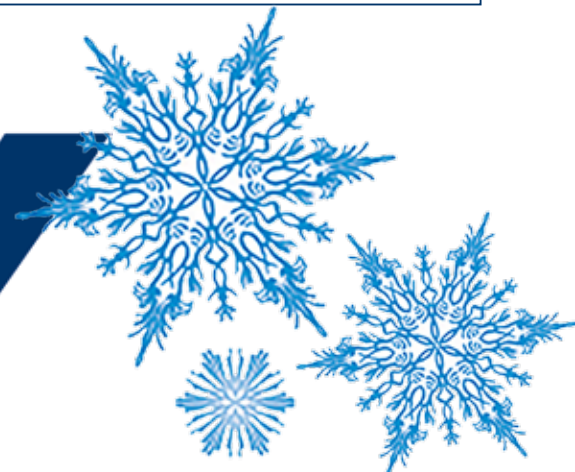


today



Note to your patients: Fear no more

A simple twist of a knob can eliminate anxiety for your patients and keep them coming back.

»page 8



A non-surgical way to treat sleep issues

Give your patients 24/7 improvement in nasal breathing with this proprietary protocol.

»page 16



Replace 30 shades with 1 composite

Imagine one shade clinically proven to match practically any tooth. Now you don't have to imagine.

»page 24



• Attendees enter the exhibit hall during the 2018 Chicago Midwinter Meeting. (Photo/today file photo)

Entering into fun

■ And we're off! The 154th annual Chicago Midwinter Meeting is officially under way, and there is fun and education to be had around every turn.

Open up the Chicago Midwinter app on your smartphone, and you will find more than 200 courses, hands-on workshops, lectures and live-patient demonstrations taking place during the next three days.

Take a walk near the general registration area and come away with souvenir Mardi Gras beads, being distributed in honor of this year's theme, "A Midwinter Mardi Gras: Celebrating Innovation, Camaraderie and Diversity." (Don't worry: No flashing is required at this event!)

And later this afternoon, head to the opening session to be entertained by acclaimed former television late-night show host Jay Leno. You can find him in Ballroom W375E, with the session beginning at 5:30 p.m.

Scouts earn 'Oral Health Action Hero' patches with America's ToothFairy

By America's ToothFairy Staff

■ Scouts across the nation are now becoming "heroes" in their communities, thanks to America's ToothFairy and DentaQuest.

A donation from DentaQuest allowed 2,000 scouts to earn an "Oral Health Action Hero" patch at no cost for their participation in America's ToothFairy's Health Education and

Resource Outreach (HERO) Program.

"We are focused on positive, lasting health changes at the community level," said Steve Pollock, president and CEO of DentaQuest. "The HERO Scout Patch Program is an excellent way to teach children how to adopt preventive habits, develop an interest and awareness in oral health,

» see TOOTHFAIRY, page 5



» What drives me? Accuracy and getting the best results possible. Primescan is my solution. «
Sarah Jockin, DDS
Primescan™
Enjoy the scan.
Learn more at dentsplysirona.com/primescan

AD

BECAUSE SO MANY **RELY ON YOU...**



**Business
Solutions**



**Clinical
Solutions**



**Technology
Solutions**



**Supply Chain
Solutions**

YOU CAN **RELY ON US.**

Rely on Henry Schein's network of trusted advisors to help take care of your business, so you can focus on taking care of your patients.

 **HENRY SCHEIN®**
DENTAL



Looking for solutions? Contact your Henry Schein Sales Consultant, or call **1-833-RLY-ONUS** (1-833-759-6687), or visit: www.henryschein.com/relyonus.

Visit us at booth #2819

Visit us at Booth 2807

New Products, Demonstrations and Great Deals!

IT'S **SO** SIMPLE TO ACHIEVE CONSISTENT CLINICAL IMAGES



EyeSpecial C-III

THE DENTAL CAMERA THAT
MAKES IT EASY



- ▶ 8 Dental shooting modes – Easier, faster and more reproducible images
- ▶ Auto-cropping, smart focus and zoom
- ▶ Auto flash adjustment for true color
- ▶ 3.5 inch LED/LCD touchscreen – Works with exam gloves

**Come test one out at
Dr. Feuerstein's workshop! Friday 8-11am**



SHRINKAGE

Shrinkage
0.8%



- Low volumetric shrinkage (0.8%) and shrinkage stress (2.72 MPa)



Beautifil® II
LS

PINK POSSIBILITIES



Photo courtesy of Frank J. Milnar, DDS, AAACD



Beautifil® II
PINK

Beautifil Flow Plus X

A Nano-Hybrid Composite with
Fluoride Release & Recharge



SCAN HERE



FOR MORE INFO

Visit www.shofu.com | Call 800.827.4638

Shofu Dental Corporation • San Marcos, CA



TOP SECRET

RENDEZVOUS LOCATION:
McCormick Place West
Chicago, IL



Visit the Henry Schein One booth [REDACTED]
for a [REDACTED] unique 4-D cinematic adventure [REDACTED]
[REDACTED] featuring [REDACTED]
[REDACTED] unlike any [REDACTED] conference booth you've ever seen [REDACTED]
at a dental trade show [REDACTED]
[REDACTED] Don't come alone. Bring as many associates as possible. [REDACTED]
[REDACTED] Information exchanged will improve patient experience, [REDACTED]



[REDACTED] this top-secret event [REDACTED]
[REDACTED]
[REDACTED] show you how our covert [REDACTED]
[REDACTED] behind-the-scenes practice
[REDACTED] management software [REDACTED]
[REDACTED]
[REDACTED] will connect the [REDACTED]
[REDACTED] patient experience [REDACTED]
[REDACTED] from start to finish. [REDACTED]
[REDACTED]
[REDACTED] WE'LL SEE YOU THERE.

Message encoded:
RENDEZVOUS = 1 THERE = 72

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
Maria Kaiser
m.kaiser@dental-tribune.com

Product/Account Manager
Jordan McCumbee
j.mccumbee@dental-tribune.com

Client Relations Coordinator
Leerol Colquhoun
l.colquhoun@dental-tribune.com

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



Published by Tribune America
© 2019 Tribune America, LLC
All rights reserved.

today Chicago Midwinter Show Dailies
Vol. 12 appear during the 154th
Chicago Midwinter Meeting in
Chicago, Illinois, Feb. 21–23, 2019.

Tribune America makes every effort to report clinical information and manufacturers' product news accurately, but cannot assume responsibility for the validity of product claims, or for typographical errors. The publishers also do not assume responsibility for product names or claims, or statements made by advertisers.

Opinions expressed by authors are their own and may not reflect those of Tribune America or Dental Tribune International.

TOOTHFAIRY "from page 1"

and advocate for positive health changes in their neighborhoods. We are proud to incentivize participation in the program with the Scout patches and recognize the important work of these young community heroes."

This America's ToothFairy program engages participants in addressing oral health issues unique to their geographical area by conducting research; teaching children, teens, parents and community leaders about the importance of oral health; and promoting positive oral health behaviors in their communities.

Through the program, scouts choose three oral-health related activities from a list of projects focused on changing perceptions, behaviors and the environment of children's oral health. Once the activi-

Here in Chicago

America's ToothFairy: National Children's Oral Health Foundation Celebration of Smiles will be held again this year. The event takes place from 5:30 to 7:30 p.m. today at the Hyatt Regency McCormick Place in the Prairie Room.

ties are completed and a brief report submitted, scouts receive their "Oral Health Action Hero" patch. Examples of activities include:

- Holding a Smile Drive to collect oral care products for children in need.
- Providing a dental health presentation at a local health fair.
- Visiting a dental office to learn how dentists and dental hygienists help patients maintain good oral health.

- Presenting dental health education lessons to younger scouts.

- Conducting healthy food or water demonstrations.

- Planting a smile garden.

"Our HERO Program is designed to engage youth in projects that build important leadership skills and encourage healthy behaviors within the community, which aligns nicely with the goals of scout troops across the nation," said Jill Malmgren, executive director of America's ToothFairy. "We are happy to call these scouts true Oral Health Action Heroes for protecting and saving the smiles of children in their communities."

Since the program began, America's ToothFairy has awarded more than 25,000 scout patches to scouts across the country. For more information, visit www.americastoothfairy.org/programs-resources/hero.

AD

Treat Snoring and Obstructive Sleep Apnea **Quickly** and **Effectively**

Silent Nite® sl
\$147⁺ for 1 appliance \$197⁺ for 2 appliances
dreamTAP™
\$379 ⁺ /appliance
EMA®
\$189 ⁺ /appliance

Visit us at
Chicago Midwinter Booth
#3219

Get your free Silent Nite® sl sample today!
glidewell dental.com/dentaltribune/sample

*Price does not include shipping or applicable taxes. Color options incur a \$5 fee per appliance. Silent Nite sl two-appliance bundle is valid for same case. dreamTAP is a trademark of Airway Management Inc. EMA is a registered trademark of Frantz Design Inc.

For more information
888-786-2177



**GLIDEWELL
LABORATORIES**

Sleep appliances from the lab that never sleeps™
MKT 12193_1.0 GL-644230-021419

AD



Phosphor Plate Users

Be Safe. Be Sure. Be Successful!

If you use a Scan X, DenOptix, PSPix, Aspixia, or 3D imaging's PSP system, **Deluxe Safe'n'Sure** is the best envelope you can use! Our patented EZ-Glide tab acts as a



ramp for quick loading, and the oversized yellow tab makes peeling and sealing quick and easy too. Center seams

are butterfly'd so you don't have to touch the plates to load them into the reader.

If you use the OpTime system from Soredex choose

Safe'n'Sure OPT.

OPT's also feature our EZ-Glide Tab, and pre-loaded cardboard plate covers to save you a time consuming step!



All these extra features cost you only pennies more than an ordinary envelope.

Also try **Safe'n'Sure Econo** or **Safe'n'Sure 3V**. Both deliver great quality at everyday low prices!



For more information visit
FlowDental.com, call us at
1-800-356-9729

Chicago Booth No. 3521

Introducing Beautifil Flow Plus X, a bioactive hybrid composite



Here in Chicago

To learn more about Beautifil Flow Plus X and other Shofu Dental products, visit booth No. 2807.

• **Beautifil Flow Plus X, a new bioactive hybrid composite with patented nano-S-PRG filler particles.**
(Photo/Provided by Shofu Dental)

By Shofu Dental Staff

■ During the 2018 ADA Annual Meeting in Honolulu, Shofu Dental Corp., a leading manufacturer of award-winning dental materials and equipment, announced the introduction of Beautifil Flow Plus X, a new bioactive hybrid composite with patented nano-S-PRG filler particles.

The latest injectable hybrid restorative in the Beautifil product line, Beautifil Flow Plus X demonstrates excellent flexural and compressive strength, maintains exceptional color stability before and after curing, and contains bioactive Giomer technology — the release and recharge of six beneficial ions, according to the company. These bioactive ions inhibit plaque formation, minimize hypersensitivity, neutralize acid and release and recharge fluoride.

The newly developed patented nano S-PRG filler particles provide Beautifil Flow Plus X enhanced mechanical properties and effortless polishing that produce a sustainable high-gloss finish, Shofu asserts. The improved thin-walled needle tip dispenses the material without sticking or oozing at the end of delivery, making precise direct restorations an ease.

Intended for direct anterior and posterior restorations, Classes I-V, Beautifil Flow Plus X is available in two viscosities. With excellent shape retention, F00 (zero flow) accurately restores occlusal morphology without slumping,

Beautifil Flow Plus X F00	Beautifil Flow Plus X F03
YN2300 • A0.5	YN2320 • A0.5
YN2301 • A1	YN2321 • A1
YN2302 • A2	YN2322 • A2
YN2303 • A3	YN2323 • A3
YN2304 • A3.5	YN2324 • A3.5
YN2305 • A4	YN2325 • A4
YN2306 • B1	YN2326 • B1
YN2307 • B2	YN2327 • B2
YN2308 • C2	YN2328 • C2
YN2309 • D2	YN2329 • D2
YN2310 • A0.5	YN2332 • A20
YN2311 • A10	YN2333 • A30
YN2312 • A20	YN2334 • INC
YN2314 • INC	YN2335 • BW
YN2315 • BW	YN2336 • MI
	YN2337 • CV

• (Graphic/Provided by Shofu Dental)

and F03 (low flow) thoroughly wets the cavity walls and has superior adaption, according to the company, which also asserts that Beautifil Flow Plus X has outstanding versatility with natural shade reproduction that can be achieved by the chameleon effect since the material blends seamlessly with the surrounding tissue.

Beautifil Flow Plus X is available in 2.2 g syringes in either F00 and F03 in the most common tooth shades, as well as in opaque dentin, enamel, bleach and effect shades. The shade selection allows for all esthetic requirements of direct restorations in both multi- and single-layer techniques.

More information on Beautifil Flow Plus X can be found on Shofu's website at www.shofu.com.

quip

Care for every mouth



The first ever ADA-accepted subscription electric toothbrush
Get a free sample while supplies last at [Midwinter booth #447](#)

It's official. quip, one of *Time Magazine's Best Inventions*, is the first ever subscription electric toothbrush to earn the ADA Seal of Acceptance for its ability to safely (and effectively) remove plaque and help prevent and reduce gingivitis. Created by designers and dentists, quip gets back to the basics (without the gimmicks) to make better brushing simple, affordable, and surprisingly enjoyable. With only a single mode, soft bristles, and sensitive sonic vibrations, quip

guides a two-minute routine using 30-second quadrant pulses. To help inspire healthy habits, we also ship fresh brush head and toothpaste refills (\$5 each) every 3 months, with oral health tips along the way. Working in the dental industry, you could join our network of tens of thousands of professionals who offer quip at a discount, gift free refills, and fully manage patient accounts. Let's work together to give patients the care they're sure to love.



Simple electric toothbrush
sets starting at \$25



Auto-delivered refills
and recall reminders



Grow your practice and
reach quip members

getquip.com

Patient satisfaction is all that matters in today's dental market

By Anutra Medical Staff

■ Practioners look to provide their patients with the best possible care and attain the highest patient satisfaction possible.

The most feared part of oral care is the patients' perception that they will need to get an injection. This fear keeps patients away from the dentist or gives them a reason to switch offices/providers.

Most practioners think they give a painless injection, but the science does not support that claim. Local anesthetic is extremely acidic, and the high level of acidity causes the burn and pain that a patient feels. In the simplest terms, buffering neutralizes acids with bases.

The Anutra Local Anesthetic Deliv-

Here in Chicago

To learn more about the Anutra Local Anesthetic Delivery System, stop by the booth, No. 2144.

ery System solves buffering for dentistry.

With a simple twist of a knob on the dispenser, health-care professionals can precisely mix sodium bicarbonate and lidocaine, giving you a buffered solution that will reduce the anxiety in your patients.

As patients have more and more choices for their dental care, don't lose a single patient because they fear coming to you. Give them the experience that keeps them coming back for years.



• These happy patients can be yours. (Photo/Provided by Anutra Medical Staff)

AD

keystone[®]
industries

Create a lasting
Impression!



Questions? Call us
1.800.333.3131



**Use Supergel[®]
& Tray Aways[®]**

- smooth, rounded edges, interior retention slots, and vertical perforation enhance material retention.
- consistent, accurate, bubble-free detailed reproductions
- free of distortion or bite through
- dimensionally-stable results

www.dental.keystoneindustries.com

MADE IN
USA



Introducing CEREC Primescan

Enjoy the scan.™

Learn more at: dentsplysirona.com/primescan