

DAILY AT CDA PRESENTS!

# DENTAL TRIBUNE

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

THURSDAY, AUGUST 15, 2013 — Vol. 5, No. 1

www.dental-tribune.com

## PLANTING ROOTS

Partnership takes steps to rise above political and cultural differences and put oral health first  
▶ page 4



## SPECIAL OFFER

Check out a product demonstration in the exhibit hall and then take advantage of a trial offer  
▶ page 12



## NEW PRODUCT

Company takes the next step in gingival retraction with its kaolin clay-based paste  
▶ page 10



# Time to get started

*CDA Presents is just beginning, but there are more than enough educational opportunities and social events to go around*

It's only Thursday, and it's already full-speed ahead for CDA Presents The Art and Science of Dentistry.

During the next three days, more than 14,000 dentists, dental professionals and students from across the United States will walk through the doors of the Moscone South Convention Center to take part in numerous C.E. credit opportunities and social events.

The convention will feature top industry speakers, more than 110 lectures and workshops and an exhibit hall with 375 companies.

### Education highlights

To help dentists get a stronger grasp of the profession's latest technology — and how to best utilize it — the conference

▶ See TIME, Page 2



The cable car system, one of the highlights of San Francisco. Photo/Provided by California Travel and Tourism Commission/Andreas Hub

## 48 special offers on restaurants, tours and more

A huge colony of sea lions moved into the marina at San Francisco's Pier 39 in 1989 and has been a popular attraction ever since.

Photo/Jack Hollingsworth, SFCVB



You're in the city for a few days. No need to stay inside the hotel and the convention center all the time. Why not get out and see a thing or two?

After all, the city of San Francisco is famous for its scenic beauty, cultural attractions, diverse communities and world-class cuisine. This very walkable city is dotted with landmarks recognized throughout the world: the Golden Gate Bridge, cable cars, Alcatraz and the largest Chinatown in the United States.

A stroll of the city's streets can lead from Union Square to North Beach to Fisherman's Wharf, with neighborhoods to explore at every turn.

And to top it all off, who doesn't like to

save a little money every now and then?

The San Francisco Travel Association is offering a collection of 48 special offers and deals from hotels, restaurants, retailers, museums, tours, transportation companies and others in a collection called the "San Francisco Value Guide."

Printable offers are available online at [www.sanfrancisco.travel/offers](http://www.sanfrancisco.travel/offers).

The booklet version is available free at the San Francisco Visitor Information Center at 900 Market St. in Hallidie Plaza, lower level, near the Powell Street cable car turnaround.

It can also be picked up here at Moscone Center and at brochure racks throughout the city.

← TIME, Page 1

includes a three-day technology series of lectures and workshops.

The Greatest Dental Technology Show will explore digital disease detection, digital impressions, CAD/CAM, new cone-beam 3-D imaging and more.

Today, Martin Jablow, DMD, FAGD, and fellow presenters Paul H. Feuerstein, DMD, and John C. Flucke, DDS, will get attendees involved by allowing them to spin a wheel that lists lecture topics (such as lasers, digital impressions, etc.). Individuals will be selected to spin the wheel, and the lecture topic will be determined randomly. The participant will then get to play another game of chance to win a prize that will be donated by a dental company.

Other education highlights include:

- "Achieving Clinical Excellence With Esthetic Posterior Restorations," 8:30 a.m.–

3 p.m. Friday: Those who participate in this workshop, moderated by Jeff J. Brucia, DDS, will gain an understanding of the differences between the many adhesive systems available today, the clinical steps recommended for predictable results with direct and indirect posterior bonded restorations and the ways to overcome challenges when working in a less-than-ideal clinical environment.

- "The Art of Endodontics: Everything Has Changed but the Anatomy," 9:30 a.m.–noon and 1:30–4 p.m. Saturday: L. Stephen Buchanan, DDS, FICD, FACD, presents this lecture with the goal of teaching attendees the influence of endodontic anatomy on pulp degeneration and how the complexities of root canal systems dictate treatment to their full apical and lateral extents.

- "Restoration of the Worn Dentition," 1–3:30 p.m. Saturday: In this lecture taught by Terrence E. Donovan, DDS, at-

tendees will leave with the ability to diagnose early signs of dental erosion and implement strategies to prevent it from continuing.

#### Mobile app available

A mobile app for CDA Presents is available from the App Store for iPhones or the Google Play Store for Android users.

The app offers attendees easy access to show schedules and speaker information, exhibitor and product listings, real-time alerts such as course availability, event photos and information on local hotels. App users can search courses by day, topic or speaker, download handouts and find exhibitors by name or product category and locate them on the exhibit hall map.

For more details and to download the app, visit [www.cda.org/mobile](http://www.cda.org/mobile).

(Source: California Dental Association)

AD



#### EXCEPTIONAL QUALITY MEETS AMAZING SUPPORT

The precision of Canon digital cameras, lenses and flashes  
The unrivaled level of PhotoMed service and support  
A winning combination for all of your dental photography needs

800.998.7765 | [photomed.net](http://photomed.net)

# PhotoMed

## DENTAL TRIBUNE

The World's Dental Newspaper · US Edition

#### PUBLISHER & CHAIRMAN

Torsten Oemus [t.oemus@dental-tribune.com](mailto:t.oemus@dental-tribune.com)

#### PRESIDENT/CHIEF EXECUTIVE OFFICER

Eric Seid [e.seid@dental-tribune.com](mailto:e.seid@dental-tribune.com)

#### GROUP EDITOR

Kristine Colker [k.colker@dental-tribune.com](mailto:k.colker@dental-tribune.com)

#### EDITOR IN CHIEF DENTAL TRIBUNE

Dr. David L. Hoexter [d.hoexter@dental-tribune.com](mailto:d.hoexter@dental-tribune.com)

#### MANAGING EDITOR

Fred Michmershuizen  
[f.michmershuizen@dental-tribune.com](mailto:f.michmershuizen@dental-tribune.com)

#### MANAGING EDITOR

Sierra Rendon [s.rendon@dental-tribune.com](mailto:s.rendon@dental-tribune.com)

#### MANAGING EDITOR

Robert Selleck [r.selleck@dental-tribune.com](mailto:r.selleck@dental-tribune.com)

#### PRODUCT & ACCOUNT MANAGER

Jan Agostaro [j.agostaro@dental-tribune.com](mailto:j.agostaro@dental-tribune.com)

#### PRODUCT & ACCOUNT MANAGER

Humberto Estrada [h.estrada@dental-tribune.com](mailto:h.estrada@dental-tribune.com)

#### PRODUCT & ACCOUNT MANAGER

Will Kenyon [w.kenyon@dental-tribune.com](mailto:w.kenyon@dental-tribune.com)

#### COORDINATOR, ACCOUNTING DEPARTMENT

Nirmala Singh [n.singh@dental-tribune.com](mailto:n.singh@dental-tribune.com)

#### MARKETING DIRECTOR

Anna Kataoka-Wlodarczyk  
[a.wlodarczyk@dental-tribune.com](mailto:a.wlodarczyk@dental-tribune.com)

#### EDUCATION DIRECTOR

Christiane Ferret [c.ferret@dstudyclub.com](mailto:c.ferret@dstudyclub.com)

#### Tribune America, LLC

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

#### Published by Tribune America

© 2013 Tribune America, LLC  
All rights reserved.

Tribune America 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 Group Editor Kristine Colker at [k.colker@dental-tribune.com](mailto:k.colker@dental-tribune.com).

Tribune America 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 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](mailto: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](mailto: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.

# Powerful prescriptions for snoring and sleep apnea



## Silent Nite® Slide-Link



**\$99\***

- Our No. 1 prescribed snoring and sleep apnea appliance
- Connectors are interchangeable by the patient
- Free six-month replacement warranty

**aveoTSD®**

**\$139‡**



- A brilliantly simple, low-cost treatment for snoring
- Gently suctions to the tongue, preventing it from falling back and blocking the airway
- Requires no impressions or adjustments

**EMA®**

**\$189\***



- Appliance for snoring or OSA
- Elastic straps are interchangeable by the patient
- Elastic strap strength is matched to the patient's musculature

**TAP® 3 Elite**

**\$359\***



- Appliance for snoring or OSA
- Greater range of adjustment than previous TAP devices
- More lateral movement for improved patient comfort and compliance

Orders will not be fulfilled without a valid dental license. \*Price does not include \$14 round-trip overnight shipping or applicable taxes.  
‡aveoTSD volume pricing/unit: (1-4) \$139; (5-9) \$129; (10-19) \$119; (20+) \$115.

aveoTSD is a registered trademark of Innovative Health Technologies (NZ) Limited.  
EMA is a registered trademark of Frantz Design Inc. TAP is a registered trademark of Airway Management Inc.

For more information

**888-786-2177**

[www.glidewell dental.com](http://www.glidewell dental.com)



**GLIDEWELL  
LABORATORIES**

*Premium Products - Outstanding Value*

# The power of a healthy smile

*Henry Schein, Al-Quds University and Hebrew University-Hadassah Schools of Dental Medicine celebrate unveiling of the Tree Of Peace and dedication of the Dr. Musa Bajali Henry Schein Cares Education Center*

Stanley M. Bergman, chairman of the board and CEO of Henry Schein Inc., the world's largest provider of health-care products and services to office-based dental, animal health and medical practitioners, recently joined with leaders from Al-Quds University and Hebrew University-Hadassah Schools of Dental Medicine and other dental leaders from around the world to unveil a Tree of Peace statue at Al-Quds University School of Dentistry, celebrate the dedication of the Dr. Musa Bajali Henry Schein Cares Education Center and mark the 60th anniversary of Hebrew University-Hadassah School of Dental Medicine.

## Tree of Peace

The Tree of Peace, which is a sculpture by noted artist Hedva Ser, marks the close collaboration of the dental schools of Al-Quds University and Hebrew University and the desire to use the oral health profession as a vehicle for building relationships and understanding throughout the region and the world.

"Today we affirm our commitment to rise above any political or cultural differences to create a new level of partnership and international collaboration through our shared dedication to improving oral health around the world," said Bergman during the unveil-



Celebrating the unveiling of the Tree of Peace statue at Al-Quds University School of Dentistry are, from left: Stan Bergman, chairman of the Board and CEO, Henry Schein Inc.; Dr. Sari Nusseibeh, president of Al-Quds University; Dr. Musa Bajali, dean, Al-Quds University School of Dental Medicine; Hedva Ser, artist (Tree of Peace sculptor); and Dr. Adam Stabholz, dean, The Hebrew University-Hadassah School of Dental Medicine. Photo/Provided by Henry Schein

AD

**New Orleans**  
American Dental Association  
**ANNUAL SESSION**  
OCTOBER 31 - NOVEMBER 3, 2013

ADA American Dental Association®  
America's leading advocates for oral health

Make the 2013  
ADA Annual  
Session your  
first choice

### Education

Participate in challenging CE courses that fit into your schedule and budget.

### Exhibition

Research and purchase dental products and services at a discount

### Connections

Mingle with colleagues from across the world

**Registration is open now.**  
**ADA.org/session**



ing ceremony for the Tree of Peace.

"Bridging the chasms that separate people may seem impossible, but it is not. One day, we will look back together and see that the 'impossible' has been done."

## Dr. Musa Bajali Henry Schein Cares Education Center

Henry Schein is proud to partner with Dr. Musa Bajali, dean of Al-Quds University School of Dental Medicine, in the creation of the Dr. Musa Bajali Henry Schein Cares Education Center.

"It is truly an honor to celebrate the dedication of the Dr. Musa Bajali Henry Schein Cares Education Center," said Bajali.

"Our new Center will provide health professionals from across the region with the opportunity to present state-of-the-art educational research and clinical programs to their colleagues in a beautiful environment that promotes dialogue and learning."

The Dr. Musa Bajali Henry Schein Cares Education Center at Al-Quds University is part of the Bridge to Peace program, which began in 1997 with the founding of the D. Walter Cohen Middle East Center for Dental Education at Hebrew University-Hadassah School of Dental Medicine.

## About Henry Schein Cares

Henry Schein Cares, Henry Schein's global corporate social responsibility program, stands on four pillars: engaging Team Schein Members to reach their potential, ensuring accountability by extending ethical business practices to all levels within Henry Schein, promoting environmental sustainability and expanding access to health care for underserved and at-risk communities around the world.

Firmly rooted in a deep commitment to social responsibility and the concept of enlightened self-interest championed by Benjamin Franklin, the philosophy behind Henry Schein Cares is a vision of "doing well by doing good." Through the work of Henry Schein Cares to enhance access to care for those in need, the company believes it is furthering its long-term success.

# RETRACTION MADE EASIER!

## With new Access<sup>®</sup>FLO



## Quick. Easy. Flowable.

AccessFLO is a flowable clay-based gingival retraction paste that gently retracts tissue while controlling bleeding and fluids. Use AccessFLO prior to all crown & bridge impression procedures. Packaged in single-use Centrix syringe tips, AccessFLO saves time and eliminates cross-contamination. Simply insert a tip into your Centrix syringe and inject into and around the sulcus. Minimally invasive and tissue friendly, AccessFLO allows for quick and easy tissue displacement without the need for packing cord.



VISIT US AT THE **CDA BOOTH #1609**  
AND RECEIVE A **FREE MARK II<sup>™</sup> SNAP-FIT<sup>™</sup>**  
SYRINGE WITH ANY ACCESSFLO PURCHASE.



SCAN FOR  
MORE INFO ABOUT  
ACCESSFLO



FIND US ON FACEBOOK  
Centrix, Inc



FOLLOW US @  
CentrixInc



**centrix**<sup>®</sup>

Making Dentistry Easier.<sup>SM</sup>



The NOMAD Pro 2. Photo/Provided by Aribex

# Aribex launches NOMAD Pro 2

*Portable X-ray system is  
lightweight, rechargeable  
— and can go anywhere*

By Aribex staff

For almost a decade, Aribex has been quietly ripping the X-ray system off the wall and putting it into the hands of the

[Here in San Francisco](#)

For a demonstration of the new NOMAD Pro 2, stop by the Aribex booth, No. 2201.

dental team with its handheld and completely mobile X-ray system, called the NOMAD.

According to the company, one NOMAD does the work of multiple wall-mounted X-ray systems, which can save the typical dental practice thousands of dollars in equipment costs. Moreover, because the NOMAD enables dental team members to safely and effectively stay with their patients during X-ray procedures, a bitewing series can be completed in half the time required by a wall-mounted system.

Unlike conventional wall-mount and portable X-ray systems, the NOMAD is lightweight, rechargeable (battery-powered) and can go anywhere. Dental professionals around the world have been choosing the NOMAD as their preferred X-ray device, in and out of the office, with almost 13,000 NOMADs now in use.

Building upon the successes of previous innovation and design, Aribex is excited to introduce the NOMAD Pro 2, providing the same mobile convenience and cost savings as previous models while increasing durability and performance.

"The Pro 2 is exactly what our customers want," said Ken Kaufman, general manager of Aribex. "We asked our customers how we could improve our marquee product. We listened, designed prototypes, asked for feedback and iterated until we met their requests. The end result of all of that hard work is the Pro 2. It's simply the world's best handheld X-ray system yet."

The newly designed battery handset with infrared connectors, together with a new charging cradle, improves the system's durability and boosts battery performance. "One consistent comment we heard from our customers focused on the charging station," said Kaufman. "Our engineers spent hours working with customers, researching new solutions. Our final design is a big improvement, and our customers will agree."

Durability is further enhanced by a re-engineered user interface that is more scratch- and moisture-resistant.

"The operatory environment can be hard on equipment, particularly with our products that are easily carried from operatory to operatory," said Kaufman. "The NOMAD Pro 2 will stand up to repetitive antiseptic and cross-contamination control."

To learn more, contact your equipment dealer, an Aribex sales rep or visit the company's website at [www.aribex.com](http://www.aribex.com).

"We're excited to show our customers our new innovations and enhancements," said Kaufman. "We invite our customers to visit our exhibit at booth No. 2201 for a special demonstration of our new NOMAD Pro 2."

AD

## Pacific Dental Conference

*Canada's Premier Dental Conference*

**Join us in Vancouver, BC**  
*Inspiring speakers  
 Fantastic networking  
 Unforgettable location!*

**Future Conference Dates**  
**Vancouver Convention Centre**  
 March 6-8, 2014 – West building  
 March 5-7, 2015 – West building  
 March 17-19, 2016 – West building

[www.pdconf.com](http://www.pdconf.com)

The Pacific Dental Conference would like to introduce our newest addition to our extensive line-up of Continuing Education opportunities. We will now be offering quality Hands-On Courses that you enjoy at the annual conference – year round!

Visit [www.pdconf.com](http://www.pdconf.com) and click on the PDC365 icon to discover more information on our PDC365 Hands-On Courses.

**Orasoptic**

**XV1**

ELEVATING DENTISTRY

# Shattering the status quo



The world's **FIRST** wireless loupe + headlight in one

Come to **BOOTH #1802** to be among the first to see the Brand New XV1 from Orasoptic.

**Orasoptic**

800 369 3698 [orasoptic.com](http://orasoptic.com)



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 recent 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

We will replace the PFM crowns on teeth #8 and #9 (Fig. 1) with BruxZir Solid Zirconia crowns (Glidewell Laboratories).

First, we take the shade. I use the VITA Easyshade® Compact (VITA Zahnfabrik), which displays the shade in both VITA Classical and VITA 3D-Master® shades. Next, I hold the selected 2M1 3D-Master shade tab to the tooth, along with the 1M1 3D-Master shade tab for contrast.

We photograph the shade tabs in the mouth. I use an Ultradent syringe to place PFG gel (Steven's Pharmacy) into the sulcus of teeth #8 and #9.

Next, I use my STA Single Tooth Anesthesia System® device (Milestone

## Here in San Francisco

For more information on BruxZir crowns or to see them for yourself, stop by the Glidewell Laboratories booth, No. 1328.

Scientific) to anesthetize teeth #8 and #9.

The Razor® Carbide bur (Axis Dental) easily cuts through porcelain and metal substructures, and when used in combination with my KaVo ELECTROtorque handpiece (KaVo Dental), it easily cuts through the existing PFM. I torque the crown with a Christensen Crown Remover (Hu-Friedy).

After using a periodontal probe 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 relines BioTemps® Provisionals (Glidewell Laboratories) on teeth #8 and #9 with Luxatemp provisional material (DMG). Using a thin, perforated diamond disc (Axis Dental), we open the

gingival embrasures to avoid blunting the interproximal papilla and make sure the gingival margins aren't overextended and the emergence profile is flat. We use TempBond® Clear™ (Kerr Corp.) 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), cutting the cord intraorally on the lingual to avoid any overlap. I place a second cord (Ultrapak cord #2E) before refining the preparation.

As I pack the top #2E cord on tooth #8, 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 (Coltene/Whaledent) are placed on the preps, and the patient bites with medium pressure for eight to 10 minutes. The Comprecaps are removed and the top cords pulled. We

syringe medium body impression material around the preparations for the impression and 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]). I use a Warm Air Tooth Dryer (A-dec) after applying both coats of the G5, while my assistant places Z-PRIME™ Plus (Bisco) 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) to ensure they are fully seated and the same length.

In this "after" picture (Fig. 4), there isn't any porcelain on these BruxZir crowns. I'm not suggesting you suddenly switch all of your anterior restorations to BruxZir crowns, but you may want to consider using it for patients with para-functional habits or old PFMs, where an esthetic improvement is essentially guaranteed.





# Dental Tribune Study Club **LIVE SYMPOSIUM**



New Orleans

American Dental Association  
**ANNUAL SESSION**  
OCTOBER 31 - NOVEMBER 3, 2013

Dental Tribune would like to invite you to participate  
at the ADA Annual Session in New Orleans

**Oct 31 - Nov 2, 2013** at the ADA Exhibit Floor

Come visit Dental Tribune at the ADA Annual Session, Booth #3457



Learn for **FREE** from the experts with:  
**Educational Lectures & Product Demonstrations**

**FREE for Dental Tribune members**

Register on [www.DTStudyClub.com/ADASymposia](http://www.DTStudyClub.com/ADASymposia)

\*There's no fee to become a member

Sponsorship opportunities available

Contact us to find out more information

E-mail: [c.ferret@dtstudyclub.com](mailto:c.ferret@dtstudyclub.com)