

# today



### A Midwinter special

Text **PROPHY** to 97000 to get a promo code for 10 percent off all Keystone Industries' prophylaxis products. Stop by booth No. 4011 for more information.



### Scenes from the Chicago Midwinter

Superman and Black Widow, a tray of tasty cupcakes and the father of modern dentistry.

»pages 4-6



### It's time to throw a party

America's ToothFairy celebrates 10 years of helping at-risk children get access to oral care.

»page 8



• From left, Nicole Bernhardt, assistant; Patricia Pajac, assistant; Jessica Emery, DMD; Ashley Nelson, assistant; and Hannah Carrico, RDH, set up for a social-media photo for Emery to post for her practice. Emery brought her entire team from her office in Chicago (Sugar Fix Dental, A Dental Loft) to attend courses during all three days of the Midwinter Meeting. (Photo/Robert Selleck, *today* Staff)

## Launch site

By Robert Selleck, *today* Staff

■ With its large attendance and central location, the Midwinter Meeting frequently ends up being a venue for dental companies to launch products and showcase their newest offerings; and the meeting's 151st edition is no exception.

Cavex (booth No. 4121) is using the meeting for the North American launch of its Bite & White ABC Masterkit, a home-whitening program that's available only through dentists.

In the Straumann USA booth (No. 2231), Chicago is your first chance

»see LAUNCH, page 3

## Exhibit hall 101

By Robert Selleck, *today* Staff

■ Just wandering around the Midwinter exhibit hall to marvel at the offerings is enough to earn you C.E. credit. But it's in the individual booths where attendees find the real education.

Many of the booths are set up with mini-classrooms and have scheduled speakers; others provide impromptu sessions throughout the day.

At Heraeus Kulzer (booth No. 2000), seating was set up for attendees to observe a live-patient demonstration of Pala Digital Dentures on Thursday and Friday. The product promises

“Perfect fit. Perfect smile.” dentures in just two visits prior to delivery.

In the 3Shape booth (No. 2045), seating is set up at a widescreen monitor so visitors can learn more about the company's Trios scanning, imaging and digital-impressions systems.

But the best strategy is often to simply join the crowd in front of a booth, as was the case on Friday at the Baby Buddy booth (No. 4748). Visitors, many of them hygienists, were standing six-to-seven-people deep throughout the day to learn more about the company's oral-care program for infants and toddlers.



• Meeting attendees attend an educational presentation and live patient demo at the Heraeus Kulzer booth (No. 2000) Friday morning, just one of many opportunities on the show floor. (Photo/Fred Michmershuizen, *today* Staff)

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### LAUNCH *"from page 1"*

to see the Straumann® CARES® Intraoral Scanner by Dental Wings. The system is built on a patented and compact 3-D capture technique called Multiscan™ Imaging. The scanner is distributed through Benco and Burkhart Dental.

In booth No. 523, Stoma Dental Dove is introducing the "first and only" saliva ejector valve with back-flow prevention. The product was created in response to research confirming that suction valve backflow is a proven significant risk factor in microbial cross-contamination between patients.

DEXIS, in booth No. 1411, is displaying its "next generation" in dental imaging, the DEXIS Eleven.

Brand-new company NanovaPro

(booth No. 2449) is here with its flagship product, described as being the industry's first nanofiber-reinforced nano-hybrid restorative composite.

Keystone Industries, in booth No. 4011, is here with its new PF2 mouthguards. Everybody who buys one here in Chicago can enter a drawing for an iPad Air.

In booth No. 2712, Vella has the new VellaMini 5 percent sodium-fluoride varnish, specifically designed for back-of-the-glove application.

Medidenta, in booth No. 2611, is introducing the first ever 90-degree rear-venting high-speed Air-Free. The handpiece doesn't expel any air into the oral cavity, improving patient comfort during procedures.

Parkell is here in booth No. 2311 with special show pricing on its new Brush & Bond Universal restorative

bonding material, which creates an extensive hybrid network to increase penetration and create more lateral branching.

Another new offering can be found in the Flow Dental booth (No. 1521), where the company has its new Perfect Fit adjustable camera sleeves.

In the ACTEON booth (No. 3011), you can learn more about the PSPiX, described as "the first personal imaging-plate scanner."

While you're there, you can enter to win an Apple Watch, and you soon might be able to start monitoring product launches with a quick scan to your wrist.

The exhibit hall is open until 4 p.m. today, giving you plenty of time to check out these new products and the countless others than can be found there.

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# Scenes from Friday



• Alan Bolotin of Triumph Dental Cabinets (booth No. 4948).



• Bill Clancy, left, and John McCoy of Komet USA (booth No. 5144).



• Kap C. Shin of Heraeus Kulzer (booth No. 2000).



• Dr. Gary Kaye of New York at the Henry Schein ConnectDental Pavilion. Kaye was one of the many clinician speakers featured Thursday and Friday at the pavilion.



• Superheroes! Find these characters and many more at Sirona (booth No. 2025).

Photos by  
Fred Michmershuizen  
todayStaff



• The employees of Simplifeye know how to have fun. To help find their booth (No. 3748), look for their colorful sneakers.



• Meeting attendees visit the many areas of DENTSPLY (booth Nos. 2202/2402).



• The Midwinter Meeting is a time to connect. Dr. Fred Weinstein of Roots magazine, left, and Hays Hinrichs of DentalMade are longtime friends.



• Tom Bender, left, and Gunnar Wallin of Wykle Research (booth No. 2008).



• Samantha Lavigne, left, and Kerry Lepicek of Oravital (booth No. 4537).



• From left: Ace Martinez, Mary Franco and Mark Vallesfino of Top Quality Mfg., Glove World (booth No. 4913).



• Acteon North America (booth No. 3011).



• Debra Engelhardt-Nash, left, and Ross Nash of The Nash Institute, before their presentation Friday afternoon at the TAUB Products booth (No. 2209).



• Jacquie Sandoval, left, and April Campbell of Rhodium Corp. (booth No. 4847).



• Kristy Buesgens, left, and Patty Rosales-Luis of UniCare Dental (booth No. 3945).



• Kevin Bourland, left, and Hazel Henty of Shofu Dental Corp. (booth No. 2811).



• Karen Galley, left, and Joanne Bishop of Patient News (booth No. 3420), offer up some tasty cupcakes.



• The show floor bustles with activity Friday morning.



• Allison Houle, left, and Jennifer Gibson of the American Association of Endodontists (booth No. 1027) show off this year's Root Canal Awareness Week poster. The event is March 27 to April 2.



• Mohammed Rahim of Skotia Consulting (booth No. 4445).



• Peter Lee of Meta Biomed (booth No. 1047).



• From left: Daniel Wright, Dallin Palmer and Lanette Richardson of Podium (booth No. 4143).



• Who's that getting his picture taken with G.V. Black? Looks like Jeff Jones of Fotona! Stop by the booth (No. 4815) to get your own picture taken with the father of modern dentistry.

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# America's ToothFairy celebrates 10 years

By Robert Selleck, *today* Staff

■ America's ToothFairy: National Children's Oral Health Foundation honored several of its core leaders during a celebration of its 10th anniversary at a reception during the Chicago Midwinter Meeting.

Most of the award recipients were current or former America's ToothFairy board members, most of them having served as past chairmen. In being honored, each was recognized for some of the programs initiated during their tenures.

Those honored were: Tom Ingalls, retired vice president and general



• From left, America's ToothFairy President Fern Ingber and Founding Chairman/Chairman Emeritus Cherilyn Sheets, DDS. (Photo/Robert Selleck, *today* Staff)



• From left, Henk van Duijnhoven; Thomas Prescott; Chris Clark; Tom Ingalls; Cherilyn Sheets, DDS; Gordon Christensen, DDS, MSD, PhD; and Fern Ingber prepare to toast America's ToothFairy on its 10th anniversary.

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manager of 3M ESPE; Chris Clark, president and chief financial officer of DENTSPLY International; Thomas Prescott, retired president and CEO of Align Technology; Henk van Duijnhoven, former senior vice president of KaVo Kerr Group; and Cherilyn Sheets, DDS, of the Sheets, Paquette & Wu dental practice in Newport Beach, Calif.

Sheets is the organization's founding chairman and continues to serve as chairman emeritus. Van Duijnhoven is current chairman. Prescott is immediate past chairman.

The honors were presented by Fern Ingber, president of America's ToothFairy. Ingber noted that since its founding, the organization has distributed more than \$17 million to various non-profit organizations devoted to expanding access to dental care for at-risk children. All of the funds raised by the organization go directly to such programs.

In fiscal year 2015 alone, more than 2 million children benefitted from oral-health services made available through programs supported by America's ToothFairy in North America.

Looking back over the organization's 10-year history, Ingber said: "It was really about expanding access to care. We knew that had to be the core of everything we did."

Also looking back with a 10-year perspective, Sheets said, "It's amazing and so rewarding and fulfilling to see how this charity has grown – to be able to be helping so many children today, while still operating on such a frugal budget."

## Here in Chicago

To learn more about America's ToothFairy's mission to promote the importance of oral health and its link to overall systemic health for at-risk children, you can visit [www.ncohf.org](http://www.ncohf.org). Here in Chicago, you can find them in the exhibit hall in booth No. 1037.





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11:30 AM – 1:00 PM **Dr. Dean Vafiadis**