

# today



## Scenes from CDA Presents

A giant toothbrush, a giant handpiece and a giant amount of products to check out.

»pages 4–10



## More than just fast curing

Save lives with oral screenings and increase profit by office bleaching – all with the same light.

»page 14



## Next stop for C.E. credits

Free Memorial Day weekend? Pack your bags and head to Montreal for this year's JDIO.

»page 30

# A successful launch

By Robert Selleck, *today* Staff

■ The exhibit hall floor at CDA Presents The Art and Science of Dentistry has long been a preferred venue for dental companies to launch new products on the West Coast, and this year is no exception. A stroll through the exhibit hall reveals a number of “new” and “just released” signs and labels in many of the booths.

According to meeting organizers, this year's event features nearly 100 new product launches, enabling dentists to keep pace with many of the latest trends in the industry.

Walking through the 135,000-square-foot exhibit hall Thursday morning, it was easy to find new products and services around every corner. Some of the highlights specifically identified by meeting organizers:

- In booth No. 1746, you can catch a quick demonstration of the



»see LAUNCH, page 3

• Attendees walk the exhibit hall Thursday morning during the CDA Presents. (Photos/Robert Selleck, *today* Staff)

• In a Thursday session in The Spot, Robyn Thomason covers ‘Manuals and Policies,’ answering a number of questions about human resources issues and other topics. The session repeats today at noon. (Photo/Robert Selleck, *today* Staff)



## Education everywhere

By Robert Selleck, *today* Staff

■ Education choices at CDA Presents aren't limited to the lecture halls and classrooms. Learning opportunities abound throughout the exhibit hall, too, with mini-presentations taking place in many of the booths – and C.E. sessions being presented at “The Spot.”

Located near registration at the front of the exhibit hall, The Spot features free one-hour lectures throughout the three days of the meeting, providing attendees an easy opportunity

to drop in and earn some credit.

Thursday's sessions attracted strong turnouts throughout the day, with attendees quickly realizing the topics covered serious issues affecting virtually any practice.

The day opened with “Ask an Expert – Live! Answers to Your Frequently Asked Regulatory Compliance Questions.” If you missed it, you get another chance today at 11 a.m.

Also included among today's offerings: “Patient Reviews and Reputation Management” at noon and “Managing Patient Conflicts” at 1 p.m.



# Super-Snap X-TREME™

## FINISHING & POLISHING

**New!**  
Visit us  
**Booth #1128**

### Advanced 3D Technology

Super-Snap X-Treme, the latest generation in X-Treme polishing, is designed to x-ceed the aesthetic x-pectations of patients today. Super-Snap X-Treme aluminum oxide disks offer x-tra thickness for greater flexibility and durability, and an advanced 3D semispherical surface coating to provide X-Treme gloss results. Super-Snap X-Treme—taking polishing to the next level!



- 3D X-Tra coating on red superfine disk – semispherical shaped grits allow space for ground particles – maintains clean surface contact
- X-Tra thick to increase stiffness, tactile feel, and durability while also maintaining flexibility in interproximal areas
- Achieves X-Treme gloss levels with X-Tremely low surface roughness



Visit [www.shofu.com](http://www.shofu.com) or call 800.827.4638

Shofu Dental Corporation • San Marcos, CA



**today**
**About  
the Publisher**

Tribune America, LLC  
116 W. 23rd St., Suite 500  
New York, N.Y. 10011  
Phone: (212) 244-7181  
Fax: (212) 244-7185  
E-mail: [info@dental-tribune.com](mailto:info@dental-tribune.com)  
[www.dental-tribune.com](http://www.dental-tribune.com)

**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)

**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**  
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)

**Product/Account Manager**  
Drew Thornley  
[d.thornley@dental-tribune.com](mailto:d.thornley@dental-tribune.com)

**Marketing Director**  
Anna Kataoka  
[a.kataoka@dental-tribune.com](mailto:a.kataoka@dental-tribune.com)

**Education Director**  
Christiane Ferret  
[c.ferret@dtstudyclub.com](mailto:c.ferret@dtstudyclub.com)

**Projects & Events Coordinator**  
Robert Alvarez  
[r.alvarez@dental-tribune.com](mailto:r.alvarez@dental-tribune.com)

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

**dti** Dental  
Tribune  
International

**Published by Tribune America**  
© 2014 Tribune America, LLC  
All rights reserved.

today CDA Presents Show Dailies  
Vol. 7 appear during the CDA Presents  
The Art and Science of Dentistry in  
Anaheim, California, May 15–17, 2014.

Tribune America makes every effort to report clinical information and manufacturers' product news accurately, but cannot assume responsibility for the validity of product claims, or for typographical errors. The publishers also do not assume responsibility for product names or claims, or statements made by advertisers. Opinions expressed by authors are their own and may not reflect those of Tribune America or Dental Tribune International.



• Edward Ornelas with BrushBuddies in booth No. 220 is ready to sell you a recently released WWE singing toothbrush for the show special price of \$6.

### LAUNCH *"from page 1"*

new Isovac by Isolite Systems. The device attaches to the Isolite Mouthpiece, creating a system that holds the patient's mouth open, retracts the tongue, delivers plenty of light and provides continuous hands-free vacuum suction throughout the procedure.

- In booth No. 312, PureLife Dental has free samples of its new BioBibs, an eco-friendly dental bib that comes in a variety of colors, contains 100-percent recycled paper, has recycled packaging – and is biodegradable. The company says the price is comparable to that of regular bibs.

- In the Sterngold booth (No. 1673), you can ask about the new SFI Bar Implant Abutments, which the company describes as “an innovative bar solution for removable dentures on 2-6 implants in both upper and lower jaws.”

The SFI Bar is compatible with most popular implant systems. It features a manageable number of prefabricated system components enabling accurately fitting bar restorations to be quickly fabricated for almost any clinical situation.

- Generating a lot of interest in the Shofu Dental booth (No. 1128) is the EyeSpecial C-II Digital Dental Camera. Shofu describes the camera as being the only one on the market designed specifically for dentistry. It features eight pre-set dental shooting modes, a lightweight body design and a water-and-chemical-resistant outer surface. According to the company, the camera's “intuitive one-touch operations make for fast, easy and consistent images every time.”

- In the AirTechniques booth (Nos. 316/416), it's worth getting a quick demonstration of the ScanX Swift chairside digital radiography system. The system's phosphor sensors enable dentists to capture “up to 38 percent more imaging area,” according to the company. The thin, flexible, cordless sensor makes digital radiography just like film for positioning and patient comfort – and delivers chairside images in “nine seconds or less,” according to the company.



• Jackie McLeod with Shofu Dental (booth No. 1128) displays Shofu's EyeSpecial C-II, the only camera specifically designed for dentistry.



• Kara Stevens, RDH, with PureLife Dental (booth No. 312) has a free sample of the company's new BioBib for you. It's thicker, more absorbent and biodegradable – a consistent theme across PureLife's products lines.



• Rolando Mia, from left, Tarah Despain (in chair) and Kay Perry (with microphone), all with Isolite Systems in booth No. 1746, answer questions about the new Isovac.

- In booth No. 220, you can find the just released WWE singing toothbrush featuring John Cena and The Rock – and their respective theme songs. The brush has a two-button design featuring one song for the morning and one for the evening.

Also capturing attention in the



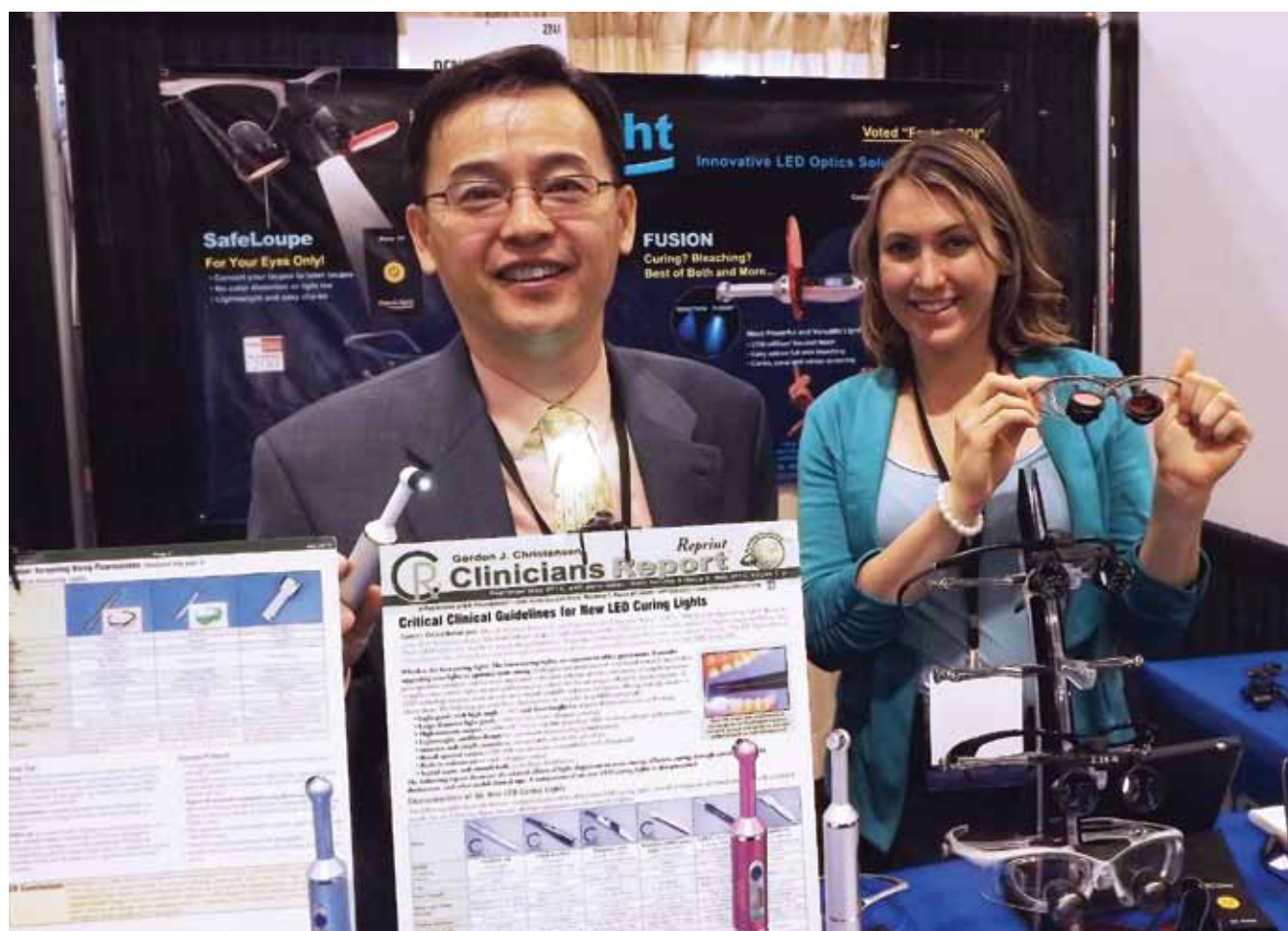
• Ron Baggott, ERA product manager with Sterngold (booth No. 1673), is ready to tell you all about the new SFI Bar Implant Abutments.

booth is the brush called “Bling,” which needs to be seen – because it can't really be described.

This is just a taste of the many new offerings. There's plenty more “new and improved” in every aisle and two more days of exploration to come, with the exhibit hall still in full swing today and tomorrow.



# Scenes from Thursday



• DentLight inventor Dr. Richard Liu and Brittany Stupar display the company's latest products at its booth, No. 2241.



• CDA attendees try out 'the visible difference' at the Designs for Visions booth, No. 1204.



• Amy Dodge shows off the NOMAD Pro2 at the Aribex booth, No. 1547.



• Want to go home with some souvenirs of your trip to Southern California? Stop by the CDA Store in front of the exhibit hall for some CDA swag.



• Amber Ettinger, left, and Alexis Johnson draw attention to DENTSPLY's new MTM Clear Aligners at the booth, No. 1404.



• GC America booth, No. 726, attracts attendees Thursday morning.

Photos by Sierra Rendon,  
*today* Staff



**X-RUNNER**  
World's First All Tissue Ablative Scanner

**Fotona**  
Lasers **4** Dentistry

# LIGHTWALKER ATS™

## A CLASS OF ITS OWN, NOTHING COMPARES!

**Erbium & Nd:YAG LASER** Dual Wave Length

20 Watt Er:YAG Hard & Soft Tissue = **Ultra Fast** Cutting

15 Watt Nd:YAG = Proven Perio Wavelength

**QSP & VSP Technology** = Faster, More Precise & Comfortable

50µs Er:YAG Pulse Duration = Fewer Shots & Less Anesthesia

**OPTOflex Delivery System** = Enhanced Efficiency & Reliability

**PHAST PIPS** = Fast, Effective Laser Endo

**Dual Wavelength** = Advanced Laser Perio



**PROVEN, PREDICTABLE, CONSISTENT CLINICAL RESULTS**

**CALL TODAY or TEST DRIVE**  
**LIGHTWALKER ATS™**

**CDA Anaheim, 15-17 May**

**Booth #2142**



**See More at T4MED.com**

**Call us at 949.276.6650**





• The cheerful crew at DMG stand ready to help attendees at booth No. 446.



• Tracy Broders helps CDA attendees at the Shofu booth, No. 1128.



• Talk to Cliff Magnuson at the SharperPractice booth, No. 1649, about turning in your old, useless camera for a huge rebate on a new one.



• Looking to brighten up your dental practice? Ossi Corp's Dino Dental Chair will have young clients flocking to your office. Check them out at booth No. 381.



• Visit the Flow Dental booth, No. 657, and Brad Baker and Bernice Pokart can help answer any questions you might have.



• Marshall Martin of DEXIS helps CDA attendees with their imaging questions at booth No. 1656.



• As you're walking through the CDA exhibit hall, be sure to keep an eye out for the Crest Oral-B giant toothbrush, so you can take a photo with it, like dental assistant student Julia Orea of Garden Grove did.



• Catch a glimpse of the giant Ti-Max 2900L at the NSK booth, No. 460.



# More benefits with digital impressions

ALIGN  
TECHNOLOGY

E4D  
E4D TECHNOLOGIES

3M ESPE

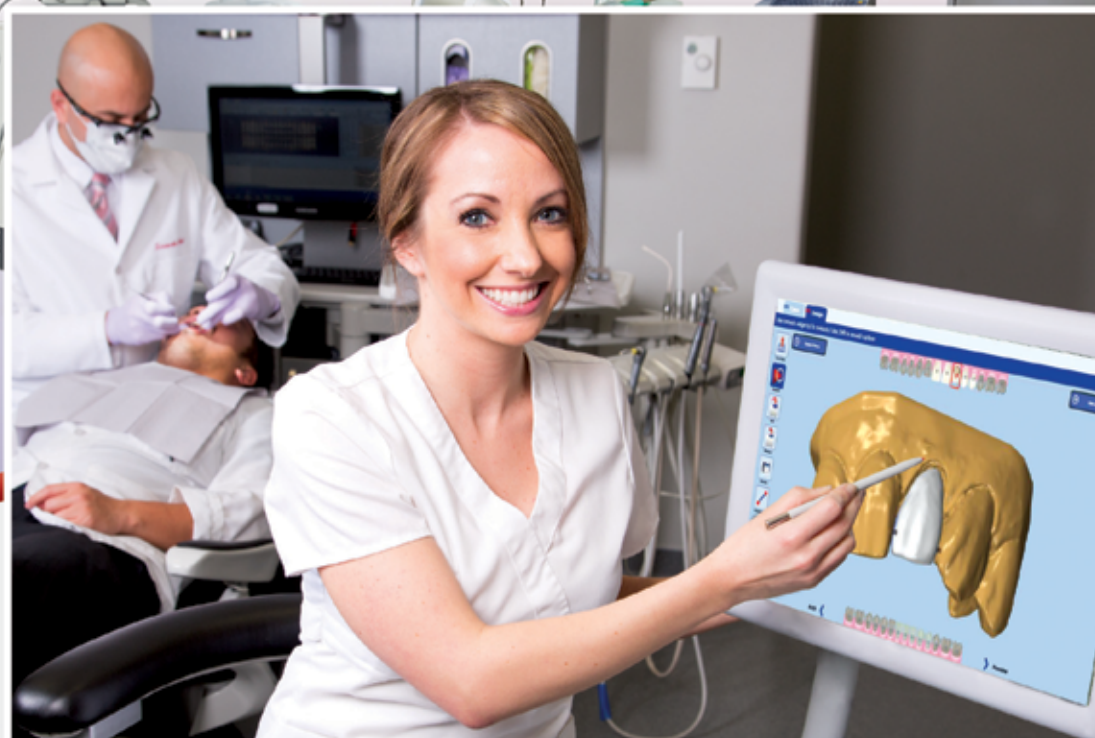


ios  
Technologies, Inc.

Carestream  
DENTAL

sirona  
The Dental Company

3shape



## 1 Documented improvement in clinical accuracy compared to conventional elastomeric impressions\*

80% reduction in crown returns to lab for margin errors

60% reduction in crown returns to lab for occlusion issues

55% reduction in crown returns to lab for fit issues

30% reduction in overall crown remakes

## 2 No inbound impression shipping cost and quicker case turnaround

Your cases are transmitted electronically via the Internet, so you save on the cost of overnight inbound shipping (\$7). Plus, your monolithic BruxZir® Solid Zirconia, IPS e.max®, Obsidian™ lithium silicate ceramic, Inclusive® Custom Abutment or implant case can be fabricated and shipped back to your office in as little as two days.†

## 3 Save \$20 per unit off the list price

When you transmit a digital impression and request a model-less restoration, we deduct the cost of the model and die work, saving you \$20 off the list price. BruxZir, IPS e.max or Obsidian restorations made via digital impressions and without a model will cost you \$79 per unit instead of \$99. You'll also save \$40 per unit off the \$299 per unit list price of Inclusive Custom Abutments or screw-retained implant crowns.

***Send us your next digital impressions and put these benefits to work for your practice!***

\*Data is based on 123,757 BruxZir crowns manufactured digitally at Glidewell Laboratories through June 2013.

†Projected shipping return date for your case should be verified with a Glidewell Laboratories representative. IPS e.max is a registered trademark of Ivoclar Vivadent.

For more information

**888-786-2177**

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



**GLIDEWELL  
LABORATORIES**

*Premium Products - Outstanding Value*





• CDA attendees form a line to check out all the latest from Colgate at booth No. 1316.



• Dental students try out the products at the Young Dental booth, No. 1430.



• Bryan Murphy of Whip Mix, booth No. 1736, shows off the company's Preference hand sanitizer, which he says keeps hands moisturized even after you put on your gloves. If you stop by and fill out a survey at the booth, you will be sent a free sample and a \$5 Starbucks gift card.



• Attendees stop by the Glove Club booth, No. 832. Sports fans will want to come back by the booth today and Saturday when former L.A. Lakers and Clippers' player Lamar Odom and L.A. Lakers' Jordan Farmar will be on hand to sign memorabilia.



• Chuck Ferrara of Parkell helps a customer Thursday morning at booth No. 1643.



• Katherine White of Glidewell Laboratories works with a few CDA attendees Thursday morning.



• Heidi Gil of GumChucks helps attendees learn more about the innovative ortho flossing product at booth No. 2250.



• Dan Gormley of OCO Biomedical, booth No. 667, can answer your questions about OCO's sinus elevation and bone-grafting products or about the OCO Implant Symposium coming up next month in Albuquerque, N.M.



OCO BIOMEDICAL HOSTS FIRST ANNUAL



# 2014 DENTAL IMPLANT SYMPOSIUM

TWO DAYS - ELEVEN LECTURES - A LIFETIME OF KNOWLEDGE

## June 6-7, 2014

**Sandia Resort & Casino  
Albuquerque, NM**

OCO Biomedical, a proven world leader in innovative, patented dental implant products, technology and education, proudly presents the 2014 OCO Dental Implant Symposium providing two full days of eleven information-packed lectures and Q&A sessions, to be held on Friday, June 6th from 8am to 5pm and Saturday, June 7th from 8am to 4 pm at the spectacular Sandia Resort & Casino in Albuquerque, New Mexico.

Participants in this exciting, first annual OCO event will receive **sixteen (16) hours of AGD-Pace CE Credits**, competitively priced for both practitioners and staff; have the opportunity to network and gain knowledge from nationally recognized lecturers such as **keynote speaker Dr. Howard Farran, DDS, MBA, founder/publisher of Dentaltown Magazine** and other prominent speakers. Participants will learn immediate, practical, profitable skills in the most advanced methods of implantology, restorative dentistry, sinus elevation, and bone grafting.

States OCO founder/president, Dr. David D. Dalise, DDS, "Since 1973, OCO has focused on developing, manufacturing and addressing the demanding needs of the dental industry. Our 2014 symposium will be a benchmark accomplishment showcasing not only the latest innovations in procedures and products but our commitment to the highest standards of practice and education as well."

## 3 WEEKS LEFT TO REGISTER!

Registration fees start at  
**\$750 for doctors/practitioners;**  
**\$450 for support staff/ personnel.**

### OUR SPEAKERS:

**Howard Farran, DDS, MBA - Dental Town Magazine**  
*Keynote Speaker*

**Steve Brown, DDS - Ft. Worth, TX**  
*SDI & Mini Implants in Your Practice*

**Joseph J. Chomiak Jr., DDS - Connellsville, PA**  
*Implant Prosthetic Treatment Options*

**Dave Dalise, DDS - OCO Biomedical**  
*Affordable Yet Profitable Single Tooth Replacements*

**Eric Evans, DDS, MD - University of Cincinnati**  
*Dental Implants in Patients Taking Anti-Resorptive Medication*

**Lary C. George Jr., DDS, MS - Heber Springs, AR**  
*The 4th Dimension of Implant Treatment Planning*

**Robert Heller, DDS - Midwest Implant Institute**  
*Synergy Between Implants & Prosthetics*

**Tim Kosinski, DDS - Bingham Farms, MI**  
*Perfecting Atraumatic Extraction, Socket Preservation  
& Implant Placement Today*

**Richard Leong Jr., DDS - Melbourne, FL**  
*Incorporating Implants Into Your Practice & Practical Practice  
Management*

**Eric Smith, DDS - Las Lunas, NM**  
*Restorative Experiences & the Implant CAD/CAM Connection*

**Pierre J. Tedders, DDS - Adrian, MI**  
*Lateral Wall Sinus Augmentation: Perioperative  
Surgical Considerations*

Call **1-800-228-0477** or visit our  
website: [ocobiomedical.com](http://ocobiomedical.com) for further  
information about this exciting event!



Designed and Manufactured in Albuquerque, NM 

U.S. Patent: US 8,277,218,B2   
ISO 13485:2003 CERTIFIED 0344