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# DENTAL TRIBUNE

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## CREATING SMILES

Gala guests support NCOHF and get a visit from 'Tooth Fairy 2' star.

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## MAXIMUM FLEXIBILITY

When is a curing light more than a curing light? You're about to find out.

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## SCENES FROM FRIDAY

Bieber brushes, big blue buses and a way to break the chains.

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# On the cutting edge

*Midwinter Meeting attendees stay on top of the latest innovations in dentistry*

By Fred Michmershuizen  
Dental Tribune

If you ask most dentists here at McCormick Place this weekend, they will most likely tell you that they never miss a year.

That's perhaps because the Chicago Dental Society's Midwinter Meeting is known for helping dental professionals stay on the cutting edge of new technology and innovation. At this year's event — the 147th annual — literally dozens of new, innovative products are being unveiled.

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Barbara Cox of Hands-On Training Institute (booth No. 3418) offers information to Dr. Michael B. Wolf of Columbia Heights, Minn., on Friday morning.  
Photos/Fred Michmershuizen, Dental Tribune

# Education for every specialty



Dr. Curt Mitchem speaks Friday on 'Invisalign and iTero: A Great One-Two Punch,' at the Invisalign/iTero booth, No. 1031. The booth will feature more educational sessions today.  
Photo/Sierra Rendon, Dental Tribune

By Sierra Rendon, Dental Tribune

Whether your focus is implants, ortho, pediatrics or any other area of dentistry, there is a wide variety of educational sessions aimed at you today at the Midwinter Meeting.

Here's a brief look at just a few of the many courses today:

- "Maxilla vs. Mandible: Implant Treatment of the Edentulous Patient," from 9 a.m. to noon and 1:30–4:30 p.m., with Dr. Gary Morris. Free. Room W178AB. Offers six C.E. hours (three hours each session).
- "A Clear Approach to Aligner Therapy," from 9 a.m. to noon, with Dr. Neil Warshawsky. \$310. Room W175A. Offers three C.E. hours.
- "Developmental Anomalies, Oral Pa-

thology in Children," from 8:30–11:30 a.m., with Dr. Michael Ignelzi Jr. \$90. Room W192C. Offers three C.E. hours.

- "Contemporary Clinical Periodontics," from 9 a.m. to noon, with Dr. Jon Suzuki and Dr. Anthony Gargiulo. \$90. Room W471B. Offers three C.E. hours.

- "Marketing to Explode Your New Patient Numbers," from 8:30–11:30 a.m., with Kirk Behrendt. Free. Room W192AB. Offers three C.E. hours.

- "Sports Dentistry: Past, Present and Future," from 8:30–11:30 a.m., with Dr. David Kumamoto. Free. Room W185A. Offers three C.E. hours.

- "Which Tooth Is It? Which Rotary File Do I Need," from 9 a.m. to noon, with Dr. John Olmsted. Free. Room W470A. Offers three C.E. hours.



# Bright smiles all around

By Fred Michmershuizen  
Dental Tribune

It's become an annual tradition here at the Midwinter Meeting: the gala celebration for the National Children's Oral Health Foundation: America's ToothFairy (NCOHF) — an organization dedicated to fighting pediatric dental disease.

This year's gathering, "Celebration of Smiles," held at the Hyatt Regency Hotel, was extra special, thanks to the participation of Twentieth Century Fox Home Entertainment, which will release "Tooth Fairy 2" on Blu-ray and DVD on March 6. The movie stars Larry the Cable Guy and Brady Reiter, who charmed attendees at the gala celebration with her presence.

The duo recently created a public service announcement video, which teaches children the importance of good oral health care.

Said Fern Ingber, NCOHF president and CEO: "We are thrilled to partner with Twentieth Century Fox Home Entertainment and "Tooth Fairy 2" stars Larry and Brady to promote children's oral health. How wonderful to have Brady at the Celebration of Smiles to launch the America's



Brady Reiter, star of the upcoming 'Tooth Fairy 2' film, foreground, with some of the brightest stars of the National Children's Oral Health Foundation: America's ToothFairy (NCOHF). From left: Dr. Sanda Moldovan of Pacific Palisades, Calif.; Dr. Camile C. Neaga of Los Angeles; Fern Ingber, NCOHF president and CEO; and Dr. Olga Malkin of Los Angeles.

Photo/Fred Michmershuizen, Dental Tribune

ToothFairy Kids Club, which will provide fun, quarterly activities and tips from the ToothFairy to encourage positive oral-health behaviors."

The NCOHF was formed in 2006 in an aggressive response to eliminate pediatric dental disease by providing community programs with the comprehensive resources to deliver vital educational,

preventive and treatment services to children of the most vulnerable populations.

To date, the NCOHF has delivered nearly \$10 million in direct funding, donated dental products and educational resources to its non-profit affiliate network and community programs throughout North America, reaching millions of children with oral health services.

## ◀ EDGE, Page 1

Glidewell Laboratories (booth No. 4411) is introducing a comprehensive, patient-specific implant treatment all-in-one box, containing an Inclusive tapered implant of choice; surgical drills; custom, patient-specific healing and temporary abutments; and a BioTemps crown.

PerioSciences (booth No. 4236) is launching the AO ProVantage family of products, which are well-tolerated and sought after by patients with extreme cases of halitosis and oral sensitivity, caused by serious conditions such as bisphosphonate-related osteonecrosis of the jaw, cancer treatments and for use after oral surgery.

Ultradent Products (booth No. 4418) is expanding its line of cements with a new UltraCem resin-reinforced glass ionomer, and PermaShade LC and UltraTemp REZ temporary and permanent cements.

Carestream Dental (booth No. 3021) is introducing five new additions to its intraoral imaging system, intraoral camera and software suites — all designed to streamline workflow and improve doctor-to-patient communication.

Provia Laboratories (booth No. 3346) is formally introducing its Store-A-Tooth service to the dental industry. Available throughout the United States and in several international markets, the Store-A-Tooth service enables dental professionals to be on the front line of dental stem cell collection and pioneers in regenerative medicine and dentistry.

In addition to the new products, interest is also high here in Chicago for many of the dental industry's "greatest hits."

At Shofu Dental Corp. (booth No. 4025), lots of dentists are clamoring for the BEAUTIFIL Flow Plus injectable hybrid restorative for all indications.



Meeting attendees take in an educational presentation at the ViziLight booth (No. 4425).

At ViziLight (booth No. 4425), meeting attendees can sit down for an educational presentation on the popular oral-cancer screening device.

For those who seek dental implant training, courses and other educational materials are available from Hands-On Training (booth No. 3418). The programs offer participants a gateway to help gain the skills, knowledge and confidence needed to implement implant procedures into a dental practice.

And don't forget DMG America (booth No. 2808), where you can't go wrong with Icon, which uses micro-invasive technology to fill and reinforce demineralized enamel without drilling, anesthesia or sacrificing healthy tooth structure.

Finally, Bosworth Co. is celebrating 100 years in business. You can stop by the booth (No. 3411) and pick up a cake pop to help the company celebrate. Yum!



Plenty of new products await these Midwinter Meeting attendees as they make their way to the exhibit hall.

## DENTAL TRIBUNE

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# Renew your passion for dentistry at LVI

By LVI Staff

Welcome to the Yankee Dental Congress 2012, and congratulations on actively moving your understanding and professional success forward. It is only through excellent education that we can individually grow and develop as dental health professionals and, through that, build a practice that is not just successful but delivers comprehensive and high-quality care. As a patient, you expect the best care you can find. As a dentist, you want to deliver the best care possible.

That takes us to the power of continuing education, and as dentists, we are faced with choices in this area. As a way to introduce you to the Las Vegas Institute for Advanced Dental Studies, or LVI, we want to outline what LVI is about and what void it fills in your practice. The alumni who have completed programs at LVI were given an independent survey, and unlike the typical surveys of dentists, 99.7 percent say they love being a dentist, and of those surveyed, 92 percent enjoy their profession more since they started their training at LVI.

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 designed for clinicians and their teams to learn together about the power of getting the patient's physiology on their side.

In this program, clinicians can learn how to start the process of taking control of their practice and start to enjoy the full benefits of owning their practice and providing high-quality dentistry. Regardless of whether it is a solo practice or a group setting, every dentist can start the process of creating comprehensive care experiences for their patients.

We will discuss why some cases that dentists are asked by their patients to do are actually dangerous cases 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 as well as 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, not just in the mouth but 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 patient's needs and desires.


Dentistry can be a challenging and thankless business, but it doesn't have to be. Through complete and compre-

hensive diagnosis, there is an amazing world of thank yous and hugs and tears that our patients bring to us — but only when we can change their lives. The Core I program at LVI is the first step on that journey. That's why when you call, we

## Contact

For more information, visit [www.lviglobal.com](http://www.lviglobal.com).

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# Better vision, better ROI

*By offering many different uses, the FUSION from DentLight is money well spent*

By Fred Michmershuizen

Dental Tribune

The FUSION curing light, available from DentLight, is much more than just a curing light. In fact, it is so versatile that the Richardson, Texas-based supplier refers to it as a "Dental Oral Exam System."

As Dr. Richard Liu, president of DentLight, explained during an interview Friday at the Midwinter Meeting, in addition to its curing functions, the FUSION can also be used for caries and composite detection, for extra magnification illumination and for the detection of oral cancer.

And as a curing light, it's not bad either.

Liu said the light allows a composite to cure four times faster than other lights, and its double-depth penetration means that it is the best light for bulk curing.

"This just blows everything else on the market away," Liu said. "There isn't anything else like it on the market."

## Here in Chicago

For more information on the FUSION and other lighting solutions available from DentLight, stop by booth No. 3717.

He said the light adds to profitability for the dentist, offers increased marketability potential for new patients — and it saves lives.

Scott Mahnken, a dental industry consultant who works with DentLight, is sold on the product, too. He said that the light means less clutter in the dental office, more efficiency and increased revenue.

"FUSION offers the fastest ROI of any product I have seen," Mahnken told Dental Tribune.

Several other innovative lighting solutions are also available from DentLight. The Nano loupe light offers focused power with three digital brightness levels. It allows the dentist to see caries and even helps improve posture.

And for eye protection, a Laser Filter converts a regular magnifying loupe into a laser loupe.



The focused beam generated by the FUSION curing light offers multiple applications.

Photo/Fred Michmershuizen, Dental Tribune

ADS

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# Scenes from Friday



Meeting attendees stop by AMD LASERS (booth No. 1434) to get more information on affordable laser technology.



Alessandra Campbell, left, and Jennifer Lynn of SNAP Dental Imaging (booth No. 4348).



If you're not exactly sure where to go, you can look it up on the map of the show floor.



Hop aboard the Gendex bus, located near the entrance to the exhibit hall.



Dental hygienists receive information on oral-care products at the Colgate booth (No. 1818).



Ronnie Psimas, left, and Julie Combee of Kuraray America (booth No. 3843).



Dr. Todd E. Shatkin offers information on mini-implants to meeting attendees at the Shatkin F.I.R.S.T. booth (No. 408).



Ashley Skitt, left, and Marlin Gohn of Argen Corp. (booth No. 3011).



Attendees take advantage of the Internet Hub to catch up on electronic communications. Photo/Sierra Rendon, Dental Tribune

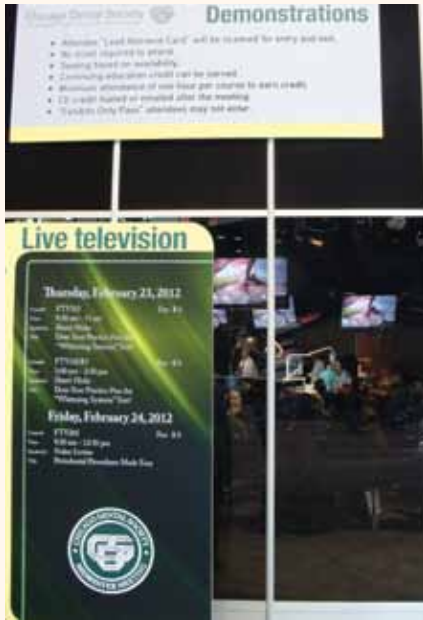




Get your Justin Bieber toothbrush at Ashtel Dental (booth No. 384o). Courtney Kamen says it's a hot seller.



Can you escape from the chains of a stalled economy? Sleight-of-hand artist Dave Ren Jenkins offers some inspiration — along with clever marketing ideas for your practice — at Dental Marketers (booth No. 736).



To enhance your clinical knowledge, step inside the live dentistry theater.



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Photo/Sierra Rendon, Dental Tribune



Meeting attendees visit the Henry Schein booth (No. 2314) to get more information on E4D technology.



From left: Gary Mahr, Jenna Bishop and Gina Echeandia of Mydent (booth No. 2115).



Sherry Gingg of Kolorz by DMG America (booth No. 2312).



Meeting attendees visit the booth of Young Dental Mfg. Co. (No. 3822).



Dr. Gregori Kurtzman of Silver Spring, Md., tours the exhibit hall.

Photographs by  
Fred Michmershuizen  
Dental Tribune



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