

# today



## Scenes from Tuesday's GNYDM

A Mickey Mouse to take home, #worldsbestdentist and a whole lot of dental students.

»pages 4–10



## Low cost without compromise

Why Dentatus' president likes to compare his company's restorative systems to a fridge.

»page 12



## Just one more minute

Don't walk away so fast. In 60 seconds, you can help your patients' smiles glow.

»page 14



• Colorful arrays of toothbrushes welcome visitors to the Sunstar Americas booth (No. 3828), which is offering all sorts of show specials. (Photos/Robert Selleck, *today* Staff)

# Big, bright deals

By Robert Selleck, *today* Staff

■ Among the most appealing opportunities to be found in the exhibit hall at the Greater New York Dental Meeting are the many show specials and other deals being offered by the many dental product companies. It's a great time to not just learn about the many

»see *DEALS*, page 3

# One more chance at all that C.E.

By Sierra Rendon, *today* Staff

■ If you got caught up in the exhibit hall and other activities and just now realized you still have some C.E. to catch up on, you're in luck! There are still plenty of educational sessions and workshops to fill your schedule with today.

Here is just a sampling:

• *World Implant Expo*—You can still take your implant skills to the next level with four sessions of various topics today. From ridge augmentation to complex restorative cases, you can learn from some top implant leaders, including Dr. Shankar Iyer and Dr. Scott Ganz. Each of the four implant

»see *C.E.*, page 3

**PROFIN IPR**

**SETTING A NEW STANDARD IN INTERPROXIMAL REDUCTION**

Diminish the risk of excessive stripping with Profin IPR: Lamineer Tips in prescribed amounts ranging from 0.25 - 0.5mm.

**Product Demos @ GNYDM # 1714**

dentatususa.com (800) 323-3136





AD



# Evolve.

**GIOMER TECHNOLOGY**

taking dentistry to the next level

Visit us  
**Booth #4408**  
Special Offers!

## Beautiful Flow Plus®

Finally, an Injectable Hybrid Restorative for All Indications



## Beautiful-Bulk

Flowable & Restorative



## Beautiful® II

A Nano-Hybrid Composite with Fluoride Release & Recharge



## PRG Barrier Coat

Relieve Hypersensitivity & Reduce Caries Risk



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

### Key Features of Giomer Materials

S-PRG filler material clinically:

- Recharges fluoride when treated with fluoridated products
- Decreases acid production of cariogenic bacteria
- Neutralizes acid on contact
- Demonstrates an anti-plaque effect



Scan here for more information on Giomer Technology & watch the Acid Neutralization video.



## 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**  
Maria Kaiser  
[m.kaiser@dental-tribune.com](mailto:m.kaiser@dental-tribune.com)

**Product/Account Manager**  
Will Kenyon  
[w.kenyon@dental-tribune.com](mailto:w.kenyon@dental-tribune.com)

**Business Development Manager**  
Travis Gittens  
[t.gittens@dental-tribune.com](mailto:t.gittens@dental-tribune.com)

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

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



**Published by Tribune America**  
© 2015 Tribune America, LLC  
All rights reserved.

today Greater New York Dental Meeting Show Dailies Vol. 10 appear during the Greater New York Dental Meeting in New York City, Nov. 29 to Dec. 2, 2015.

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.



• Sam Nakle of Garfield Refining Company has a gold chocolate coin for you in booth No. 2912 — and the possibility of a \$50 bonus for new customers who send in their scrap gold.

### DEALS "from page 1"

new innovations and offerings; it can be a great time to stock up on your favorite supplies.

Sunstar Americas is packed with colorful show specials in booth No. 3828. A couple examples: Buy 12 dozen GUM adult toothbrushes or specialty toothbrushes and get four dozen at no charge (excluding End-Tuft); buy 12 dozen Crayola Marker or Pip-Squeaks toothbrushes and three boxes of Crayola Flossers and get 144 0.23 oz. tubes of Crayola toothpaste at no charge.

In booth No. 2912, Garfield Refining Company is offering \$50 to new customers who send in at least \$100 worth of scrap gold — on top of what the company pays you for the gold. You can ship your gold material (no

need to separate it first) to the company from anywhere in the country. Mention "GNYDM2015" to get the \$50.

In the OCO Biomedical booth, No. 4524, you can find the company's Guided Surgery System offered at the lowest price anywhere, according to OCO Biomedical Chief Operating Officer and Director of Clinical Affairs Charles Schlesinger, DDS.

Also, be sure to preview the company's updated and expanded "2016 OCO Regenerative Products Catalog."

If you buy the Wand computer-assisted anesthesia system from Aseptico in booth No. 3631, you can get \$500 off the normal retail price.

DentaleZ, in booth No. 3409, is launching two new products at the Greater New York Dental Meeting: the Ortho Cart and the StarDental

iStar cordless prophylaxis handpiece. It's offering \$100 off the price of the iStar. On its 430 series handpieces, which are lube-free, you can buy four handpieces and get two handpieces plus two swivels or turbines free.

In booth No. 1505, Parkell is providing a 45-day risk-free trial of its Blu-Mousse bite-registration material, which, on top of all its other versatility, is also scannable.

In booth No. 828, Benco Dental has a deal where if you trade in your old intraoral camera, you can receive \$1,500 toward a DocPort I.O., which requires no focus, has a no-fog design and works with any software.

The show specials are everywhere, but today is your last chance to get them here at the Greater New York Dental Meeting. The exhibit hall closes today at 5 p.m.

### C.E. "from page 1"

courses on today's World Implant Expo schedule offer 3 C.E. units.

- **Global Orthodontic Conference** — The first orthodontic conference at GNYDM continues today with two sessions from Dr. Marianna Evans. Her first session, from 9:45 a.m. to 12:45 p.m., focuses on the "3-D Guided Approach of the Maxillary Impacted Canines." Her second session, from 2 to 5 p.m., looks at "3-D Guided Approach to Muco-Gingival Problems in Orthodontics." Each session offers 3 C.E. units.

- **Live Dentistry Arena** — Free sessions continue in the high-tech arena on the exhibit hall floor in booth No. 6230. Dr. Robert A. Lowe speaks on "The Role of Bioactive Materials and Conservative Restorative Techniques in Modern Dentistry" first from 10 a.m. to 12:30 p.m. Learn when and where bioactive materials can help in the restorative process, and receive 3 C.E. units in the process.

Continue your afternoon in the Live Dentistry Arena from 2:30 to 5 p.m. with Dr. Alex Touchstone and Angela Severance, CDD, who will speak on



• Allen Honigman, DDS, performs the LAPIP protocol on a patient Tuesday morning in the exhibit hall's live dentistry arena. Sponsored by Millennium Dental Technologies, the demonstration showed attendees how the laser procedure provides a less traumatic way to treat failing implants affected by peri-implantitis. (Photo/Robert Selleck, today Staff)

"Optimizing CAD/CAM Workflow with Team Delegation." In this session, the clinicians will guide attendees through a digital restorative workflow for the creation and delivery of a func-

tional/esthetic restoration. Attendees will be able to observe how the digital restorative process works in everyday practice on a live patient. This session offers 3 C.E. units to attendees.



# Scenes from GNYDM



• Alex Makar, left, and Emily Kulinski of Tess Oral Health (booth No. 2915).



• Marco Canonico of Angelus USA (booth No. 824), a company that offers products to help make dental visits less frightening for children.



• From left: Rob Mancini, Vanessa Rembert and Jose Acevedo of Lending Club Patient Solutions (booth No. 406).

Photos by  
Fred Michmershuizen  
& Robert Selleck,  
*today* Staff



• From left: Jerry Fan, Meg Phillips and Dannie Cheng of iSonic Inc. (booth No. 4414).



• From left: Becca Kenyon, Ryan Hayes, Carroll Anne Goode and Jake Salmond of Implant Direct (booth No. 3313).



• Frank Semo, left, and Elizabeth MacReady of Henry Schein Business Process Solutions are on hand to offer comprehensive business consulting tips to practice owners. Visit them at the Henry Schein ConnectDental Pavilion, located on the main floor near the Crystal Palace entrance. You can also learn more at the newly launched Henry Schein Business Process Solutions website, [www.hsdtps.com](http://www.hsdtps.com).



• Marnie Josefina Pérez Rondón, DDS, Santo Domingo, Dominican Republic, takes a seat in front of Sen. Jacob K. Javits in the Crystal Palace.



• From left: Gregory Vogel, Jerry Vogel and Bernard Robichaud of Panthera Dental (booth No. 4038).



# More beauty, plenty of brawn

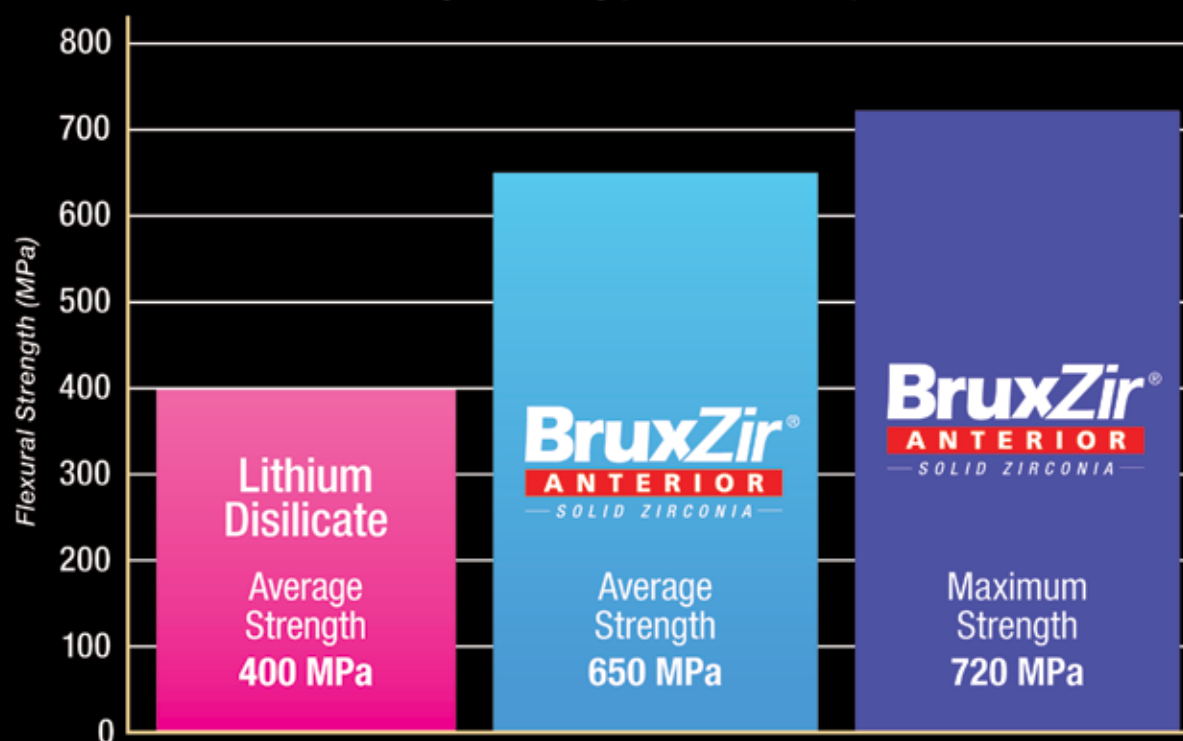
Visit us at  
Booth #5600

## BruxZir® ANTERIOR — SOLID ZIRCONIA —



BruxZir® Solid Zirconia has transitioned from being solely a posterior material to being an anterior material as well. By increasing the amount of yttria in the zirconia oxide, we were able to create BruxZir Anterior, which features increased translucency and esthetics.

Flexural Strength Testing per ISO 6872 specification



Go online and choose from over 343 Authorized  
BruxZir Laboratories in the U.S. and Canada  
[www.bruxzir.com](http://www.bruxzir.com)







• Aimee Connor, left, and Jazen Brown of Dentegra Insurance Co. (booth No. 2810).



• Sander Has of Cavex Holland BV (booth No. 3436).



• Joe Burroughs of HealthFirst (booth No. 1801).



• Dr. Linda Kronick demonstrates laser technology by Fotona, at booth No. 3433.



• From left: Mary Franco, Ace Martinez and Michelle Castaneda of Top Quality Manufacturing/Glove World (booth No. 2823).



• From left: Zachary Camarra, Felix Alicea and Ryan Sullivan of eClinicalWorks (booth No. 502).



• From left: Rich Calak, Kim Reynolds-Young and Peter Lueddeke at the Clinician's Choice Dental Products booth (No. 2515).



• NYPD Officer Havlik, on duty on Tuesday afternoon, is part of the highly visible security seen throughout the Jacob K. Javits Convention Center and much of the city.



• Meeting attendees get hands-on training at the Invisalign Itero booth (No. 5205).



INTRODUCING

# SiriusMax

Advanced Curing System

## It's Time to Get Sirius About Curing



### DURABLE

design and construction to meet the demands of a busy dental office



### ACCURATE

and comfortable placement with 90 degree delivery and slender swivel head design



### UNIFORM

collimated beam with large 10mm spot ensures deep, even curing



### CUSTOMIZABLE

LED display lets you choose from nine curing modes and three power levels

# [www.TheCuringLight.com](http://www.TheCuringLight.com)

See SiriusMax at:



Booth #828 | 1.800.392.1171



Booth #3017 | 1.800.621.6729



Booth #1617 | 1.800.GO.BENCO

Dealer Enquiries Welcome [Info@siriusmax.com](mailto:Info@siriusmax.com)

## Improve Your Image

Trade in your old camera and receive \$1,500

No focus, no fog design...works with any software

**DocPort1.0.**  
More than 20 Years of Camera Innovation



**3 year warranty**  
**Improve Your Image at Booth #828**

1.800.392.1171





• The folks at Prosper Healthcare Lending (booth No. 5626) show off some of the plush Disney characters available to practice owners who sign up for patient financing programs.



• Collin Meerholz, left, and Nicholas Ferraro of Komet USA (booth No. 3334).



• David Swenson of Social Dental (booth No. 505) can help you improve your social media game.



• From left: Grover Knight, Atif Sarfraz and Ali Raza of Univet Optical Technologies North America (booth No. 1000).



• These local students are taking a break from their dental assistant program studies to learn and explore here at the New York meeting.



• Adam Keller, left, and Cy Svendsen of Stickeryou (booth No. 4503).



• Enzo Gambacorta, left, and Erik Del Villar of ENZO Universal Articulator (booth No. 1023).



• Paulina Podbiello, with American Express OPEN, is ready to help you set up an account and maybe win a \$100 gift card.



# Take Control with All-in-One Software



## Open-Architecture Software for a Complete Chairside Solution

Designed on an open architecture platform, Planmeca Romexis® software puts the power of chairside dentistry at your fingertips. Integrated imaging, CAD/CAM equipment, and practice management software into your workflow with the flexibility to easily share files with your labs via Planmeca Romexis® Cloud.

See Planmeca at:

Greater New York Dental Meeting  
**Booth #4028**

November 29th - December 2nd, 2015

# PLANMECA



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

**630.529.2300**