

# DENTAL TRIBUNE today



## Thirty seconds to pain-free

Topical anesthetic gel is now available in a unit dose or prefilled syringe.

»page 4



## Skin rejuvenation with a laser

Offer wrinkle reduction and fuller lips without using injectables.

»page 8



## Bringing products directly to you

MegaGen America talks about its return to the GNYDM.

»page 14

# Expanding our horizons

By **today** Staff

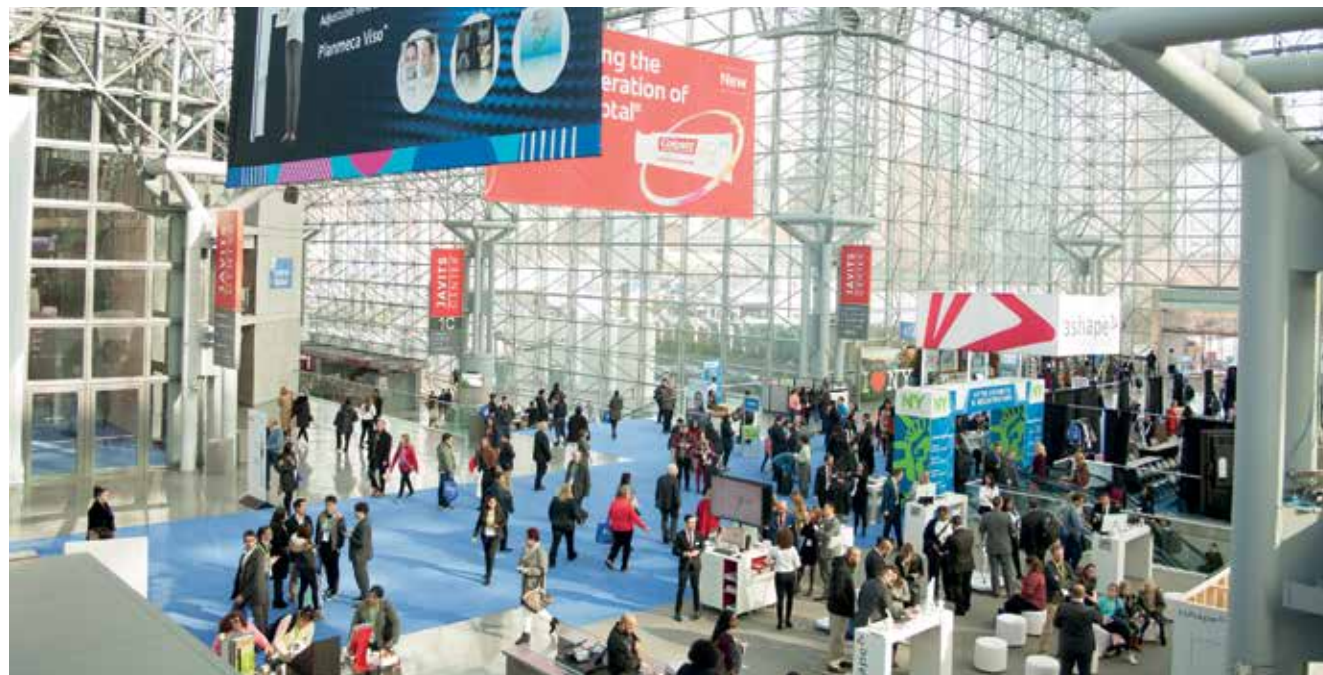
■ The Greater New York Dental Meeting is a place to explore, learn and grow. Here at the Jacob K. Javits Convention Center, the latest in dental equipment and technology is on display in the exhibit hall.

The show floor is open today (Monday) and Tuesday from 9:30 a.m. to 5:30 p.m. and again on Wednesday from 9:30 a.m. to 5 p.m.

Also here in New York, dozens of educational offerings are being presented in the classrooms, covering all facets of dental treatment.

Specialized educational events include the 3D Printing & Digital Dentistry Conference, the World Implant Expo, the Global Orthodontic Conference, a Dental Laboratory Technician two-day event, the annual Pediatric Dentistry Summit and the Foundation

\*see EXPANDING, page 3



• Attendees walk through the lobby of the Greater New York Dental Meeting back in November 2019. The meeting might look a little different this year, but the quality of education and exhibitors remains the same. (Photo/**today** Staff file photo)

# Treating patients with special needs

■ Several courses are being offered at this year's meeting focusing on how to treat special needs patients.

Among them are "Disabilities and Oral Health: Gaining Awareness to Advocate for Change," from 9 a.m. to noon on Tuesday.

In this session, healthcare providers and leaders from nonprofit,

insurance and oral healthcare companies that support individuals with intellectual and physical disabilities will help attendees understand the history, challenges and current landscape of disability and oral health.

"Beyond Teeth and Gums: Optimizing Care for Individuals with Intellectual and/or Developmental Disabili-

ties" will be presented Tuesday from 2 to 5 p.m.

In this presentation, a holistic approach will be examined, incorporating the needs of both the patient and caregiver.

"Serving Special Needs Patients" will be offered Wednesday from 9:45 a.m. to 12:45 p.m.

In this session, participants will take a walk through each area of the practice, learning the best techniques for behavior modification, desensitization, patient intake and treatment planning.

(Source: Greater New York Dental Meeting)



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**MEDIT**



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## EXPANDING \*from page 1

for Airway Health Summit. A Public Health Conference for all healthcare providers was added this year.

Some of the educational highlights for today include "Digital Implant Surgery: Guided Surgery: A Hands-On Workshop," which is being presented by Pilseong Kim, DDS, MS, from 2 to 5 p.m. This comprehensive, clinically based class, part of the World Implant Expo, will cover clinical workflows with restorative and implant dentistry, focusing on where digital dentistry works, when it falls short and how to work around challenges.

Participants will learn how to understand principles, theory and procedures of intraoral scanning and CBCT scanning for surgical case workup; the digital workflow of the dental office and how to incorporate it

efficiently into the office; and hands-on implant placement with guided implant surgery systems.

Another highlight today: Francisco Ramos-Gomez, DDS, MS, MPH, is presenting "Infant Oral Care and Minimally Invasive Dentistry" from 2 to 5 p.m. Early childhood caries is the most widespread chronic disease in children worldwide but is entirely preventable. There is a need to focus on minimally invasive prevention and emphasize primary prevention before caries occur.

In this session, participants will learn the importance of infant oral care starting at birth, the use of fluoride, the age one visit, proper oral hygiene and appropriate nutrition. This half day seminar is part of the Pediatric Program.

Also today, "Oral Appliance Therapy: Screening, Treatment Planning

and Side Effects" will be presented by Thomas M. Gotsis, DDS, from 10 a.m. to noon. This program is a crash course on oral appliance therapy. Participants will learn which patients should be treated and how they should be treated. Various sleep appliances will be explored and discussed.

Attendees will also learn how to identify sleep disordered breathing patients, how to screen patients and refer for diagnosis of obstructive sleep apnea, treatment planning, types of oral devices, and success and side effects of oral appliance therapy treatment. This course is part of the Sleep Apnea Symposium.

To learn more about these and other educational offerings here at GNYDM, check your meeting guide.

(Source: Greater New York Dental Meeting)

AD

## 26<sup>th</sup> UAE International Dental Conference & Arab Dental Exhibition



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# Two new products to make you smile

## Beutlich Pharmaceuticals adds new HurriCaine products

By Beutlich Pharmaceuticals Staff

■ Beutlich® Pharmaceuticals is adding to its family of HurriCaine® products. Beutlich, best known within the dental industry for its HurriCaine Topical Anesthetic gels and sprays containing 20 percent Benzocaine, is introducing a unit dose gel and a unit dose gel syringe here at the 97th Greater New York Dental Meeting.

HurriCaine Topical Anesthetic Gel is now available in a unit dose. This new individually wrapped single-use dose includes a single-use swab for easy application. It is designed to provide convenient, fast, temporary pain relief associated with sores in the mouth and throat, canker sores, irritation from dentures or orthodontic appliances, and other dental procedures.

The unit dose also has a fast onset – within 30 seconds – and helps to eliminate cross-contamination. It is available in five flavors: original wild cherry, piña colada, fresh mint, watermelon and strawberry.

The HurriCaine Topical Anesthetic Unit Dose Gel now also comes in a prefilled syringe.

The single-use dose syringe has a flexible but firm plastic irrigation tip for effective sub-gingival application prior to root planning, scaling and other procedures, allowing the gel to be delivered right where it is needed. It has a fast onset – within 30 seconds – and comes in three flavors: original wild cherry, piña colada and watermelon.

“We are excited to now offer people an easy and convenient way to ease their mouth pain,” said David Clinard, COO at Beutlich Pharmaceuticals. “These individually wrapped single-use topical gels are safe and effective, plus, in many cases, they are a needle-free alternative to pain relief at the dentist.”

MEDCOAT® is another new addition to Beutlich’s line of products. It is



• HurriCaine Topical Anesthetic Gel is now available in a unit dose. (Photos/Provided by Beutlich Pharmaceuticals)



• The HurriCaine Topical Anesthetic Unit Dose Gel now also comes in a prefilled syringe.

an innovative new coating that makes pills go down more smoothly and covers up the bad taste of any medicine, according to the company. It is perfect for alleviating the sharp edges of pills that need to be halved or quartered and eliminates the need to crush tablets or add flavorings, which can alter the effectiveness of the medicines.

The special coating applicator is easy to use, works on any size or

shaped pill or capsule, and comes in three great flavors – citrus, strawberry and cola. It is available at medcoatusa.com, Amazon and at select pharmacies.

Be sure to stop by Beutlich Pharmaceuticals’ booth, No. 2812, to learn more about the new HurriCaine Topical Anesthetic Unit Dose Gel and Unit Dose Gel Syringe, as well as MEDCOAT.

### Here in New York

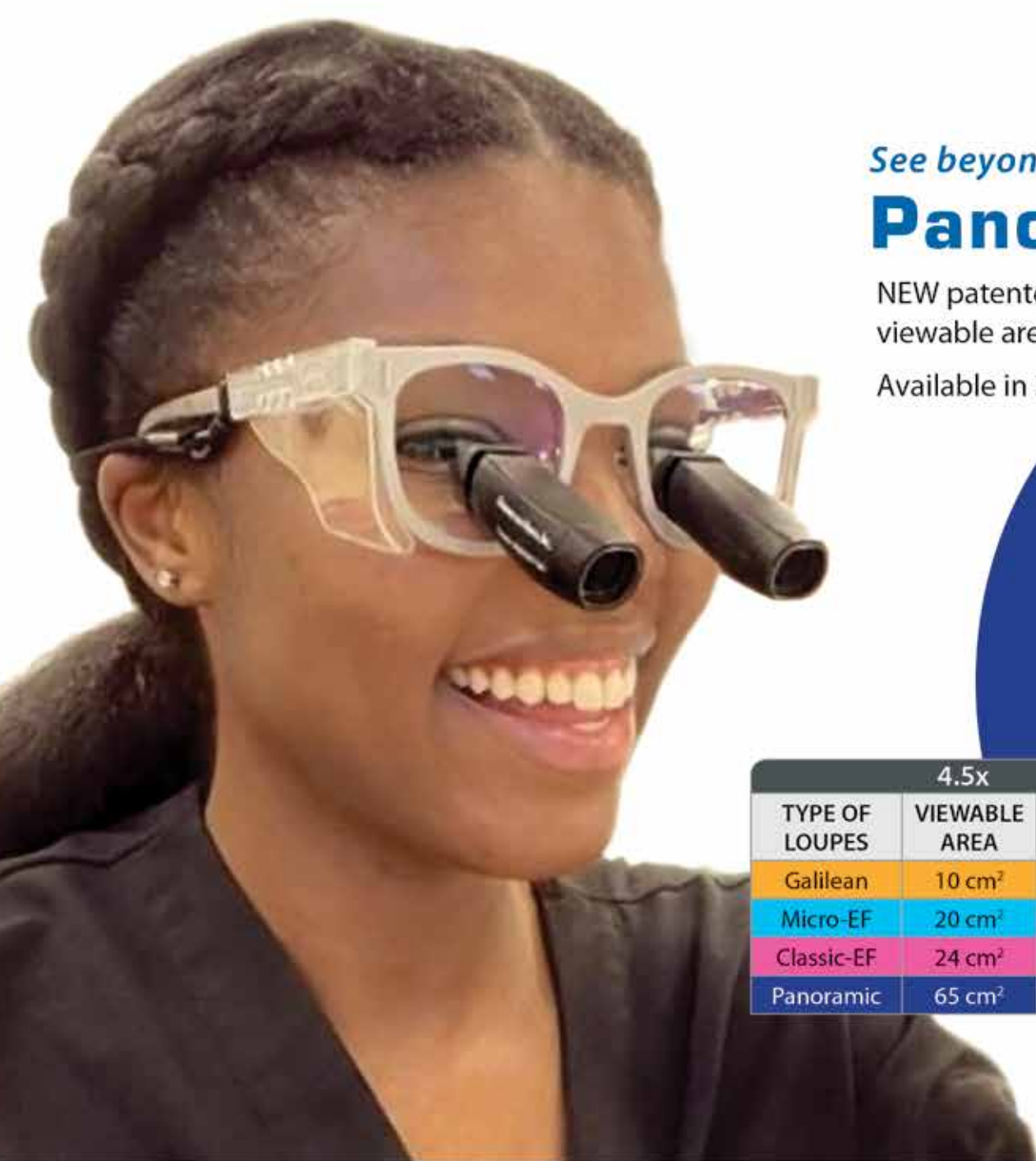
For more information about Hurri-Caine Topical Anesthetic gels and sprays and other products, stop by Beutlich Pharmaceuticals at booth No. 2812.

### About Beutlich Pharmaceuticals

Beutlich Pharmaceuticals is a family-owned business that has been offering health care professionals unique solutions for pain management and preventative care since 1954.

Best known for its family of HurriCaine Topical Anesthetics containing 20 percent Benzocaine, Beutlich now offers additional premium products for the medical and dental industries.

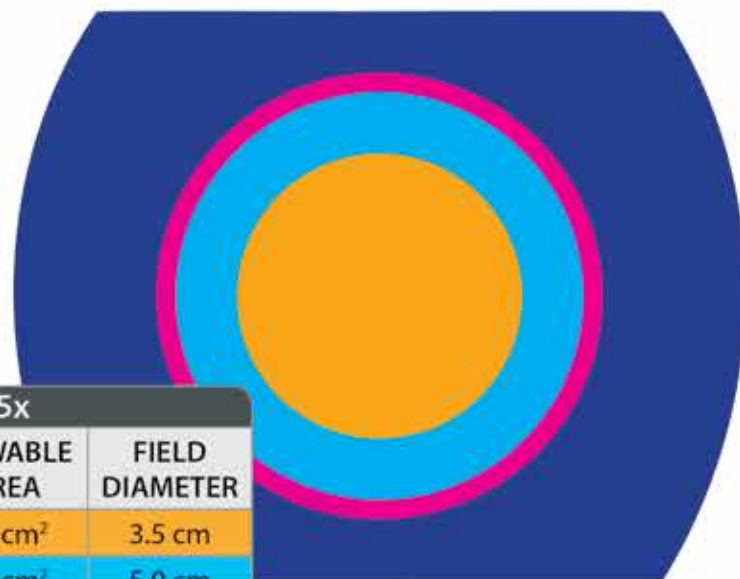
The Unit Dose Gel and the Unit Dose Syringes are available directly through Beutlich and can be ordered by calling (800) 238-8542.



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# Stop by exocad for software advances with interactive demonstrations, guest speakers

By exocad Staff

■ exocad, an Align Technology Inc. company and a leading dental CAD software provider, is here at the 97th annual Greater New York Dental Meeting. exocad is showcasing its newest software releases for dentists and dental technicians at booth No. 2003 with live demo stations, smile makeover workflow showcases and guest speaker presentations.

"We want to give everyone the opportunity for an up-close look at exocad's workflow-streamlining technology," said Larry Bodony, president of exocad America. "Participants can experience exocad's variety of software solutions, including DentalCAD, ChairsideCAD and exoplan, while connecting with colleagues and learning from dental industry trailblazers."

At this year's GNYDM, exocad plans a varied educational program

## Here in New York

To learn more about exocad products and to experience live demonstrations and guest speakers, stop by the exocad booth, No. 2003.

for on-site attendees. The Smile Creator Experience will showcase a fully digital workflow from start to finish and demonstrate how an individual mock-up can be designed and created in a single session.

Attendees can learn more about exocad's newly launched CAD Configurator, an online portal designed to help customers, partners and resellers create individualized CAD software packages. exocad will also provide educational seminars, which offer C.E. credits, with the following guest presenters:

- Prosthodontist Dr. Michael Scherer, an assistant clinical profes-



exocad is showcasing its newest software releases with live demo stations, smile makeover workflows and guest speaker presentations. (Illustration/Provided by exocad)

sor at Loma Linda University and clinical instructor at University of Nevada, Las Vegas, will discuss the ways exocad software can be used in daily clinical and lab practice.

- Cosmetic dentist Dr. Diana Tadros will teach practical approaches to designing cosmetic cases in the digital world.

- Dr. Richard L. Zimmermann, assistant professor of comprehensive dentistry at UT Health San Antonio, will demonstrate how to reach new levels of implant planning with open-architecture CAD software.

Additional information is available at [exocad.com/gnydm](http://exocad.com/gnydm) or stop by the booth, No. 2003.

AD

**NEW VENUE**



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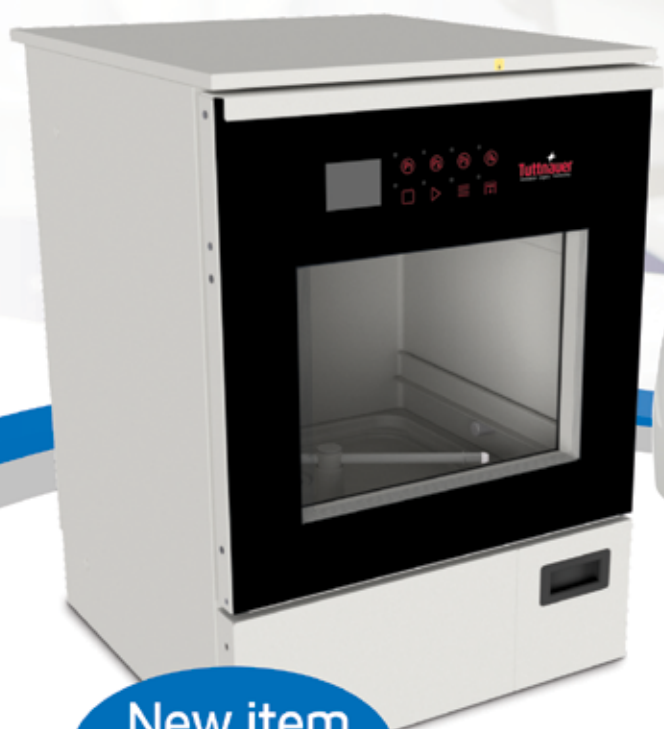
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# Laser esthetics with LightWalker

By Fotona Staff

■ Did you know that in addition to its advanced dental treatments, the Fotona LightWalker® laser can also offer patients facial esthetic rejuvenation options?

Skin rejuvenation treatments are in high demand, and many are looking for options that naturally enhance, without injectables. According to Fotona, two treatments that fit patients' needs are SmoothLase,™ a wrinkle reduction treatment for around the mouth, and LipLase,™ a gentle yet effective treatment in providing patients with fuller, enhanced lips.

Enabled with unique Fotona pulse characteristics, both SmoothLase and LipLase use the photothermal capabilities of the LightWalker laser to convert and initiate the formation of new and more elastic collagen.

After years of practicing restorative dentistry, Harvey Shiffman, DDS, said about the LightWalker: "I noticed that after delivering beautiful smile makeovers, my patients would look in the mirror and point to wrinkles and say, 'I hate this.' Fotona's LightWalker has given me many options for facial rejuvenation, 'turning back the clock,' with both intra-oral and extra-oral options to help patients look better, feel better

## Here in New York

To learn more about the Fotona LightWalker laser and the SmoothLase and LipLase, stop by the Fotona booth, No. 3230.

and complete that cosmetic makeover."

How does SmoothLase work? The characteristics of the proprietary non-ablative "Smooth Mode" pulse delivers intense heat to the tissues, simultaneously shrinking and tightening existing collagen bundles while stimulating the creation of new collagen. A specialized handpiece delivers the unique Smooth Mode pulses to the intraoral mucosa.

Treating the entirety of the oral cavity results in the tightening of the skin around the mouth and cheeks, leading to reduction in nasolabial folds, according to the company.

With LipLase, the laser delivers targeted heat pulses into the lips to stimulate new collagen formation resulting in fuller, more defined and enhanced lips, the company asserts.

"The LightWalker is great for facial rejuvenation, which has become a very popular procedure to look and feel younger without undergoing invasive surgical procedures," Shiffman said.



• The LightWalker. (Photo/Provided by Fotona)

# Use the Medit Model Builder to create models from digital data

By Medit Staff

■ Medit, a company known as a leader in 3-D digital solutions, has released Medit Model Builder, a workflow management and communication software that helps you quickly and easily create physical models from digital oral scan data. It's free to get started.

According to the company, you can use Medit Model Builder to create a base with scan data, attach an articulator to the base to check the intersection status, and label each base to help distinguish between models.

This is one of many offerings from Medit, a company that specializes in 3-D measurement and CAD/CAM

## Here in New York

Learn more at [i700.medit.com](http://i700.medit.com). To start your Medit experience free of charge, visit [Meditlink.com](http://Meditlink.com).

solutions for dental clinics and labs, including intraoral scanners, based on its own patented state-of-the-art technology. The company's mission is to provide innovative technology and the highest quality products to ensure mutual growth for all partners.

Learn more about Medit at [i700.medit.com](http://i700.medit.com). To start your experience with Medit Model Builder free of charge, visit [Meditlink.com](http://Meditlink.com).



Medit Model Builder

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• Medit Model Builder allows dental professionals to quickly and easily create physical models from digital oral scan data. (Photo/Provided by Medit)



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# ANYRIDGE®









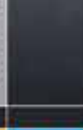



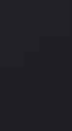
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Core Diameter	Fixture Diameter									
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2.8										
Thread depth	0.3									
3.3										
Thread depth		0.35	0.6	0.85	1.1					
3.8										
Thread depth			0.35	0.6	0.85					
4.0										
Thread depth				0.45	0.7	0.95				
4.3										
Thread depth				0.35	0.6	0.85				
4.8										
Thread depth					0.35	0.6	0.85	1.1	1.35	1.6

Available Lengths (mm): [7.0, 8.5, 10, 11.5, 13, 15]  
\*3.5, 4.0, 4.5 – 18mm option

AnyRidge® is a biologically driven implant system designed to optimize stable hard & soft tissue. AnyRidge® offers effective treatment solutions that are minimally invasive, fast, predictable, & esthetically superior, especially for immediate placement & immediate loading.