

today



Scenes from Sunday
Cocktails, Aztecs and people getting educated are just a few of the sights seen around the Greater New York Dental Meeting.
»starting from page 6



Meet today's DTSC speakers
Get the inside scoop on today's sessions and the speakers behind them.
»starting from page 10



Stock up on GNYDM gifts for everyone
Don't leave New York empty handed. Take home a GNYDM-themed mug, pen or more.
»page 40



• Dr. Douglas Terry, left, and his dental assistant, Melissa Nix, prepare his lecture on 'Anterior Fiber-Reinforced Composite Resin Bridge' at the Live Dentistry Arena No. 1 on Sunday morning.

Learn, baby, learn

By Robin Goodman, DT Group Editor

■ Whatever you're looking for in the didactic realm of dentistry, you will find it here at the Greater New York Dental Meeting.

»see LEARN, page 22

Let's go shopping!



By Fred Michmershuizen, DT Online Editor

■ Here at the 2010 Greater New York Dental Meeting (GNYDM), dental professionals are able to scope out aisle after aisle of new products, supplies and equipment.

And just like news reports of increased consumer traffic in brick-and-mortar retailers over the all-important post-Thanksgiving "Black Friday" weekend, signs here at the Jacob K. Javits Center point to a strong business climate.


On Sunday, opening day of business for the 2010 meeting, the show floor was packed. The goal, of course, is for dental professionals to bring back to their practices new tools that will

»see SHOPPING, page 40


• Attendees crowd the aisles of the 86th annual New York meeting. (Photos/Fred Michmershuizen, DT Editor)

AD

Dentatus Narrow Body Implants



ATLAS®
Stabilize, cushion and retain mandibular dentures, all without housings, O-rings or adhesives.




ANEW®
Designed to fit where others cannot, implant solutions for limited spaces.

1.8, 2.2 & 2.4mm dia.

Visit our booth #2401 at GNYDM
Product presentations throughout the day

Atlas is available exclusively through Henry Schein Dental in the U.S.



Dentatus USA, Ltd.
800-323-3136
www.dentatus.com

AD

Visit us!
Booth#1511





Inserts like a wedge

Form Contact Point

Tight cervical marginal adaptation prevents overhangs

Flexible wing exerts pressure for maintained separation and cervical adaption

The world's Fastest Matrix?

DIRECTA AB P.O. Box 723, SE-194 27 Uplands Väsby, Sweden
Tel: +46 8 506 505 75; Fax: +46 8 590 306 30; info@directadental.com; www.directadental.com

Sino-Dental in Beijing does it again

Greater New York Dental Meeting represents U.S. dental trade at opening ceremony

By Jayme S. McNiff, GNYDM Education Coordinator

■ The Greater New York Dental Meeting (GNYDM), with the approval of the U.S. Department of Commerce, sponsored and assisted in obtaining trade fair certification for the June 2010 Sino-Dental meeting in Beijing.

Having achieved this special recognition for the third consecutive year, the GNYDM hopes to help increase sales opportunities for U.S. dental manufacturers and distributors.

Dr. Robert R. Edwab, GNYDM's executive director, said he is always seeking ways to find new and expanded markets for the exhibitors.

"Now that we have obtained certification for the AEEDC-Dubai Meeting and Sino-Dental Beijing Meeting, hopefully U.S. companies will have additional venues to sell more products. Not only is exporting beneficial for these companies, but it also helps the U.S. economy enormously."

One goal of the GNYDM's strategic plan is to find opportunities for U.S. companies, not only at the November meeting but throughout the year. This would help the U.S. dental trade gain sales domestically and worldwide.

China has about 90,000 dentists to serve a population of more than 1.3 billion. With its booming economy, the city of Beijing has become China's political and cultural center.

This year's 15th Sino-Dental Exhibition and Congress was held in the recently built National Conventional Center – the same headquarters that housed the press and media for the 2008 Beijing Olympic Games. In 2010, more than 40,000 professional visitors from 80 countries and regions visited the exhibition.

With China's ever-expanding pop-



■ Dr. Robert Edwab, second from right, representing the Greater New York Dental Meeting and the U.S. trade, stands with other international trade representatives at the opening ceremony of the Sino-Dental meeting. (Photos/Provided by the GNYDM)



■ Inside the 2010 Sino-Dental meeting, held at the National Conventional Center in Beijing.

ulation and its modern convention center, the 2010 meeting included more than 600 exhibitors from 20 countries. Most notable was the large increase in exhibit space. The event featured cutting-edge technology and both foreign and domestic products, materials and instruments.

Sino-Dental is an ideal business platform for the dental industry, and GNYDM organizers said they are proud the meeting has been designated by the U.S. Department of Commerce to assist Sino-Dental 2010 in earning trade fair certification status. This certification allows the GNYDM to contact members of the U.S. dental manufacturing and distributing community to offer them exhibiting information for Sino-Dental, which, in turn, greatly assists U.S. dental exhib-

itors in finding Chinese distributors for their manufactured products or for exhibiting independently.

Sino-Dental expanded its international pavilions this year with representation from the United States, Japan, Italy, Switzerland, Korea, Germany and Brazil. Sino-Dental honored the GNYDM by introducing organizers to government and trade officials at all the major functions. In addition, the GNYDM was given a unique honor in the introduction section of the program guide along with only three other dental trade organizations: Germany, Japan and Korea.

The GNYDM organizers met with officials of the U.S. Department of Commerce from the U.S. Embassy in Beijing and discussed ways to expand the business opportunities of U.S. companies in China.

Dr. John R. Halikias, general chairman of the GNYDM, said, "Not only do we help our exhibitors by finding sales opportunities abroad, we also encourage potential attendees who visit our booth to come to New York and attend our annual session. An even larger growth in registration numbers ... should hopefully increase exhibitors sales."

Commercial Service offers free, interactive export seminar

■ If you're an exhibitor, you'll want to come explore the tools of the trade and learn about the different markets represented by international commercial specialists at the Commercial Service Export Seminar, being held today.

For the first time, the seminar will take the form of an open forum with international commercial specialists dialoging back and forth between each other, the moderator and the audience.

Exhibitors may participate in showtime, one-on-one appointments made in advance of the show between delegation leaders from the embassy network and the exhibitor. Together, those participating will explore export opportunities and discuss the latest market information on their respective countries.

The export seminar will take



place from 11 a.m.–12:30 p.m. in room 1E09.

Once again this year, the GNYDM has been selected by the U.S. Department of Commerce to participate in the International Buyer Program (IBP), a service that significantly enhances the ability to make the show a truly global marketplace.

Through this program, the Commercial Service offers a number of services to help attendees make the most of their show experience and assists small- and medium-sized U.S. businesses in exporting their products and services.

The Commercial Service staff – located at U.S. embassies and consulates throughout the world – works to recruit foreign buyer delegations

and helps organize their business plans for the show.

During the show, Commercial Services trade specialists will manage the International Business Center. At the center, buyers can negotiate with sellers, use the meeting rooms provided – free of charge on a first-come, first-served basis – and take advantage of the facility to plan visits to the exhibit floor.

Exhibitors are encouraged to visit the International Business Center for export counseling by staff and to meet with international buyers.

The Commercial Service staff members managing the International Business Center are Michael Grossman, Jetta DeNend, Carol Rudman, Jeanne Townsend, Dina Vulpis and Gerry Zapiain. Please see the IBC staff to sign up for a meeting room.

today About the Publisher

Dental 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

Vice President Global Sales
Peter Witteczek
p.witteczek@dental-tribune.com

Chief Operating Officer
Eric Seid
e.seid@dental-tribune.com

Group Editor & Designer
Robin Goodman
r.goodman@dental-tribune.com

Managing Editor/Designer
Show Dailies & Ortho Tribune
Kristine Colker
k.colker@dental-tribune.com

Managing Editor/Designer
Implant & Endo Tribunes
Sierra Rendon
s.rendon@dental-tribune.com

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

Account Manager
Gina Davison
g.davison@dental-tribune.com

Account Manager
Mark Eisen
m.eisen@dental-tribune.com

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

Marketing Manager
Anna Wlodarczyk
a.wlodarczyk@dental-tribune.com

Marketing & Sales Assistant
Lorrie Young
l.young@dental-tribune.com

C.E. Manager
Julia Wehkamp
jwehkamp@dental-tribune.com

International C.E. Sales Manager
Christiane Ferret
c.ferret@dtstudyclub.com

dti | Dental Tribune International

Published by Dental Tribune America
© 2010 Dental Tribune America, LLC
All rights reserved.

today Greater New York Dental Meeting Show Preview appears in advance of the Greater New York Dental Meeting in New York City, N.Y., Nov. 28–Dec. 1, 2010.

Dental 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 Dental Tribune America or Dental Tribune International.

Same Family, Different Generation



Each generation within a family offers something unique, the same can be said for the adhesives in the *Bond-1* product line.

Bond-1[®] SF Solvent Free Adhesive System



An 8th generation, solvent-free, self-etch adhesive system that is available in a syringe or single dose.

- > Can be applied in just one coat, without air drying, saving time
- > High bond strength: 30.4 MPa to Dentin
- > Can be used for virtually all direct composite restorations

Bond-1[®] Primer/Adhesive



A 5th generation, single bottle, acetone-based adhesive system.

- > Utilizes the **total etch** technique, making it easy to use
- > High bond strength: 31 MPa to Dentin
- > Can bond to composite, porcelain, alloy and amalgam restorations

The differences in our adhesives allow you to choose one or both systems, depending on the technique and approach that best suits your bonding needs, without sacrificing exceptional performance.

Call to order these outstanding, value-priced adhesive products today!

Visit Us Today!

Buy any Bond-1[®] SF product, get a FREE SAMPLE*



Buy 3 Bond-1[®] refills, get 1 FREE*

Booth #825

800.551.0283 | 203.265.7397 | www.pentron.com

Lute-It[®] | Cement-It[®] | Mojo[®] | Breeze[®]

Adhesives

Impression

Restoratives

Crown & Bridge

**Pentron
Clinical**

Sybron Dental Specialties

† Data available upon request. *Offer valid during the GNYDM 2010 meeting. Shipping charges will apply. Subject to change or cancellation without notice. Orders subject to credit approval. Copyright © 2010 Pentron Clinical Technologies, LLC. All rights reserved.

Endodontics comes to Greater N.Y. Dental Meeting

By Jayme S. McNiff, GNYDM Education Coordinator

Attendees now have something more to love about the Greater New York Dental Meeting (GNYDM). This year, the 86th annual event welcomes professionals for five days of endodontic programs, including workshops, seminars, essays and live demonstrations.

The endodontic program began on Saturday morning with speakers who discussed research and ideas on pain control, irrigation and the most important developments in the field of endodontics today.

On Sunday, professionals learned the fundamentals of safe, predictable, efficient and cost effective endodontics with Dr. Barry Musikant.

Later, Dr. John Olmsted presented a two-part workshop on rotary instrumentation in the morning and resin bonded obturation in the afternoon.

At these hands-on workshops, clinicians learned about comprehensive diagnosis, new concepts with irrigation and continuing improvements with rotary files.

Today, Musikant will present two half-day workshops. These hands-on tutorials will introduce endodontic



A variety of endodontic workshops and seminars will take place today, Tuesday and Wednesday. (Photo/Provided by GNYDM)

instrumentation and advanced endodontic techniques.

"Educating more than 1,000 professionals at the endodontic seminars and workshops proves that attendees are the key to success," says Dr. Robert Edwab, executive director of the GNYDM.

With clinicians visiting from

across the United States and around the world to perform actual endodontic surgical procedures in real-time, the GNYDM delivers a second live dentistry arena right on the exhibit floor.

The live dental procedures in endodontics will be held today through Wednesday.

"These programs provide a one-of-a-kind opportunity for professional growth," said Dr. John Halikias, general chairman of the GNYDM. "Clinicians from all over the globe meet face-to-face to teach and learn new techniques within a specialty as well as locate companies with the latest equipment and materials for exportation."

This year, Drs. Robert Roda and Aviad Tamse, representing the New York State Association of Endodontists, will present half-day seminars exploring endodontic diseases, including differential diagnosis of vertical root fractures, extraction, non-surgical re-treatment, periradicular surgery and intentional replantation.

These seminars are scheduled for 9 a.m. and 2 p.m. on Wednesday.

Dr. Alex Fleury's two half-day workshops are on Wednesday.

The morning hands-on activities will focus on the use of current science to improve the clinicians' techniques in endodontics with the introduction to new bioceramic technology.

The afternoon session focuses on teaching clinicians the full meaning of an endo-restorative continuum.

AD



WWW.DTSTUDYCLUB.COM

ANNUAL DENTAL TRIBUNE STUDY CLUB
SYMPOSIA AT THE GNYDM
NOVEMBER 28 – DECEMBER 1, 2010, 10:00 AM DAILY



WWW.GNYDM.COM

For the third year in a row, the DTSC hosts its annual CE Symposia at the GNYDM, offering four days of focused lectures in various areas of dentistry.

**FIND US ON THE EXHIBITION FLOOR
AISLE 6000, ROOM 3**



FREE ENTRANCE
EARN 20 C.E. CREDITS
20h CE

28 NOV

10:00 - 11:00 Dr. Howard Glazer, DDS, FAGD
BEAUTIFUL: GO WITH THE FLOW

11:20 - 12:20 Dr. John Flucke, DDS
LIGHT CURED ADHESIVE DENTISTRY - SCIENCE AND SUBSTANCE

12:50 - 1:10 Dr. Marc Gottlieb, DMD
EXCITING NEW TOOLS FOR SUPERB IMPRESSIONS

1:20 - 2:20 Dr. Martin Goldstein, DMD
A SIMPLIFIED APPROACH TO MULTI-LAYER DIRECT COMPOSITE BONDING

2:40 - 3:40 Dr. Richard Rosenblatt, DMD
DIGITAL IMPRESSIONS: ARE THEY FOR ME?

4:00 - 5:00 Dr. Louis Malcmacher, DDS
TOTAL FACIAL ESTHETICS FOR EVERY DENTAL PRACTICE

5:10 - 5:30 Dirk Gieselmann
HOW AMMP-8 TESTING CAN CHANGE A DENTAL OFFICE

29 NOV

10:00 - 11:00 Mrs. Noel Brandon-Kelsch
ECO-FRIENDLY INFECTION CONTROL-UNDERSTANDING THE BALANCE

11:20 - 12:20 Dr. Gregori Kurtzman
INCORPORATING NEW ADVANCES IN DENTAL MATERIALS AND TECHNIQUES INTO YOUR RESTORATIVE PRACTICE

12:50 - 1:10 Dr. Marc Gottlieb, DMD
A GAME-CHANGING APPROACH TO DIFFICULT CL II COMPOSITES

1:20 - 2:20 Dr. Damien Mulvany
OPTIMIZING YOUR PRACTICE WITH 3D CONE-BEAM TECHNOLOGY

2:40 - 3:40 Dr. Edward Katz
IMPROVING PATIENT CARE WITH 3D CONE BEAM COMPUTERIZED TOMOGRAPHY

4:00 - 5:00 Dr. Fay Goldstep, Dr. George Freedman and Dr. Edward Lynch
SOFT TISSUE LASERS AND CARIES DIAGNOSIS

5:10 - 5:30 Dirk Gieselmann
HOW AMMP-8 TESTING CAN CHANGE A DENTAL OFFICE

30 NOV

10:00 - 11:00 Dr. Fay Goldstep, Dr. George Freedman and Dr. Edward Lynch
SOFT TISSUE LASERS AND CARIES DIAGNOSIS

11:20 - 12:20 Dr. Lou Chmura, DDS, MS
SOFT TISSUE LASERS ADJUNCTIVE TO ORTHODONTIC TREATMENT

12:50 - 1:10 Dr. Marc Gottlieb, DMD
THE ART AND SCIENCE OF AIR ABRASION

1:20 - 2:20 Dr. Dov Almog, DMD
INTRODUCTION TO CBCT: PREVENTION OF FAILURES IN ORAL IMPLANTOLOGY

2:40 - 3:40 Dr. Bettina Brasani
CLEANING AND SHAPING WITH NEW TECHNOLOGY

4:00 - 5:00 Dr. Dwayne Karateew, DDS
CONTEMPORARY CONCEPTS IN TOOTH REPLACEMENT

5:10 - 5:30 Dirk Gieselmann
HOW AMMP-8 TESTING CAN CHANGE A DENTAL OFFICE

1 DEC

10:00 - 11:00 Mr. Al Dube
MERCURY AMALGAM WASTE AND OSHA AND REGULATORY ISSUES AFFECTING DENTISTS

11:20 - 12:20 Dr. Glenn van As
HARD AND SOFT TISSUE LASERS

12:30 - 5:00 Dr. Ethan Pansick, Dr. Marla Ryan, Dr. Enrique Merino, Dr. David Hoexter, Dr. Dwayne Karateew, Dr. Jeffery Hoos, Dr. Benedict Bachstein
THE OSSEO UNIVERSITY SUMMIT: IMPLANT DRIVEN DENTISTRY

WALK-IN'S WELCOME!



DENTAL TRIBUNE
DT STUDY CLUB
COURSES | DISCUSSIONS | TECHNOLOGY | CONFERENCES

Greater New York Dental Meeting Show Specials

Launching

BEAUTIFIL® Flow Plus

FINALLY, AN INJECTABLE HYBRID RESTORATIVE
FOR ALL INDICATIONS

Booth #4025



BeautiBond®
One Adhesive: Two Powerful Monomers



Beautifil® II
A Nano-Hybrid Composite
with Fluoride Release & Recharge

Smart Products for a Healthy Smile



Abrasives Diamonds Cements Whiteners Preventives Restoratives Ceramics

Visit www.shofu.com or call 800.827.4638



Minimally Invasive
Cosmetic Dentistry



MonoCem®
Self-Adhesive Resin Cement



OneGloss®
Finishing & Polishing



Super-Snap®
Finishing & Polishing

SHOFU NYD-1110

Scenes from Sunday



• A bartender serves up drinks (the non-alcoholic kind) at the Gendex booth, No. 4017.

Photos by DT Editors
Robin Goodman,
Fred Michmerhuizen
and Sierra Rendon



• A vibrant visual reminder for the FDI meeting, which will take place in Mexico City next year.



• Alan Miller of AMD LASERS, booth No. 4431.



• John Kuttner, and his daughter Melissa, 'try a key' at the DaVinci Dental Studios booth (No. 1613). The person who finds the missing key can instantly win an iPad.



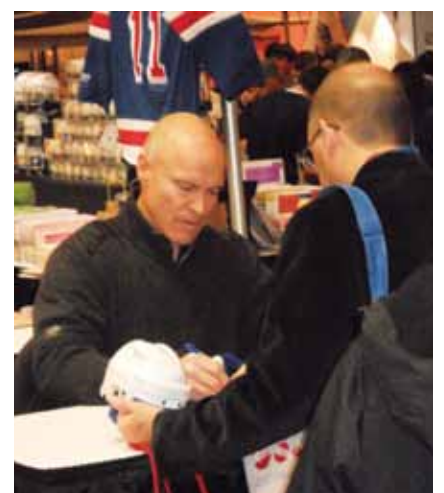
• Wouldn't it be nice to have someone come straight to your office and fix your broken equipment instead of having to send it away and lose a week's worth of business? That's the idea behind Dental-Fix (booth No. 5423). Stop by and talk to Robert Iavarone, Guelin Ramirez or Dave Pereira to hear more.



• Everyone knows what a challenge it can be to keep your teeth clean under braces. To help, DenTek has introduced BracesClean, angled floss picks for patients with braces. Stop by the booth (No. 4315) to pick up some samples from Sarah Arlinghaus, from left, Jessica Knight or Katie Donald.



• Gail Malone of Dentsply Pharma (booth No. 2603) demonstrates the Ora-rix needle-free pain relief system for scaling and root planing.



• Former New York Ranger and Hall of Famer Mark Messier signed autographs at the Glove Club booth (No. 2405).

Advanced LED Optics From Basic to Amazing Dentistry!

DOE™

Lesion/Caries/Composite

- Triple your profit and attract new patients
- Soft and hard tissue oral health exam
- Small, cordless, and multi-functions
- High contrast fluorescence imaging
- X-ray like vision for speedy composite cleaning
- Potential to save lives
- Special Introductory Offer!



FUSION™

Award-winning Curing Light

- Laser-sharp 2700 mW/cm² power
- 5-second cures of all composites
- Time saving alone \$26,399!
- Solid metal, modular and reliable construction
- Including tacking, 9mm and 13mm tips



Nano™

Loupe/Light

- Smallest overall LED loupe light
- Penny-size, 6-gram LED lamp
- 45000 lux focused beam
- Including two batteries and composite filter
- Fit to Orasoptic, Designs for Vision and all major loupes



**BEST QUALITY at BEST PRICES
GUARANTEED!**

Booth 2629

DentLight

CALL now (800) 763-6901
or visit www.dentlight.com



Scenes from Sunday



• At the Cadwell Therapeutics booth (No. 5628), VP of Sales Cherami Cadwell, left, prepares a 'silent sleep' oral appliance for Dr. Paul Gabin of Seacaucus, N.J. The appliance has FDA approval for snoring and obstructive sleep apnea.



• Alex Bell of CareCredit (booth No. 4014).



• Sink your sore body into the Swedish seating available from RGP (booth No. 5209) and Kevin Amaral, Jason DeCosta or John Bonvini may say to you, 'You sit, we fit.' The company's stools can be adjusted for height and the alternative cylinders provide a range that accommodates every stature.



• Dux Dental (No. 4215) just introduced ShortCuts, the all-in-one retraction cord delivery system, available with Gingi-BRAID retraction cords inside.



• Dentists listen to a lecturer at the Invisalign booth (No. 4420).



• GNYDM attendees check out the large map detailing where everything is located before venturing into the enormous exhibit hall featuring more than 1,500 exhibit booths.



• DentLight designs, develops and manufactures a variety of detection and treatment devices, particularly LED lighting-based dental equipment such as curing lights, headlights and loupe lights, exam lights and loupes. To learn more, stop by the booth (No. 2629).



• You can pick up a bag for your exhibit hall goodies from Meagan Wallace at Defend/Mydent (booth No. 2609).



• Sonya Battee offers a sample of Sensodyne Multi Action daily toothpaste for sensitive teeth at Glaxosmithkline Consumer Healthcare, booth No. 1033.



• From left, Ortal Cohen, Irina Pociak, Elana Magreli and Merav Kaplan introduce GNY attendees to the ImageWorks facial imaging mobile vehicle at booth No. 5401.



• Kurt Stafford, left, and Jennifer Butler of EMS/Electro Medical Systems Corp. (booth No. 5521)



• DMG America's Paul Polizzi works with an attendee. Stop by the booth (No. 4615) to hear about the company's 'Drilling? No thanks!' motto.



• Thelma Bruns speaks with attendee Warren DeGraff at the Danville Materials and Engineering booth (No. 3824). To hear more about restoration of the difficult Class II composite, stop by and talk to Danville.



• Susan Richardson, left, and Scott Friedman of ChaseHealthAdvance, booth No. 5217, tell dentists about financing options that can make treatment affordable for many patients.



• A crowd gathers at the Shofu booth during Sunday's exhibition, likely to hear more about the company's award-winning products, such as BeautiBond and Beautifil.



• Attendees stop by the VOCO booth (No. 4623) to hear about the company's new products, Curvy (anatomically shaped interdental wedges) and Dimanto (a diamond polisher that works with all composite materials).



• Dr. Jeffrey Galler visits the Kerr booth (No. 4529) to hear more about the company's new curing light and new bonding agent.