

DAILY AT HINMAN!

DENTAL TRIBUNE

The World's Dental Newspaper · U.S. Edition

THURSDAY, MARCH 22, 2012 — Vol. 4, No. 1

www.dental-tribune.com

TIPS AND TRICKS

All the info you need, from shuttle bus routes to why you should keep your eyes peeled in the exhibit hall.

► page 3



PRODUCT SAMPLING

Before you head into the exhibit hall, check out our guide to the most useful products around.

► pages 6-14



MAKE HISTORY IN D.C.

Interested in cosmetic dentistry? Then now's the time to book your flight to the AACD Scientific Session.

► page 15



15 ways to experience Atlanta

For those who are looking for something to do after attending courses and visiting the exhibit hall, Atlanta is often considered one of the most exciting cities in the country. From top attractions to history, there is sure to be something for everyone. Here are 15 attractions to help get you started.

Georgia Aquarium

The world's largest aquarium, it is home to beluga whales, whale sharks, penguins and other aquatic animals from around the globe.

World of Coca-Cola

The Coke museum features a multi-sensory 4-D theater, an 1880s soda fountain and a live-action bottling line, plus an opportunity to sample nearly 70 different beverages from around the world.

Georgia Dome

The Georgia Dome, the largest cable-supported domed stadium in the world,

► See ATLANTA, page 2



A view of Atlanta. Photo/Provided by the Georgia World Congress Center

100 & counting

The Thomas P. Hinman Dental Meeting celebrates its century of existence with world-class speakers, social activities and daily prize giveaways

The Thomas P. Hinman Dental Meeting is now officially 100 years old. And to celebrate, this year's meeting is featuring more than 65 world-class dental experts; more than 250 courses, including 50 hands-on workshops; all-day educational tracks for dentists, dental hygienists, assistants and office staff; and nearly 400 companies demonstrating the latest trends and technology in the industry.

In addition, there are also two "Parties of the Century," a guest appearance by former first lady Laura Bush and daily prize giveaways in the exhibit hall.

"We couldn't be more excited to be celebrating the 100th Hinman, and in honor of this special occasion, we have lined up an impressive roster of speakers,

► See 100, page 2

AD

AspenDental
practice made perfect™

Come visit us at booth 2733 and get your picture taken with the Aspen Dental NASCAR!

Also enter for your chance to win signed **Tony Stewart** and **Ryan Newman** memorabilia!

Put your career on the fast track!



AspenDentalJobs.com/283

Achieve Tight, Anatomically Accurate Contacts with Composi-Tight 3D

Sectional matrix systems are unbeatable for predictable contacts on posterior composites, and Composi-Tight® sets the standard.

Visit us in Atlanta and learn about our show specials Booth #2116



Garrison Dental Solutions Buy Direct in USA 888.437.0032 • www.garrisdental.com
Sold through dealers internationally.

SH Hinman 12

Dental Tribune 2012

AD

← 100, Page 1

innovative exhibits and the parties of the century,” said Dr. Allen French, general chairman of the 2012 Hinman Dental Meeting. “What started as a study club in 1912 has grown to become one of the preeminent dental meetings in the country with a 100-year legacy of excellence.”

Continuing education

Hinman’s 2012 continuing education program will feature more than 65 nationally renowned clinicians and leaders in the field of dentistry and more than 250 lectures and workshops, a quarter of which are participation courses.

New this year to Hinman is a three-day educational track, “Emerging Dentist’s Survival Guide,” designed for new dentists and dental students. Courses will be held today from 1–4 p.m., Friday from 8:30 a.m.–5 p.m. and Saturday from 8:30–11:30 a.m.

The “Business Fast Track” returns this year and offers a total of eight courses held today and Friday. Returning for a third year are the all-day educational tracks designed specifically for dental hygienists, dental assistants and business office staff.

“Prevention Convention,” which is today and Friday from 9 a.m.–4:30 p.m., is for hygienists. “Assisting Extravaganza,” taking place Friday from 9:30 a.m.–5 p.m., is for dental assistants. “Busi-

ness Office Bonanza,” on Friday from 8:30 a.m.–4 p.m., is for office staff.

All three full-day tracks feature six 50-minute lectures and cover a broad range of topics geared to the dental staff member.

Exhibit hall

In addition to a complete continuing education program, Hinman will feature nearly 400 companies, all located in one hall and on one level. New this year and in honor of the 100th meeting, the exhibit hall will feature Dental Office Pavilions, a special “100 Years of Hinman” exhibit and a New Product Pavilion featuring the industry’s newest innovations.

Two giveaways will also be going on in the exhibit hall. The Diamond-A-Day Giveaway will take place in celebration of the Hinman 100th diamond anniversary. Ticket tumblers will be located in the Hinman History Pavilion today and Friday from 4–4:45 p.m., and the winner must be present at 4:45 p.m. to claim the prize. On Saturday, the tumblers are in the Hinman History Pavilion from 2:45–3:30 p.m., and the winner must be present at 3:30 p.m. to claim the prize.

In addition, look for Dr. and Mrs. Hinman on the show floor for your chance to win several \$100 cash prize giveaways. Attendees must turn in their completed ticket to Dr. or Mrs. Hinman when they see them. Dr. and Mrs. Hinman will be walking around in the exhibit hall today and Friday from 9:30–11:30 a.m. and

from 3:30–5:30 p.m. and on Saturday from 9:30 a.m.–12:30 p.m. The winners will be called on their cell phones and do not need to be present.

The exhibit hall is open from 9 a.m. to 5:30 p.m. today and Friday and from 9 a.m. to 4:30 p.m. on Saturday.

Social activities

There is always more to the Hinman Dental Meeting than just the educational courses and the exhibit hall, and this year is no exception. This year’s meeting highlights include:

- *Keynote Session with former First Lady Laura Bush*: The Keynote Session will take place today in the Thomas Murphy Ballroom (GWCC Building B, Level 5). Doors and cash bars open at 4:30 p.m., and everything is first come, first served.

- *A Dental Student Orientation Reception*: The reception will take place Friday afternoon at 4 p.m. and is being held to familiarize dental students with the Hinman Dental Meeting and the continuing education process.

- *Two “Parties of the Century”*: Both the annual Dentist Reception and the Auxiliary Reception will take place Friday night in the Omni Hotel. Both receptions offer food, drinks and music.

For more information on the Hinman Dental Meeting, download the mobile app on your smartphone or tablet.

(Source: *The Hinman Dental Society of Atlanta*)

← ATLANTA, Page 1

opened in 1992. Located in downtown Atlanta, the dome is the home venue for the Atlanta Falcons. Annually, the dome hosts the Bank of America Atlanta Football classic, the SEC Football Championship and the Chick-fil-A Bowl.

Margaret Mitchell House

The three-story Tudor Revival mansion in Midtown was the home of author Margaret Mitchell and the place where she wrote the Pulitzer Prize-winning novel, “Gone With the Wind.” The house offers tours, a museum and shop, as well as a literature series.

Jimmy Carter Presidential Library

Learn about the life and work of the 39th president. Explore an exact replica of the Oval Office, view special exhibits and listen to oral histories and interviews from the Carter White House. You will also trace Carter’s life from his sixth grade report card to his 2002 Nobel Peace Prize.

Centennial Olympic Park

This 21-acre park is the city’s lasting legacy from the Centennial Olympic Games.

Castleberry Hill

Trendy art galleries, restaurants and meeting places can be freely explored at Castleberry Hill.

Piedmont Park

Piedmont Park is the largest green space in the city with festivals and events throughout the year. The park’s sidewalks are just some of many trails for use by pedestrians, bikers and rollerbladers. Other in-town trails include the South



The Georgia Dome.
Photo/
Provided by
the Georgia
World
Congress
Center

Decatur Trolley Trail, the Westside Trail and the Chastain Park Trail.

Martin Luther King Jr. Historic Site

The National Historic Site includes year-round tours of Dr. King’s birth home, the church where his father preached, his and wife Coretta Scott King’s final resting places, the International Civil Rights Walk of Fame and the visitor center exhibiting civil rights memorabilia.

Underground Atlanta

Underground Atlanta is located downtown and features shopping, dining, history, city festivals and entertainment.

Georgia State Capitol

Self-guided tours include a history of the building, the public galleries of the house of representatives and the senate and the Georgia Capitol Museum.

Historic Oakland Cemetery

This historic cemetery serves as the final resting place to 70,000 people, including author Margaret Mitchell, golfing legend Bobby Jones, six Georgia governors, 24 Atlanta mayors and more.

Atlanta Botanical Garden

The Atlanta Botanical Garden features more than 30 acres of gardens, forest and wildflower trails as well as a 10,000 square-foot Fuqua Orchid Center. The Canopy Walk, a 40-foot high suspension bridge creating a treetop walking trail, is the garden’s latest addition.

ATL-Cruzers Electric Car Tours

Discover a new way to explore the city with ATL-Cruzers Electric Car Tours, Atlanta’s only electric car tour company. Learn about Atlanta’s rich history, find the most popular places to grab a bite or just sit back and enjoy the ride.

Atlanta History Center

The Atlanta History Center features 32 acres of gardens, wildlife trails and woodland areas. The complex includes the 1840s Tullie Smith Farm and the fully restored 1928 Swan House mansion. The museum offers exhibitions on the Civil War, African-American heritage and Southern folk art, with a wing dedicated to the 1996 Olympic Games.

(Source: www.atlanta.net)

DENTAL TRIBUNE

The World’s Dental Newspaper · US Edition

PUBLISHER & CHAIRMAN
Torsten Oemus t.oemus@dental-tribune.com

CHIEF OPERATING OFFICER
Eric Seid e.seid@dental-tribune.com

GROUP EDITOR
Robin Goodman r.goodman@dental-tribune.com

EDITOR IN CHIEF DENTAL TRIBUNE
Dr. David L. Hoexter d.hoexter@dental-tribune.com

MANAGING EDITOR SHOW DAILIES
Kristine Colker k.colker@dental-tribune.com

MANAGING EDITOR
Fred Michmershuizen
fmichmershuizen@dental-tribune.com

MANAGING EDITOR
Sierra Rendon s.rendon@dental-tribune.com

MANAGING EDITOR
Robert Selleck r.selleck@dental-tribune.com

PRODUCT & ACCOUNT MANAGER
Mark Eisen m.eisen@dental-tribune.com

MARKETING MANAGER
Anna Kataoka-Wlodarczyk
a.wlodarczyk@dental-tribune.com

SALES & MARKETING ASSISTANT
Lorrie Young lyoung@dental-tribune.com

C.E. MANAGER
Christiane Ferret c.ferret@dtstudyclub.com

Dental Tribune America, LLC
116 West 23rd St., Ste. #500
New York, N.Y. 10011
(212) 244-7181

Published by Dental Tribune America
© 2012 Dental Tribune America, LLC
All rights reserved.

Dental Tribune strives to maintain the utmost accuracy in its news and clinical reports. If you find a factual error or content that requires clarification, please contact Managing Editor Robert Selleck at r.selleck@dental-tribune.com.

Dental Tribune cannot assume responsibility for the validity of product claims or for typographical errors. The publisher also does not assume responsibility for product names or statements made by advertisers. Opinions expressed by authors are their own and may not reflect those of Dental Tribune America.

EDITORIAL BOARD

Dr. Joel Berg
Dr. L. Stephen Buchanan
Dr. Arnaldo Castellucci
Dr. Gorden Christensen
Dr. Rella Christensen
Dr. William Dickerson
Hugh Doherty
Dr. James Doundoulakis
Dr. David Garber
Dr. Fay Goldstep
Dr. Howard Glazer
Dr. Harold Heymann
Dr. Karl Leinfelder
Dr. Roger Levin
Dr. Carl E. Misch
Dr. Dan Nathanson
Dr. Chester Redhead
Dr. Irwin Smigel
Dr. Jon Suzuki
Dr. Dennis Tartakow
Dr. Dan Ward

Tell us what you think!

Do you have general comments or criticism you would like to share? Is there a particular topic you would like to see articles about in Dental Tribune? Let us know by e-mailing feedback@dental-tribune.com. We look forward to hearing from you! If you would like to make any change to your subscription (name, address or to opt out), send us an e-mail at database@dental-tribune.com and be sure to include which publication you are referring to. Also, please note that subscription changes can take up to six weeks to process.

Here at Hinman: what to know

What

100th Thomas P. Hinman Dental Meeting

Where

Georgia World Congress Center (GWCC), 285 Andrew Young International Blvd., N.W., Atlanta

Exhibit hall

The exhibit hall is located in GWCC Halls A1, A2 and A3. It is open from 9 a.m.–5:30 p.m. today and Friday and 9 a.m.–4:30 p.m. Saturday.

Hinman Shuttle

A shuttle bus system will operate from participating downtown hotels to the GWCC. Shuttle hours are 7 a.m.–8 p.m. today, 7 a.m.–6 p.m. Friday and 7 a.m.–5 p.m. Saturday.

Buses run every 10 to 15 minutes. The routes are:

- **Route 1:** Westin Peachtree Plaza, Hampton Inn Downtown, Holiday Inn, Marriott Atlanta Downtown
- **Route 2:** Hilton Atlanta, Hyatt Regency Atlanta, Hyatt Place
- **Route 3:** Marriott Marquis
- **Route 4:** Ritz-Carlton, The Ellis Hotel, Sheraton Atlanta
- **Route 5:** W Hotel Downtown

Guest policy

All guests must pay a \$75 registration fee, complete a guest registration form and can register on-site only. Guests do not have to be accompanied by a registered attendee. Registering enables guests to visit the exhibit hall and buy tickets for courses or special events. Guests do not receive continuing education credits.

Children

All children must register for the meeting. Children may visit the exhibit hall but are not permitted in lectures.

Business services

A full-service business center, operated by FedEx Kinkos, is available inside the main entrance of the GWCC. Operating hours are from 8 a.m.–5 p.m. each day.

Coat and stroller check

A coat, briefcase and stroller check is available for a nominal fee on Level 3 of Building A, across from Room A-314.

C.E. credits

Continuing education certificates can be printed out at the conclusion of each course, at the end of the meeting or from www.hinman.org for up to six months following the meeting. Computerized

continuing education certificates also can be printed out at one of two locations during the meeting: daily in the Cyber Café or from 1–5:30 p.m. Saturday in the Registration Hall.

Special offers

- **Hinman 100 T-shirts:** Pick up your limited edition Hinman 100 T-shirt at the Registration Hall while supplies last. Shirts are \$10, and the proceeds will go toward a scholarship for dental education. Cash, check or credit cards are accepted.
- **Hinman Dental Hard Rock Café Pen:** The Hinman Dental Hard Rock Café Pin is \$14, and a portion of the proceeds will go to a Hinman scholarship. Pins can be purchased in the exhibit hall at booth No. 2350 or at the Hard Rock Café Atlanta store.
- **Googie Burger:** Stop by Googie Burger in Centennial Olympic Park and get 10 percent off “The TMJ Burger” and “The Root Canal” milkshake in honor of Hinman’s 100th anniversary meeting. Show your Hinman badge for the discount.

Diamond-A-Day Giveaway

The Diamond-A-Day Giveaway will take place in celebration of the Hinman 100th anniversary. Ticket tumbler will be located in the Hinman History

Pavilion in the exhibit hall today and Friday from 4–4:45 p.m., and the winner must be present at 4:45 p.m. to claim the prize.

On Saturday, the tumblers are in the Hinman History Pavilion from 2:45–3:30 p.m., and the winner must be present at 3:30 p.m. to claim the prize.

Cash giveaways

Look for Dr. and Mrs. Hinman on the show floor for your chance to win several \$100 cash prize giveaways. Attendees must turn in their completed ticket to Dr. or Mrs. Hinman in the exhibit hall for a chance to win \$100 cash.

Dr. and Mrs. Hinman will be walking around the exhibit hall today and Friday from 9:30–11:30 a.m. and from 3:30–5:30 p.m. and on Saturday from 9:30 a.m.–12:30 p.m. The winner will be called on his or her cell phone and does not need to be present.

Blood drive

The American Red Cross Blood Drive is partnering with the Hinman Dental Meeting to hold a blood drive Friday from 10 a.m.–3 p.m. To schedule your donation time and check your medical eligibility, go to www.redcross.org and enter sponsor code Hinman.

AD

Gelato 5% Sodium Fluoride White **VARNISH**

A Gelato 5% fluoride varnish treatment reduces dental hypersensitivity for up to six months. Gelato's unique formula does not require mixing. So easy...just shake remove plastic tip, squeeze and apply.

**Buy a box of 144,
Get a box of 36 FREE!**

Protecting your picture-perfect smile!

**See us at the Thomas P. Hinman Dental Meeting
Atlanta • March 22nd-24th • BOOTH # 1848**

KEYSTONE INDUSTRIES Keystone Industries 616 Hollywood Avenue, Cherry Hill, NJ 1.800.333.3131 www.keystoneind.com
Keystone Industries GmbH Werner-von-Siemens Str. 14a 78224 Singen - Germany
Tel + 49 77 31 91 21 01 / Fax + 49 77 31 91 21 02 sales@keystoneind.com

Every investor's question: 'What's next?'

By David Keator, Keator Group

During the last 30 years, we have seen investment "bubbles" of different varieties that are nothing more than extreme investment swings based on a myriad of factors. Internet, commodity and real estate bubbles, to name just a few, have all caused many investors anxiety. The primary drivers of these inflated values are based upon momentum and greed. It comes from a feeling that everyone else is making money and the investor is missing out.

It is OK to be an optimist, but it is a good idea to be watchful when everyone is an optimist. Beware of crowds at the extreme. When we see the type of exu-

berance that typically leads to inflated values, we believe it is a good time to take a breath and put up a safety net.

Last year, in early spring, many economists and market analysts warned bond prices would decline and the result would be higher interest rates. As a result, the conventional wisdom was to shorten the duration of a fixed income portfolio in an attempt to create a bunker.

Because we have enjoyed unprecedented and historically low yields (high-bond prices), many heeded this call. Some saw a bond "bubble," and it was time to take profits. On March 1, the five-year treasury yield was 2.23 percent. Four months later, on July 1, the five-year yield was 1.48 percent. When prices on bonds rise,

their yields typically fall. That means the short-term investment call was premature, giving credence to market calls being more art than science.

So, what is being done with all of the cash that is being held? Investors are searching for a place to invest it. Short treasury yields (one year) have fallen in half from 0.3 basis points (one-third of 1 percent) to 0.16 basis points (one-sixth of 1 percent) between March 2010 and July 2011. This has caused investors to hunt for yield and seek higher income potential from more aggressive investments.

Theoretically, the higher the potential yield, the greater the risk, but the appetite for higher yield has been strong and

that has the potential to cause a bubble in the high-yield market just as high demand for Internet stocks caused unrealistic valuations in the late 1990s.

Buyer beware: A fixed-income investment paying a 5 percent yield might not seem risky on face value, but if it is compared to the relative security of treasuries, then you can easily see a potential for a disconnect.

So, back to our title: "What's next?" The next step for each investor is to evaluate where your safety net is. Do you have an investment plan? Have you figured out your risk profile and adjusted your investments accordingly? Do you have a bunker?

If the market drops by 10 to 20 percent, do you have enough cash and liquid investments as a reserve so that you can avoid selling under-valued assets to meet emergency or even day-to-day needs? Are you properly diversified?

It is painful to see CDs and short-term treasuries paying less than 1 percent. If it is part of your bunker, you have to stay disciplined. If your investment timeframe is short, you must be very careful of volatility. With a longer timeframe, you could possibly take advantage of high-quality stocks with dividend potential or short-term corporate bonds. Remember, we are in a global economy, so do not overlook investment opportunities throughout the world.

We believe one of the safest ways to invest is with a long-term horizon.

Editor's note: The opinions expressed in this report are those of the author and are not necessarily those of Wells Fargo Advisors Financial Network (WFAFN) or its affiliates. The material has been prepared or is distributed solely for information purposes and is not a solicitation or an offer to buy any security or instrument or to participate in any trading strategy. Additional information is available upon request.

Investing in fixed-income securities involves certain risks, such as market risk if sold prior to maturity, and credit risk, especially if investing in high-yield bonds, which have lower ratings and are subject to greater volatility.

All fixed-income investments may be worth less than original cost upon redemption or maturity. U.S. Treasury securities are guaranteed by the full faith and credit of the U.S. government for the timely payment of interest and principal if held to maturity. Investing in foreign securities presents certain risks not associated with domestic investments, such as currency fluctuation, political and economic instability, and different accounting standards. This may result in greater share price volatility.

Investment products and services are offered through WFAFN, member SIPC. Keator Group, LLC, is a separate entity from WFAFN. Investments in securities and insurance products are not FDIC-insured/not bank-guaranteed/may lose value.

About the author

David Keator is a partner at Keator Group. Contact him at (877) 532-8671.

AD

Journées dentaires internationales du Québec

MONTREAL CANADA

CANADA'S LARGEST ANNUAL SCIENTIFIC AND DENTAL EXHIBITION

MAY 25TH to 29TH 2012

Palais des congrès de Montréal

FEATURING

- Over 95 scientific sessions in English and in French presented by top clinicians from around the world
- Over 240 exhibitors occupying more than 500 booths representing Canada's largest dental trade event
- Hands-on workshops and seminars covering all aspects of dentistry
- All scientific sessions and access to the exhibit floor included in one low registration fee
- CERP approved continuing dental education credits for all sessions
- Dental Tribune Study Club C.E. Symposia featuring leading experts lecturing in various dental specialties

All this under one roof at the Palais des congrès de Montréal in the heart of downtown Montréal

FOR MORE INFORMATION, PLEASE CONTACT:
Journées dentaires internationales du Québec
 625, boul. René-Lévesque Ouest, 15^e étage, Montréal, QC H3B 1R2
 Tel.: 514 875-8511 • Fax: 514 875-1561
 E-mail: congres@odq.qc.ca • Website: www.odq.qc.ca

ANNUAL CONVENTION
 ORDRE DES DENTISTES DU QUÉBEC
 AN ADA CERP RECOGNIZED PROVIDER

PLEASE SEND ME MORE INFORMATION

Name _____

Address _____ City _____ State _____

Zip Code, Country _____ Telephone _____ E-mail _____

Be Deep Be Level Be Adaptable Be Sure

“SureFil® SDR® *flow*
performed the best
overall among
flowables”

An independent, non-profit, dental education
and product testing foundation (Clinicians
Report, March 2010). Contact DENTSPLY Caulk
for the full report.

NOW AVAILABLE!
Syringe Delivery &
Expanded
Indications

Only SureFil® SDR® *flow* bulk fills to 4mm,
self-levels and adapts completely.

SureFil® SDR® *flow* bulk fills up to 4mm, thanks to our revolutionary
SDR™ Technology, which reduces polymerization stress up to 60 percent.
But to be really Sure, we added self-leveling handling and excellent cavity
adaptation. And now, a two-year clinical study has proven it; we earned
our name: SureFil® SDR® *flow*. Now you can be Sure, too.

Sample the most successful bulk fill flowable¹ at www.surefilcdrflow.com

SureFil® SDR®
flow

POSTERIOR BULK FILL FLOWABLE BASE



Quality control achieved by controlling everything

At NSK, it's all in-house: researching, developing, manufacturing, testing, improving

NSK uses more than 17,000 precision parts to build its high-speed rotary cutting instruments and accessories, which include handpieces and tips used by dental professionals for restorations, prosthetics, endodontics, oral hygiene, lab work and surgery.

Considering the market's ongoing demand for ever-more precise, strong and compact instruments, that's not really surprising.

The surprising part is this: Out of those 17,000-plus parts, NSK manufactures more than 85 percent of them in-house. The company even designs and builds the equipment it uses to manufacture and test those parts — so it can ensure micron-order accuracy. It's all part of an obsessive focus on quality control that dates back to the company's founding in Japan in 1930.

Today, NSK products have proven their worth in more than 130 countries — including the United States, which in 1984 saw the company's first overseas expansion with establishment of NSK America, now called NSK Dental.

The philosophy of building the machines to build the parts to build the product has followed the company into every market it enters. The organization's overall management structure puts control at regional levels to ensure prompt product delivery and responsive after-sales servicing. Just as important, it's within the various regions that the company constantly solicits feedback from users of its products. The goal is to be able to swiftly respond to local needs.

This ability to quickly respond to local demand trends goes directly back to NSK's in-house control over every step of the research, development and manufacturing process. As an example, because of growing interest in products that combine mechanics and electronics, NSK has formed a specialized group of engineers looking specifically at such applications.

Also supporting the company's quick-to-respond product-development efforts are its in-house electro magnetic compatibility (EMC) standard test facilities. EMC standards for medical equipment are stricter than those for general consumer appliances. Ensuring EMC compliance at the earliest stages of research and development helps NSK shorten the overall product-development process.

It's all about the hand

Control of all aspects of the development process helps NSK ensure timely regulatory compliance, improve reliability and speed up development time. But even



U.S. headquarters in Hoffman Estates, Ill. Photos/Provided by NSK Dental

Here at Hinman

For more information, contact NSK Dental at (800) 585-4675, e-mail info@nskamericacorp.com, go online to www.nskamerica.com or stop by the NSK booth, No. 1557.

more critical to NSK is the direct channel its processes create between end users and product developers. With its dental instruments in particular, much of the focus goes directly to the hand of the end user.

"Handpieces and the Human Hand — Powerful Partners" is the company's core branding message. A guiding philosophy is that a medical apparatus must work in the dental professional's hand first, or it's not worth expending all of the quality control efforts that go into its creation.

NSK defines another of its trademarked messages, "Expect Perfection," also from the perspective of the product's users. The phrase is meant to reflect the company's dedication to "close consultation with dental professionals" as central to any product-development effort.

NSK has precise measurement standards for achieving quality control with its ultra-fine parts processing techniques. But it takes more than numbers to measure performance of a complete apparatus and operating system. That's where a user-oriented design philosophy becomes critical. The ultimate goal is an ergonomic design that becomes an extension of the dental professional's hand, transmitting intentions of delicate hand movements promptly and precisely to the target.

Only after the need or concept expressed by the end user is in place does creation and manufacturing of the instrument (and its individual parts) begin. It's at this phase that each part typically goes through six to eight processes prior to completion. Every worker involved

with any part bears responsibility for quality in all processes. If any defect is spotted, the part must be brought into micro-order tolerance or removed from the process. State-of-the-art processing machinery further protects the company's goal of guaranteeing 100 percent quality.

NSK production workers are constantly improving their skills, with more-experienced workers providing colleagues comprehensive training.

Quality focus includes environment

Looking at its mission from a broader perspective, NSK also demonstrates a strong commitment to minimizing environmental impacts of its manufacturing, distribution, sales and support systems. The company has achieved the ISO 14001 environmental management standard, with the certification earned from what is considered one of the strictest certificate authorities, TUV CERT in Germany. Achieving the ISO 14001 standard required the design of a comprehensive environmental management system and an environmental plan encompassing the company's future vision.

Other certifications NSK has earned include: EN 46001 (stricter guarantee of quality for medical apparatus in Europe); ISO 13485 (another international standard); MDD (93/42/EEC) (European accreditation); and ISO 9001 (the international standard of a guarantee of quality).



NSK President and COO Eiichi Nakanishi

Again, control of product development comes into play, with the company modifying processes to save energy and minimize waste at every step of research, development, manufacturing, sales, delivery and support.

The company does not use environmental load chemicals such as chlorofluorocarbons. It has a recycling system that achieves a 97 percent recycling rate for cutting oil, used primarily in metal cutting.

Again, control of its entire manufacturing process enables the company to focus on environmentally friendly materials at the earliest stages of design and development in complement with a focus on durability and energy efficiency.

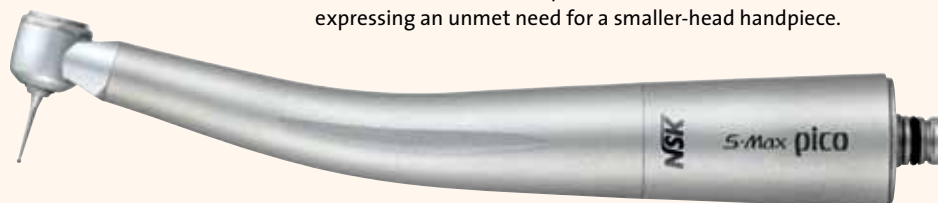
A tradition of innovation

NSK's total quality control, end-user focus and track record have earned it a global reputation for innovative advancements in dentistry products.

Recently, these advancements include an ultrasonic scaler and tooth polisher; bone-cutting instruments that employ ultrasonic technologies; a mass-produced all-titanium handpiece body; air turbines with a unified inner race and rotor shaft to achieve vibration-free and silent operation; and the S-Max pico, an ultra-miniature-head handpiece (currently the world's smallest) for better access and patient comfort.

It adds up to a strong reputation for reliability, responsiveness and high-value contributions to advancements in patient care across all dental sectors, including implant treatment, laboratory techniques, general dentistry and endodontic treatment.

The S-Max pico from NSK, with the world's smallest head and neck size, was developed based on dentist feedback expressing an unmet need for a smaller-head handpiece.



Add a touch of sparkle to your mouth guard

Keystone Industries adds Glitter Guard to its Pro-form line

Keystone Industries announces the addition of Pro-form Glitter Guard to its line of athletic mouth guards.

The Glitter Guard material adds a bit of sparkle to the Pro-form line, which delivers protection, affordability and style. The mouth guard line offers numerous colors and styles to match any athlete's preferences, but now athletes can choose shimmering glitter material that matches their star performances on the field.

Pro-form mouth guards are used by professional and amateur athletes alike because they provide a high level of protection, retention, comfort and fit without hindering speech or breathing.

The custom-fit mouth guard goes above and beyond typical boil-and-bite mouth guards, according to the company, which cites its superior fit and retention.

In addition, Keystone Industries states that Pro-form mouth guards are thin and comfortable while still maintaining shape and protection long after other mouth guards have worn out.

These custom-made athletic mouth guards are proven to reduce the number of tooth breakage by properly distributing the stress of a hard impact to the entire length of the tooth.

The durability is enabled thanks to a double layer of laminated sheet vinyl and a lingual plate imbedded behind the incisors.

The mouth guard maintains its form because of the heat and pressure laminating process.

The tensile strength is because of the two layers of laminate while the density is maintained during the pressure laminated process for controlled, uniformed shape.

Used at all levels of competition, Pro-form has proved itself a top performer on the field when athletes need it the most. Advantages of Pro-form include:

- Increased oxygen intake for maximum performance and endurance during competition
- Improved speech for clear communication on the field of competition
- Natural comfort with a secure fit
- Maximum impact dispersion and protection against tooth damage
- Custom fit for any size mouth
- Myriad color options to meet the needs of patients, including new glitter form.

Here at Hinman

For more information on Pro-form's Glitter Guard or any Keystone product, contact Keystone Industries toll-free at (800) 333-3131, fax (856) 663-0381, go online to www.keystoneind.com or stop by the booth, No. 1848.



Keystone Industries Pro-form athletic mouth guard line gets a little more flash with Glitter Guards but still provides needed protection. Photo/Provided by Keystone Industries

You know how important photographs are to your practice, but you don't know who to turn to for advice. PhotoMed understands your **needs** and can help you choose the right camera. We also include **a** support and loan equipment program for the life of the camera so you have someone to turn to if you have questions.

PhotoMed dental cameras feature the best digital camera equipment available. The Canon G12, Rebel T3 and T3i are great choices.



Visit the PhotoMed booth at these upcoming meetings:

ICOI, San Diego - #411
CDS, Chicago - #825
Osseo, Phoenix - #200
Hinman, Atlanta - #1222

Choosing a quality **dental** system for your practice doesn't have to be difficult. Call the experts at PhotoMed and we'll help you with all of your **camera** questions.

PhotoMed www.photomed.net • 800.998.7765



Fig. 1 Photos/Provided by Glidewell Laboratories



Fig. 2



Fig. 3



Fig. 4

Photo essay: BruxZir Solid Zirconia meets an anterior esthetic challenge

By Michael C. DiTolla, DDS, FAGD

This article illustrates advancements by Glidewell Laboratories to improve the esthetic properties of BruxZir® Solid Zirconia restorations. As the lab's research and development department refines its processes, improving the material's translucency, the esthetics continue to improve.

First appointment

Our goal is to replace the PFM crowns on teeth #8 and #9 (Fig. 1) with BruxZir Solid Zirconia crowns (Glidewell Laboratories; Newport Beach, Calif.).

First, we take the shade before the teeth become dehydrated. I use the VITA Easyshade® Compact (Vident; Brea, Calif.), which displays the shade in both VITA Classical and VITA 3D-Master® shades. After taking the shade, I hold the selected 2M1 3D-Master shade tab to the tooth, along with the 1M1 3D-Master shade tab for contrast. Next, we photograph the shade tabs in the mouth. This is probably the most important part of communicating shade to the technician.

I use an Ultradent syringe to place PFG gel (Steven's Pharmacy; Costa Mesa, Calif.) into the sulcus of teeth #8 and #9. Next, I use a STA Single Tooth Anesthesia System® device (Milestone Scientific; Livingston, N.J.) to anesthetize teeth #8 and #9.

The Razor® Carbide bur (Axis Dental;

Here at Hinman

For more information on BruxZir crowns or to see them for yourself, stop by the Glidewell Laboratories booth, No. 2232.

Coppell, Texas) easily cuts through porcelain and metal substructures, and when used in combination with my KaVo ELECTROtorque handpiece (KaVo Dental; Charlotte, N.C.), it is simple to cut through the existing PFM. I torque the crown with a Christensen Crown Remover (Hu-Friedy; Chicago). After using a periodontal probe to sound to bone to ensure I have enough biologic width to safely remove some tissue (Fig. 2), I use my NV MicroLaser™ (Discus Dental) to remove 1.5 mm of tissue.

With the margins exposed, I use an 856-025 bur (Axis Dental) and KaVo ELECTROtorque handpiece to drop the margins to the new gingival level. My assistant then relines BioTemps® Provisionals (Glidewell Laboratories) on teeth #8 and #9 with Luxatemp provisional material (DMG America; Englewood, N.J.).

Using a thin, perforated diamond disc (Axis Dental), we open the gingival embrasures to avoid blunting the interproximal papilla, and we make sure the gingival margins aren't overextended and the emergence profile is flat.

We use TempBond® Clear™ (Kerr Corp.; Orange, Calif.) to cement the BioTemps

and loupes to inspect around the temps and gingival embrasures for excess cement.

Second appointment

After two weeks, we remove the temps and clean the preps with a KaVo SONICflex scaler. After trimming the gingival margin with the diode laser, I place an Ultrapak® cord #00 (Ultradent; South Jordan, Utah), cutting the cord intraorally on the lingual to avoid any overlap. To make the margin visually obvious, I place a second cord (Ultrapak cord #2E) before refining the preparation.

As I pack the top #2E cord on tooth #8, you can see how the top cord on tooth #9 exposes the margin (Fig. 3). Now we can begin finishing the preps using a fine grit 856-025 bur.

Two moistened ROEKO Comprecap Anatomic compression caps (Coltène/Whaledent; Cuyahoga Falls, Ohio) are placed on the preps, and the patient is asked to bite with medium pressure for eight to 10 minutes. The Comprecaps are then removed and the top cords pulled. We syringe medium body impression material around the preparations for the impression and then take a bite registration. The temporaries are then replaced.

Third appointment

After two weeks, the temps are off, the

BruxZir crowns are approved, and we place a layer of desensitizer on the teeth (G5™ All-Purpose Desensitizer [Clinician's Choice; New Milford, Conn.]).

I use a Warm Air Tooth Dryer (A-dec; Newberg, Ore.) after applying both coats of the G5, while my assistant places Z-PRIME™ Plus (Bisco; Schaumburg, Ill.) inside the crowns. We then load the crowns with a resin-modified glass ionomer cement (RelyX™ Luting Plus Automix [3M/ESPE]) and seat them, using a pinewood stick (Almore International; Portland, Ore.) to ensure they are fully seated and the same length.

In this "after" picture (Fig. 4), the amazing thing is there isn't any porcelain on these BruxZir crowns; they are solid zirconia. This is why they are stronger than all other restorative materials, except cast gold.

Also, the facial anatomy on the crowns makes them look like real teeth. Because that anatomy is built into the CAD/CAM database, Glidewell Laboratories can deliver it every time — provided the clinician gives the lab enough reduction.

While I'm not suggesting you suddenly switch all of your anterior restorations to BruxZir crowns, you may want to consider using it for patients with parafunctional habits or old PFMs, where an esthetic improvement is essentially guaranteed.

3Shape focuses on customer care

Labs are seeking long-lasting solutions, and this requires long-lasting commitments from CAD/CAM system providers. 3Shape recently proclaimed its commitment to support, learning channels, customer care and delivering future-proof solutions. 3Shape defines these as inseparable components of its products.

3Shape's annual support and upgrade package

3Shape believes a dynamic system is a natural trait of any CAD/CAM solution and, therefore, includes extensive system upgrading and support as an integral part of its product package and customer promise.

Every year, 3Shape releases a major system upgrade that represents the accumulation of extensive development projects. 3Shape customers automatically receive all these system upgrades and a wide range of new features at no extra cost as an integral part of their annual support and upgrade license.

Additionally, customers continually receive minor upgrades and improvements as soon as they are developed. Upgrades cover both design software and scanner software, so even seasoned scanners can be empowered with new features.

Here at Hinman

For more information about 3Shape, stop by the booth, No. 1153.

A system that grows stronger rather than growing older

In this way, the lab's system is backed by continuous innovation to ensure that its services are always up-to-date with market demands and its business remains viable. A lab's system stays alive and automatically grows stronger rather than growing old. Lab technicians can focus on what they do best rather than worrying about the current standard of their technology.

3Shape's support network

3Shape recognizes the importance of maintaining a local support capacity to cope efficiently with factors such as customary opening hours, communicating in local language and, in tune with local business etiquette, enabling on-site support and more.

To attain these goals, 3Shape invests substantially to develop its extensive and optimally qualified first-line support network of experts through the company's local distributors.

Backing up this first-line support net-



3Shape's support centers are placed strategically in the United States, Asia and several locations in Europe. Photo/Provided by 3Shape

work, 3Shape's own support teams stand ready to assist distribution partners with any special hardware or software support issues. 3Shape's support centers are placed strategically in the United States, Asia and several locations in Europe.

3Shape has recently expanded and revised its service centers worldwide and added to its local language support capabilities, which now include English, German, French, Spanish, Portuguese, Italian, Danish, Russian, Ukrainian and Chinese.

The 3Shape Academy

The 3Shape Academy provides both 3Shape end-users and partners/supporters worldwide with ongoing and hands-on know-how in the use of 3Shape's systems, particularly covering the latest features that come with every new release.

Trainees get the chance to experience complete digital workflows with 3-D scanning, CAD design and final restoration manufacturing on milling machines.

AD

The best cosmetic dentists know that in order to **earn** more, they must **learn** more.

Join AACD in Washington, DC, for the annual scientific session, and learn from the best.

www.AACDconference.com

Learn Outside the Lines

28th Annual AACD Scientific Session
May 2 - May 5, 2012
Washington, DC • Gaylord National

AACD American Academy of Cosmetic Dentistry