

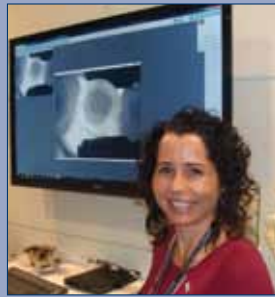
today



Scenes from Hinman

There's a lot to see on the exhibit hall floor: hands-on classes, toothpaste presentations and one very furry fella.

»pages 4-6



A different way to check for caries

Detecting caries may never be simpler (not to mention more accurate or helpful).

»page 11



New, fresh and easier to remember

TAUB Products changes its name and its logo. Oh, and it introduces a new product line, too.

»page 12

The place to be

For dental professionals of every stripe, 102nd Hinman meeting offers a world of opportunity

By Fred Michmershuizen, *today* Staff

■ It's the 102nd Thomas P. Hinman Dental Meeting, and the Georgia World Congress Center and Omni Hotel at CNN Center are alive with opportunity for dental professionals. The theme of this year's event is "Aiming for Excellence."

"Hinman offers the highest caliber of continuing education and world-class exhibits to help everyone in attendance achieve excellence in their careers and practices," said Dr. Brian Carpenter, general chairman of the 2014 Hinman Dental Meeting.

"We have assembled an impressive roster of speakers and special courses designed to elevate learning for our

»see PLACE, page 3



• The exhibit hall at the Georgia World Congress Center bustles with activity Thursday morning. (Photos/Fred Michmershuizen, *today* Staff)

• Dental professionals attend a lecture on atraumatic extraction and socket grafting, led by Dr. Lee H. Silverstein on Thursday morning on the exhibit hall floor. (Photo/Fred Michmershuizen, *today* Staff)



An opportunity to learn

By Fred Michmershuizen, *today* Staff

■ Organizers of the 102nd Thomas P. Hinman Dental Meeting have brought in more than 65 leading dental authorities to Atlanta this week to present more than 230 courses, including all-day educational tracks for dentists, dental hygienists, assistants and office staff.

Course topics range from Botox and dermal fillers to myofascial pain

treatment and interactive CEREC instruction. This year, unique course pairings that combine speakers who address both diagnosis and therapeutics for select topics are being offered.

Four new educational tracks are being offered: "Hygiene, Health & Happiness," "Achieving Excellence in Assisting," "Business Office Bullseye" and "Health and Wellness."

Check the show guide or Hinman 2014 app for times and locations.

Evolve.

GIOMER TECHNOLOGY
taking dentistry to the next level

New Products!
Visit us
Booth #730

NEW!

Beautiful-Bulk Flowable & Restorative



NEW SHADES!

Beautiful Flow Plus

FD3 Zero Flow
FD3 Low Flow
Stackable
Self-healing

Beautiful II

BeautiSealant

BeautiBond

BeautiCem

Visit 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
www.dental-tribune.com

Publisher & Chairman
Torsten Oemus
t.oemus@dental-tribune.com

President/Chief Executive Officer
Eric Seid
e.seid@dental-tribune.com

Group Editor
Kristine Colker
k.colker@dental-tribune.com

Managing Editor
Fred Michmershuizen
f.michmershuizen@dental-tribune.com

Managing Editor
Sierra Rendon
s.rendon@dental-tribune.com

Managing Editor
Robert Selleck
r.selleck@dental-tribune.com

Product/Account Manager
Jan Agostaro
j.agostaro@dental-tribune.com

Product/Account Manager
Humberto Estrada
h.estrada@dental-tribune.com

Product/Account Manager
Will Kenyon
w.kenyon@dental-tribune.com

Marketing Director
Anna Kataoka
a.kataoka@dental-tribune.com

Education Director
Christiane Ferret
c.ferret@dtstudyclub.com

Projects & Events Coordinator
Robert Alvarez
r.alvarez@dental-tribune.com

Accounting Department
Nirmala Singh
n.singh@dental-tribune.com



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

today Hinman Dental Meeting
Show Dailies Vol. 5 appear during the
Thomas P. Hinman Dental Meeting in
Atlanta, Georgia, March 27–29, 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.

PLACE “from page 1

more than 22,000 dentists and dental professionals who attend our annual meeting.”

On the exhibit hall floor, nearly 400 companies are on hand to demonstrate the latest in dentistry. Exhibitors are showcasing new technology, equipment, products and services for the entire dental staff.

Convergent Dental (booth No. 239), developer of Solea, is exhibiting for the first time at the Hinman meeting this year.

According to the company, Solea is the first computer-aided preparation (CAP) laser system in dentistry and the first dental laser using the unique wavelength of 9.3 μm , which allows Solea to operate on any tissue and with more precision and speed than



• Meeting attendees who step outside the Georgia World Congress Center and Omni Hotel at CNN Center are greeted by pleasant weather Thursday morning.

any other hard tissue laser available on the market.

“Solea’s laser enables dentists to start and nearly finish without touch-

ing the drill for a majority of dental procedures,” the company said. “Dentists have been reporting that 95 percent of patients don’t feel any pain. Of that group, 50 percent feel nothing; 45 percent feel cold or some pressure; and 5 percent say they feel some pain.”

Ellman International (booth No. 1515) is demonstrating its Surgitron line of advanced radiofrequency (RF) generators.

Operating at a frequency of 4.0 MHz, the Surgitron is designed to provide surgical precision and controlled hemostasis for a variety of general dentistry procedures, including gingivectomies, frenectomies, crown and bridge preparations, pulpotomies, incision and drainage, and coagulation, according to the company.

SAVE THE DATE

YANKEE[®]
DENTAL CONGRESS

2015
BEYOND EXPECTATIONS

January 28 - February 1, 2015 | Exhibits: January 29 - 31, 2015
Boston Convention & Exhibition Center
yankeedental.com | 877-515-9071

CONNECT WITH US

Presented by the Massachusetts Dental Society in cooperation with the Dental Societies of Connecticut, Maine, New Hampshire, Rhode Island and Vermont

AD

Scenes from Thursday



• Ellen Wallace, left, and Dr. Lawrence Wallace of The Larell One Step Denture at the Patterson Dental booth (No. 1707). Lawrence is scheduled to conduct a presentation, 'Quality Dentures in One Hour – A Breakthrough Technique,' tomorrow from 1 to 4 p.m. in Room A411.



• Alex Membrillo, left, and Jason Corrigan of Cardinal Web Solutions (booth No. 2237). These guys have the know-how to make sure new patients can find you via web searches.



• Welcome to the 102nd Thomas P. Hinman Dental Meeting.



• Katherine White, left, and Monica Diaz of Glidewell Laboratories (booth No. 1825).



• Kimberlee Winterton of Aribex (booth No. 901) holds a NOMAD Pro 2.



• Sgt. Florey, left, and Richard Hood of Army Dental Recruiting (booth No. 525).



• The Crest Oral-B presentation draws a crowd at booth No. 1419.



• This furry fella can be seen hanging out at the DentalPost booth (No. 556).



• Meeting attendees take a hands-on class on CEREC technology Thursday morning.



• The demonstrations at Isolite (booth No. 35) always draw a crowd.



• Mike Gergen of Six Month Smiles (booth No. 1049).



• From left: John Weller, Vito Verzura, Cliff Dodson and Dan Voges of DentalVibe (booth No. 2008).



• Nikki Ruck, left, and Liliana Galvan of NuSmile Pediatric Crowns (booth No. 1253).



• Lance Wise, left, and Paul Martell of Implant Direct (booth No. 1257).



• The Planmecca booth (No. 819).

• From left: Justin Williams, Roni Rodman and Molly McGovern of Convergent Dental (booth No. 239).



• Robert Mitchell, left, and Steve Moorhead of MIS Dental Implants (booth No. 606).

Photographs by
Fred Michmershuizen,
today Staff



• Christopher Sanchez of Ossotanium Corp. (booth No. 325).

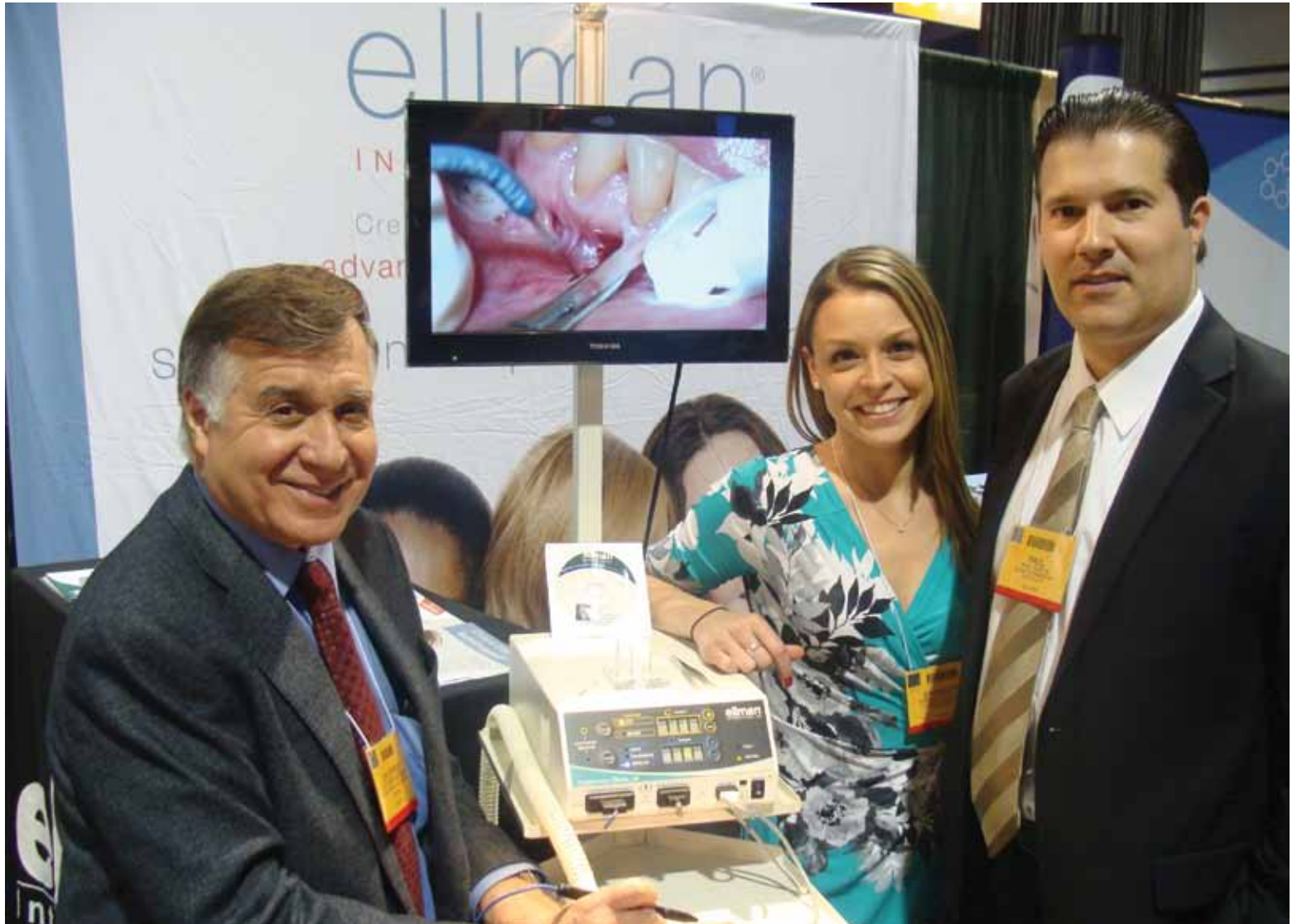


• Greg Sconce of InfoStar (booth No. 47).



• Meeting attendees sit down for the presentation at the Colgate booth (No. 909).

• From left: Dr. Jeffrey Sherman, Samantha Martens and Paul Kurtis of Ellman International (booth No. 1515).



• Melody Blair of HealthFirst (booth No. 737).



• Emily Farina, left, and Megan Gilker of The Scheduling Institute (booth No. 956).

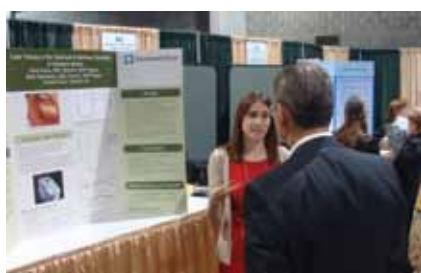


• Jack Solomon, left, and Pat Solomon of USO.

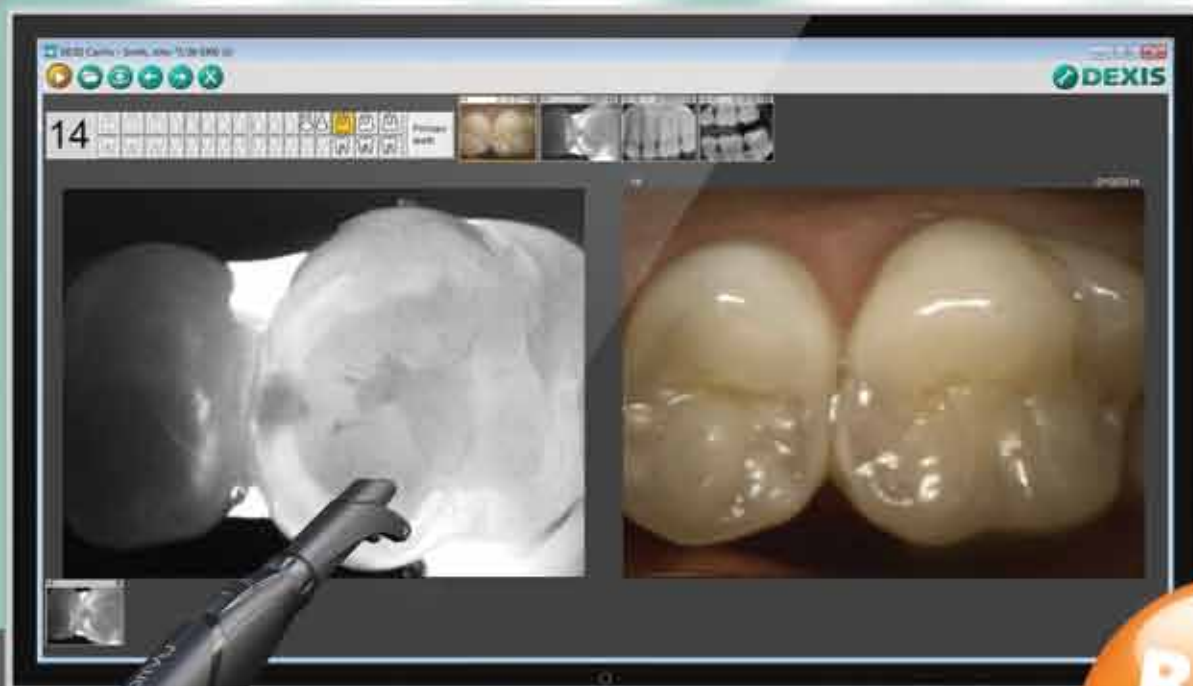


• Dr. Fred Weinstein of Vancouver, British Columbia, holds court at the Dental Tribune America booth (No. 850).

• A student discusses her table clinic presentation with meeting attendees.



NEW!



**Booth
#1001**



*Introducing DEXIS CariVu™ —
A Brilliant New Approach to
Caries Detection.*

See it Today!

DEXIS Booth #1001

Request Info:

www.dexis.com/brilliant

Call Us:

1-888-883-3947 | www.dexis.com/carivu
1-800-645-6594 | www.henryscheindental.com

DEXISCariVu

HENRY SCHEIN™
DENTAL

LVI Core I three-day course designed for doctors and their teams to learn together

By Mark Duncan, DDS, FAGD, LVIF, DICOI, FICCMO, Clinical Director, LVI

■ Welcome to the Thomas P. Hinman Dental Meeting, and congratulations on actively moving your understanding and professional success forward!

It is only through excellent education that we individually grow and develop as dental health professionals and, through that, build a practice that is not just successful but delivers comprehensive and high-quality care.

As a patient, I expect the best care I can find. As a doctor, I want to deliver the best care possible. That takes us to the power of continuing education, and, as doctors, we are faced with many choices in continuing education.

As a way to introduce you to the Las Vegas Institute for Advanced Dental Studies, or LVI, I want to outline what LVI is about and what void it fills in your practice. The alumni who have completed programs at

For more information

For more information on the Las Vegas Institute for Advanced Dental Studies, visit www.lviglobal.com.

LVI were given an independent survey, and unlike the typical surveys, 99.7 percent said they love practicing dentistry, and of those surveyed, 92 percent enjoy their profession more since they started their training at LVI. That alone is reason enough to go to LVI and find out more.

While the programs at LVI cover the full breadth of dentistry, the most powerful and life-changing program is generally reported as being Core I, or "Advanced Functional Dentistry – The Power of Physiologic Based Occlusion." This program is a three-day course that is designed for doctors and their teams to learn together about the power of getting their patients' physiology on their side.

In this program, doctors can learn



• The Las Vegas Institute for Advanced Dental Studies. (Photo/Provided by LVI)

how to start the process of taking control of their practice and start to enjoy the full benefits of owning a practice and providing high-quality dentistry. Regardless of whether it is a solo practice or a group setting, every doctor can start the process of creating comprehensive care experiences for his or her patients.

We will discuss why some cases doctors are asked to do are actually dangerous ones to restore cosmetically. We will discover the developmental science behind how unattractive smiles evolve and what cases may need the help of auxiliary health-care professionals to get the patient feeling better.

The impact of musculoskeletal signs and symptoms will be explored, and we will look at how the supporting soft tissue is the most important diagnostic tool you have – not simply the gingiva but the entire soft-tissue support of the structures, in the mouth and also in the rest of the body.

A successful restorative practice should not be built on insurance reimbursement schedules. An independent business should stand not on the whims and distractions of a fee schedule but rather on the ideal benefits of comprehensive care balanced by the patients' needs and desires.

Dentistry can be a challenging and thankless business, but it doesn't have to be. Through complete and comprehensive diagnosis, there is an amazing world of thank yous and hugs and tears that our patients bring to us when we change their lives. The Core I program at LVI is the first step on that journey. That's why when you call, we answer the phone: "LVI, where lives are changing daily!"

AD



educate | inspire | connect



April 30 - May 3, 2014

30th Anniversary AACD Scientific Session

Visit www.AACDconference.com



- Be part of a cosmetic dentistry evolution spanning 30 years
- Tap your inner overachiever with AACD's high-level, hands-on learning
- Get social and re-energize in the Florida sunshine

AACD 2014
Orlando

AACD American Academy of Cosmetic Dentistry

FUSION[★]ZRTM

MULTI-PURPOSE VENEER CEMENT
& DUAL CURE RESIN CEMENT



Visit TAUB Products at:
Thomas P. Hinman Meeting - Booth #: 938

Esthetic Resin Cements Creating Remarkable Restorations

- **FUSION-ZrTM** Cements are self-adhesive, available in light cure or dual cure. For permanent cementation of all-ceramic restorations, **Zirconia**, CAD/CAM materials, veneers, crown & bridge, inlays/onlays, PFM, posts/fiber posts.
- **Speed-Set** - Light sensitive, cures completely and fast.
- **Ultra-Grip Placement** - Stay-Put viscosity holds the veneer in place. Fast and easy clean-up.
- **Self Adhesive** - Bonding agents can be used. Bonding agents not required.

SHADE OPTIONS: Color Stable

- Crystal Clear for Accurate Visualization.
- Opal White for Natural Brightness.

TAUB Item Codes:

- 06-5000 - FUSION-Zr LC Veneer Kit 1.2ml 2ea. Crystal Clear / 2ea. Opal White (\$159.95)
- 06-5010 - FUSION-Zr LC Veneer Kit 2ea. 1.2ml Crystal Clear (\$99.99)
- 06-5020 - FUSION-Zr LC Veneer Kit 2ea. 1.2ml Opal White (\$99.99)
- 06-5200 - FUSION-Zr DC Resin Cement 1ea. 7gm Syr. Crystal Clear (\$179.95)
- 06-5210 - FUSION-Zr DC Resin Cement 1ea. 7gm Syr. Opal White (\$179.95)

FUSION-ZrTM Resin Cements / Veneer Styx

Veneer Procedure by Ross Nash, DDS - The Nash Institute



THE NASH INSTITUTE



Lecture hall with thirty-plus hands on work stations and ample space for larger groups in lecture format.



Dr. Ross Nash

Total Esthetics Continuum

This learning series is one of the most comprehensive and affordable programs for esthetic dentistry in the world.

The Total Esthetics Continuum includes three 2 day hands on courses:

1. **Direct Composite Resin Dentistry**
May 16 (Fri) - 17 (Sat)
2. **Indirect Esthetic Dentistry**
June 27 (Fri) - 28 (Sat)
3. **Full Mouth Esthetic Reconstruction**
July 25 (Fri) - 26 (Sat)

Each is a course in itself, but together they form a complete study in esthetic and cosmetic dental treatment. By combining good business practices as taught by Debra Engelhardt Nash in the Business School for Esthetic Dentistry with the expertise gained by taking the clinical courses, improved practice success is virtually guaranteed.

Tuition: Individual clinical courses are \$1195 and the full Continuum is \$2995.

Seats are limited.

Call: 704-895-7660
Email: rdnash@aol.com



FUSION[★]ZRTM
MULTI-PURPOSE VENEER CEMENT
& DUAL CURE RESIN CEMENT

Veneer Styx
Veneer / Inlay / Onlay Instrument

277 NEW YORK AVENUE, JERSEY CITY, NJ 07307
TELE: 800.828.2634 / 201.798.5353 FAX: 201.659.7186
EMAIL: SALES@TAUBDENTAL.COM
WEBSITE: HTTP://WWW.TAUBDENTAL.COM



TAUB
PRODUCTS