

# today



### An even better camera for dentists

The digital camera designed with dentistry in mind just got even easier and faster to use.

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### Straight from the sources' mouths

What three real patients actually thought about their removable partial dentures.

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### Show off your ULD radiation levels

Planmecca introduces a certification program to increase dialogue with your patients.

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# Endless opportunities

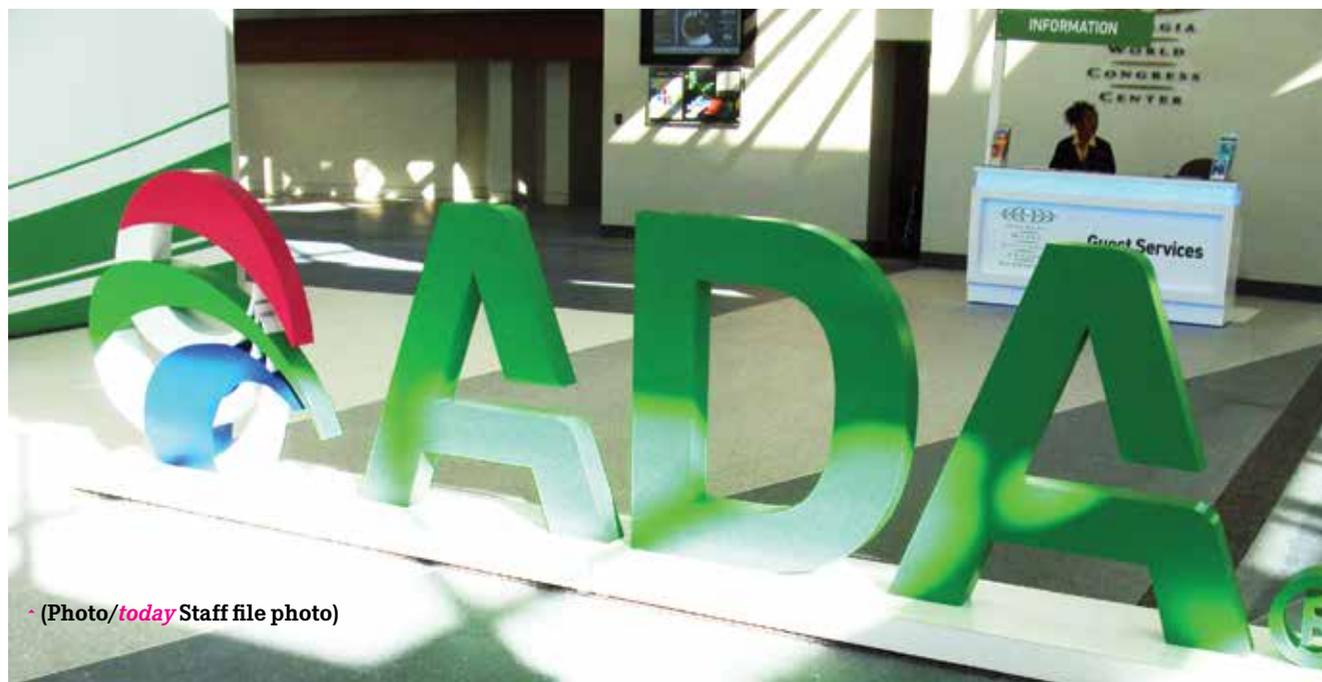
By **today** Staff

■ When you come to an event like ADA 2018—America's Dental Meeting, you probably have a goal (or two) in mind. Whether that goal is to pick out new products to increase innovation in your office or to learn new techniques to implement immediately, the opportunities here in Honolulu are seemingly endless.

A diverse range of educational topics is covered in this week's schedule, featuring world-class speakers and pillars in the dental industry. From hygiene to minimally invasive dentistry to team building, you are sure to find a lecture, workshop or exhibit-hall demonstration that fits your exact needs.

At the same time, an array of exhib-

\* see **ENDLESS**, page 4



(Photo/**today** Staff file photo)

## Best of Class Technology Awards celebrate innovators

■ The Cellerant Best of Class Technology Awards, now in the 11th year, are on display here at the ADA 2018—America's Dental Meeting. The awards recognize some of the most innovative dental products that manufacturers have released. Dr. Lou Shuman, CEO of Cellerant Consulting Group, created the award. The recipients are:

### Emerging

- DEXIS and Simplifeye DEXvoice.
- Simplifeye Amplify.

### New winners

- 3D Systems NextDent 5100.
- AdDent Calset Composite Warmer and CoMax Composite Dispenser.
- Dentrrix G7.
- DEXIS FS Ergo by KaVo.
- Garrison Dental Solutions Composit-Tight 3D Fusion.

### Two-time winners

- Bien-Air TORNADOS.
- Ultradent Gemini 810+ 980 Diode Laser.

- Orascoptic EyeZoom.
- Digital Doc LUM G2.

### Three-time winners

- MMG ChairFill by MMG Fusion.
- Orascoptic Spark.
- WEO Media.

### Four-time winner

- Shofu EyeSpecial C-III.

### Five-time winners

- Bien-Air iOptima INT.

- DDS Rescue.

### Six-time winner

- 3Shape TRIOS MOVE.

### Eight-time winner

- LED Dental VELscope Vx.

Most of the winners are showcasing their winning products in the Best of Class Aisle at booths Nos. 1438 to 1447, right outside of the Digital Future of Dentistry.

# IT'S SO SIMPLE TO ACHIEVE CONSISTENT CLINICAL IMAGES



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## EyeSpecial C-III

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MAKES IT EASY



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**ENDLESS** *from page 1*

iting companies are available in the exhibit hall, giving you the unique opportunity to test out the latest products on the market and ask questions of the experts. Touch, feel and compare thousands of instruments and services from the top industry vendors. Pay extra attention to new products and show specials so you can make the most of your time.

Over at the Henry Schein One booth, for instance, the company is showing off the new Dentrix G7, featuring integration with imaging software and Dentrix Smart Image. By integrating imaging solutions through Dentrix Smart Image, practitioners can access images from a single place in Dentrix – the Patient Chart – which improves workflows for case diagnosis and acceptance.

This award-winning practice-management system integrates with the industry's leading digital-imaging solutions to enhance both clinical and financial workflow and improve efficiencies for diagnosis and billing. Visit booth No. 1400 for more information.

New technology is also available at the Designs for Vision booth, No. 905. The company's new LED DayLite Micro HDi uses new high-definition imaging in an ultra-lightweight headlight in combination with the new Micro power pack. According to the company, the Micro is the market's lightest and smallest power pack. The complete unit includes two power packs, and each power pack can run up to 10 hours.

Designs for Vision also has added high-definition imaging to the LED DayLite WireLess Mini HDi, providing

a lightweight cordless solution with light intensity comparable to many corded headlights. You can choose high-definition imaging with either a wired or wireless design to meet your preference, and either HDi headlight will illuminate the entire oral cavity.

If you're looking for a deal, stop by the Solvay Dental 360 booth, No. 1043. The company has a big deal on its Ultaire AKP partials: Get two for the price of one. The polymer for removable partial denture frames is a breakthrough because it's not too rigid (like metal) and not too flexible (like other polymers). It's described as metal-free, tooth-supported, bone-like, lightweight and comfortable.

Of course, there are plenty more exhibitors and products to check out beyond just these. The exhibit hall is open until 3 p.m. today and from 7:30 a.m. to 1 p.m. Saturday.

AD

# Pacific Dental Conference

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## Featured Speakers



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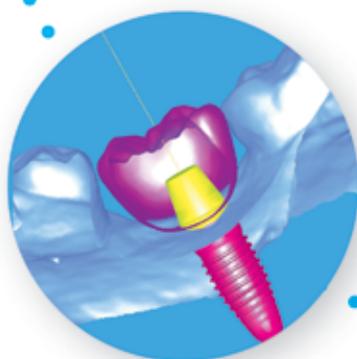
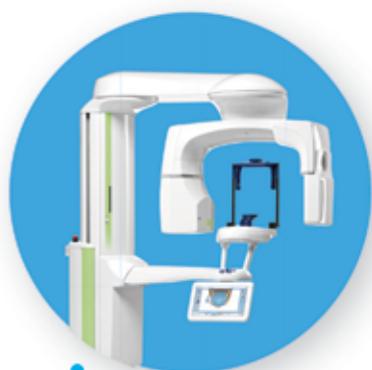
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# EyeSpecial adds features for faster and easier use

Pre-programmed shooting modes enable digital camera users to navigate through tasks without extensive photographic skills or experience

By Shofu Dental Staff

■ According to Shofu Dental, capturing high-quality clinical photographs in a predictable and consistent manner has been the hallmark of EyeSpecial C-II, the first digital camera designed exclusively for dentistry.

A fourth-time recipient of the prestigious Cellerant's Best in Class Technology Award, the EyeSpecial C-II captures images for case documentation, diagnosis and treatment planning, patient communication and education, insurance verification, legal documentation and dental lab collaboration.

Proprietary to Shofu's camera are dental-specific, pre-programmed shooting modes that enable clinicians, assistants, hygienists and dental laboratory technicians to navigate through their photography tasks without the need of extensive photographic knowledge or experience.

For instance, in order to record orthodontic photographs with the EyeSpecial camera, an operator will just need to select the button corresponding to FACE MODE to capture extraoral images.

In a similar method, an operator will choose STANDARD MODE to achieve anterior and buccal intraoral photographs, and MIRROR MODE to accomplish occlusal pictures.

For every step of any photo series, the EyeSpecial will automatically set the appropriate f-stop, aperture and focal length to deliver an ideal photograph, leaving an operator with the selection of a pre-programmed mode.

Incorporating intuitive, high-tech functions tailored specifically for dentistry, the EyeSpecial camera is designed to handle dental applica-



• The new and improved EyeSpecial C-III digital dental camera helps dental practices and laboratories increase patient acceptance and productivity. (Photos/Provided by Shofu Dental)

tions without requiring any retrofitted add-ons. Specifically, one of the more useful features of Shofu's camera is the ISOLATE SHADE MODE, which instantly grays out the gingival tissue to improve visual perspicacity for accurate shade analysis and communication with a dental laboratory technician.

When combined with a draw/edit function, which allows for making notes directly on images, this attribute may be of value for an effective treatment evaluation or a discussion about the progress or challenges in a treatment modality.

Equipped with a cropped-frame, high-resolution sensor and ultra-innovative FlashMatic module, a proprietary system of ring and dual-point flashes, Shofu's camera demonstrates true-color reproduction and an exceptional depth-of-field range, according to the company.

## Here in Honolulu

For a live camera demonstration and to learn how the new EyeSpecial C-III can improve communication with your dental laboratory and patients, stop by the Shofu booths, Nos. 1111 and 1444.

The EyeSpecial also possesses anti-shake attributes to ensure clear images. The panoramic LCD screen of the camera is larger than displays and viewfinders of typical digital single-lens-reflex (DSLR) and point-and-shoot cameras, and it can be operated with a gloved hand.

The screen employs gridlines that facilitate a proper image alignment, helping reduce the risk of photographing patients at an incorrect angle.

Engineered to provide functionality, the ultralight (weighing ca.

1 lb) EyeSpecial camera complies with the most stringent infection control protocols. The heavy-duty camera's body is water-, chemical- and scratch-resistant, and it can be swiftly disinfected with a sterilizing towelette, virtually eliminating the possibility of cross-contamination.

The latest model of this smart camera, EyeSpecial C-III, is packed with plenty of milestone upgrades, including a larger sensor, a faster processor, optimized software and a higher resolution LCD screen, all of which will help the entire dental team achieve their photography tasks in a more intuitive, faster and easier fashion, the company asserts.

For a live camera demonstration and to learn how the new EyeSpecial C-III can improve communication with your dental laboratory and patients, visit Shofu's booths, Nos. 1111 and 1444.

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# Henry Schein strengthens and expands its global dental implant business with three investments

By Henry Schein Staff

■ Henry Schein Inc., one of the world's largest providers of health-care products and services to office-based dental, animal health and medical practitioners, has announced three investments that will advance the company's dental implant business strategy.

Henry Schein will enhance its position in the premium implant segment through the acquisition of Intra-Lock, a provider of dental restoration solutions, including proprietary surface, connection and biomaterial and small-diameter implant technologies; expand into the lower-priced segment of the dental implant market through the planned acquisition of a majority interest in Medentis Medical, a dental implant manufacturer based in Germany; and strengthen its geographic footprint in Europe with the acquisition of a majority interest in Pro-Cam Implants B.V., CAMLOG's exclusive

distributor in the Netherlands.

Intra-Lock, Medentis Medical and Pro-Cam Implants will complement Henry Schein's existing solutions for implant-based tooth replacement and strengthen the company's position in the global dental implant market, according to the company. These acquisitions will broaden the company's geographic reach, add innovative technologies, enhance its manufacturing footprint and further its commitment to serve the lower-priced segment of the implant market.

"The dental implant category has become increasingly important, and we are committed to offering customers a wide array of the products and services associated with implant dentistry, thereby providing a complete solution for the benefit of the dental practice," said Stanley M. Bergman, chairman of the board and chief executive officer of Henry Schein. "We believe with the investments we have made in CAMLOG, BioHorizons and

## Here in Honolulu

To learn more about Henry Schein, Intra-Lock, Medentis Medical or Pro-Cam Implants, stop by the Henry Schein booth, No. 1305.

now Intra-Lock, Medentis Medical and Pro-Cam Implants, we are well positioned to compete in the high-growth global dental implant market. We welcome our new colleagues to Team Schein and look forward to continued success together."

## Intra-Lock

A U.S.-based dental implant manufacturing and sales company, Intra-Lock International and Intra-Lock Manufacturing is known for its OSSEAN® surface structure.

Headquartered in Boca Raton, Fla., the company has approximately 50 employees. Dr. Thierry Giorno, CEO and director of research and devel-

opment of Intra-Lock, will act as a consultant, providing insights and strategic guidance to help accelerate the development of implants and new technologies for Henry Schein to help dentists and improve oral health.

## Medentis Medical

Based in Bad Neuenahr-Ahrweiler and founded in 2001, Medentis Medical is a fast-growing provider of value-priced dental implants. A German manufacturer of high-quality, lower-priced dental implants, the company sells its products in more than 40 countries and has 75 employees.

## Pro-Cam Implants

Pro-Cam Implants B.V., CAMLOG's exclusive distributor in the Netherlands, is one of the leading implant solution providers in the Netherlands, according to Henry Schein. In the future, Pro-Cam Implants will represent the BioHorizons implant lines and biomaterial portfolio.

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# Patients discover the advantages of a metal-free, lightweight, comfortable option for RPDs

By Solvay Dental 360 Staff

■ Solvay Dental 360™ went to the source to gain perspective on the patient experience for its metal-free removable partial dentures made with Ultaire™ AKP.

## 'Very comfortable, very lightweight, very easy to speak with'

For decades, Connie wore low-quality upper and lower partial dentures with poor occlusion, putting her remaining teeth at risk. She was eager to try a metal-free option, especially when she heard it was lightweight, comfortable and biocompatible.

"The Ultaire is very comfortable, very lightweight and very easy to speak with. I don't feel that it moves as I talk or eat," Connie said. "I feel that it follows the contour of my mouth more, and it's very much more comfortable. If someone approached me about the Ultaire product, I would definitely tell them that it's a good product and absolutely try it!"

## 'Ultaire is great, it's fantastic, I love it'

For years, Zitta had worn metal dentures with clasps that left her mouth scarred and sore. Then Zitta's dentist prescribed Ultaire AKP metal-free removable partial dentures, and her mouth pain became a thing of the past.

Made from high-performance polymer and molded to the shape of the individual patient's mouth, Ultaire AKP dentures lock into place with smooth, stationary, bone-like clasps.

At the final try-in appointment, Zitta surprised everyone by dancing with joy about the fit and feel of her new Ultaire AKP partial.

"Ultaire filled out my mouth better. It transformed my whole face," Zitta said. "Ultaire is great. It's fantastic. I love it."

## 'It has been life-changing for me'

Two years ago, Jaclyn was fitted with a lower metal partial denture to replace her missing back molars. But her partial was tighter on one side than the other, and it tended to trap food underneath the metal. Adjustments



• Connie's metal partial vs. her Ultaire AKP partial. (Photos/Provided by Solvay Dental 360).



• Zitta's metal partial vs. her Ultaire AKP partial.



• Jaclyn's metal partial vs. her Ultaire AKP partial.

didn't help. She still suffered extreme metal denture discomfort.

"A lot of healthy things that you

eat such as nuts and granola, things that I loved, I was unable to eat them," Jaclyn said.

**'It has been life-changing for me. Eating with the new Ultaire frame, it's like I have my molars back. I mean, most of the time I forget I even have it in my mouth.'**

### Here in Honolulu

To take advantage of a special offer — two Ultaire AKP partials for the price of one — be sure to visit booth No. 1043.

The day Jaclyn's dentist first put the new Ultaire AKP partial denture in her mouth, Jaclyn could feel the difference immediately, "It actually fit perfectly the first time ... It has been life-changing for me," she said. "Eating with the new Ultaire frame, it's like I have my molars back. I mean, most of the time I forget I even have it in my mouth."

### Ready to try Ultaire AKP? Get two for the price of one

This special offer — two Ultaire AKP partials for the price of one — is for dentists who visit booth No. 1043.

\* The testimonials, statements and opinions presented are applicable to the individuals depicted. Results will vary and may not be representative of the experience of others. The testimonials are representative of experience but the exact experience will be unique and individual to each technician or patient.