

today



Scenes from the ADA

CAD/CAM live on stage, apps for kids and a whole lot of new products.

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What's in your varnish?

Be careful. Rosins in your flouride varnish may be hurting your patients.

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Digital dentistry the easy way

New system gives you everything you need to place and restore an implant.

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Take your pick



• ADA 2015 attendees pass beneath a section of the 'Five Easy Pieces' installment by Chicago artist Donald Lipski on their way to and from the exhibit hall Friday afternoon. The artwork hangs in the South Rotunda of the Walter E. Washington Convention Center. (Photos/Robert Selleck, *today* Staff)

By Robert Selleck, *today* Staff

■ New products and services are yours for the picking in every aisle of the ADA 2015 exhibit hall. One of the easiest ways to quickly focus in on some of the best is to walk around the perimeter of the Pride Technology Expo booth (No. 3231).

The 2015 winners of the prestigious awards are on display just steps apart in the one central location. On Friday afternoon, representatives from many of the companies were on hand to personally receive the Pride Institute 2015 Best of Class Technology Awards on behalf of their companies.

Included among the more than 20 companies earning the honor are: Crosstex, for its DentaPure water-line purification system; Glidewell Laboratories (also in booth No. 2537), for BruxZir and its TS150 Mill; LED Dental (also in booth No. 849), for its VELscope Vx; Planmeca (also in booth Nos. 2003 and 2107), for the Planmeca Sovereign dental unit; and Shofu Den-

*see PICK, page 3

ADA education — now in 3-D!

By Fred Michmershuizen, *today* Staff

■ Here at ADA 2015, meeting attendees have the opportunity to partake in a comprehensive offering of C.E. courses led by some of the most respected names in dentistry. Hundreds of classes and hands-on workshops are being offered.

One of the highlights this year: A live, clinical demonstration presented in 3-D.

In a first-of-its-kind presentation at the ADA annual meeting on Friday afternoon, Dr. L. Stephen Buchanan, a practicing clinician from Santa Barbara, Calif., demonstrated some of the cutting-edge technology he uses in his practice.

"Magnification with a 3-D camera, CT imaging and 3-D printing allow dentists to see internal and external

*see EDUCATION, page 3



• Meeting attendees don their special glasses for 'The Art of Endodontics: A Live 3-D Clinical Demonstration,' presented by Dr. L. Stephen Buchanan Friday afternoon. (Photos/Fred Michmershuizen, *today* Staff)



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PICK *from page 1

tal Corp. (also in booth No. 2022), for its EyeSpecial C-II dental camera.

There are many more new products to be found throughout the exhibit hall, with many having earned various other industry honors.

Anutra Medical (booth No. 546) is here with its disposable, multidose, one-handed aspiration syringe, the Anutra Local Anesthetic Delivery System, approved by the FDA earlier this year.

Designs For Vision (booth Nos. 800 and 3029) has been generating lots of traffic with its LED DayLite WireLess headlight, which has no cords or battery pack. Also new are the Micro3.5EF (expanded field) and Micro 2.5x scopes, which are getting lots of attention because of how they provide maximum peripheral vision within a small, lightweight design and shape.

In addition to being here with its Pride Institute award winner, the EyeSpecial C-II, Shofu also has its new BurButler silicone block, which is designed to grip yet easily release any bur – with no spilling or rusting.

In the DMG America booth (No. 1929), the new MiniDam, which costs about \$1, is catching lots of attention with its simple but highly effective design. It quickly and easily protects the proximal area during treatment. You can try it out in the booth.

In booth No. 2141, you can learn about Carestream Dental's new CS 8100SC panoramic and cephalometric imaging system, which enables practitioners to perform a wider range of diagnoses and treatments in the office.

One of the "biggest" new products in the ADA exhibit hall provides a



• Above, from left, Michelle Iribarren, Mike Cash, Suzanne Harms and "The Terminator" prepare to receive Glidewell Laboratories' Pride Institute 2015 Best of Class Technology Award Friday afternoon.

• Rob Goates of Solutionreach, left, receives the company's Pride Institute 2015 Best of Class Technology Award from Pride Institute Founder Lou Shuman, DMD.

highly compact way to find all sorts of new high-tech products: Henry Schein is using the meeting to launch its new "Equipment & Technology Catalog," which features expanded equipment offerings, digital imaging, CAD/CAM solutions, practice-management software and more. The catalog features a new digital resource that enables each page to

transform into an online, interactive experience to better enable you make informed purchasing decisions.

By using the Henry Schein Xtra app, you can watch videos and product demonstrations, read product literature, learn about special events or promotions and connect with manufacturer apps or a Henry Schein representative.

EDUCATION *from page 1

dental anatomy that you would never see otherwise," Buchanan told ADA before this year's meeting. "It's revolutionizing our endodontic training, diagnoses, treatment planning and procedures."

During "The Art of Endodontics: A Live 3-D Clinical Demonstration," Buchanan performed endodontic treatment on a patient's upper first molar. His goal was to help attendees understand how CT imaging and 3-D technology can be used for diagnosis and treatment planning for complex cases. Earlier on Friday, he presented a lecture, "Treatment Plan: Endo Vs. Implants."

Buchanan is founder of Dental Education Laboratories a teaching facility devoted to hands-on endodontic instruction. The company is exhibiting in booth No. 1961.

Speaking of the exhibit hall, there is a wide range of educational opportunities going on. There's a Live Patient CAD/CAM Stage, a Dental Office Design Center, a New & Emerging Speakers Series, a Laser Pavilion, a Specialty Pavilion, a Health and Fitness Pavilion, an Interoperability Standards section, plus a Pride



• Dr. L. Stephen Buchanan speaks to meeting attendees at the commencement of his live patient demonstration – presented in 3-D – on Friday afternoon.

Institute Technology Expo – all offering classes and presentations. Check your meeting guide for exact times and locations.

In addition, many exhibitors are teaching meeting attendees about the latest technology right in their booths here at ADA.

Scenes from Friday



• Ashley Atum of Worlds of Wow (booth No. 514), a company that makes themed spaces for dental practices.



• Alana Seiders of ClearCorrect (booth No. 1048).



• A speaker offers an educational presentation in the Pride Institute Technology Expo on the exhibit hall floor.



• David Bugden, DDS, of Silver Spring, Md., checks out the LED DayLite WireLess headlight in the Designs For Vision booth, No. 800 (also find Designs For Vision in booth No. 3029).



• Ed Suh offers an educational presentation at the live CAD/CAM stage Friday morning in the exhibit hall.



• Shreeti Ruparelia, left, and Scott Slagle of Acteon North America (booth No. 2515).



• Kevin Maily of SS White Dental (booth No. 1709).



• A speaker offers an educational presentation to meeting attendees at Nobel Biocare (booth No. 3000).

Photos by
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and Robert Selleck
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1. Clinicians Report, TRAC Research, July 2014

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• From left: Nikki, Jason and Lily from NuSmile (booth No. 2805).



• Ellen R. Guritzky of Crosstex with DentaPure — the company's Pride Institute 'Best of Class' award-winning product — in the Tech Expo Arena (booth No. 3231).



• Miriam Sznycer-Taub, left, and Jill Malmgren of America's Toothfairy: NCOHF (booth No. 3154).



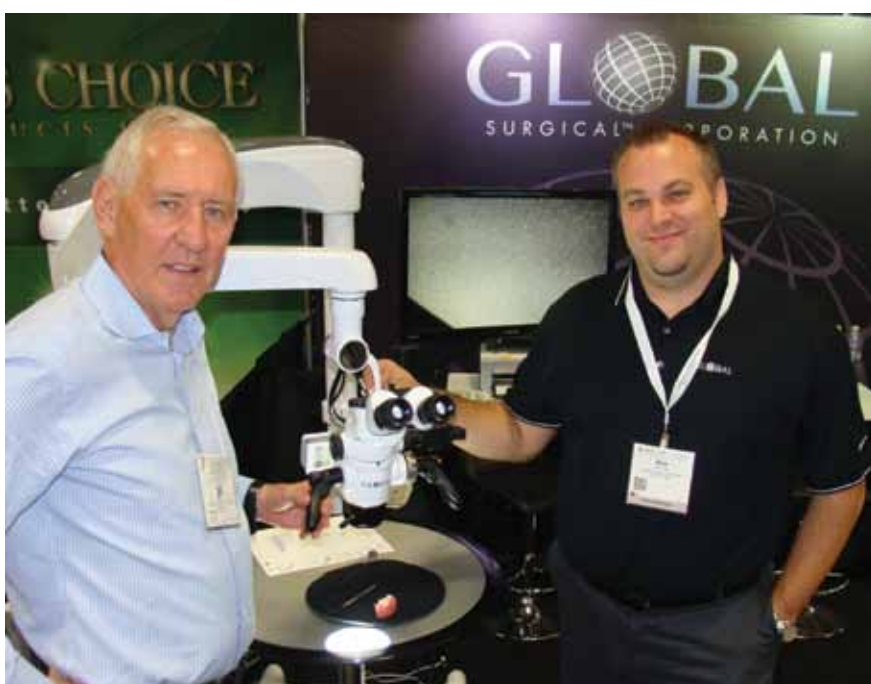
• Alyssa Newman, left, and Aitziber Martinez of META BIOMED (booth No. 3045).



• Harold Alba of Handpiece Solutions (booth No. 1119).



• Philips Sonicare and Zoom! Whitening (booth No. 605).



• Jerry Garbutt, left, and Nick Toal of Global Surgical Corp. (booth No. 628).



• Jefel Santos, left, and Camille Rios of Denovo Dental (booth No. 2302).



• Meeting attendees stop to recharge in the ADA Member Center on the exhibit hall floor.

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• From left: Stephanie Butler, Kelly Sheffer and Karen Benoit of Nanova Biomaterials (booth No. 1051).



• Consumer products on display at Crest + Oral-B (booth No. 2501).



• Teal Smallwood of Futudent.



• Susan Ketchum, left, and Carmel Stabley of Clipper Magazine (booth No. 648).



• Steve Powell of Planmeca CAD/CAM Division (booth No. 2107) with an E4D milling machine.



• From left: Deborah Lyle, Carol Jahn and Mike Jorgensen of Water Pik (booth No. 2901).



• Vincent Cacace, left, and Hemali Patel of Dexcel Pharma (booth No. 2947).



• Elizabeth Powell Peters, left, and TJ Rawnsborg of Kolibree (booth No. 1812) with their company's power toothbrush, which comes with an interactive app game for kids.



• From left, Josef Wollmann, DDS, of Mcallen, Texas, learns about the Anutra Local Anesthetic Delivery System from Anutra Representative Pat Peri and Anutra Founder Dan Davidian at the booth, No. 546.



• Gregory Vogel, left, and Jerry Vogel of Panthera Dental (booth No. 3404), a company that offers devices designed to treat sleep apnea.



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