

# today

Pacific  
Dental  
Conference



## More 'Live Dentistry' on stage today

The Live Dentistry stage in the Exhibit Hall remains active today, with three more sessions on the schedule.

»page 2



## Remove pain from your job description

Today and Saturday: Bethany Valachi shows you how to avoid or overcome work-related discomfort or injury.

»page 3



## Scenes from the PDC

Thursday's Exhibit Hall and education sessions generated nonstop traffic throughout the day. Here are a few highlights captured on camera.

»pages 4 & 5



## Go macro or micro, it's all here

By Robin Goodman,  
'today' Group Editor

■ Vancouver's overcast skies could not dampen the enthusiasm among those within the more than 570 booths at the Pacific Dental Conference Exhibit Hall. The hall is open from 8:30 a.m. to 5:30 p.m. today, so there's still time to check out the highlights mentioned below.

For a blast of pseudo sunshine in the form of some bright yellow button-down shirts, head over to the Sinclair Dental booth (No. 727). You can also get a free tooth-whitening treatment if you have a

• Silhouetted against a video-screen wall in the BIOLASE booth (No. 943), Dr. Brad Labrecque answers questions following his presentation. (Photo/Robin Goodman, 'today' staff)

»see CLOSER, page 2

## Tonight: Fun with Dr. Strangelove

■ Tonight's "Friday Night Social" features the return of a Pacific Dental Conference favorite: the Dr. Strangelove dance-party band. Mention the words "party band" in Vancouver and more than likely "Dr. Strangelove" will come up.

The group has performed before thousands of music lovers in the Vancouver area over the years and is known for the fun, energetic atmosphere it creates.

If you didn't buy a \$15 ticket when you registered, you should still be able to buy tickets at the registration desks. The entertainment starts at 6:45 p.m.

and runs to 10 p.m., in Ballroom D in the Vancouver Convention Centre.

Dr. Strangelove also is known for its stage antics, theme-based costumes and ability to sound exactly like the artists it covers. That's why it's been able to enjoy so much success and become one of Vancouver's most sought-after musical attractions.

Also at the registration desk, tickets should still be available (\$15) for tomorrow's breakfast with stand-up comedian Brent Butt, from 8:30-9:30 a.m. in Ballroom A, Vancouver Convention Centre.



• On stage tonight, 'Dr. Strangelove,' one of Vancouver's most popular musical attractions. (Photo/Provided by Dr. Strangelove)



# Expect standing-room only at the Exhibit Hall's Live Dentistry Stage

■ The sessions on the Exhibit Hall's Live Dentistry Stage yesterday attracted standing-room crowds. And that will likely be the case today, with three more clinicians scheduled. Get there early to get a seat close to the stage for that "big screen movie theatre" experience. Microphones are scattered throughout the aisles so lecturers can answer questions after the session.

Ron Zokol, DMD, is the clinician on stage at 8:30 a.m. with the "Guided Full Arch Implant Placement," co-sponsored by Pacific Implant Institute and Nobel Biocare Canada.

Vancouver dentist Ernst 'Ernie' Schmidt follows Zokol at 11:30 a.m., with "CAD/CAM Ceramic Restoration," co-sponsored by Patterson Dental.

Closing the Live Dentistry program, is Haneef Alibhai, BSc, MD, CM, CCFP, FCFP, with "Botox Demonstration" at 3 p.m., co-sponsored by "md cosmetic & laser training."



• Dr. Mark Kwon performs an 'Implant with Sinus Surgery' as Dr. Bernard Jin (standing at left) provides commentary during the procedure, on stage at the Live Dentistry Arena in the Exhibit Hall on Thursday.

## CLOSER *from page 1*

little extra time. On Thursday they were passing out yellow roses, so perhaps they will today too?

Over at the Beutlich Pharmaceuticals booth (No. 221), pick up a HurriPak, a starter kit of periodontal anaesthetic featuring HurriCaine. It comes with two flavours of this topical anaesthesia liquid – wild cherry and Piña Colada – 12 disposable perio irrigation tips, 12 disposable irrigation syringes and two HurriCaine Leur-Lock dispensing caps.

If you need advice from a grafting expert, visit the Citagenix booth (Nos. 119, 220). The company offers bone grafting products, membranes, specialized dental instruments and more. Stop by the booth to learn about the many show specials.

Cleardent's booth design (No. 443) is difficult to resist. The large low table and many big-screen monitors allow you to test out software that will allow your office to go paperless.

Our favourite gadget on the show floor is the new 'cinemizer OLED' by Zeiss, found at the National Dental Inc. booth (No. 1419). Some 75 percent of adult patients suffer from varying degrees of anxiety at the dentist. Cinemizer OLED multimedia video glasses can help reduce patient anxiety with 2-D or 3-D movies, TV shows or other relaxing videos.

There is plenty to see in the Exhibit Hall, so make sure you leave enough time for a leisurely stroll that allows you to check out companies you may not already be familiar with.



• Need a website? Online appointment system? Nadeem Kassam, from left, Nasheel Kassam and Charlie Bern have show specials at 'connect the doc,' of Vancouver (booth No. 1243). (Photos/Robin Goodman, 'today' staff)



• Barbara Bancroft lectures to a full house about 'Pharmacology: Simplify, Don't Mystify.'

### PDC mobile app

Scan this QR code to access the app, or download from your app store by searching "Pacific Dental Conference."



• Rob Precious of 'quickmobile' displays the PDC Program app the company created for smartphones and iPad.



• Adele Fussi and Frank Loggia hold an implant prop at the MIS Implants booth (No. 201).

**today** About the Publisher

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# Don't let pain end your career

There are simple strategies dentists and hygienists can embrace to keep dental careers pain free, such as working in the '12:00' position shown here. Learn others at Bethany Valachi's PDC sessions. (Photos/Provided by Bethany Valachi)

One-third of dentists who retire early were forced to because of musculoskeletal injury

Are your aches and pains progressing to a point that you're wondering if your days as a dentist, hygienist or assistant might be ending sooner than you had planned? Or maybe you're just getting hints, especially at the end of the day, that with a few more years of this, things might start getting tricky?

It doesn't have to be that way, according to Bethany Valachi, a physical therapist, dental ergonomic consultant and author of *Practice Dentistry Pain-Free*. Valachi speaks today and Saturday on two ergonomics-related topics, with the goal of making sure you're not slowly destroying your ability to work.

Valachi runs a company that provides research-based dental ergonomic education, and she is an instructor of ergonomics at Oregon Health Sciences University School of Dentistry in Portland, Ore. She lectures internationally and has published more than 50 articles in dental journals worldwide.

She answered questions from Dental Tribune about what attendees can expect from her two PDC presentations, "Neck, Back & Beyond: Preventing Pain for Peak Performance" and "Fitness 101 for Dental Professionals: Secrets for Comfort & Career Longevity."

## Why is this education important?

Two out of three dental professionals report occupational pain, which if left unaddressed can lead to injury or early retirement. In fact, one-third of dentists who retire early are forced to, due to a musculoskeletal injury.

Unfortunately, most team members think that work-related pain is an unavoidable consequence of their careers. Not so! With current, research-based interventions, most team members can effectively reduce or eliminate their discomfort.

## If somebody is able to attend only one of your two decisions, how would you help them decide?

Because most pain and injuries in dentistry originate from poor operator ergonomics, I would recommend "Neck, Back & Beyond: Preventing Pain for Peak Productivity," which focuses on proper ergonomics in the operator.

I have seen too many dentists and hygienists spend a plethora of money on

## Attend today's session!

Bethany Valachi, PT, MS, CEAS, presents "Neck, Back & Beyond: Preventing Pain for Peak Productivity," today, 1:30-4 p.m. in Pacific Rim — Star Sapphire A/B. (Fairmont Pacific Rim Hotel is across from Vancouver Convention Centre West).

Tomorrow, Valachi presents "Fitness 101 for Dental Professionals: Secrets for Comfort & Career Longevity," 10 a.m. to 12:30 p.m. in Room 306 in the Convention Centre.



Bethany Valachi

Valachi is CEO of Posturedontics, a company that provides research-based dental ergonomic education. She also is a clinical instructor of ergonomics at Oregon Health Sciences University School of Dentistry in Portland, Ore. She is the author of "Practice Dentistry Pain-Free: Evidence-based Strategies to Prevent Pain and Extend Your Career," which is available through [www.posturedontics.com](http://www.posturedontics.com) or by calling (503) 291-5121. She welcomes comments and may be reached by email at [bethany@posturedontics.com](mailto:bethany@posturedontics.com).



Bethany Valachi, a physical therapist and dental ergonomic consultant, lectures internationally at dental meetings, schools, associations and study clubs. (Photos/Provided by Bethany Valachi)

chiropractors, exercise programs, etc., only to return to the scenario (the dental operator) that created the problem in the first place.

## How does this lecture differ from other ergonomic and wellness lectures?

First, it's research-based ... and fun. You won't hear hand-me-down education in this lecture. What you will learn are the newest dental ergonomic and wellness interventions based on the latest

research in dental ergonomics, kinesiology, seated biomechanics, exercise physiology, neck and back pain and much more.

Team members often comment, "I wish I had learned these techniques 20 years ago" or, "You've saved my dental career." These are effective, practical and easy-to-apply concepts in the dental operator and at home.

Second, it's specific. Dentistry is a unique occupation with highly spe-

cialized equipment, treatment, positions and room layouts. To develop effective ergonomic interventions, one must understand how the movements in the operator and equipment adjustment impact the operator's musculoskeletal health. This involves analyzing countless hours of video including movement in the dental operator and then cross-referencing these with diagrams of self-reported pain. These lectures are the result of 14 years of this type of analysis in dental operatories and at the dental school.

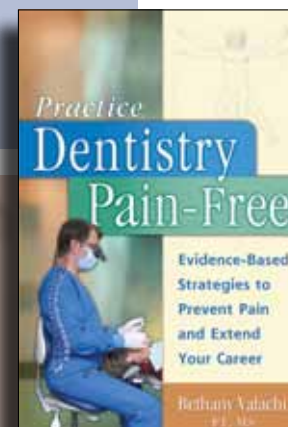
Third, I present effective interventions.

I believe that the reason for the high prevalence of work-related pain in dentistry is due to dental ergonomic education that does not identify the etiologies of the problem — but instead takes a shotgun approach. In this seminar, I identify the etiologies of work-related pain in dentistry, and every intervention in the seminar is targeted at these micro-trauma. Isn't that exactly what dentists do with their patients?

Fourth, it's unbiased. Much of today's dental ergonomic education is sponsor driven, leading to costly investment in equipment that may not always be the best for your musculoskeletal health. A cornerstone of my education is that it is unbiased and research-based.

## Are ergonomic needs of dentists and hygienists different?

Yes! Because of their very different hand movements, tasks, movement in the operator and patient-positioning needs, dentists and hygienists are prone to slightly different musculoskeletal





# Scenes from Thursday



• It's a bright shiny day at the Sinclair Dental booth (No. 727) where team members are handing out yellow roses.



• Barbara Cox at the Hands-On Training Institute booth (No. 552).



• Hygienist Allison Ransier, left, and dental assistant Marianne Beckett stopped to map out their plans for the day.



• Donny Chan and Esah Yip at the Malaysian Rubber Export Promotion Council booth (No. 345).



• Jim Ball discusses technical details at the Instrumentarium booth (No. 1247).



• PDC staff member Kristie Ritter at registration with daisies chosen to match the colour of this year's PDC theme.



• Jennifer Murphy, Chadi Saade and Sara Jean Louis, at the Dental Savings Club booth (No. 1329).



• Arlene MacKinnon flashes a smile at the Shofu booth (No. 1430) while Dan Christensen (brown jacket) discusses product details with booth visitors.



• The GSK booth (No. 835) with a lively crowd of visitors on Thursday.

*Photos by  
Robin Goodman,  
'today' staff*

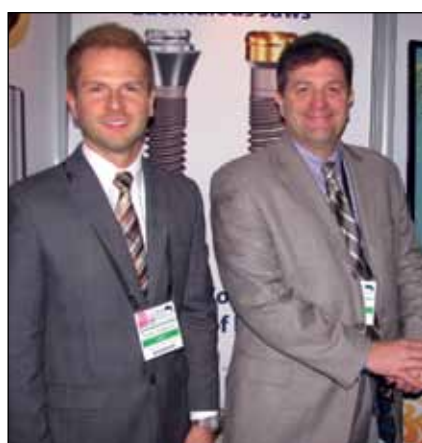




• Matt Robson (in foreground) at the Patterson Dental booth (No. 419) listens intently as a visitor describes the storage space options her office requires.



• Neil Magneson at the National Dental Inc. booth (No. 1419) holds the 'cinemizer OLED' by Zeiss — multimedia video glasses that reduce patient anxiety.



• Tyson Popowich, left, and Brad Rand at the Implant Direct Sybron International booth (No. 1322).



• Jim Delaney at the Beutlich Pharmaceuticals booth (No. 221) in a brief moment between visitors.



• Caroline Therrien, from left, Rob Gochoel and Denise Kusinski at the NSK booth (No. 109).



• Start your day with a bite, by picking up a delicious Canadian apple at the 'Bite Me!' apple kiosk, located on the second floor of the convention center as you make your way to the registration desks.



• Shahram Shajirat helps a potential client at the David Mitchell Co. Ltd. booth (No. 347). The general contractor company builds dental and medical spaces.



• This clinician and his staff had a rendezvous near the bag pick-up area before they went their separate ways for the day's education.

## PAIN from page 3

stressors and require different equipment and recommendations. Certain armrests, delivery systems, operator layouts, HVE options, patient positioning techniques and exercises are more appropriate for hygienists than dentists and vice-versa.

### Are you seeing any new trends in ergonomic problems in dentistry?

Yes. Recently I have seen an increase in two problems. First, in both my in-office consultations and at the dental school, I have seen an increase in the percentage of dental professionals and students with neck/back pain that is likely related to the use of non-ergonomic dental loupes. Most dentists and hygienists do not realize that loupes with poor declination angles can actually create or worsen pain. In Friday's (Neck, Back & Beyond) seminar, I will discuss the three criteria for selecting loupes that will improve your health, not make it worse.

Second, dental professionals are prone to unique muscle imbalances and require specific exercise guidelines to prevent worsening of these imbalances and being thrown into the 'vicious pain cycle'.

Recently, I have seen more and more team members seek the advice of personal trainers [with little experience]

who give them the same routine they give everyone else; or they buy exercise DVDs designed for the general public. This can worsen their unique imbalances and create more pain. In Saturday's (Fitness 101) seminar, I will be teaching an exercise program that I developed specifically to correct the painful muscle imbalances of dental professionals, based on current research.

### What are dental professionals doing wrong when trying to manage their pain?

From a show of hands at my seminars, I calculate that at least 40 percent of team members have been to, or currently go to, the chiropractor. In the Fitness 101 seminar, we will review the etiologies of work-related pain in dentistry and take a careful look at which health-care professionals may be best suited to treat specific pain syndromes (i.e. trigger points, shoulder/arm pain, hand pain, postural asymmetries, trapezius myalgia, back pain, etc.).

Many attendees have not heard of some of these specialists. Guess what? It's usually not a chiropractor. Therapies aimed at immediate relief usually provide temporary results.

### What's a typical ergonomics problem an average practice can easily address?

In consultations, I consistently see

one primary ergonomic problem that doesn't cost a penny to resolve: Access in the 12:00 position. Obtaining easy access in the 12:00 position is critical to the long-term health of dentists and hygienists. Dental chairs often are installed with only 14-inch or so clearance between the end of the headrest (when reclined) and a fixed counter, forcing the operator to work in the 10:00 position, which is extremely hard on the body. The industry standard is 20-22 inches of clearance in the 12:00 position. To resolve this, a choice of two strategies may be used:

1) Move the patient chair toward the foot of the patient. This might be limited by an electrical box or plug. (You'll need two or three strong helpers) If you are unable to gain the desired 12:00 clearance, you may combine this with Strategy No. 2:

2) Rotate the patient chair 20 degrees or so to gain access in the 12:00 position. There is usually a kick lever at the bottom of the chair that allows rotation of the chair.

### How important are ergonomic/fitness habits away from the practice in supporting optimum health at work?

Extremely important. A combination of aerobic, flexibility and strengthening should be addressed. While most dental professionals realize that they should target the "stabilizing" or "postural"

muscles in an exercise routine, most don't realize that *how* they strengthen them is just as critical. In the Fitness 101 program, I will introduce the supportive research for the technique of muscular endurance training for dental professionals, as well as an exercise routine.

Also, because of their predisposition to unique muscle imbalances, certain exercises that dental professionals think are targeting the "correct" muscles simultaneously engage the tight, short and ischemic muscles that should not be strengthened.

Generic exercise routines, such as Pilates, need to be modified specifically for dental professionals to prevent the possibility of worsening of imbalances in the neck/shoulder.

We will also discuss which exercises and gym machines can actually worsen your health.

### What's the main thing you want attendees take away from your sessions?

Pain is *not* a necessary by-product of dentistry. With current, accurate research-based interventions, most team members can learn to prevent, manage and reduce work-related discomfort or injury.

Dozens of dental professionals have emailed me after these lectures and informed me that they are either pain-free or significantly improved!

# Handpiece manufacturer NSK aiming for global leadership

80 percent of revenues are generated outside of Japan

By Dental Tribune Asia Pacific

■ It is no secret that the years since the global financial crisis have not been kind to companies in Japan. First, the recession slowed business investments significantly, then the effects of the 2011 tsunami and the massive destruction it wrought, which almost brought the world's third largest economy to a halt.

For NSK, one of the country's largest dental manufacturers, troubles in the home market are its least concern because the company conducts most of its business elsewhere. According to president and CEO Eiichi Nakanishi, with whom Dental Tribune International recently had the opportunity to speak at the company's headquarters in Tochigi, more than 80 per cent of the company's revenues are now generated by its operations outside of Japan.

In the last three years, NSK has been performing particularly well in mature markets such as Europe and North America, where it boosted its presence with the opening of its new headquarters near Chicago in 2011, despite unfavorable conditions such as high market saturation and the ongoing decline of the yen against the dollar.

Since 2009, Nakanishi has seen his company regaining market share in Asia through centralized distribution and

## Here at the PDC

To learn more about NSK, visit booth No. 109 in the Exhibit Hall.

after-the-sale support offered through its new subsidiary in Singapore.

Another significant contributor has been NSK's European office in Germany, which accounted for almost one third of the 22.2 billion yen (\$278 million) in sales the company reported in 2011. "That is why economic conditions in our home market have little or no impact on our overall business. We really think globally," Nakanishi explains.

According to the 48-year-old, who has run the company since 2000, one of the major reasons for NSK's strong market position, even in established markets, is its dedication to innovation and quality, combined with the excellent after-sales service it is able to provide to customers in almost every country except North Korea. But this hasn't always been the case.

Founded in the 1930s, the company had a rough start, and operations were completely halted during World War II. The production of dental handpieces resumed in 1951, however, the company has grown extensively and now employs more than 700 people in its Japanese offices in Tochigi and Tokyo.



• Dental Tribune International Publisher and CEO Torsten Oemus, left, meets with NSK CEO Eiichi Nakanishi. (Photo/Lutz Hiller, DTI)

NSK continues to produce the vast majority of its products' precision parts in-house, which, according to Nakanishi, is one of the main reasons that dentists now identify the company with high-quality products. "We employ many good engineers and marketing people who help us to constantly improve our brand and make it more attractive to dentists," he says.

One of NSK's recent innovations, launched at the 2011 IDS in Cologne, Germany, for example, is the Ti-Max Z series, a durable premium handpiece that is claimed to have the smallest heads and necks in the sector, as well as an exceptionally low noise level and virtually no vibration. The Surgic Pro surgical micro-motor has also received much interest, particularly by dental implant surgeons, and is now distributed alongside sys-

tems by major implant manufacturers. NSK asserts it pays close attention to the needs of its customers, a philosophy that has resulted in products such as the S-max pico, which was developed solely for the treatment of patients with smaller mouths, such as children.

Moving into other markets is conceivable but unlikely to happen anytime soon, Nakanishi says. Even though his company has begun to enter new areas in the past decade with the launch of instruments such as ultrasonic scalers and polishers, its core business will remain dental handpieces and other small-motor equipment.

"When it comes to handpieces, we have produced more innovations than our competitors," he remarks. "Our goal is to become the No. 1 company worldwide in this segment."

## 'Barrier protection' critical in dental professionals' gloves

■ While caring for their patients, dental and health care professionals are constantly exposed to bodily fluids that may carry viruses and other infectious agents. It is therefore critical that the gloves these professionals use provide the best possible barrier protection.

Many types of gloves are available today, but it is important to know that not all gloves have the same barrier capability, depending on the type of material used. For example, natural rubber latex gloves have long been acknowledged for their very effective barrier properties, while non-latex gloves, such as vinyl (PVC), have inferior barrier capability as shown by numerous studies.

Other synthetic gloves, such as nitrile and polyisoprene, perform much better than vinyl but are more costly, especially polyisoprene gloves. Using gloves with inferior barrier capability could expose

## Here at the PDC

To learn more about the Standard Malaysian Gloves quality certification program, visit the Malaysian Rubber Export Promotion Council booth No. 345 in the Exhibit Hall.



• (Photo/MREPC)

both the patients and users to undesirable/harmful infections.

Malaysia is the world's largest medical gloves exporter (latex and nitrile). Both quality and user's safety are of top priority to the nation's glove industry. To this end, a quality certification program (the Standard Malaysian Gloves or the SMG) has currently been formulated for latex examination gloves.

All SMG-certified gloves must comply with stringent technical specifications

to ensure the gloves are high in barrier effectiveness and low in protein/low allergy risks, in addition to providing excellent comfort, fit and durability—qualities that manufacturers of many synthetic gloves are attempting to replicate.

Furthermore, latex gloves are green products, derived from a natural and sustainable resource, and are environmentally friendly. (Learn more at [www.smg-gloves.com](http://www.smg-gloves.com) and [www.latexglove.info](http://www.latexglove.info)).

The use of low-protein powder-free gloves has been demonstrated by many independent hospital studies to vastly reduce the incidence of latex sensitization and allergic reactions in workplaces.

More important, latex allergic individuals donning non-latex gloves can now work alongside their co-workers

wearing the improved low-protein gloves without any heightened allergy concern. However, for latex-allergic individuals, it is still important they use appropriate non-latex gloves that provide them with effective barrier protection, such as quality nitrile and polyisoprene gloves.

Selecting the right gloves should be an educated consideration to enhance safety of both patients and users. For decades, gloves made in Malaysia have been synonymous with quality and excellence, and they are widely available in an extensive array of brands, features and prices.

They can be sourced either factory direct ([www.mrepc.com/trade](http://www.mrepc.com/trade) and click "medical devices") or from established dental product distributors in the U.S.

(Source: Malaysian Rubber Export Promotion Council)



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# Online, automated ordering system used to control costs

Dental Savings Club says its dental-instruments prices are influenced by unique automated, ordering system

■ Dental Savings Club has a wide variety of dental instruments and other products at great savings, thanks to a unique web-based automated ordering system that minimizes expenses and passes savings to customers.

## Hawk loupes and lights

Evaluating dental loupes can be difficult. But asking these basic questions can help:

- Are the loupes available in different magnifications?
- Are the loupes available in both flip-up and thru-the-lens models?
- Can the loupes be used with a light source (of the same brand or from other manufacturers)?
- And, finally, are the loupes light weight?

The answer to all of these questions is “yes,” when evaluating Hawk loupes and lights. Among all the criteria to consider, perhaps most important is weight and balance. Weight is important because the clinician will wear them for many hours during the course of the day. Many dental professionals describe the Hawk loupe/lights as quite comfortable.

Magnification strengths are avail-

## Here at the PDC

To learn more about the Dental Savings Club, visit booth No. 1329. To place an order, call (888) 768-1230, or visit online at [www.dentalsavingsclub.com](http://www.dentalsavingsclub.com).

able from 2.5x to 4.5x to satisfy most needs. The light source is light in weight and extremely bright, projecting a pure white light. Accurate light is critical when selecting a shade for restorative material.

If you are already set with loupes, but perhaps need a light, the company reports that the Hawk light source is known for compatibility with nearly every loupe in the marketplace. According to the company, many buyers report cost benefits with Hawk loupes because the loupe and light source can be bought separately.

## Wolf handpieces

Despite the fear it might invoke in patients, the conventional drill remains one of the most important instruments in a dental practice. Although maintaining and repairing



• Wolf handpieces, above, and Hawk loupes and lights, right, are just two of the many brands sold by Dental Savings Club. (Photos/Provided by Dental Savings Club)

these vital instruments can be pricey, such preservation is necessary because of frequent usage and the need for steam autoclaving after each use.

Dental Savings Club reports that it is already known for savings available on KUT carbide and diamond rotary instruments, Kopy impression material and Hugs and Kisses hygiene instruments and whitening products.

The Wolf handpieces line builds on this reputation for cost efficiency. These lightweight handpieces are available for most systems (Kavo, NSK, W&H, Midwest, Star and four-hole systems). They are well-balanced and include swivel capability (although couplers are not included), push-button chucks, fiber optics with LED



beams (for shadow-free visibility) and a triple-port water spray.

Wolf handpieces are known for low maintenance-and-repair costs. Their power output is 18 watts, and the handpiece spins at 400,000 rpm.

According to Dental Savings Club, you can purchase a new WOLF handpiece for far less than it costs to repair many name-brand handpieces.

(Source: Dental Savings Club)

# Topical anaesthetic now offered in Canada

■ Switching to unit dose just got easier: HurriCaine® topical anaesthetic is now even easier to apply with new Snap-n-Go™ Swabs. The disposable swab applicator helps eliminate risk of cross contamination. Just snap the tip and HurriCaine liquid fills the swab at the other end.

## Individually wrapped

Each swab is individually wrapped, making it convenient for presetting procedure trays or for dispensing to patients for post-procedure discomfort.

These 20 percent Benzocaine filled swabs offer fast, temporary relief of occasional minor irrita-

## Here at the PDC

To learn more about HurriCaine topical anaesthetic products, and receive a free sample, visit booth No. 221 (Beutlich Pharmaceuticals) in the Exhibit Hall.

tion and pain associated with: sore mouth and throat; canker sores; minor dental procedures; minor injury of the mouth and gums, and minor irritation of the mouth and gums caused by dentures or orthodontic appliances

Snap-n-Go offers other products such as our HurriView® and

HurriView II® plaque disclosing swabs for preventive care. HurriView and HurriView II will help you show patients where they have plaque build-up and help motivate them to improve oral hygiene routines.

## Free sample

Visit booth No. 221 to learn more about HurriCaine Snap-n-Go Swabs and receive a free sample.

HurriCaine, HurriView and HurriView II Snap-n-Go Swabs are exclusively available through Henry Schein Canada.

(Source: Beutlich Pharmaceuticals)



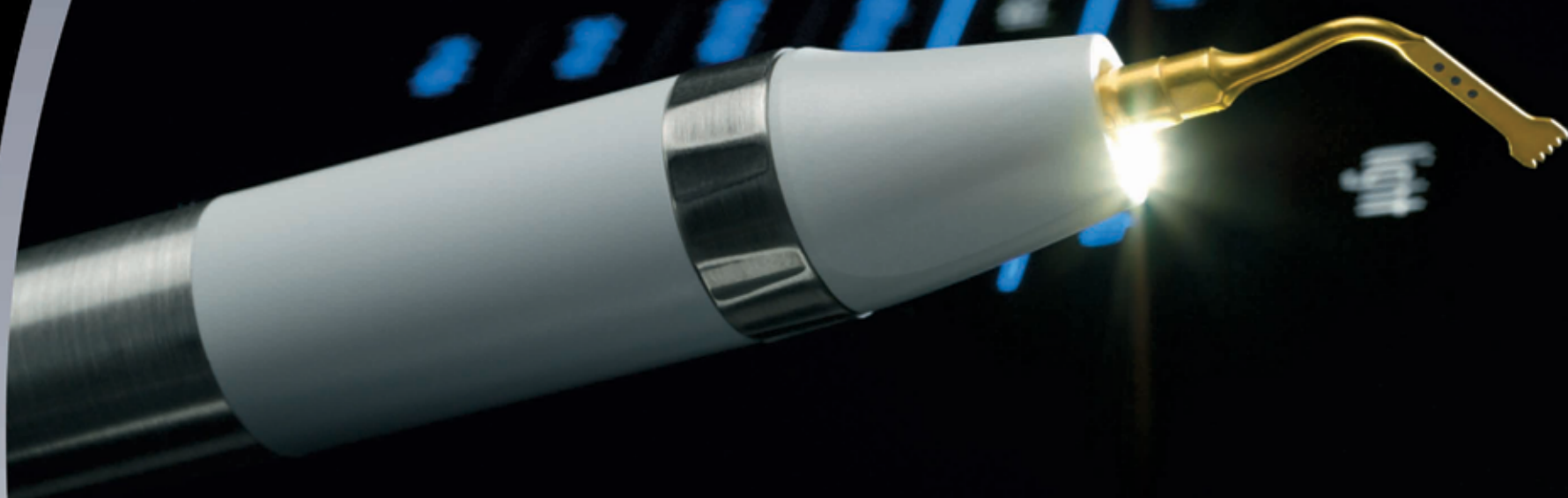
• HurriCaine free samples can be found at booth No. 221. (Photo/Provided by Beutlich Pharmaceuticals)



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