

CHECK THESE OUT

There are hundreds of products available in the exhibit hall. Here is a closer look at a few of them.

► page 4



PATIENT TALK

It's not every day you find a rogue tooth. But that's just what happened with pre-teen Natalie.

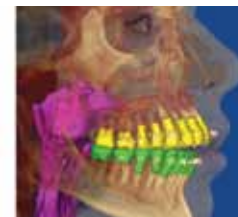
► page 8



UPGRADE YOUR PRACTICE

Do you work with scanned or digital study models? This new software was made just for you.

► page 14



Come explore it all

By Sierra Rendon, Ortho Tribune Staff

As thousands of orthodontists descend upon the City by the Bay this week, innovation and progress is sure to be top of mind for most here at the American Association of Orthodontists 115th Annual Session, being held at the Moscone Center.

From new products and technology to new materials and equipment and, finally, to new techniques and sessions, varied educational sessions and exhibits will offer orthodontists a new level of understanding and experience, which attendees can bring back to their practices across the country.

In addition to the vast array of educational sessions available, the exhibit hall is a veritable throng of the latest advances in the orthodontic industry.

Here is just a sampling of the new and improved products you can find in the exhibit hall aisles:

- *G&H new brand and product:* The formal rebrand of G&H Orthodontics is happening here this week at the AAO. G&H Orthodontics, booth No. 2029, is celebrating its 40th year serving the orthodontic community, and it is also

► See EXPLORE, page 2



Attendees stream into the American Association of Orthodontists 115th Annual Session at the Moscone Center in San Francisco on Saturday morning. Photos/Sierra Rendon, Ortho Tribune Staff



Catch Roger P. Levin's session, 'Mastering the Art and Science of WOW Customer Service,' at 9:45 a.m. today.

What will you learn today?

By Sierra Rendon, Ortho Tribune Staff

Today's AAO educational offerings will continue with a wide variety of topics that are sure to have something for everyone. Here is a brief sampling of today's sessions:

- Dr. Laura Berman will speak on "The Passion Prescription" starting at 9:45 a.m. as part of the AAO featured speaker

series. Berman, a world-renowned sex and relationship educator and therapist, has helped countless couples build stronger relationships, improve their sex lives and achieve more intimacy through her TV and radio shows, books, columns and website. Berman also serves on the advisory board for "The Dr. Oz Show" and is a regular guest on "The Steve Harvey Show."

- Roger P. Levin will offer "Mastering

the Art and Science of WOW Customer Service: How to Get and Start More Patients and Grow Production," also starting at 9:45 a.m.

- James Kerr will offer tips on "How to Overcome Your Fear of Online Reviews and Smile While Doing It," starting at 2:30 p.m.

- Jackie Shoemaker will speak on "Measuring Your Practice on the Financial Richter Scale" at 3:45 p.m.

EXPLORE, Page 1

launching its new and improved Thermal Copper Nickel Titanium premium archwire. Stop by the booth to find out more about G&H's full line of clinical solutions.

• *3Shape's latest offerings:* At booth No. 2253, 3Shape will showcase its latest digital orthodontic solutions, including: TRIOS3 digital impression solution; TRIOS integration with leading orthodontic solution providers; its new R-Series of lab scanners; Ortho Analyzer and Ortho Planner software; digital indirect bonding; and its Appliance Designer software. Make sure to catch some of the live presentations going on in the booth as well.

• *topsOrtho fun and learning:* Head to the topsOrtho Software booth, No. 2819, for the pithy pins and the tasty cotton



Attendees get ready to head into the Moscone Center on Saturday morning.

candy, and stay to hear how topsOrtho Software can revolutionize the way you use practice-management software.

topsOrtho will show you how you can quickly and easily determine the profit drivers (and crashers) in your practice.

• *3M's product demonstrations:* 3M Unitek, booth No. 1129, will feature industry experts at specialty stations providing demonstrations on a variety of products, including Clarity ADVANCED Ceramic Brackets, the APC Flash-Free Adhesive Coated Appliance System and the Incognito Appliance System.

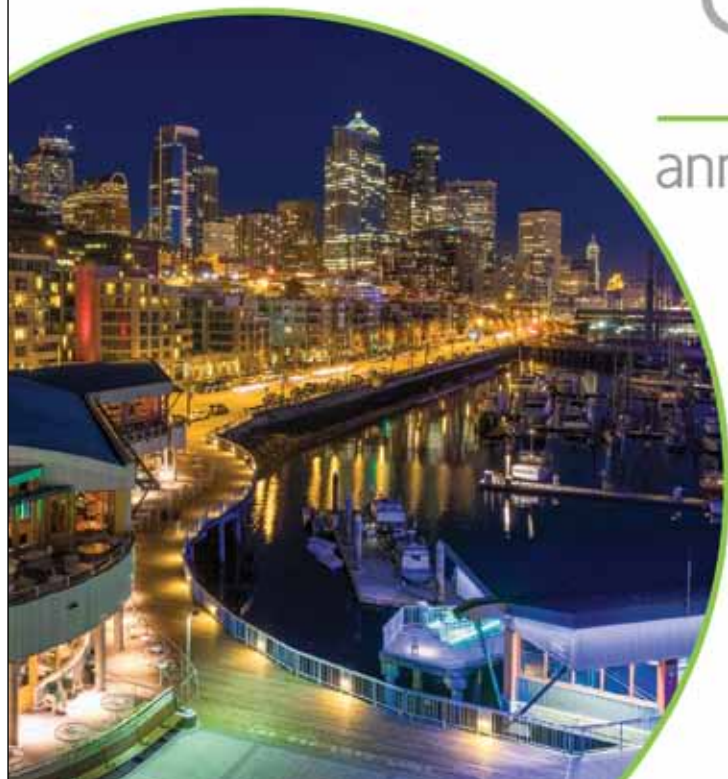
The company will also provide demonstrations of a number of new products, including Victory Series Superior Fit Buccal Tubes, which feature improved gripping and handling and APC Adhesive Coating; Forsus Wire Mount, which is designed to make it easier to incorporate Forsus Class II Correctors mid-treatment; and Unitek Lingual Instruments, which are designed for easy installation of Incognito Appliances and tailored for typical lingual procedures.

AD

AMERICA'S PEDIATRIC DENTISTS THE BIG AUTHORITY on little teeth

The Emerald City and high-quality CE!
This is sure to be a meeting you won't want to miss!
Where else can you hop on a Monorail, waltz through Paul Allen's musical dedication to Jimi Hendrix, be blown away by Dale Chihuly's glass sculptures and soar to the 605-foot Space Needle to gaze at a 14,000-foot mountain and a ferry-filled Puget Sound? That in itself can be done in about an hour, and you haven't even seen a fish fly by your face at the Pike Place Market or heard the 12th Man Roar at CenturyLink Stadium!

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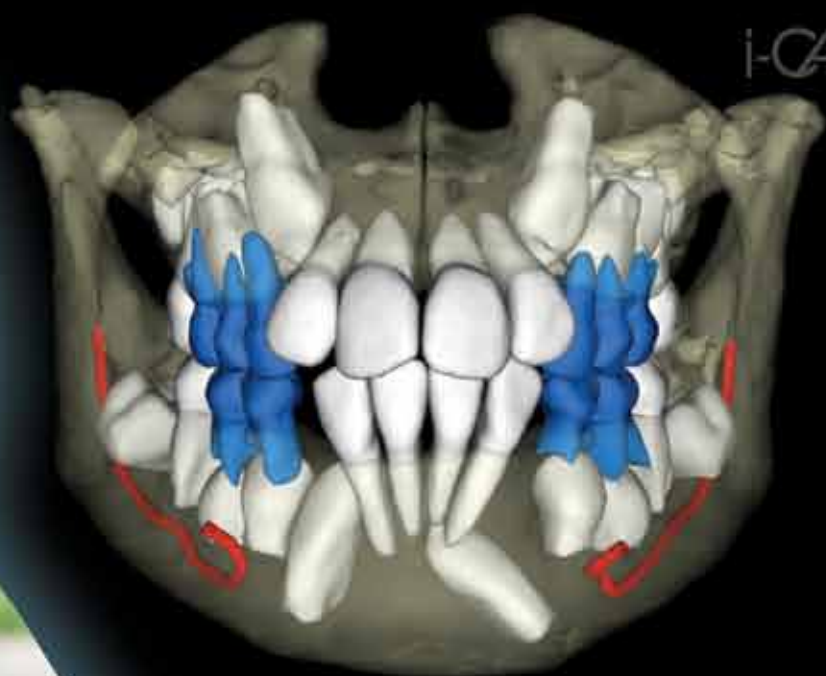
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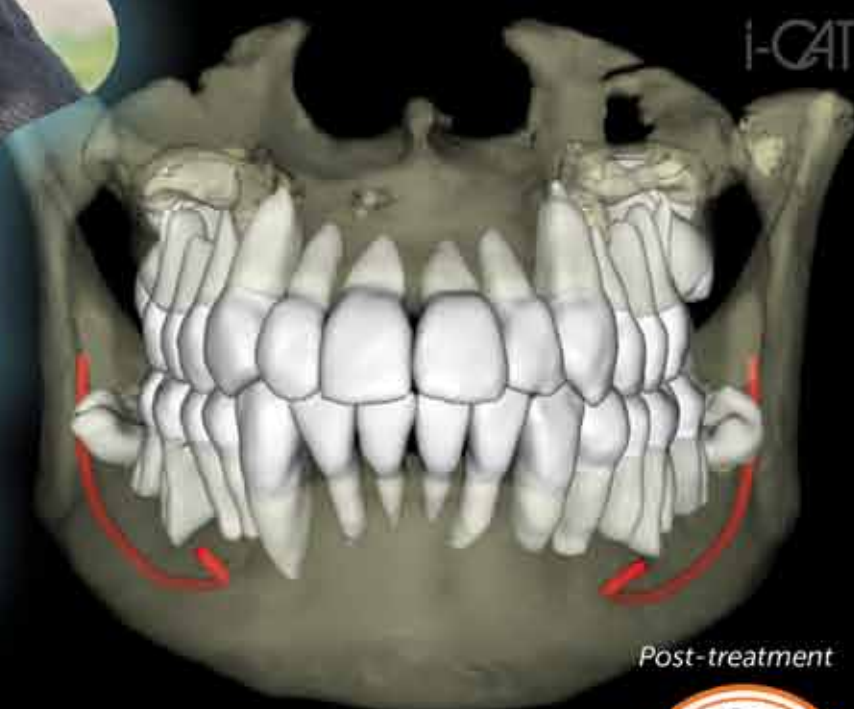


**"I'M HAPPY
I GET TO KEEP
MY CANINES..."**

— Natalie, Patient of Dr. Sean K. Carlson



Pre-treatment



Post-treatment

Natalie's case involved a very tricky transmigratory impacted canine in the mandibular jaw. Utilizing the data from an i-CAT scan, a clear path was discovered to bring that tooth into place and ultimately improve the function of her bite, the support of her lip structure and give her a fully intact smile she loves.

"It would have been easier to just remove that tooth, but with i-CAT 3D technology we were able to design a treatment plan to save her canine."

— Dr. Sean K. Carlson
Carlson Orthodontics, Mill Valley, CA

**HELP US
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GOAL!**
i-CAT Booth #2037



**AT AAO
#2037**



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i-CAT

AAO product scrapbook

Here is a look at some of the products you'll want to check out in the exhibit hall



Photos/Provided by 3M Uniketk

Clarity ADVANCED Ceramic Brackets

Clarity ADVANCED Ceramic Brackets are a leading treatment choice and a perfect balance of innovation and design. The translucent ceramic material blends with the color of a patient's teeth and resists staining and discoloration, so anyone can smile with confidence during treatment. The bracket's low profile and rounded corners also makes it comfortable to wear. And if you have patients that want colored ligatures, Clarity ADVANCED Brackets make the colors "pop."

3M Unitek, booth No. 1129



Esprit, Class II corrector

Esprit, a Class II corrector, brings a variety of unique features, including a CNC-machined body that is smooth and durable and a new, innovative, patented clip. The clip is guaranteed to be easy to install and remove, and it stays in place without disengaging during treatment. Esprit also features a mesial hook that prevents rolling into the occlusion. The hook is smooth for patient comfort and can be removed with ease — no cutting required. Esprit's enclosed stainless-steel spring prevents painful pinching and unhygienic trapping of food. This enclosed spring also resists deformation and maintains consistent force throughout the patient's wear. The entire corrector is laser welded, allowing it to withstand even the toughest treatment from any patient — 100 percent guaranteed.

Opal Orthodontics, booth No. 1715



Photo/Provided
by Opal Orthodontics

Photos/
Provided by
Ortho2



Edge Animation App

The Edge Animations app is a free Apple/Android application for all orthodontists and orthodontic residents. The app contains an "Introduction to Orthodontics" video that explains to your consulting patients and parents why treatment from a certified orthodontist matters. The Edge Animations app also includes many compliance videos to help ensure patients are fully informed about their treatment, with videos on brushing, foods to avoid and much more.

Ortho2, booth 413



i-CAT FLX

The i-CAT FLX is the newest system in the i-CAT family of 3-D cone-beam imaging products, offering 3-D planning and treatment tools for orthodontics. Features of the i-CAT FLX include: full dentition 3-D imaging at a comparable dose to a 2-D panoramic X-ray with QuickScan+; an easy-to-use, guided workflow with the SmartScan STUDIO touchscreen interface; ability to capture traditional 2-D panoramic images with the i-PAN feature; an ergonomic stability system to minimize patient movement and maximize the accuracy of the scanning process; and exclusive Tx STUDIO software with specific orthodontic treatment planning tools and integration with CAD/CAM applications.

i-CAT Imaging Sciences, booth No. 2037



Photos/Provided by
Imaging Sciences



Photo/Provided by Biolase

Epic X

Epic X from Biolase is the newest generation of the company's award-winning portable dental laser. Epic X features pre-initiated tips, laser-assisted whitening and temporary relief of minor pain, all from a single diode laser solution. Biolase also is offering a reliability assurance plan, which ensures users are never without the Epic X for more than 24 hours.

Biolase, booth No. 3051



Photo/Provided by
Reliance Orthodontic
Products

Assure Plus All Surface Bonding Resin

Assure™ Plus All Surface Bonding Resin makes it possible to bond directly to every intraoral surface using one bonding primer and any bonding paste — chemical or light cured. The product increases adhesion to normal, atypical, dry or slightly contaminated enamel, and now zirconia and acrylic temps, without additional primers. The universal bonding agent also bonds to metal restorations and porcelain.
Reliance Orthodontic Products, booth No. 805



Photo/Provided by WildSmiles

WildSmiles Braces

WildSmiles are the only braces that turn correction into expression. According to the company, WildSmiles offers a proven treatment option that has been trusted by orthodontists for a decade. Brackets with patented shaped designer pads allow patients to express their individuality during treatment. A clinical study recently published in the AJO-DO finds WildSmiles are selected by 70 percent of young patients. Stop by the WildSmiles booth during the show to try your hand at a giant Jenga game. You could walk away with an historic \$2 bill if you can successfully pull a brick and place it on top without the tower falling.
WildSmiles, booth No. 3010



Photo/Provided by ClearCorrect

ClearCorrect

ClearCorrect works with more than 2,000 orthodontists and is a leading manufacturer of clear aligners. Visit the booth to receive 50 percent off your first case.
ClearCorrect, booth No. 545

AD

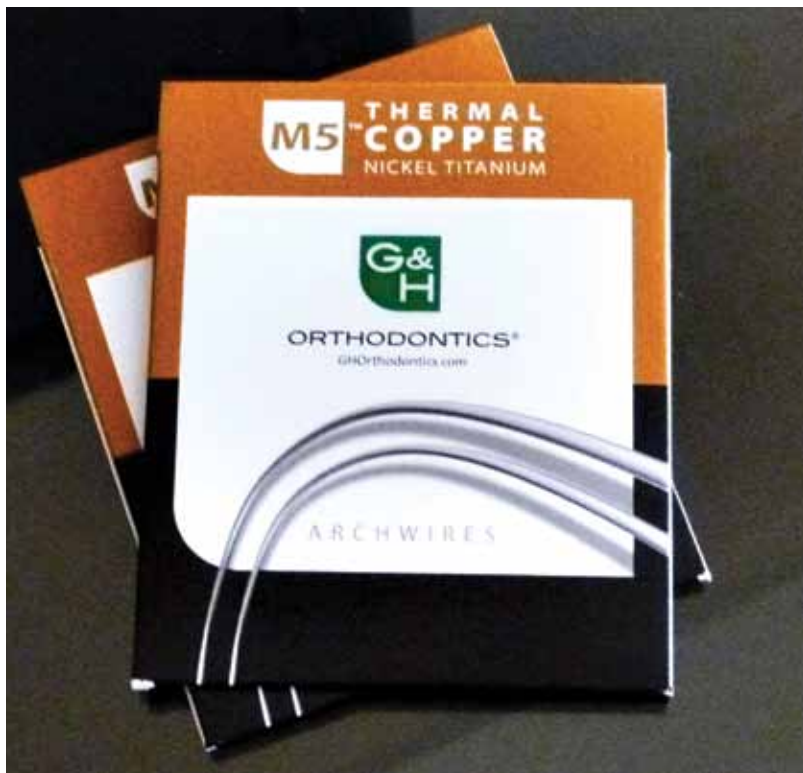
Leave patients with a good taste in their mouths.



Call for samples and find out why
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AAO product scrapbook

Here is a look at some of the products you'll want to check out in the exhibit hall



Photo/Sierra Rendon, Ortho Tribune Staff

M5 G&H Thermal Copper Nickel Titanium Wire

The M5 G&H Thermal Copper Nickel Titanium Wire is a premium nickel titanium wire that incorporates a precise temperature transformation at 27 degrees Celcius for predictable tooth moving forces. G&H quality manufacturing and testing processes make M5 distinct from other archwires used in orthodontics.

G&H, booth No. 2029



Photo/Provided by Shofu Dental

EyeSpecial C-II

The EyeSpecial C-II digital dental camera is designed exclusively for dentistry featuring 12 megapixels and 8 shooting modes which are easier, faster and more reproducible to ensure the best quality of images are achieved. The EyeSpecial C-II offers a high performance 49mm close-up lens, intuitive one-touch operations, an ultra lightweight sleek body design and a large LCD touchscreen, which allows the user to view and scroll through images effortlessly, even with a gloved hand.

Shofu Dental, booth No. 3136

The Myobrace for Braces series

The Myobrace for Braces series is a new addition to the Myobrace appliance range. It is a three-stage appliance system, which facilitates the treatment of the habits causing malocclusion alongside simultaneous treatment with fixed orthodontic braces. The appliance series, which can assist in providing more stable orthodontic treatment results, incorporates the B1 for habit correction, B2 for habit correction and arch expansion and the B3 for habit correction in the retention phase with clear aligners.

Myofunctional Research Company, booth No. 1843



Photo/Provided by Myofunctional Research



Photo/Provided by LED Dental

RaySCAN Alpha Imaging System

The RAYSCAN Alpha is a state-of-the-art digital extraoral imaging system developed by RAY Company, a spin-off of Samsung. Combining high-resolution pan/ceph/CBCT imaging with a low-dose setting, the RAYSCAN Alpha provides a combination of image resolution and patient safety. The system comes with a standard five-year warranty for peace-of-mind with your imaging investment.

LED Dental, booth No. 843

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Thanks to i-CAT technology, Natalie was able to keep her transmigration impacted canine. Photo/ Provided by i-CAT

This isn't your typical ortho case

i-CAT technology helped patient Natalie save her canine

By Sierra Rendon, Ortho Tribune Staff

Pre-teen Natalie never expected anything but your typical orthodontic routine when she stepped into Dr. Sean Carlson's office. However, her story is a little different.

"He did an i-CAT scan and found out that I had a rogue tooth that sort of changed everything!" Natalie said.

It turned out that Natalie's case involved a tricky, transmigration impacted canine in the mandibular jaw. Utilizing the data from an i-CAT scan, a clear path was discovered to bring that tooth into place.

"It would have been easier to just remove that tooth, but with i-CAT 3-D technology, we were able to design a treatment plan to save her canine," said Dr. Carlson, based in Mill Valley, Calif.

"It was amazing," said Natalie's mother, Laura. "These guys were just wonderful. Being able to see exactly what was going on with the i-CAT was so reassuring, and it made a huge difference."

Natalie and Dr. Carlson's story is just one you might hear or read in the "Their Story" i-CAT campaign. This growing collection of stories illustrates how doctors are using i-CAT imaging to help better patients' lives every day.

"We are very happy to host Dr. Carlson and Natalie and eager for clinicians to visit with them and discuss their inspiring story at our booth," said Jessica Kachmar, marketing manager for i-CAT. "The success of that treatment entailed much hard work and knowledge from Dr. Carlson, effort and energy from Natalie and quality 3-D cone beam scans from i-CAT."

In addition to saving Natalie's canines, the i-CAT booth has also set its sight on some other canines in need of saving.

Here at the AAO, i-CAT has partnered with the Milo Foundation, an established 501(c)(3) nonprofit, no-kill animal shelter in Northern California. Its mission is to provide education, adoption services and sanctuary for animals. John Fonseca, outreach coordinator for the Milo Foundation will be at the booth today, and attendees can get their photos taken with some cute and cuddly puppies.

"We are also appreciative of the humanitarian work done for needy animals by The Milo Foundation, and i-CAT will be donating to this worthy cause," Kachmar said.

Here at the AAO

Stop by the i-CAT booth, No. 2037, to learn more about the story of Dr. Sean Carlson and his patient Natalie and to get your picture taken with the Milo Foundation dogs.

AD



WEST COAST LOCATIONS & DATES

- Seattle, WA (May 22-23 // Sept 11-12)
Presented by: Dr. Mark Duncan
- San Jose, CA (May 29-30 // Oct 9-10)
Presented by: Dr. David Miller
- Phoenix, AZ (June 5-6)
Presented by: Dr. Mike Reece
- Salt Lake City, UT (June 12-13 // Sept 11-12)
Presented by: Dr. John Krasowski
- San Francisco, CA (June 12-13 // Sept 11-12)
Presented by: Dr. David Miller
- Spokane, WA (June 26-27 // Oct 9-10)
Presented by: Dr. Jim McCreight
- Phoenix, AZ (Sept 11-12)
Presented by: Dr. Anne-Marie Cole
- Sacramento, CA (Oct 2-3)
Presented by: Dr. David Miller
- Portland, OR (Nov 13-14)
Presented by: Dr. Mark Duncan

CENTRAL LOCATIONS & DATES

- Louisville, KY (May 29-30 // Sept 11-12)
Presented by: Dr. Mike Reece
- Chicago, IL (June 19-20 // Oct 2-3)
Presented by: Dr. John Krasowski
- Ann Arbor, MI (June 26-27 // Oct 2-3)
Presented by: Dr. John Pawlowicz
- Detroit, MI (Sept 11-12)
Presented by: Dr. John Pawlowicz
- Minneapolis, MN (Sept 25-26)
Presented by: Dr. John Krasowski
- St. Louis, MO (Oct 9-10)
Presented by: Dr. Mike Reece
- Indianapolis, IN (Nov 6-7)
Presented by: Dr. John Krasowski
- Dallas, TX (Nov 13-14)
Presented by: Dr. Mike Reece

EAST COAST LOCATIONS & DATES

- Boston, MA (June 12-13 // Nov 6-7)
Presented by: Dr. Sahag Mahseredjian
- New York, NY (June 19-20 // Nov 13-14)
Presented by: Dr. Sahag Mahseredjian
- Rochester, NY (Sept 25-26)
Presented by: Dr. Sahag Mahseredjian
- Raleigh, NC (Nov 13-14)
Presented by: Dr. Keith Blankenship

CANADA LOCATIONS & DATES

- Vancouver, BC, Canada (July 24-25 // Nov 6-7)
Presented by: Dr. Mark Duncan
- Ottawa, ON, Canada (Oct 2-3)
Presented by: Dr. Sahag Mahseredjian



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- Patient education and screening
- The physiologic bite technique... you'll use it on Monday
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Photos courtesy of Dr. Mike Cook

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