

# today



## Scenes from the GNYDM

Show specials, free goodies, a giant handpiece and a race car driver.

»pages 6–10



## Time to go Dux hunting

All the products you've come to know and love, but now you can find them in a different spot.

»page 24



## Authenticity does matter

If it's not blue, pink, teal, brown, purple or yellow, you don't want to buy it.

»page 26

# Sitting pretty

By Fred Michmershuizen, *today* Staff

■ The exhibit hall floor here at the 2014 Greater New York Dental Meeting features no shortage of excitement. Be sure to go down every aisle.

There are Cirque du Soleil performances at the Biolase booth (No. 600), an Austin Powers impersonator at Millennium Dental Technologies (booth No. 3834), a magician at Practice Compass (booth No. 2400), and face painting at Valplast (booth No. 801).

\*see PRETTY, page 3



• At Valplast (booth No. 801), you can get your face painted by Melissa, just like these ladies did. While at the booth, you can also pick up a goodie bag. (Photo/Fred Michmershuizen, *today* Staff)

# Educational options from contemporary to traditional

By Chadette Maragh, *today* Staff

■ Educational momentum continued to thrive Monday at the GNYDM with a myriad of onsite courses extending from contemporary seminars, such as "Social Media for Your Dental Practice" and "From Virtual to Reality: Developing and Perfecting Clincheck Strategies," to technical lectures on Invisalign placement and crown innovation.

For the dental professional with a case of wanderlust, the notably

popular all-day Botox and facial fillers seminar examined the history, science and mechanism with a hands-on approach – live models included.

Dental office managers also got in on the fun with AADOM's "Turning Mountains into Molehills: Conquering Your Biggest Management Obstacles," a thoroughly informative dialogue on effective employee-management strategies and solutions.

Here is just a sampling of the

\*see EDUCATION, page 3

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## PRETTY "from page 1"

And that's just a sampling. Many companies are launching new products and services, and many others are offering educational presentations in their booths. There is no shortage of knowledge, no shortage of innovation, no shortage of technology designed to make the practice of dentistry easier, better and more profitable.

At Cefla/NewTom (booth No. 2000), you can explore a number of cone-beam technology products. "We are the company that introduced the first cone-beam product to the dental industry in 1997," said Sabine Nahme, regional territory representative. "We are the oldest product and the company that brought this technology to the dental community in the international market. We have machines on display here, and we are showcasing our software and our technology — demonstrating why our product is so superb over a lot of competitors."

At Shofu Dental Corp. (booth No. 4408), you can check out the new EyeSpecial C-II smart digital camera. Described by Dr. Ron Kaminer of Hewlett, N.Y., as "dentist- and assistant-proof," the camera is designed to be easy to use.

It offers an ideal depth of view. It has internal filters that block out extraneous color information, which makes it an ideal camera for shade matching, he says. The camera is also lightweight and features an intuitive, touch-screen interface.

At Dental Innovations (booth No. 3833), you can get a demonstration of high-tech ear plugs designed to provide high-fidelity hearing protection. The devices feature advanced circuitry implanted in a microchip, which automatically changes output levels as sounds input level changes. Protection increases when noise levels increase, then it automatically returns to natural hearing when noise levels are safe.



• Dr. Scott D. Ganz, left, and Sabine Nahme of Cefla/NewTom (booth No. 2000).



• The exhibit hall floor, as seen from above, is alive with activity Monday afternoon.



• Dr. Ron Kaminer and Dr. Markus Weitz present 'Predictable Techniques Utilizing Cutting Edge Materials to Simplify Implant Placement, Impressioning, Provisionalization and Final Cementation' on Monday before a standing-room-only audience. It was one of the many live dentistry presentations being offered at the Greater New York Dental Meeting. (Photo/Fred Michmershuizen, *today* Staff)

## EDUCATION "from page 1"

courses you can jumpstart your day with today:

- "Top Of The Heap: Most Frequently Prescribed Medications and Their Dental Considerations":

Get updated on frequently prescribed FDA medications and potential interactions with specific dental treatments with N.Y. based practitioner Dr. Thomas A. Viola for a three-hour seminar beginning at 9 a.m.

- "Insurance Strategies That Work": Beat the chaos of billing with insurance expert Lois Banta at an afternoon course on effective coding techniques, insurance company strategies and crucial claim form information.

- "Two-Day Standard Proficiency Laser Workshop": Master the art of proficient laser treatment in two days with Dr. Edward R. Kusack, and take your practice to the top. May the force be with you!



# Scenes from Monday



• Jill Leigh, left, and Dr. Richard Liu of DentLight (booth No. 4402).



• Show attendees find respite at the tables down by the Javits entrance after a long, full day at the Greater New York Dental Meeting.



• From left: Ryan Murdock, Rhodes Scott and Jeff Winchell of Aspen Dental (booth No. 3636).



• Michelle Shamardi of Dental Innovations (booth No. 3833).



• From left: Yangwook Jung, Stephen Byun and Charles Yang of Hiossen Implants (booth No. 4037).



• The Henry Schein booth (in the 4000 aisle).

Photographs by  
Fred Michmershuizen  
and Sierra Rendon,  
*today* Staff



• From left: Judie Leitton, Frank Cortes, Mats Engstrom and Henric Karsk of JS Dental Mfg./Directa AB (booth No. 3826).



• Neil Magneson, manager with SharperPractice, offers attendees information about the company's SiriusMax high-speed curing light at booth No. 927.



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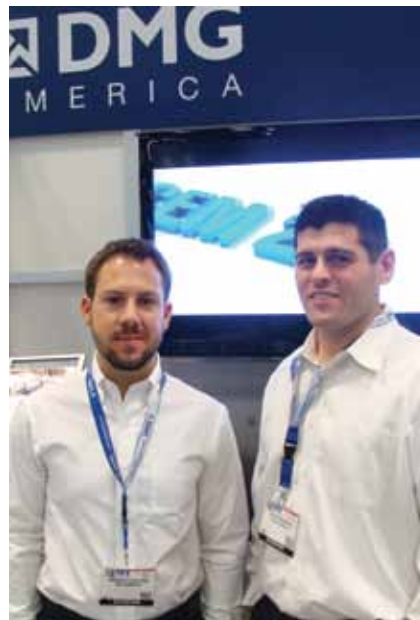
• Anssi Dumontier talks to Dr. Joachim Sieglar of Germany about the company's ergonomics, which can lead to 'no more hand fatigue.'



• Scott Dotson, left, and David White of Lexicomp Publishing (booth No. 3916).



• Dr. Todd Shatkin of Shatkin F.I.R.S.T. speaks to a group of attendees Monday at the company's booth, No. 1417. The company is offering a special to any clinician — buy a complete kit here at the GNYDM and attend an upcoming live surgery course in Buffalo, N.Y., for free (a \$995 value).



• Derrick Collins, left, and Jon Rosenthal of DMG America (booth No. 3613).



• Dr. William Yant, right, speaks to Dmitry Edelchik of Planmeca about the company's ProMax Mid at booth No. 4028.



• Handpieces are on display at NSK (booth No. 3237).



• A crowd gathers at the DENTSPLY booth, No. 2600.

• The gang at Essential Dental Systems (booth No. 2003).



• The Crest Oral-B booth (No. 1226).





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• Denise Manekas of Dentatus shows attendees the company's narrow-body implants, available at booth No. 1714.



• From left: Carlos Ortega, Brian Kim and Kazu Tanji of DoWell Dental Products (booth No. 1514).



• Rob Laurenti of Dux Dental at the KaVo Kerr Group booth (No. 3618).



• It's all thumbs-up at Likeable Dentists (booth No. 4338).



• Emiko Ota helps a crowd of GNYDM attendees at the Osada booth, No. 2910.



• Chris Berry of Aseptico (booth No. 3631).



• An attendee takes advantage of the opportunity to test drive the Epic diode laser at the BIOLASE booth, No. 600.



• Left, the Greater New York Dental Meeting knows how to make an entrance.

• Meeting attendees stroll the aisles of the exhibit hall Monday afternoon.



• Meeting attendees learn about technique in a glass classroom presentation on the exhibit hall floor.



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