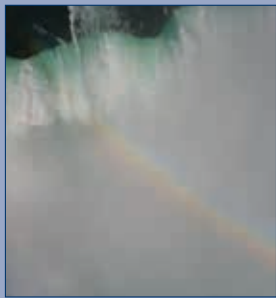


# DENTAL TRIBUNE today

Pacific  
Dental  
Conference



## Now boarding for 'FlyOver Canada'

Your PDC badge gets you a discounted boarding pass to an immersive flight experience.

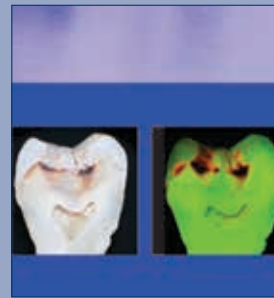
»Page 4



## Scenes from the PDC Exhibit Hall

Fresh popcorn, championship smiles and endless deals on dental tools and supplies.

»Pages 6 and 8



## Dentistry revealed in a whole new light

New headlight, loupes and filters deliver hands-free fluorescence-enhanced diagnosis and therapy.

»Page 10



# Record breaker

More than 14,000 here in Vancouver

By Sierra Rendon, *today* Staff

■ Pacific Dental Conference organizers are excited to reveal that this year's attendance broke its record, with more than 14,000 attendees in Vancouver for this week's meeting.

And it's no wonder when you consider the transformative education options, the ever-expanding Exhibit Hall, the fourth PDC Lab Expo and the Live Dentistry Stage on tap for attendees.

• Attendees make a beeline Thursday morning for the aisles of products, technology, samples and much more in the Exhibit Hall of the Pacific Dental Conference. (Photos/Sierra Rendon, *today* Staff)

\*see RECORD, page 2

# Lab Expo tomorrow

See the latest equipment, materials and methods

■ Tomorrow, Saturday, March 7, the PDC Lab Expo brings together dental technicians and dentists to spend time with a selection of top-tier companies to exchange information and forge new business relationships. The companies will be displaying the latest technologies, equipment, materials and methods.

All registered PDC attendees have access to PDC Lab Expo. That means everyone is welcome to attend the

expo's sessions and exhibits. A lunch will be served to all attendees of the PDC and the PDC Lab Expo on Saturday from 11 a.m. to 12:30 p.m. in Ballroom A/B. You can learn more about PDC Lab Expo co-sponsor, the Dental Technicians Association of BC, by visiting [www.dentaltechniciansofbc.com](http://www.dentaltechniciansofbc.com), calling (604) 789-4077 or emailing [office@dentaltechniciansofbc.com](mailto:office@dentaltechniciansofbc.com).

(Source: Pacific Dental Conference)



## PDC mobile app

Search your app store for 'Pacific Dental Conference' to download the PDC mobile app. If you're uncertain of which exhibitor carries the product you're looking for, you can search with the app's new Product Locator. Also, through April 16, you can go to the PDC website, [www.pdcconf.com](http://www.pdcconf.com), to download PDFs of speaker handouts of your choice or view them on the PDC App.



today

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# More 'Live Dentistry' today

## Three procedures on stage today in the Exhibit Hall

■ Three more demonstrations are scheduled today on the Live Dentistry Stage, which you can find on the west side of the Exhibit Hall. The stage is sponsored by A-dec and Sinclair, and some sessions have cosponsors.

Some demonstrations also may be eligible for C.E. credits, so be sure to have your badge scanned by a monitor near the stage.

• At 9 a.m., Mark Kwon, DMD, FICOI, and Bernard Jin, DMD, will present "Digitally Driven Implantology – Imagination Into Reality." They will demonstrate the use of guided surgery with a 3-D digital optical tracking system that can enhance accuracy, reliability and safety.

• At 11 a.m., David Clark, DDS, and Matt Irvine, DMD, will present "Treatment of the Dreaded Black Triangle with the Bioclear Method." Starting with surface preparation and continuing through to final polish, Clark and Irvine will demonstrate how to use pre-formed mylar matrices and heated, injection-molded composite resin to



• **Glen van As, DMD, of British Columbia, on the Live Dentistry Stage Thursday, explains his case of laser removal of porcelain veneers. 'It's always an honor to lecture in your own home city,' he said. (Photo/Sierra Rendon, today Staff)**

achieve predictable, conservative and enduringly stable restoration of excessive gingival embrasures.

• At 2 p.m., Jonathan Ng, DDS, Dip Pros., FRCD(C), will present "How to: Digital Impressions and Digital Smile Design – For Natural Teeth and Implants." From treatment planning to final delivery, Ng will provide a

detailed how-to on mastering simple scanning and design techniques to take full advantage of the technology's high accuracy – as well as its ability to enhance patient understanding – to enable you to convert more of your consults into case acceptance.

(Source: Pacific Dental Conference)

## RECORD "from page 1

The exhibit hall alone offers attendees an easy day's worth of exploring, and a host of activities and excitement, including:

• The Relaxation Station (Aisle 1300), where certified relaxation practitioners provide chair massages and reflexology.

• Arcade Games (Aisle 100), where you can take a break from learning and try your hand at retro arcade and pinball machines.

• Fun Photos (Aisle 1800), a photo booth where you can take a strip of photos with colleagues and family.

• OxygenBar (Aisle 1100), recharge your body with extra oxygen, which fans say may reduce stress, relax the body and increase energy.

In addition, you'll want to check out the aisles of new products, services and technology that can help your dental practice reach maximum potential.

With the coronavirus on the tip of so many tongues this week, one booth you'll definitely want to check out here at PDC is the SciCan booth, No. 1013.

Why? As Alex Earnshaw, Canadian sales manager, explains, the company's OPTIM 33TB is one of the fastest and most effective cleaners and disinfectants. "Come by the booth and you can see a demonstration in which this product completely



removes all proteins and pathogens in one step," he said. The product is a safe and effective way to protect your patients, and yourself, while still being non-irritating and non-toxic (no skull and crossbones on the product label), Earnshaw said. (You might even want to get a container of OPTIM 33TB for your travels home!)

Another booth you'll want to visit is Dentsply Sirona, booth No. 430. It's safe to say that most everyone would like to earn rebates and rewards for the big purchases, which every dental

• **Left, Aaron Shumaker of Convergent Dental demonstrates the Solea all-tissue laser at the Patterson booth, No. 421. Below, Wendy Birtles of PDT, booth No. 1720, helps an attendee Thursday morning.**



practice must make. Dentsply Sirona has a new program, One DS, to help get the most out of your dental dollars; so stop by and ask about it.

Cashing in on show specials is another way to make the most of your money at a dental meeting. Here at PDC, companies including DiaDent, booth No. 1151, have new products and many "buy one, get one free" specials and more, only for attendees. Be sure to visit and learn about DiaTemp, DiaDuo, DiaEtch and other innovative new products by DiaDent.



# Protect Against it All.



## Tuberculosis

*Mycobacteria Terrae*



## Viruses

Poliovirus, Norovirus, Rotavirus, HIV,  
Hepatitis B, Hepatitis C, Influenza A



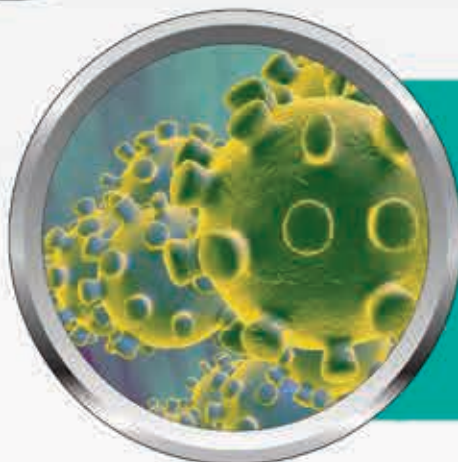
## Vegetative Bacteria

Methicillin-resistant *Staphylococcus aureus*  
(MRSA), Vancomycin-Resistant Enterococci,  
*Escherichia coli*, *Pseudomonas aeruginosa*



## Fungi

*Trichophyton mentagrophytes*



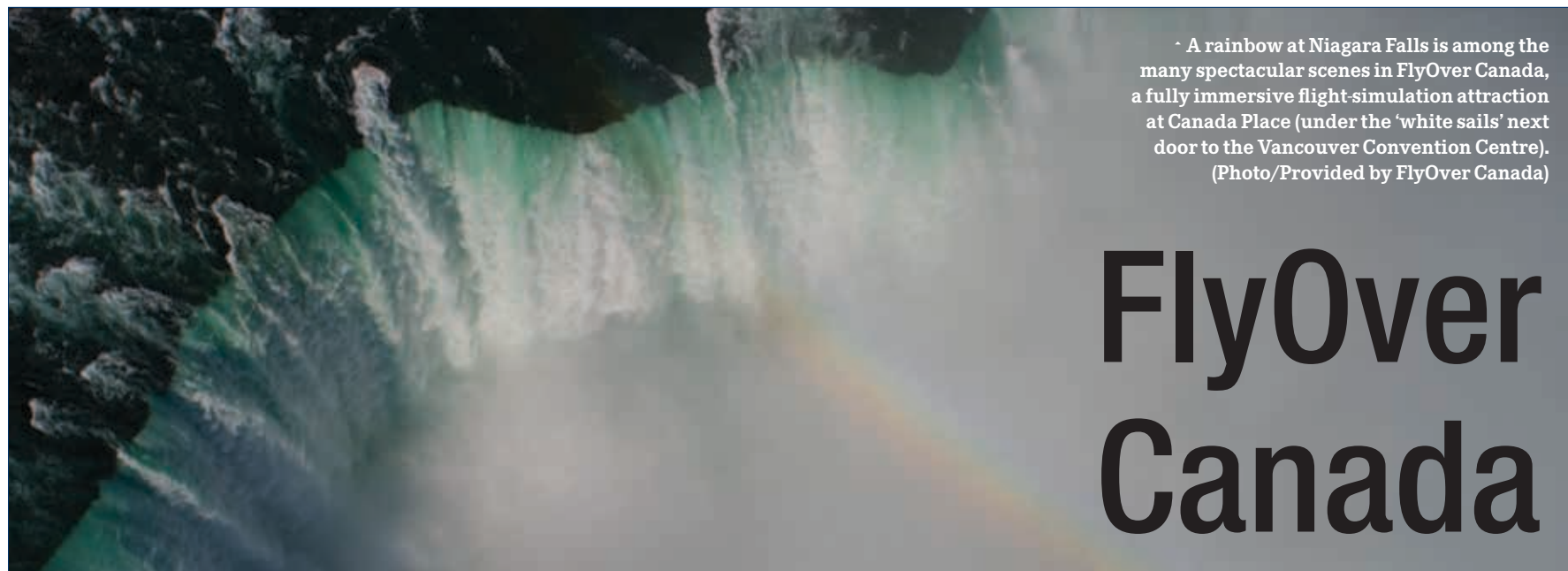
## Emerging Viruses

Novel Coronavirus (Covid-19), SARS, MERS

Learn how effective OPTIM® 33TB is at  
[www.scican.com/protects](http://www.scican.com/protects)







A rainbow at Niagara Falls is among the many spectacular scenes in FlyOver Canada, a fully immersive flight-simulation attraction at Canada Place (under the 'white sails' next door to the Vancouver Convention Centre). (Photo/Provided by FlyOver Canada)

# FlyOver Canada

AD

Enjoy your experience at the 2020...

## Pacific Dental Conference

Join us for lunch and visit everyone!

**PDC Lab Expo Saturday, March 7**  
VCC West – Ballroom A/B

**Exhibits 8:00am – 3:00pm**  
**Lunch 11:00am – 12:30pm**

8:15am - 9:15am Keynote Presentation:  
Mental Health, Mental Wealth...Change Your Thoughts...  
Change Your Life— Stuart Ellis-Myers



Pacific  
Dental  
Conference

IN CONJUNCTION WITH



CANADIAN  
DENTAL  
ASSOCIATION

See you next year March 11-13, 2021

Online registration opens October 15th, 2020 at... [www.pdconf.com](http://www.pdconf.com)

### Pacific Dental Conference name badge gets you discounted tickets

■ Billed as more than a just a movie experience, the FlyOver Canada attraction is described by its creators as feeling more like a “ride” than a movie.

Indeed, your “chair” ends up being suspended, leaving your feet to dangle, as you’re enveloped by the giant 20-metre spherical screen for an eight-minute journey flying at low altitude across Canada, all while encountering special effects of wind, mist and scents.

The total experience lasts 30 minutes, comprising three 10-minute parts. **Part 1** is the preshow “Uplift,” a fully immersive audio-visual installation designed to build anticipation prior to the main ride. **Part 2** is the preboarding zone, with an entertaining preflight safety video. **Part 3** is the feature ride where you soar across Canada feeling the grandeur of the nation and the exhilaration of flight.

The FlyOver Canada film was shot during the four seasons in all corners of Canada, including Niagara Falls, Ontario’s Muskokas and iceberg alley off the coast of Newfoundland, to name just a few of the locations. British Columbia is well-represented, too, with scenes from: Lake Magog in Mt. Assiniboine Provincial Park; helisking near Bella Coola; Blue Mountain Winery and vineyards near Okanagan Falls; Canada Place in Vancouver; a seaplane in the lower mainland; and First Nations water travel in Tofino.

(Source: FlyOver Canada)

#### Here at the PDC

Through March 7, your Pacific Dental Conference badge is worth 20 percent off at FlyOver Canada, next door at Canada Place ([www.flyovercanada.com](http://www.flyovercanada.com)). The 30-minute experience, which includes the immersive-film, starts every 15-20 minutes, 10 a.m. to 9 p.m. daily.



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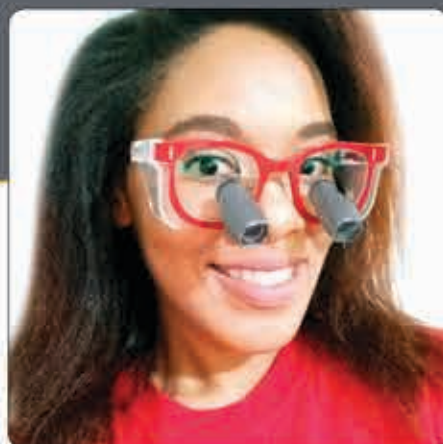
PACIFIC  
DENTAL  
CONFERENCE

BOOTH

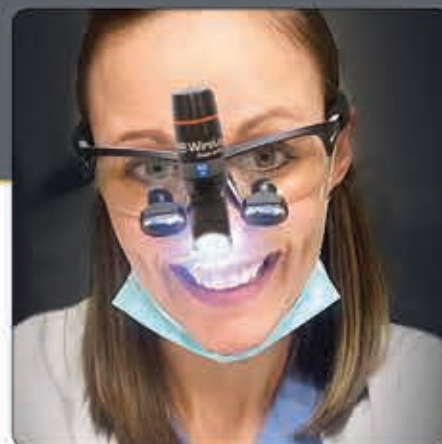
**1745**



LED DayLite® WireLess Mini HDi and  
**NEW** 3.0x Loupes



**NEW** Micro3.0EF Scopes™



**NEW** LED DayLite® WireLess IR HDi

**NEW**

See beyond expanded field with

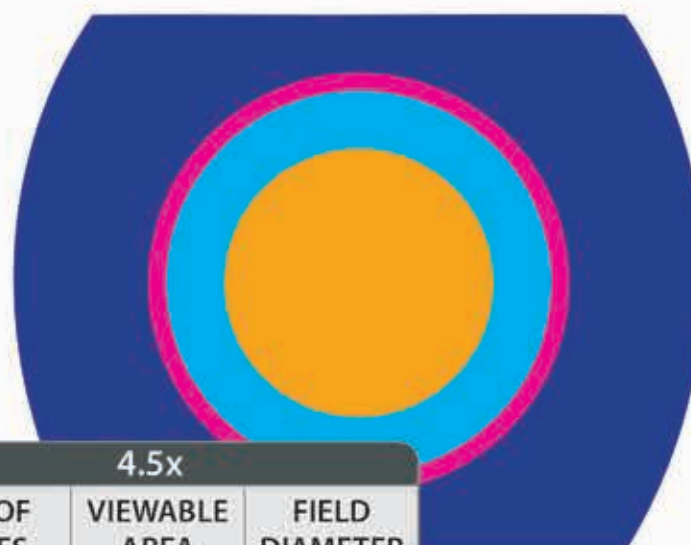
## Panoramic Loupes

NEW patented panoramic field design,  
**DOUBLES THE VIEWABLE AREA** over  
prismatic expanded field optics

Available in 3.5x and 4.5x



Patented Panoramic Design: US# US8928975B2



| 4.5x           |                    |                |
|----------------|--------------------|----------------|
| TYPE OF LOUPES | VIEWABLE AREA      | FIELD DIAMETER |
| Galilean       | 10 cm <sup>2</sup> | 3.5 cm         |
| Micro-EF       | 20 cm <sup>2</sup> | 5.0 cm         |
| Classic-EF     | 24 cm <sup>2</sup> | 5.5 cm         |
| Panoramic      | 65 cm <sup>2</sup> | 9 x 7 cm       |

Visualize the entire oral cavity  
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and  
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# Scenes from Thursday



• Follow the dentalcorp tooth fairies to booth No. 1109 to enter the 50/50 raffle benefiting BC Cancer fundraising efforts.



• Visit Altima Dental at booth No. 351 to grab some popcorn and spin the prize wheel.



• Be sure to visit the team at Planmeca, booth No. 1431, to experience 'digital perfection.'



• The team at BioHorizons, booth No. 1511, stands ready to help attendees.



• Romeo Fermin of Hu-Friedy helps Dr. Oxana Korj pick out equipment at the Hu-Friedy booth, No. 845



• Attendees Michelle Verdon, Mary Dechene, Lindsay McKinley and Kandice Mountain, all of Nanaimo, British Columbia, get ready Thursday morning to check out all the offerings at the Pacific Dental Conference.



• Winnie Co of Hiossen Implant Canada, booth No. 411, offers a product demonstration.

Photos by  
Sierra Rendon,  
*today* Staff



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Visit us at booth #1151



## Dia-ProSeal™ Epoxy Resin-Based Root Canal Sealer

2+1

### ■ Features & Benefits

- Low shrinkage
- High adhesion to gutta percha and dentin
- Seal lateral canals with outstanding flowability
- Antimicrobial
- Dual syringe: 1:1 ratio
- Long-term dimensional stability
- Radiopaque and biocompatible
- Set time: 3-4 hours



**eVO fill™ duo**  
Complete Motorized Cordless Obturation System

Free  
goods!



**DIA-DUO**  
Complete Cordless Obturation System

\*LIMITED TIME SHOW SPECIALS\*

4+1



**Dia-X File**  
Heat Treated Ni-Ti Rotary File System

**DiaTemp™ Flow**  
Light Cured Flowable Temporary  
Restorative Material



**DiaTemp™**  
Light Cured Temporary Restorative Material



1+1

**DIAETCH™**  
37% Phosphoric Acid Etching Gel







• Check out ClearDent, booth No. 921, for the candy bar, and stay for the digital practice-management solutions



• Marty O'Rourke of Designs for Vision, booth No. 1745, helps an attendee pick out the best loupes to fit her individual needs.



• Dens 'N Dente was created and is operated by dentists to provide innovative solutions in the dental industry. Stop by the booth, No. 1230, to learn more.



• Sports fans may want to take a picture in the Invisalign iTero photo booth, No. 311, like these attendees did, for a chance to win a signed jersey from Kyle Lowry of the Toronto Raptors.



• Suzanne Bourque of Septodont, booth No. 1824, helps an attendee pick out new products.



• Alex Earnshaw of SciCan, booth No. 1013, is excited to explain the many benefits of OPTIM 33TB to PDC attendees. Yes, this cleaning and disinfecting wipe does kill coronavirus.



• Head to the Dentsply Sirona booth, Nos. 430/445, to take your first step toward joining the New Orthophos Society.



• Visit Henry Schein, booth No. 711, to see why so many clinicians rely on them to fill all their practice's needs.



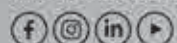
• Visit the team at DiaDent, booth No. 1151, to check out new products like DiaTemp, DiaEtch and Dia-ProSeal and ask about show specials



• David Goldshaw and Sarah Bermel of Shofu, in booth No. 1547, show off the company's newest equipment.



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