

# today

 <p><b>Scenes from CDA Presents</b></p> <p>A giant toothbrush, a giant handpiece and a giant amount of products to check out.</p> <p>»pages 4–10</p>	 <p><b>More than just fast curing</b></p> <p>Save lives with oral screenings and increase profit by office bleaching – all with the same light.</p> <p>»page 14</p>	 <p><b>Next stop for C.E. credits</b></p> <p>Free Memorial Day weekend? Pack your bags and head to Montreal for this year's JDIO.</p> <p>»page 30</p>
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# 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.



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• 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.



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

### 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, contains 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.



• 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



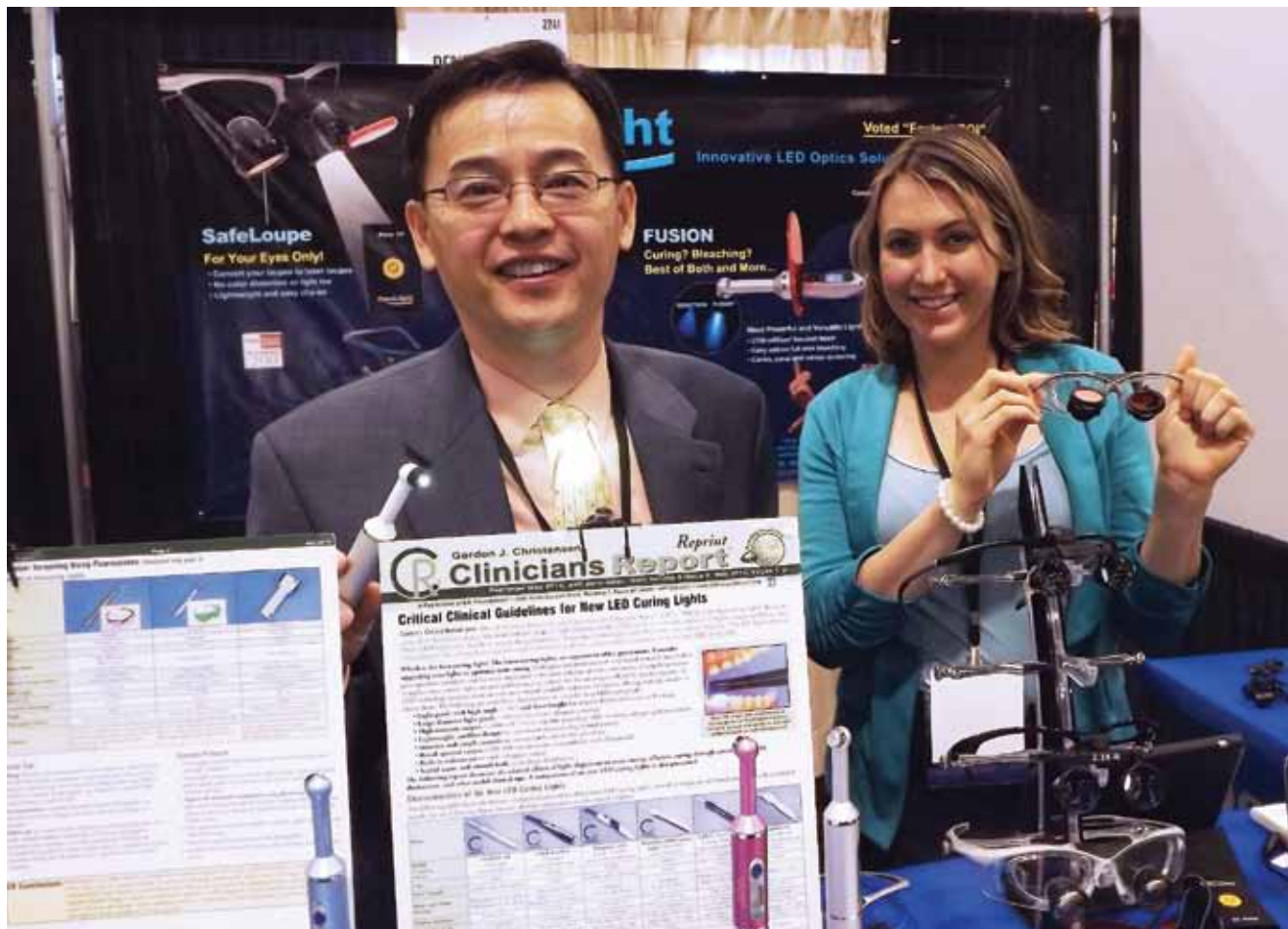
• Ron Baggott, ERA product manager with Sterngold (booth No. 1673), is ready to tell you all about the new SFI Bar Implant Abutments.

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.



• 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.



• 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.



• 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



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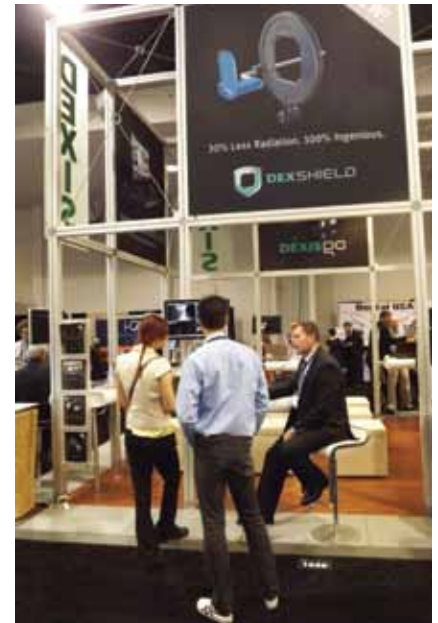
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• The cheerful crew at DMG stand ready to help attendees at booth No. 446.



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



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



• 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.



• 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.



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



• 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.



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



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



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



• 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.



• 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.



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



• 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.



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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."

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Registration fees start at  
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**Joseph J. Chomiak Jr., DDS - Connellsville, PA**  
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