

# today

 <p><b>A Midwinter special</b></p> <p>Text <b>PROPHY</b> to 97000 to get a promo code for 10 percent off all Keystone Industries' prophy products. Stop by booth No. 4011 for more information.</p>	 <p><b>Scenes from the Chicago Midwinter</b></p> <p>Hoverboards, mouthguards and a lot of fun product demonstrations.</p> <p>»pages 4-8</p>	 <p><b>Making its grand entrance</b></p> <p>Looking for intuitive digital impression technology? You might find it in the exhibit hall.</p> <p>»page 34</p>
--	---	--

## Don't delay

By Robert Selleck, *today* Staff

■ It's not called "Midwinter" for nothing. So it's no surprise that a bit of wind, snow and a couple thousand flight delays or cancellations the day before the Midwinter Meeting officially started weren't enough to disrupt the Chicago Dental Society's flagship event.

Delayed speakers affected a minimal number of sessions. Anutra Medical's extensive lineup of key opinion leaders spoke as scheduled on Thursday, and more are on the agenda for the booth (No. 5018) today and Sat-

»see *DON'T DELAY*, page 3



• Perhaps still frustrated by flight delays, the alleged dentist in the Clik Tech/Masterlink booth (No. 3742) grabbed attention from more than a few attendees in the exhibit hall on Thursday. (Photo/Robert Selleck, *today* Staff)



• Attendees have fun with this year's theme — Mardis Gras Redux. (Photos/Fred Michmershuizen, *today* Staff)

## Dentistry's night to shine

By Fred Michmershuizen, *today* Staff

■ Oral Health America sure knows how to throw a party.

"Mardi Gras Redux" was the theme for the 26th annual OHA Gala and Benefit, held Wednesday night at Navy Pier. Despite the snow, wind and the turbulent waters of Lake Michigan churning up trouble outside, it was all fun—and fund-raising—at this annual event, which is widely considered one of the dental industry's social highlights of the year.

At the cocktail reception, party-

goers showed off their festive attire, beads and masks while rubbing elbows with each other and checking out the many items up for auction.

After everyone had a chance to enjoy a cocktail or two, guests were escorted into the AON Ballroom in a Mardi Gras-style "second line" parade for the program — then dinner and dancing.

Dr. Michael C. Alfano was honored with the OHA's 2016 Gala Tribute Award, which was presented by Dr.

»see *SHINE*, page 10

# BEAUTIFIL Flow Plus

## Your Class V Solution

- Bioactive resin composite
- Stackable & sculptable; stays put
- Chameleon effect—aesthetically blends with the natural tooth
- High flexural strength
- Low wear resistance & shrinkage
- Fast & easy polishing

**BEAUTIFIL Flow Plus** is the perfect choice for successful Class V restorations. It protects and strengthens the tooth structure, the self-leveling aids in accomplishing highly aesthetic polishing in fewer steps, and the natural shade reproduction blends flawlessly with the tooth surface.

### BEAUTIFIL Flow Plus Class V Case Study



Dr. Howard Glazer, Fort Lee, New Jersey

Competitor's Bubbles

Beautiful Flow Plus **No** Bubbles



Visit us  
**Booth #2811**  
Special Offers!



Visit [www.shofu.com](http://www.shofu.com) or call 800.827.4638

**today** About  
the Publisher

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](mailto:info@dental-tribune.com)  
[www.dental-tribune.com](http://www.dental-tribune.com)

**Publisher & Chairman**  
Torsten Oemus  
[t.oemus@dental-tribune.com](mailto:t.oemus@dental-tribune.com)

**President/Chief Executive Officer**  
Eric Seid  
[e.seid@dental-tribune.com](mailto:e.seid@dental-tribune.com)

**Group Editor**  
Kristine Colker  
[k.colker@dental-tribune.com](mailto:k.colker@dental-tribune.com)

**Managing Editor**  
Fred Michmershuizen  
[f.michmershuizen@dental-tribune.com](mailto:f.michmershuizen@dental-tribune.com)

**Managing Editor**  
Sierra Rendon  
[s.rendon@dental-tribune.com](mailto:s.rendon@dental-tribune.com)

**Managing Editor**  
Robert Selleck  
[r.selleck@dental-tribune.com](mailto:r.selleck@dental-tribune.com)

**Product/Account Manager**  
Humberto Estrada  
[h.estrada@dental-tribune.com](mailto:h.estrada@dental-tribune.com)

**Product/Account Manager**  
Maria Kaiser  
[m.kaiser@dental-tribune.com](mailto:m.kaiser@dental-tribune.com)

**Product/Account Manager**  
Will Kenyon  
[w.kenyon@dental-tribune.com](mailto:w.kenyon@dental-tribune.com)

**Business Development Manager**  
Travis Gittens  
[t.gittens@dental-tribune.com](mailto:t.gittens@dental-tribune.com)

**Education Director**  
Christiane Ferret  
[c.ferret@dtstudyclub.com](mailto:c.ferret@dtstudyclub.com)

**Accounting Department**  
Nirmala Singh  
[n.singh@dental-tribune.com](mailto:n.singh@dental-tribune.com)



**Published by Tribune America**  
© 2016 Tribune America, LLC  
All rights reserved.

today Chicago Midwinter Show Dailies Vol. 9 appear during the 151st Chicago Midwinter Meeting in Chicago, Illinois, Feb. 25–27, 2016.

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 Tribune America or Dental Tribune International.

**DON'T DELAY** *from page 1*

urday, including Dr. Todd Snyder (8 a.m. and 1 p.m. today) and Dr. Paul Feuerstein (9 a.m. today). Saturday's speakers in the booth are Dr. Shannon Pace (9 a.m.) and Dr. Robert Lowe (1:30 p.m.).

Various aspects of restorative dentistry will be covered. Anutra's novel dispenser, cassette and syringe system is getting lots of attention for the ease with which practitioners can deliver buffered local anesthetics.

One of the meeting's biggest draws, the vast exhibit hall, opened for business right on schedule Thursday morning, with attendees spreading out across the 460,000 square feet of dental wonderland to gain hands-on experience with some of the industry's latest advancements. Quite a

few of the booth representatives had to struggle through airports and joust at ticket counters to arrive on time. These dedicated industry experts are available again today in the exhibit hall to help you with show specials, discounts, giveaways, hands-on opportunities and other educational events.

Among the many highlights: In the Kerr booth (No. 1600), you can work with the company's new Maxcem Elite Chroma self-etch/self-adhesive resin cement with cleanup indicator. It's billed as the "smartest cement available on the market today." The cement's pink color fades at the gel state, notifying clinicians exactly when it's optimal to clean up the excess.

Cavex (booth No. 4121) used the first day of the Midwinter exhibit

hall to announce the U.S. launch of its Bite & White ABC Masterkit. The home-whitening program (available only through dentists) was released in Europe at the most recent IDS show.

"Whitening doesn't need to be frightening," said Cavex Managing Director Hans Maarten den Boer.

The Dutch company sees opportunity in the U.S. market because so many consumers are still worried about the complexity, safety, comfort and cost of whitening—as well as how natural the results will be. The Cavex system draws on extensive scientific research to address all of the fears. You can get all the details on the science in the booth.

The exhibit hall is open until 5:30 p.m. today and from 9 a.m. to 4 p.m. Saturday.

AD

**STRUGGLING  
TO STAY AFLOAT?**

**FIND OUT WHY LVI  
IS YOUR LIFE SAVER.**

**Register Now For CORE I Advanced Functional Dentistry**  
888.584.3237 • [www.lviglobal.com](http://www.lviglobal.com) • [concierge@lviglobal.com](mailto:concierge@lviglobal.com)

Academy of General Dentistry Approved ACEP Program  
Provider (ACOMASS) Credit Approval does not imply  
acceptance by a state or provincial board of dentistry  
or AGD endorsement 6-1-15 to 5-31-16 Provider ID 20842

**LVI GLOBAL**

**ADA CERP** Las Vegas Institute for Advanced Dental Studies  
LVI Global is an ADA Recognized Provider. ADA CERP is a service of the American Dental  
Association to assist dental professionals in identifying quality providers of continuing dental  
education. ADA CERP does not approve or endorse individual courses or instructors, nor does  
it imply acceptance of credit hours by boards of dentistry. Concerns or complaints about a CE  
provider may be directed to the provider or to ADA CERP at [www.ada.org/cehelp](http://www.ada.org/cehelp).

**CHANGING DENTISTRY.  
CHANGING LIVES.**

# Scenes from Thursday



• From left: Jeff Price, Erik Espinosa and Brad Baker of Flow Dental Corp. (booth No. 1521).



• Judy Leitton, left, and Frank Cortes of Directa (booth No. 3322).



• Jeanne Giovenco of DEXIS (booth No. 1411).



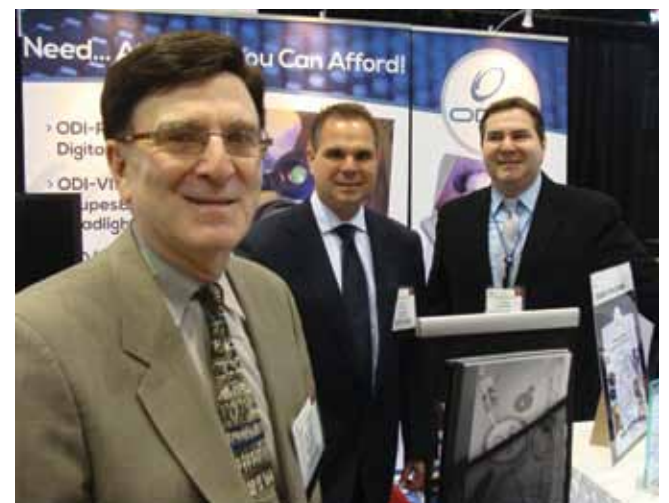
• The gang at Isolite show off the Isovac. Stop by the booth (No. 4631) for lots of fun demonstrations.



• From left: Romeo Caicedo, Linda Simon and Chuck Ferrara of Parkell (booth No. 2311).



• From left: Jens Kuhn, Daniel Parrilli, Veronika Fey and Jay Ross of Kettenbach (booth No. 4713).



• From left: Cary Ganz, Tyler Green and Scott Green of Odin Visionary Technologies (booth No. 1931).

Photos by  
Fred Michmershuizen  
todayStaff



## Trusted Digital Solutions

### Digital dentistry is changing everything!

Collaborate with leading clinicians on how to harness the power of digital dentistry for the benefit of your practice and your patients.

#### Join Us.

Experience our Henry Schein ConnectDental Pavilion.  
Exhibit Hall F, McCormick Place West

(Outside the show area)

Meet us for coffee!

 HENRY SCHEIN®  
ConnectDental®



Henry Schein ConnectDental Pavilion  
Clinician Speakers

#### Friday, February 26th

10:00 AM – 11:30 AM	Dr. Patty Erickson
11:30 AM – 1:00 PM	Dr. Gary Kaye
1:00 PM – 2:30 PM	Dr. Paresh Shah
2:30 PM – 3:30 PM	Dr. Parag Kachalia



• Jenny Reichert of Preventech (booth No. 2712).



• From left: Brent Garvin, Jim Hooper, Dmitry Edelchik and Steve O'Neil of Planmeca USA (booth No. 3041).



• Chad Schmitt, left, of DMG America, with Dr. Bradford R. Hendrickson at the DMG America booth (booth No. 2802).



• Tia Leslie, left, and Gary Mahr of Mydent International (booth No. 845).



• From left: Nory Candelario, Andreas Goerl, CDT, and Eva Hernandez of Trident Dental Laboratories (booth No. 4228).



• Koichi Arakawa of Mani Inc. (booth No. 4334).

• From left: Cesar Figueroa, Noelle Molnar and Kim King of Milestone Scientific (booth No. 4918), with The Wand.



• Meeting attendee Hirohito Nojima of Kobe, Japan, shows off his new PF2 mouthguard at the Keystone Industries booth (No. 4011).

# Revolutionary PFM Strength & Esthetics



## Obsidian®

LITHIUM SILICATE CERAMIC

PRESSED TO METAL

Visit us at  
**BOOTH  
#3617**

**"The best looking PFMs I've seen in 27 years as a ceramist."**

*Joe Hattouni, CDT, General Manager Fixed Prosthodontics*

- **FIVE TIMES STRONGER** than Ceramco®3 PFM ceramic†
- **TWICE THE CHIP RESISTANCE** of Ceramco3 PFM ceramic†
- **IDEAL FOR BRIDGES** that have insufficient vertical space for full-contour zirconia and screw-retained restorations



\$139/unit\* to non-precious

Share your "before and after" Obsidian® Pressed to Metal case photos and qualify for up to a \$600 credit for prescribing an Obsidian PFM case††

††To submit your Obsidian "before and after" case photos for a \$300 credit: Log on to "My Account" at [www.glidewell dental.com](http://www.glidewell dental.com); click "Upload Files"; and then select "Submit Digital Images." If we choose your case photos to feature in the Obsidian Gallery in *Chairside*® magazine, you'll earn an additional \$300 credit along with having your casework featured in the magazine. Limited to one case per dentist/account. If you have any questions, call 800-854-7256, or email [mail@glidewell dental.com](mailto:mail@glidewell dental.com).

### Sledgehammer Toughness Test



Obsidian (left), Ceramco3 (right)



Crowns hit with sledgehammer



Obsidian (left), Ceramco3 (right)

\*Price does not include shipping or applicable taxes. † Data provided by Glidewell Laboratories Research and Development Department, 2015. Ceramco is a registered trademark of DENTSPLY Ceramco.

For more information

**888-786-2177**

[www.glidewell dental.com](http://www.glidewell dental.com)



**GLIDEWELL  
LABORATORIES**

*Premium Products - Outstanding Value*





# More beauty, plenty of brawn

## BruxZir®

### ANTERIOR

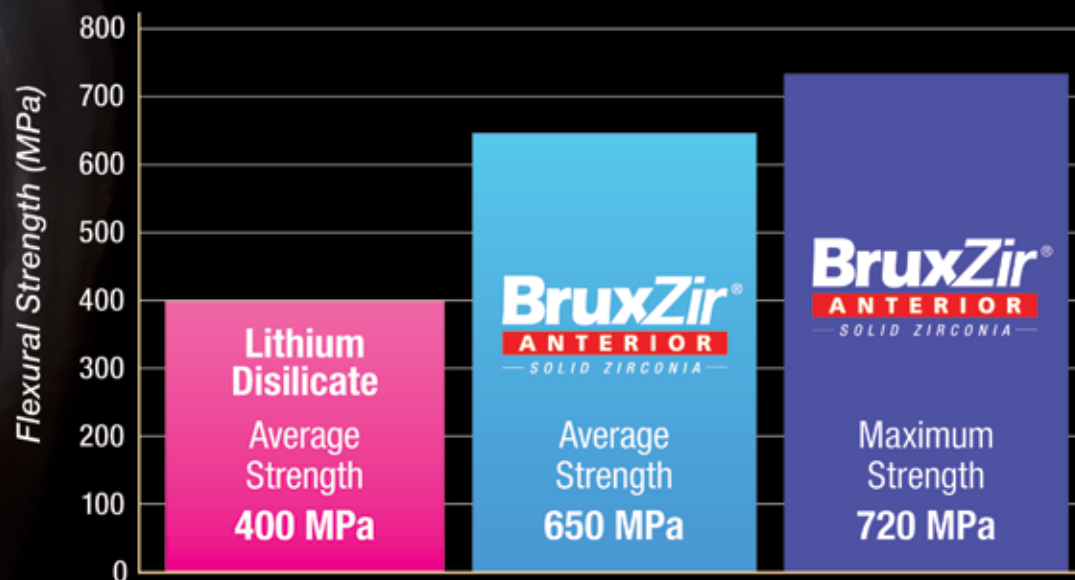
— SOLID ZIRCONIA —

Visit us at  
**BOOTH  
#3617**



BruxZir® Solid Zirconia has transitioned from being solely a posterior material to being an anterior material as well. By increasing the amount of yttria in the zirconia oxide, we were able to create BruxZir Anterior, which features increased translucency and esthetics.

#### Flexural Strength Testing per ISO 6872 specification



THE DENTAL  
ADVISOR

Improving Patient Care Through Research & Education

BruxZir Solid Zirconia Crowns and Bridges  
Four-year Clinical Performance

+++++

THE DENTAL ADVISOR  
www.dentaladvisor.com

RATINGS:  
Excellent +++++  
Very Good ++++  
Good +++

#### LONG-TERM CLINICAL PERFORMANCE

##### Conclusions

Over the four-year evaluation period, *BruxZir Solid Zirconia Crowns and Bridges* have proven to be excellent restorations with respect to esthetics and dependability. *BruxZir Solid Zirconia Crowns and Bridges* received a 98% clinical performance rating.

Visit [www.bruxzir.com](http://www.bruxzir.com) to see the full report



Go online and choose from over 345 Authorized  
BruxZir Laboratories in the U.S. and Canada

[www.bruxzir.com](http://www.bruxzir.com)

