

today



Scenes from the ADA 2014

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

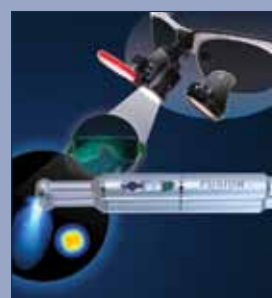
»pages 4-6



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.

Bring smiles back with the right anesthetic from DENTSPLY

DENTSPLY Pharmaceutical delivers a comprehensive line of local anesthesia products for your practice. With such a wide variety, you'll find what you need for any procedure. Discover our full line of local anesthesia at www.dentsplypharma.com.

To learn more, call us at 1-800-225-2787.



DENTSPLY
PHARMACEUTICAL

Your trusted partner in dental anesthetics

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
Will Kenyon
w.kenyon@dental-tribune.com

Marketing Director
Anna Kataoka
a.kataoka@dental-tribune.com

Education Director
Christiane Ferret
c.ferret@dtstudyclub.com

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

dti Dental
Tribune
International

Published by Tribune America
© 2014 Tribune America, LLC
All rights reserved.

today ADA 2014 Show Dailies Vol. 7
appear during the American Dental
Association's ADA 2014 meeting
in San Antonio, Texas, Oct. 9–11, 2014.

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.

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 Ameri-
can 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 Hos-
pital & 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, hygi-
enists 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 Com-
munications (booth No. 4349), you
can order a margarita-style smoothie.
Then try on a pair of Sesame sun-
glasses, take a selfie, post it to 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.

9,000 dentists from 48 different countries and according to an
independent survey, *92% of them love being a dentist because
of LVI. Want out of the typical dental rat race?

Start Your LVI Journey Today



"If you are truly interested in building a practice away from having to do 'retail dentistry' then LVI is the VERY BEST place to learn the VERY BEST from the VERY BEST! I only wish that I had been smart enough to have started 15 years ago!"
Dr. Terry Frey, North Vernon, IN

For more information or to Register
Call 888.584.3237 or visit www.lviglobal.com.

Follow LVI TV for your weekly dental news at www.youtube.com/user/lvityv

ADA CERP® Continuing Education
Recognition Program
Las Vegas Institute for Advanced Dental Studies, LVI Global, is an AGD CERP
Recognized Provider, ADA CERP is a service of the American Dental Association
to assist dental professionals in identifying quality providers of continuing dental
education. ADA CERP does not approve or endorse individual courses or instructors,
nor does it imply acceptance of credit hours by boards of dentistry. Concerns or
complaints about a CE provider may be directed to the provider or to the ADA CERP
at www.ada.org/goto/cerp.

*Strategic Dental Marketing



Academy of General Dentistry Approved
ACE Program Provider
PAGE/MAGD Credit Approval does not
imply acceptance by a state or provincial
board of dentistry or AGD endorsement.
June 1, 2013- May 31, 2015

AD

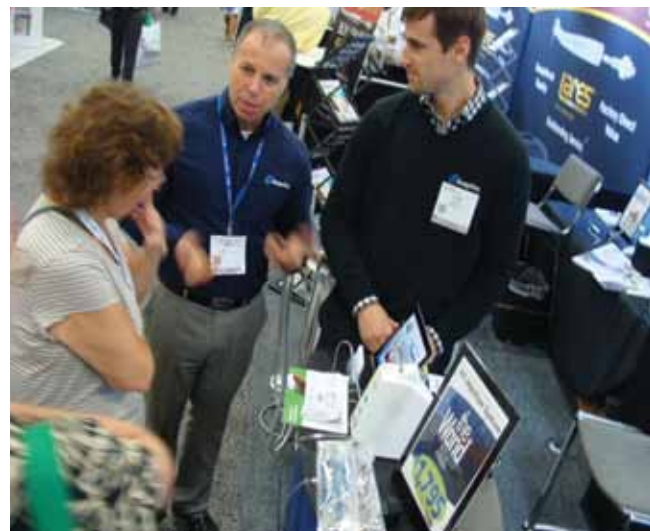
Scenes from Thursday



• 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.



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



• 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.



• 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,
today Staff



• 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 Planmeca 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 Orascopic (booth No. 434).



• 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).



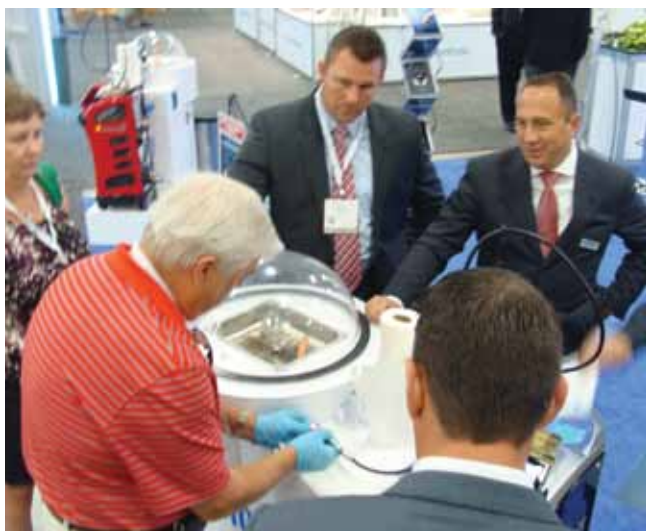
• Stephanie Goss, left, and Josh Mattson of KaVo (booth No. 1253).



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



• 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).



All Smiles. Every Step of the Way.

From a first dental visit to hygiene, orthodontics and implants, the CareCredit credit card can make it easier for families — mom, dad and the kids — to get care when they want and need it. And CareCredit gives them a financing resource they can use again and again* as credit becomes available.

Help **more** families achieve healthy, happy smiles. For more ways to optimize CareCredit in your practice, contact your Practice Development Team by calling **800-859-9975, option 1, then 6.**

Not yet enrolled? Call **866-246-6401**

Visit booth #1200 to learn new ways to help patients access care.



*Subject to credit approval.

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.

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!"

AD

Pacific Dental Conference

Canada's Premier Dental Conference

join us in Vancouver, Canada March 5-7, 2015



- Three days of varied and contemporary continuing education sessions are offered
- One registration fee gives access to all 144 open sessions, no course pre-selection is necessary!
- Over 130 speakers and 150 open sessions and hands-on courses to choose from, as well as the Live Dentistry Stage
- Over 300 exhibiting companies in the spacious PDC Exhibit Hall
- Fantastic shopping, beautiful seawall access within blocks of your hotel, and great spring skiing on the local mountains

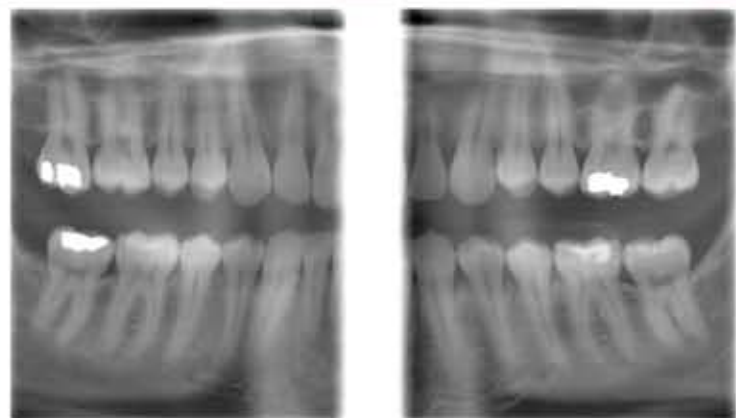


Online registration opens October 15th, 2014 at...
www.pdconf.com






The Industry's #1 Digital Panoramic X-ray

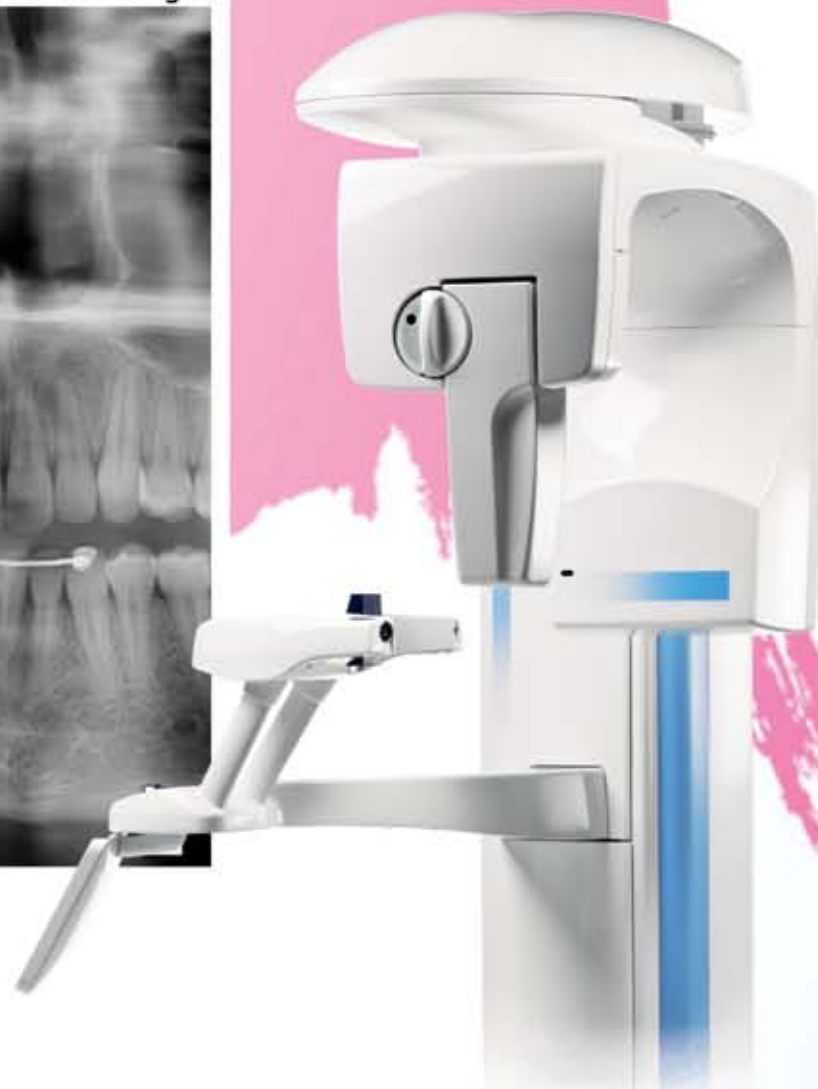


ProMax S3 Extraoral Bitewing



ProMax S3 Standard Adult Pan - From Same Patient As Bitewing

ProMax S3 anterior PA Image



Extraoral bitewings capture a greater number of surfaces for better caries detection versus intraoral modalities*

ProMax® S3 WHAT IF...

You Could Do ALL Your Routine Imaging Extraorally?

- Anatomically Accurate Extraoral Bitewing Program enhances diagnostic capabilities and eliminates gagging
- Patented SCARA technology consistently opens interproximal contacts
- Enhances clinical efficiency - takes less time and effort than a conventional intraoral bitewing
- Captures more clinical data from lateral to third molar
- Fully upgradable to 3D and cephalometric capabilities
- Open design for simple, face-to-face patient positioning

*According to "Efficacy of ProMax Bitewings vs. Intraoral Bitewings". For a copy of this study please contact Planmeca USA.

For a free in-office
consultation, please call
1-855-245-2908
or visit us on the web at
www.planmecausa.com

PLANMECA