

FREE SCREENING

Oral cancer kills one person every hour every day in the United States. Don't let it be you. Get checked today.

► page 4



PRODUCT DEMONSTRATIONS

Come discover new esthetic treatment options — and perhaps the future of restorative materials.

► page 6



WHERE IT CAME FROM

You can learn a lot about a product by learning about its past. We take a peek into one product's history.

► page 8



The test of time

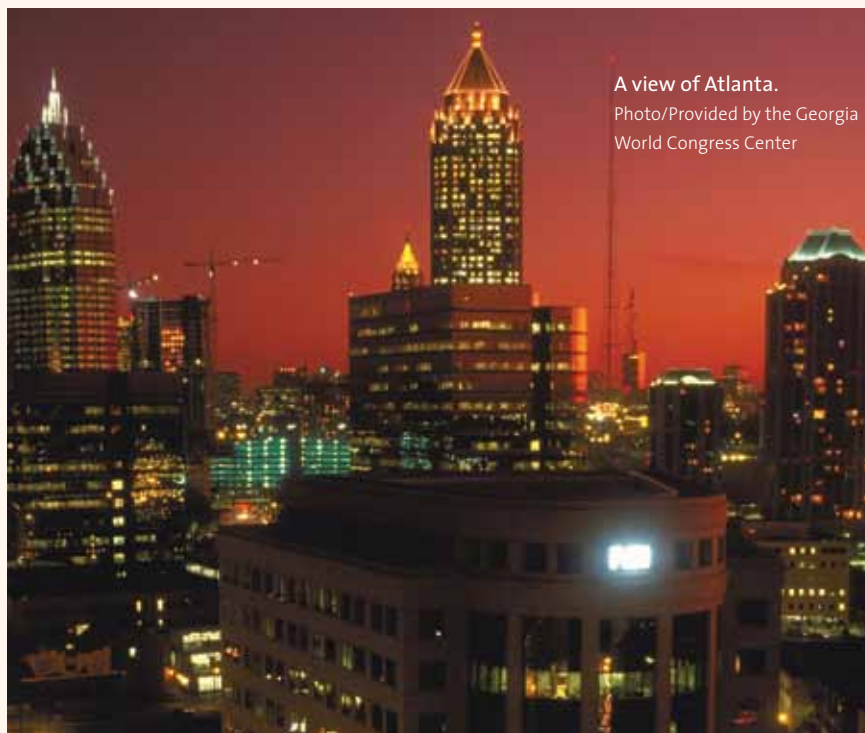
When it comes to education, the Hinman Dental Meeting offers new and returning favorites

During the next three days, as you take in all that the 2013 Hinman Dental Meeting has to offer, one thing you will discover is an educational program that includes more than 220 courses, ranging from "Timeless Principles" to a first-time session on Botox and dermal fillers.

The program, which also includes 60-plus hands-on participation courses, has a little bit of everything, from Dr. Peter Dawson's anticipated Hinman return to new 3-D instruction.

"This year, we've created an unbelievable educational program for our attendees and couldn't be more excited about the impressive roster of speakers and wide-ranging topics relevant today and in the future," said Dr. Brad Greenway, general chairman of the 2013 Hinman Dental Meeting.

"We continue to build on Dr. Hinman's 100-year legacy and prepare dental professionals for the next 100 years of dentistry."



A view of Atlanta.
Photo/Provided by the Georgia World Congress Center

New program highlights

Dr. Peter Dawson, known all over the world for contributions in the field of occlusion and restorative dentistry, returns to Hinman this year with Dr. John Cranham, the clinical director of The Dawson Academy, to provide the six-hour course, "Timeless Principles in Restorative Dentistry."

Offered on Friday at 8:30 a.m., the course provides essential principles to transform the general practice into one that is thriving with elective esthetic and advanced restorative cases.

This year, Hinman also will offer its first Botox and dermal filler training course, which will be conducted by Dr. Louis Malcmacher and the American Academy of Facial Esthetics. In this two-day course, attendees will learn everything from patient assessment and best treatment techniques to safety/risk issues and incorporating treatment

► See TIME, Page 2

15 ways to spend a day in Atlanta

Centennial Olympic Park.
Photo/Provided by Georgia World Congress Center



For those who are looking for something to do after attending courses and visiting the exhibit hall, Atlanta is often considered one of the most exciting cities in the country. Here are 15 attractions to help get you started.

Georgia Aquarium

The world's largest aquarium is home to beluga whales, whale sharks, penguins and other aquatic animals.

World of Coca-Cola

The Coke museum features a multi-sensory 4-D theater, an 1880s soda fountain and a live-action bottling line, plus an opportunity to sample nearly 70 different beverages from around the world.

Georgia Dome

The Georgia Dome, the largest cable-supported domed stadium in the world, opened in 1992. Located in downtown Atlanta, the dome is the home venue for the Atlanta Falcons. Annually, the dome hosts the SEC Football Championship and the Chick-fil-A Bowl.

Margaret Mitchell House

The three-story Tudor Revival mansion in Midtown was the home of author Margaret Mitchell and the place where she wrote the Pulitzer Prize-winning novel "Gone With the Wind." The house offers tours, a museum and a shop.

► See ATLANTA, Page 11

- TIME, Page 1

into your practice. The course includes hands-on training with live patients.

In addition, Hinman has incorporated a number of new interactive programs and special courses designed to enhance dental skills as well as practice management. They include:

- **"1-on-1 at the 101st Hinman"**: During an hour this afternoon, attendees will have the opportunity to spend one-on-one time with several top clinicians — Drs. Lee Ann Brady, Randy Huffines, Jeffrey Okeson and Jeffrey Rouse — and ask questions, discuss case studies and learn information not shared in their lectures.

- **Interactive panel discussion**: This interactive course, "Stay Out of Jail: How to Navigate Dentistry's 'Danger Zones,'" will be led by Dr. Charles Blair.

- **"Clinical Team Conference"**: This conference, from 9:30 a.m. to 4 p.m. on Fri-

day, offers an all-day doctor track and staff track.

- **"Social Media Bootcamp"**: On Saturday, this course will help attendees dive into the social media game with a hands-on lab. Laci Phillips will lead the session from 8:30 to 11:30 a.m.

- **Cosmetic/restorative new product launches**: Tricia Osuna will share cutting-edge information on products launched since last year's Hinman. The course will be held Saturday from 9:30 a.m. to 12:30 p.m.

- **TMJ participation course**: Dr. John Droter will lead "CT/MRI Scans of the TMJ: How to Read, Interpret and Utilize Modern Imaging Techniques," which will be held on Saturday from 9:30 a.m. to 12:30 p.m.

- **"Seminar Series"**: This year, Hinman also will host a new "Seminar Series" that introduces several new speakers and topics of interest to attendees.

Returning favorites

In addition to the many new course topics and speakers, several programs and courses will return to Hinman. They include:

- **"Invisalign Clear Essentials"**: Today from 8 a.m. to 5 p.m., Dr. Brian Gray will lead this course designed for the general practitioner and staff who want to incorporate Invisalign® into their practice.

- **"Prevention Convention"**: Returning for a fourth year is this all-day educational track designed specifically for dentists, hygienists and assistants. It will be held today and Friday, 9 a.m. to 4:30 p.m.

- **"ADAA Assistants Seminar"**: This seminar will be held across all three days and will provide roundtables with hands-on opportunities to learn about new products and updated techniques.

(Source: *The Hinman Dental Society of Atlanta*)

AD

PhotoMed gives you options

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The macro flash that you use for dental photography has a huge impact on the quality of your images. Not all macro flashes are up to the task and many that are being offered are not compatible with the cameras they are being sold with.

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

Get checked for oral cancer today

The Oral Cancer Foundation estimates oral cancer kills one person every hour, every day in the United States, and the five-year mortality rate is higher than cervical cancer and prostate cancer. However, when oral cancer is detected early, patients have a 90 percent survival rate.

More people are being diagnosed with oral cancer than ever before. But surprisingly, research shows this increase is not because of the traditional risk factors of drinking, smoking and using chewing tobacco. Rather, oral cancer is now being found in a younger population of men and women because of their exposure to HPV (human papillomavirus).

The FDA estimates 70 percent of cervi-

Here in Atlanta

To receive a free oral cancer screening, stop by the Henry Schein Total Health booth, No. 1017. Screenings will be given from 10 a.m.–4 p.m. today and Friday and from 10 a.m.–2 p.m. Saturday.

cal cancers are associated with HPV-16 or 18. New studies have confirmed a significant link to oral cancer as well. In the oral environment, these manifest themselves primarily in the back (posterior) regions, such as the base of the tongue, back of the throat (oropharynx), tonsils and tonsillar pillars. The Centers for Disease Control (CDC) recommends all patients older than the age of 17 be screened annually.



The Identafi Oral Cancer Screening System is designed for use in the offices of dentists, specialists and general practitioners to screen for oral cancers and pre-cancers.

Photo/Provided by Henry Schein

AD

2 0 1 3



GREATER N Y DENTAL MEETING

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The good news — when found early, oral cancer patients have an 80 percent survival rate within five years.

The bad news — only 27 percent of those diagnosed with stage 4 oral cancer will survive within five years because the majority of these cases will be discovered as a late-stage malignancy.

Early detection is the key to controlling this terrible disease, and yet, the American Dental Association (ADA) estimates that even though 60 percent of the U.S. population visits a dentist every year, less than 15 percent of those regularly report having received an oral cancer screening.

When used in conjunction with the conventional intraoral and extraoral head and neck exam, adjunctive light-based technology is effective in helping to uncover abnormalities before they become visible under normal lighting.

The Identafi® Oral Cancer Screening System (made by DentalEZ and distributed by Henry Schein Dental) is a small, cordless, handheld unit that is designed for use in the offices of dentists, specialists and general practitioners to screen for oral cancers and pre-cancers.

Unlike other fluorescent technologies and dye systems, the multi-spectral device uses a three-wavelength optical illumination and visualization system that allows dental professionals to identify biochemical and morphological changes in cells of the mouth, throat, tongue and tonsils that are not visible to the naked eye.

The Identafi Oral Cancer Screening Device received an Editor's Choice award from The Dental Advisor, was named as one of the "Top 100 Products of 2012" by Dentistry Today and was selected as the Gold Winner in the dental instruments, equipment and supplies category of the 2012 Medical Design Excellence Awards competition.

Why wait? While you are here at the Thomas P. Hinman Meeting, why not stop by the Henry Schein Total Health booth (No. 1017) for a free oral cancer screening?

April is Oral Cancer Awareness Month, and it is a great time to get involved in programs that increase awareness and identify at-risk patients. To find out more about how you can help and the support available, contact the Oral Cancer Foundation (www.oralcancerfoundation.com) or DentalEZ (www.identafi.net).

BruxZir® restorations, a more lifelike emergence profile

Visit us
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After

Before

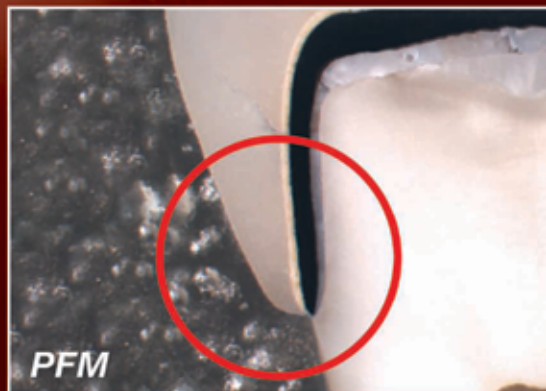
"This endodontically treated molar had a large amalgam and a fracture, necessitating a full-coverage crown. I selected BruxZir® Solid Zirconia for its conservative nature (as thin as 0.5 mm) and the fact that I will get a great fit in the gingival third due to its natural emergence profile. I'm not sure my patient is going to floss as much as he should, and I want to make sure I do my part to help his gingival health."

— Michael C. DiTolla, DDS, FAGD

Another
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Top Long-Term
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PFM

This image represents the typical PFM prep we receive with a conservative feather-edge margin. When a PFM is fabricated for this prep, there is a bulky 1 mm margin on the PFM that catches on the explorer. Even if the margin is sealed, the emergence profile is unacceptable.

VS



BruxZir
Crown

This image represents the typical PFM prep we receive with a BruxZir crown in place. Because it is a monolithic crown and can be milled to a feather edge, there is no bulk of material, or "speed bump," at the margin. Dentists tell us their explorer cannot detect where the tooth ends and the BruxZir crown begins.



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Check out a product demonstration of **BEAUTIFIL Flow Plus** here at Hinman

Shofu Dental is holding product demonstrations at booth No. 2314, featuring its new injectable hybrid restorative, BEAUTIFIL Flow Plus. Now available in three new shades — B1, B2 and C2 in two

Here in Atlanta

Visit Shofu at booth No. 2314 for a product demo, or for more information, visit www.shofu.com. To learn more about BEAUTIFIL Flow Plus and other giomer restoratives, attend Dr. Scott Parker's "The Future of Adhesive Dentistry: Making Our Lives Easier" at either 8:30 a.m. or 1 p.m. on Friday.

viscosities — BEAUTIFIL Flow Plus gives dentists even more esthetic treatment options at their fingertips.

In addition, you can get a taste of BEAUTIFIL Flow Plus when you attend Dr. Scott Parker's lecture, "The Future of



See a product demonstration of BEAUTIFIL Flow Plus at the Shofu booth, No. 4011, here in Atlanta.

Photo/Provided by Shofu Dental

AD

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Adhesive Dentistry: Making Our Lives Easier," at 8:30 a.m. and 1 p.m. on Friday.

BEAUTIFIL Flow Plus combines hybrid-like strength and functionality, unique handling and stackability and a flowable delivery. Additionally, it has 15 percent more radiopacity than enamel and offers the benefit of fluoride release and rechargability. Those interested in seeing the material firsthand are encouraged to come check it out at the Shofu booth.

According to Shofu, BEAUTIFIL Flow Plus represents the next step in the evolution of restorative materials, based on its convenient flowable delivery system and its physical properties and functionality that rival leading hybrid composites.

Brian Melonakos, president of Shofu Dental, said he has been very pleased with the success of the product. "We've always known that we have an amazing product on our hands ... but none of us imagined how quickly it would catch on," he said.

Unlike other flowables, BEAUTIFIL Flow Plus has stay-put handling and physical properties that allow use on the occlusal surface and marginal ridge, eliminating the need to pack a hybrid composite on top.

A flowable base, liner and final restorative material, BEAUTIFIL Flow Plus is approved for all indications (Class I-V). With a smooth, self-leveling consistency, the material leaves a tight marginal seal on the bottom and a smooth ready-to-polish surface on top. Moreover, Shofu's proprietary S-PRG (surface pre-reacted glass) technology provides sustained fluoride release and recharge that can't be found in any other composite material.

BEAUTIFIL Flow Plus is available in two distinct viscosities. F00 (zero flow) offers precision stacking, and F03 (low flow) is an ideal base/liner.

For a limited time only, BEAUTIFIL Flow Plus is available in two introductory kits. The standard kit (PN 2000S) offers two 2.2-gram syringes of both viscosities in shades A2 and A3, and the pedo kit (PN 2000P) offers two 2.2-gram syringes in both viscosities in shades A1 and bleach white. Both kits also contain samples of Shofu's top-selling products, including the seventh-generation bonding agent BeautiBond, One Gloss, Super Snap and Shofu's hybrid material, BEAUTIFIL II. The kit retails for \$102.25 (a \$160 value).

Stop by the Shofu booth, No. 2314, to see BEAUTIFIL Flow Plus for yourself.

Handpiece manufacturer aims for global leadership

TOKYO, Japan — It is no secret that the years since the global financial crisis have not been very kind to companies in Japan. First, the recession slowed business investments significantly down, then the negative effects of the 2011 tsunami and the massive destruction it wrought almost brought the world's third largest economy to a halt.

For NSK, one of the country's largest dental manufacturers, troubles in the home market are its least concern because the company conducts most of its business elsewhere.

According to President and CEO Eiichi Nakanishi, with whom Dental Tribune International had the opportunity to speak at the company's headquarters in Tochigi, more than 80 percent of the company's revenues are now generated by its operations outside of Japan.

In the last three years, NSK has been performing particularly well in mature markets such as Europe and North America, where it boosted its presence with the opening of its new headquarters near Chicago, despite unfavorable conditions such as high market saturation and the ongoing decline of the yen against the dollar.

Since 2009, Nakanishi has also seen his company regaining its former market shares in Asia through centralized distribution and after-sales support offered by its new subsidiary in Singapore.

Another significant contributor has been NSK's European office in Germany, which accounted for almost one third of the 22.2 billion yen (\$278 million) in sales the company reported in 2011.

"That is why economic conditions in our home market have little or no impact on our overall business. We really think globally," Nakanishi explained.

According to the 48-year-old, who has run the company since 2000, one of the major reasons for NSK's strong market position, even in established markets, is its dedication to innovation and quality, combined with the excellent after-sales service it is able to provide to customers in almost every country except North Korea. But this hasn't always been the case.

Founded in the 1930s, the company had a rough start and operations were completely halted during World War II. Since the production of dental handpieces resumed in 1951, however, the company has grown extensively and now employs more than 700 people in its Japanese offices in Tochigi and Tokyo.

NSK also still produces most of the precision parts in-house, which, according to Nakanishi, is one of the reasons that dentists now identify the company with high-quality products.

"We employ many good engineers and marketing people who help us to constantly improve our brand and make it more attractive to dentists," he said.



NSK President and CEO Eiichi Nakanishi, right, in talks with DTI Publisher and CEO Torsten Oemus. Photos/Lutz Hiller, DTI



NSK still manufactures most of the precision parts in-house.



The company's headquarters in Tochigi, Japan.

Here in Atlanta

For more information on NSK Nakanishi and its products, stop by the booth, No. 1557.

One of NSK's most recent innovations, which was launched at IDS in Cologne in 2011, for example, is the Ti-Max Z series, a durable premium handpiece that is purported to have the smallest heads and necks in the industry, as well as an exceptionally low noise level and virtually no vibration.

The Surgic Pro surgical micromotor has also received much interest, particularly by dental implant surgeons. This device is distributed alongside implant systems by major implant manufacturers.

NSK asserts it pays close attention to the needs of its customers, a philosophy that has resulted in products such as the S-max pico, which was developed solely for the treatment of patients with smaller mouths, such as children.

Moving into other markets is conceiv-

able but unlikely to happen anytime soon, according to Nakanishi. Even though his company has begun to enter new areas in the last decade with the launch of instruments such as ultrasonic scalers and polishers, its core business will remain dental handpieces and other small-motor equipment.

"When it comes to handpieces, we have produced more innovations than our competitors," Nakanishi said. "Our goal is to become the No. 1 company worldwide in this segment."

The phenomenon: A clinician's perspective

The story behind BruxZir restorations, where they've come from and where they're going next

By Michael C. DiTolla, DDS, FAGD

May 6, 2011, is an important day in dental history. That's the first day dentists prescribed more BruxZir® restorations than PFM restorations.

At the time, BruxZir was 2 years old and PFMs were 50 years old. Here at the lab, it confirmed a trend we had been observing during those two years: The days of the PFM being the dentist's everyday restoration were coming to a close.

The sales of BruxZir never dipped below those of the PFM again; in fact, the gap between the two continues to grow wider as BruxZir grows and PFMs continue to shrink.

Ten years ago, our R&D department asked me what they should work on, what kind of restorative material would most benefit dentists and patients.

My answer was simple: cast gold in shade A2.

They reminded me they were engineers, not alchemists, but I remained undeterred in my push for a cast gold in shade A2.

Five years later, they presented me with BruxZir, an impressive effort at creating my request. Fast-forward five more years to today, and it is clear they were truly on to something big.

As the translucency and esthetics of BruxZir continue to improve, it has transitioned from just a posterior material to an anterior material as well, one that can be used in almost any clinical situation.

The biggest reasons for the rapid growth of BruxZir are high strength and fit. As a monolithic restoration with no porcelain on it, BruxZir has the lowest fracture rate of any restoration (besides cast gold) in our lab.

It's clear that dentists place strength very close to the top of their list of desirable characteristics for an everyday crown and bridge material.

The most common comment we get is about how well the BruxZir restorations fit compared with most of the crowns these dentists have used in the past.

Dentists notice the emergence profile of BruxZir crowns blend with the tooth structure and soft tissue better than any material they have previously used (again, with the exception being cast gold).

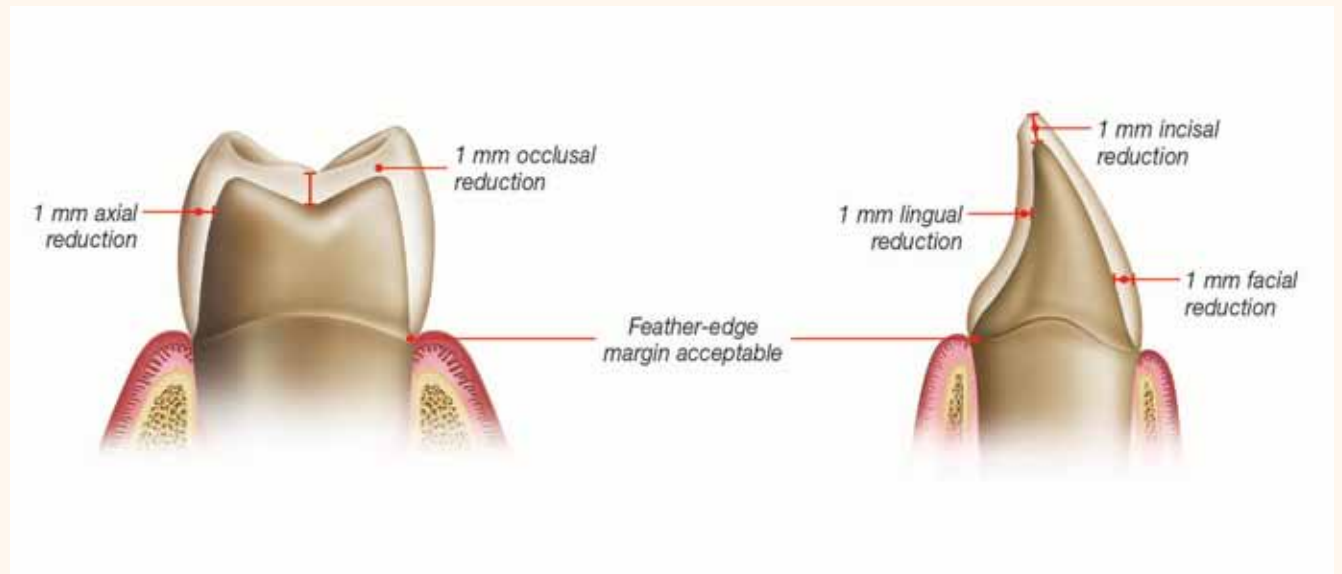


Fig. 1: These illustrations show an ideal 1 mm reduction for an anterior or posterior BruxZir crown and also have feather-edge margins. BruxZir does fine at 1.5 or 2.0 mm as well, but this amount of reduction is not always possible. By maintaining 1 mm of BruxZir thickness, this allows you to safely adjust the crown if necessary when checking the occlusion. While BruxZir can be milled as thin as 0.5 mm, it cannot be adjusted at this thickness without breaking at some point. With a BruxZir crown at 0.5 mm thickness with high occlusion, consider adjusting the opposing tooth. Photos/Provided by Glidewell Laboratories

Here in Atlanta

For more information or to see BruxZir for yourself, stop by the Glidewell Laboratories booth, No. 1022.

The microscopic images (Fig. 1 and Fig. 2) demonstrate how a high-strength monolithic material (BruxZir) has a much better emergence profile than a bilayered crown (PFM) on an identical prep.

This combination of fit, strength and improved esthetics has made BruxZir the most prescribed restoration in the lab. The final frontier for BruxZir is to be used for veneers, and with the translucency and esthetics improving monthly, that day is not too far off.

Indications

BruxZir Solid Zirconia is indicated for crowns, bridges, veneers, inlays and onlays. It is an esthetic alternative to PFM metal occlusal/lingual or full-cast restorations and ideal for restorations requiring extra durability such as crowns under partials or screw-retained implant crowns.

The chip-proof durability of BruxZir restorations makes them ideal for bruxers who have broken natural teeth or previous PFM restorations. BruxZir restorations are also ideal for patients lacking the preparation space for a PFM.

Preparation requirements

- Shoulder preparation not needed; feather edge is OK. It is a conservative preparation similar to full-cast gold, so any preparation with at least 0.5 mm of occlusal space is accepted.

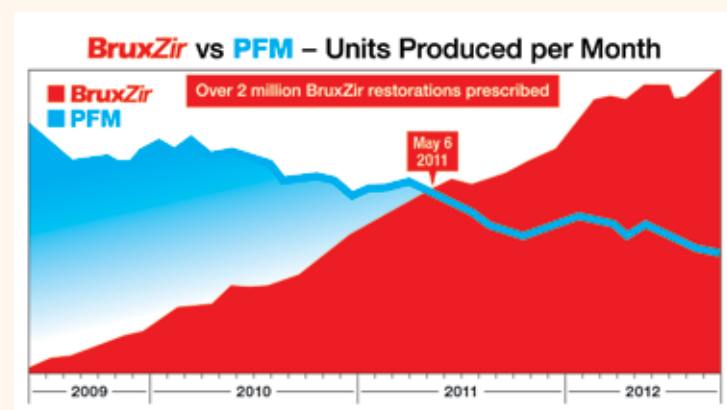
- Minimum occlusal reduction of 0.5 mm; 1 mm is ideal (Fig. 3).



Fig. 2: This represents the typical PFM prep we receive with a conservative feather-edge margin. When a PFM is fabricated for this prep, there is a bulky 1 mm margin on the PFM that catches on the explorer. Even if the margin is sealed, the emergence profile is unacceptable.



Fig. 3: This represents the typical PFM prep we receive with a BruxZir crown in place. Because it is a monolithic crown and can be milled to a feather edge, there is no bulk of material, or 'speed bump,' at the margin. Dentists tell us their explorer cannot detect where the tooth ends and the BruxZir crown begins.



A look at the increase in the amount of BruxZir restorations prescribed.

Henry Schein Dental and the DentalEZ® Group
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Come to the Henry Schein Total Health Booth #1017 for this simple, three-minute noninvasive test using the Identafi® Oral Cancer Screening System to screen for oral cancer and other suspect lesions.

Complimentary screenings dates and times:

March 21, 2013: 10:00am–4:00pm

March 22, 2013: 10:00am–4:00pm

March 23, 2013: 10:00am–2:00pm

**Booth
#1017**

Special Offers!

Ask about our Thomas P. Hinman Meeting specials on the Identafi Oral Cancer Screening System including:


- \$600 discount (regular price: \$2,949.99)
- FREE Mouth Atlas (\$75 value)
- FREE Total Health Kit (\$89.99 value)
- 3 or 6 month NO INTEREST EZ Pay Program
- 10,000 Privileges Points (available only to Privileges customers)

Patient Marketing

Oral Cancer Awareness Month is in April, so why not offer this valuable service to your patients? DentalEZ can provide you with a FREE Marketing Kit to help you promote your commitment to their total health. Help fight the devastating effects of this terrible disease.



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