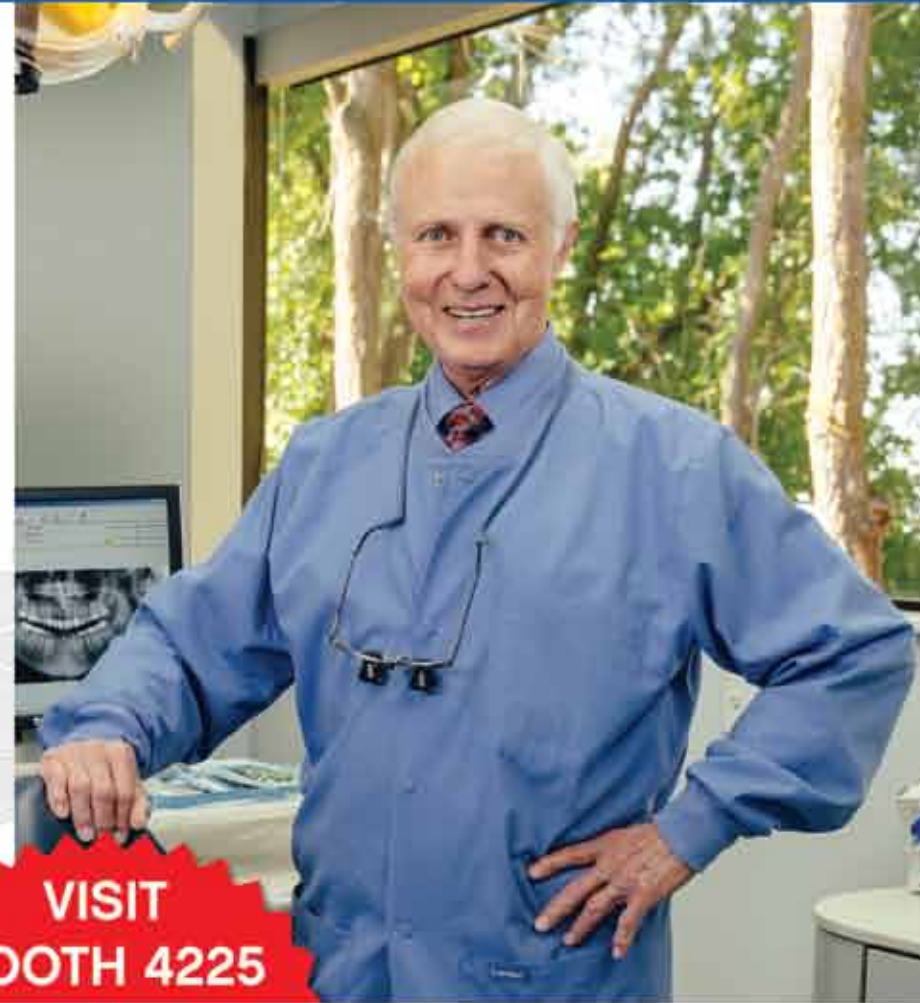
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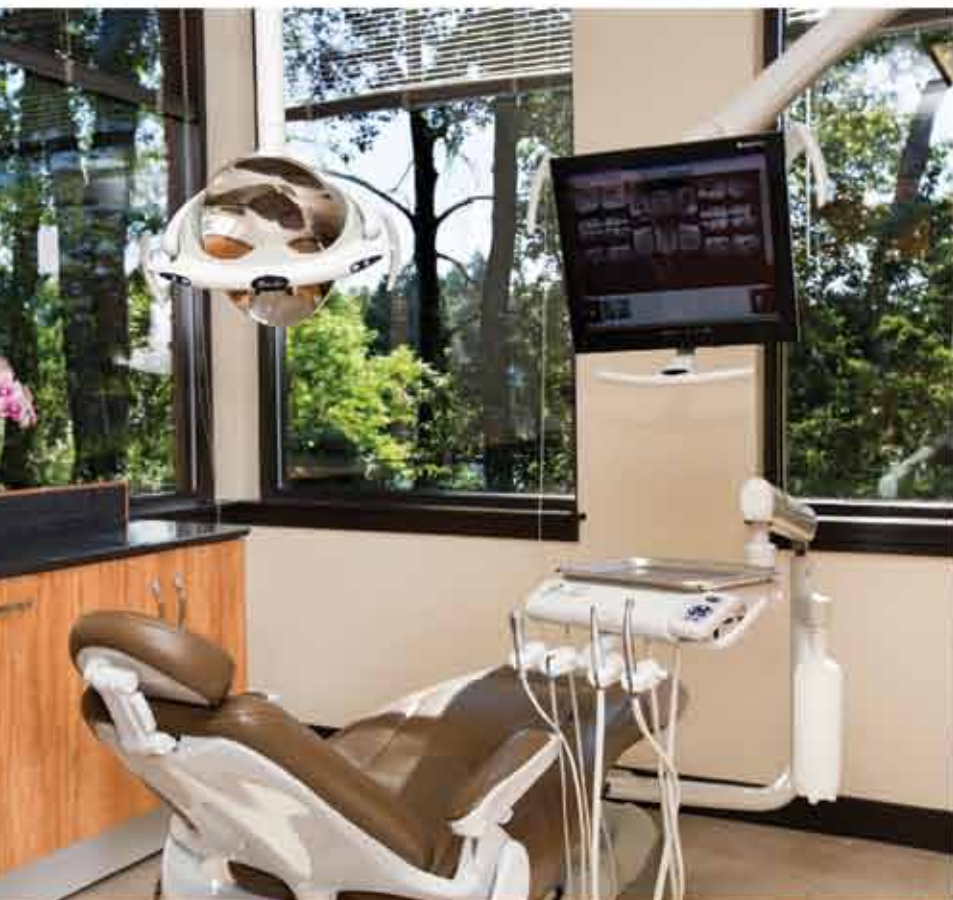
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- Return on Investment





(Photo/Provided by Colgate)

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Colgate, a global leader in oral care, is encouraging dentists and hygienists to discover its Global Research & Technology Center by joining its new "Destination Innovation" Discovery Bus tours.

Available this week, passengers aboard the tours will enjoy a VIP

experience that includes a rare opportunity to meet the experts behind Colgate's oral health-care products, learn the science behind the Colgate Total® toothpaste and experience the unique environment where Colgate's products are conceived, researched and developed.

The full educational experience will begin immediately upon boarding the Destination Innovation Discovery Bus. A dedicated tour host, along with a select Colgate scientist, will conduct a traveling interactive learning experience for all passengers. Guests will be treated

to informative presentations, educational videos, personalized social media services and much more.

"The Destination Innovation Discovery Bus Tour will be a truly unique experience," said

"see DISCOVER, page 10"

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