

today



New, fresh and easier to remember

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

»page 10



A camera designed just for you

Dental photography requires special needs, and this camera just may fit the bill for all of them.

»page 13



Upgrade now and save some money

If only switching to the latest product update wasn't so expensive. Well, now it doesn't have to be.

»page 24



• Attendees mingle outside the Anaheim Convention Center during the 2013 CDA Presents. (Photo/today file photo)

Something for everyone

Whether you came for the educational sessions, the social events, the new products or all of the above, you can find it here at CDA Presents

■ Look around you. Everywhere you look here at the CDA Presents The Art and Science of Dentistry, there is something going on — rooms filled with dynamic speakers, an exhibit hall full of new products and technology, spots for resting and kicking back, and thousands of people to share it all with.

Let's start with the exhibit hall. This year, there are nearly 100 new product launches, allowing dentists the ability to stay current on the latest trends in the industry. You can find these new products at Brush Buddies (booth No. 220), Isolite Systems (booth No. 1746), Philips (booth No. 2218), PureLife Dental (booth No. 312), Stern-

gold (booth No. 1673), Shofu Dental (booth No. 1128) and more.

Now let's move on to the educational aspect. From lectures on equipment care and repair to search engine optimization, social media and online marketing, the course lineup is enriched with key information for dentists and staff. Here are some highlights:

- "Basic Training — Equipment Care and Repair," led by Tim Yaeger Jr. and Tim Yaeger Sr., taking place from 10 a.m. to 12:30 p.m. today and repeating from 2 to 4:30 p.m. In this workshop, dentists and/or employees will

»see *EVERYONE*, page 3

Get out and see Orange County

■ Want to have some fun in Orange County when you aren't at the meeting? Check out the ideas below.

Disneyland

Discounted Disneyland Resort theme park tickets for Disneyland and Disney's California Adventure are available to attendees during CDA Presents.

These tickets are created just for attendees and are not available at the front gates of the theme parks. To purchase these tickets, visit cda.presents.com or disneyconventionear.com/ZMCE14N.

Disneyland fireworks

The best place to watch Disneyland's

nightly fireworks display is from inside the gates, but it's not the only place you can see them.

Just outside the gates of Disneyland and Disney California Adventure is the main esplanade. If you face the entrance to Disneyland, it's almost as

»see *OUT*, page 26



• The California Screamin' coaster at Disney's California Adventure. (Photos/Provided by www.freeimages.com)

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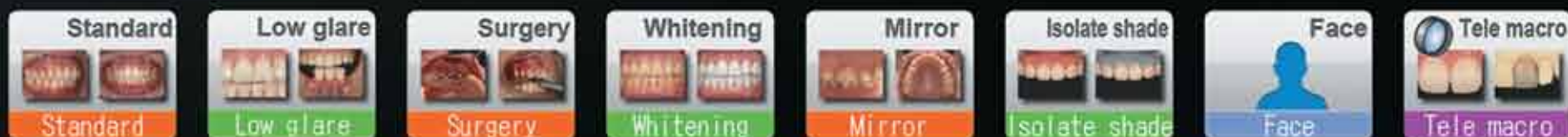
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today CDA Presents Show Dailies
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The Art of Science of Dentistry in
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EVERYONE *from page 1*

be trained in a hands-on environment on how to perform simple repairs and maintenance on common dental equipment, including air/water syringes, compressors, handpieces, lights, sterilizers and vacuums.

- *"Search Engine Optimization, Social Media and Online Marketing,"* led by Rachel Mele, ACB, taking place from 8:30 to 11:30 a.m. Friday and repeating from 1 to 4 p.m. At this workshop, attendees will learn about YouTube, Facebook and leveraging a dynamic website that connects the dentist with prospective patients.

- *"Team Fabulous!"* led by Victoria L. Wallace, CDA, LDA, taking place from 9 to 11:30 a.m. Saturday and continuing from 1 to 3:30 p.m. In this session, dentists and their teams will

Here at CDA Presents

Download the CDA app from the iTunes App Store and the Google Play store. The app features a CDA Presents section that offers easy access to show schedules and speaker information, exhibitor and product listings, real-time alerts (such as course availability), event photos and information on local hotels, restaurants and attractions.

learn how important it is to work as a team in the dental practice and how to improve communication skills with patients and team members.

- *The Spot educational sessions.* This place, on the exhibit floor, offers the "Smart Dentist Series" of free, one-hour lectures. Topics for the one-hour lectures range from "Frequently Asked Regulatory Compliance Ques-

tions" to "Mobile Marketing for Dental Practices."

Social events

In addition to the multitude of learning options and opportunities, CDA Presents provides ways to unwind and socialize. Here are a couple:

- *WineFUNDamentals Seminar*, 4 to 5:30 p.m. Friday on the exhibit floor. Taste six different well-known food and wine pairings and then vote for your favorite in a food and wine pairing competition. Tickets are \$30.

- *CDA Party*, 7 to 10 p.m. Friday at the Hilton Anaheim. Unwind from the business of the conference and take a trip to an Island Paradise, CDA style. The member party will have live music, island entertainment and drinks and food with a tropical flair. Tickets are \$50.



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May 15th - 17th, 2014 **Booth # 203**

CDA
California Dental Association

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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 CDA Presents The Art and Science of Dentistry, 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 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

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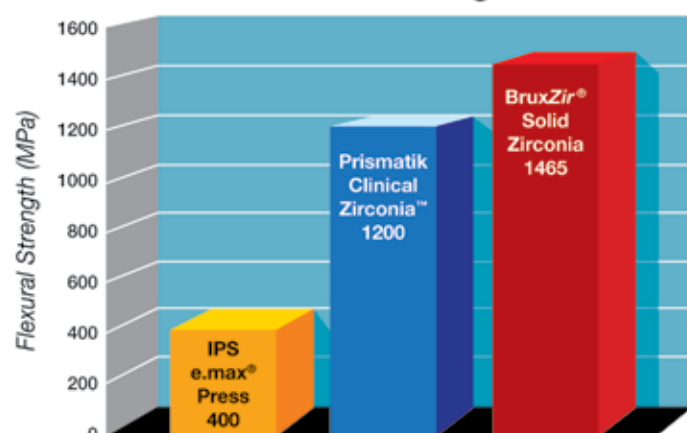


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1. Glidewell Laboratories internal data

2. Clinicians Report, TRAC Research, June 2012

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Check out Gelato Propphy Paste, NiteBite

By Keystone Industries Staff

■ For Keystone Industries, 2014 is bringing a lot of excitement. Currently, the company is presenting its new packaging for its award-winning Gelato Propphy Paste while continuing a push on the anti-bruxing device NiteBite.

Recipient of Top Propphy paste awards for 2013 and 2014, Gelato Propphy Paste now has a great, fresh look to match the high-quality product. Performance is what makes Gelato great, with smooth, pliable and splatter-free application.

The 1.23 percent fluoride ion Gelato paste is perfect for high-luster polishing and stain removal, but it remains gentle enough on the enamel with minimal enamel loss.

Gelato paste comes in boxes of 200 individual disposable cups for convenient use. The disposable cups eliminate cross-contamination and include a propphy ring for ease of application on a patient's teeth. For more options, the paste comes in 12-ounce jars (exports only).

The paste is available in four different grits (fine, medium, coarse and x-course) for various stain removal



• Keystone's Gelato Propphy Paste. (Photos/Provided by Keystone Industries)



• Keystone's NiteBite.

Free sample

Request a free sample of the Gelato Propphy Paste online at www.keystoneind.com/en/category/product_categories/free_sample_requests.

needs. Typically, hygienists use the fine grit for routine use, and the medium grit gives a little more stain removal power. The coarse pastes are required for removing moderate to heavy stains.

In addition to the multiple grits, Gelato Propphy Paste also comes in a large assortment of flavors, such as piña colada and orange sherbet. The line also has mint, cherry, bubble gum and raspberry to satisfy picky clients.

The individual cups are clearly labeled for quick retrieval and application.

NiteBite

Another great Keystone product is NiteBite. Its special design and thin construction within the "freeway space" — the distance between the physiological rest position and the first point of contact of the upper and lower teeth — stops people from

clenching and grinding their teeth.

NiteBite can also stop symptoms such as headaches and tooth and jaw pain.

This proprietary, patented and FDA-cleared device is the first bite-guard that functions within the patient's freeway space.

NiteBite uses the jaw's natural proprioceptive response to trigger the jaw-opening reflex. As the lower teeth approach contact with the NiteBite, the jaw-opening reflex returns the lower jaw to the physiological rest position where no teeth touch each other or the NiteBite.

The muscles relax, and NiteBite effectively relieves jaw, head and neck pain and associated symptoms of TMJ disorder.

Not only does the device work physiologically and simply, but it's also easy to mold to the patient's bite. In less than five minutes, a dentist or hygienist can heat the device and shape it to a patient's front teeth. Then the patient is ready to go home with his or her new NiteBite. It's that simple!

Be sure to check out Keystone Industries during 2014 — a lot of exciting things are coming your way!

AD

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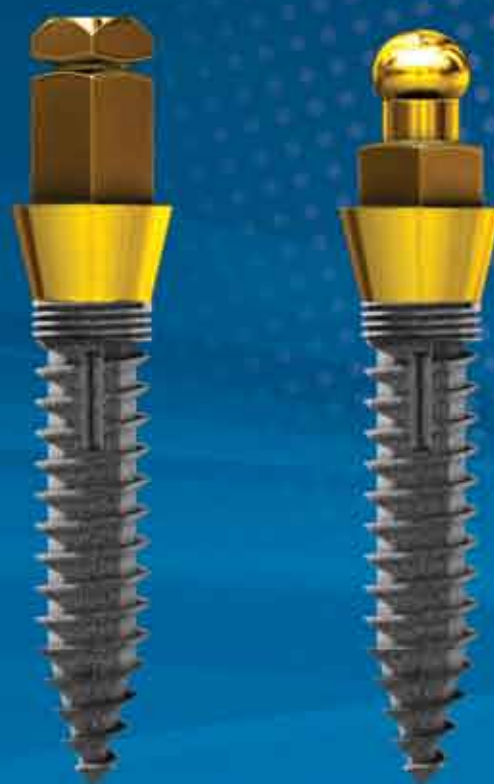
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U.S. Patent: US 8,277,218,B2
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Showcasing CariVu: A new approach to caries detection

By DEXIS Staff

■ The new CariVu™, a compact, portable caries detection device, is creating quite a buzz here at the CDA Presents.

If you have yet to stop by the DEXIS booth, No. 1656, to see this new prod-

uct, then you owe it to yourself to take a look today.

DEXIS CariVu uses unique, patented transillumination technology to provide the ability to easily detect a range of carious lesions (occlusal, interproximal, recurrent) and cracks. This new system employs near-infra-

Here at CDA Presents

To see the CariVu for yourself, stop by the DEXIS booth, No. 1656.

red light, which, in images, turns the



• The CariVu detection device.
(Photo/Provided by DEXIS)

natural tooth transparent and the caries dark, similar to radiographs, thus making it a view that is familiar to clinicians.

Not only are CariVu images easy to read and understand, they are captured and stored with the patient's other images in the DEXIS software.

Because all intra-oral X-rays, camera and CariVu images for the select tooth appear side-by-side, the clinician can quickly compare them to make a diagnosis and decide on a course of treatment.

These images can also be shared with patients so they may better understand the need for preventive or restorative care.

The technology behind CariVu offers an advantage in diagnosis of caries over systems that rely on fluorescence reactions, which are typically denoted by colors or numeric values.

In laboratory testing, this new transillumination device showed the view of the lesions on the images correlated well with their actual physical conditions.

With CariVu, the dentist therefore gains a more accurate view of the actual carious lesion's shape and size, not just an indication of the presence of decay.

Besure to get your hands on CariVu in the DEXIS booth, No. 1656.

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