

today



Sessions, sessions everywhere

Live Dentistry arenas and the Dental Tribune Study Club symposia line up speakers on topics from esthetics to imaging.

»page 2



Scenes from the show

Funny face paint, snack breaks and furry creatures designed to get kids excited for brushing are the highlights of Tuesday.

»starting on page 6



Putting their hearts into it

Companies help kick off Oral Health America's 'Seal Two Million Campaign' in support of at-risk children across the United States.

»page 22

Where ideas go to develop



For more on Dentcubator, see story on Page 4.

• Dental Tribune International Publisher and Chairman Torsten Oemus, left, Dr. L. Stephen Buchanan, Dr. Marc L. Nevins, Mark Ferber, Barbro K. Brånemark of the Brånemark Osseointegration Center in Gothenburg, Sweden, Dr. Richard Meissen, Dr. Thomas J. McGarry and Dental Tribune China General Manager Huang Huan were among many attendees on hand Tuesday morning for the Dentcubator meeting. (Photo/Fred Michmershuizen, Dental Tribune)

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



• Attendees scour the exhibit hall Tuesday afternoon. (Photos/Fred Michmershuizen, Dental Tribune)

Last chance!

By Fred Michmershuizen, Dental Tribune

■ You only have until 5 p.m. today. That's when the exhibit hall here at the 86th Greater New York Dental Meeting (GNYDM) will close. That means now is your last chance to scour the aisles for the latest in dental supplies, equipment and technology.

The good news is that whether you are a first-year dentist or a seasoned veteran, a general practitioner, specialist or hygienist, there are products and services here to meet your needs.

So be sure to visit the show floor one last time before you go back to your practice. You'll be glad you did.

Here are some other last-minute



• An attendee views an informational video inside a bubble at U.S. Navy Recruiting Command, booth No. 1112.

• see CHANCE, page 22

Lectures heighten interest, awareness in products

By Robin Goodman, Dental Tribune

There's no such thing as a free lunch. But there is such a thing as free C.E. during the Greater New York Dental Meeting (GNYDM).

For example, take the meeting's two Live Dentistry Arenas. On Tuesday, Dr. Ara Nazarian discussed "Simple Implant Placement in a Complex Economy" on one side of the exhibition floor at the Live Dentistry Arena. Dr. Michael Miyasaki held the stage at the other arena with a morning session on "Minimally Invasive Aesthetic Indirect Restorative Procedures," and after lunch continued with "Advanced Imaging for the New and Retreatment Endodontic Patient."

Around the corner and down the aisle from Live Dentistry Arena No. 1 is the DTSC Symposia C.E. lecture series. Tuesday's morning schedule began with Drs. David Lynch, Fay Goldstep and George Freedman discussing "Soft-tissue Lasers and Caries Diagnosis."

Dr. Mayer Sinensky from New York, N.Y., stopped on his way out of the lecture by Freedman, Goldstep and Lynch to say what he thought of the program: "I think the format is great. It's a small room so you feel like you are in a classroom, and the lecturers are very good speakers as well as knowledgeable in their field."

"The lecture made me want to visit some of the booths to look at the products. This is my first time at a DTSC lecture, but now I will look closely at the rest of the schedule to see if there are others I might want to attend."

There were seven lectures Tuesday and other speakers included Drs. Lou Chmura, Marc Gottlieb, Dov Almog, Bettina Basrani, Dwayne Karateew and Dirk Gieselmann.



• Dr. Joseph Massad during his hands-on workshop Tuesday morning about 'Impressioning and Securing Implant-retained Complete Dentures.' (Photos/Robin Goodman, Dental Tribune)



• Dr. Michael Miyasaki during his morning presentation.

The DT Study Club Symposia will offer more courses today, starting at 10 a.m., so stop by for some free C.E. credits. A select few among the lectures will be posted online at www.DTStudyClub.com after the event; however, there will be an access fee.

Various seminars and programs are, of course, free. For instance, Karen Raposa, RDH, MBA, provided three free C.E. credits during the dental hygienists' association program Tuesday morning.



• Drs. Edward Lynch (left), Fay Goldstep and George Freedman before their DTSC Symposia on 'Soft-tissue Lasers and Caries Diagnosis.'

Finally, there are the glass classrooms, and although they are not free, they do provide an intimate and hands-on setting to try out new products, equipment and techniques.

Dr. Joseph Massad guided attendees in two separate sessions on the topic of "Impressioning and Securing Implant-retained Complete Dentures" in the glass classroom on Aisle 4200/4300.

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.

Do-it-yourself equipment maintenance and repairs

By Robin Goodman, Dental Tribune

■ Is your Cavitron unit acting a bit quirky? Do you need to change the gasket on your sterilizer? Basic preventive equipment maintenance and repairs are easier than you think and doing it yourself will save you money.

Indeed, this is likely the reason why some 46 attendees participated in the hands-on workshop on this topic on Tuesday afternoon in the glass classroom at the end of Aisle 1200/1300.

The classroom was divided into four stations: Cavitron/curing lights, handpieces, sterilizers and dental chairs. Eleven technical specialists from Henry Schein Pro Score as well as Sales and Category



• Sales and Category Manager Dyan M. Jayjack instructs a portion of the hands-on workshop about preventive maintenance and equipment repair on Tuesday. The course takes place again today at 2 p.m. and earns attendees three C.E. units. (Photo/Robin Goodman, Dental Tribune)

Manager Dyan M. Jayjack were divided up among the four stations.

If you want to learn how to perform basic preventative maintenance and repairs, you are in luck

because this \$25 course (worth three C.E. credits) will be repeated from 2 to 4 p.m. today in the glass classroom on the exhibit floor at the end of Aisle 1200/1300.

WE HAVE SOMETHING TO



RAYVE

ABOUT AT THE GNYDM

THE NEW

GXS-700TM

DIRECT USB SENSORS

SEE THE LATEST
IN DIGITAL IMAGING

GENDEX BOOTH

4017



GENDEX[®]
Imaging Excellence Since 1893

Dentcubator is poised to hatch promising new dental technology

By Fred Michmershuizen,
Dental Tribune

Historically, the best advances in dental technology have sprung not from geeks in corporate R&D departments but rather from regular dentists working in their practices.

That's perhaps because most dentists are thinkers and tinkerers. They are constantly coming up with innovative ways of improving upon procedures, increasing efficiency or doing something in a manner that hasn't been tried before.

Until now, one obstacle entrepre-
neuring dentists have encountered, once they have built a better mouse-
trap, is coming up with the necessary financial and logistical resources to make their vision a reality. That's where Dentcubator comes in.

Now in its third year, Dentcubator is a group of investors and shareholders from 15 countries and 26 states. Their goal is to seek out the most promising



Attendees listen to a presentation during the annual meeting of Dentcubator. (Photo/Fred Michmershuizen, Dental Tribune)

advances in dental technology and bring these ideas to fruition.

This is an elite group. Among many others, it counts among its members such notables as Dr. William Arnett, Dr. Paul Feuerstein, Dr. Ron Jackson, Dr. Sonia Leziy, Dr. Ken Malament, Dr. Joerg Strub, Dr. Mauro Fradeani, Dr. Paul Seid, Dr. Bill Dickerson, Dr. Hoy Maier, Dr. Manfred Pfeiffer, Dr. Brahm Miller, Dr. Gianluca Gambar-

ini, Dr. Marco Martignoni, and Drs. Pedro, Leandro and Rogerio Velasco of The Velasco Group in Brazil.

Dentcubator has 10 standing committees that receive proposals and evaluate them. This year alone, Dentcubator fielded 70 proposals. Not only does the organization have the brains, they also have the much-needed financial capital and managerial expertise to bring new products to fruition.

Dentcubator is currently in the prototyping and testing phase for several new products, ranging from a new endodontic file system to advanced periodontal technology, and even new software. A bit further back in the pipeline are a new obturation system, a bur made of a completely new material and number of biomarkers.

During this year's Greater New York Dental Meeting (GNYDM), Dentcubator is holding its third annual meeting. In attendance, among many others, are Dr. L. Stephen Buchanan,

Dr. Marc L. Nevins, Dr. John T. McSpadden, Dr. Richard Meissen, Dr. Lorne Lavine, Dr. Thomas J. McGarry and Barbro K. Brånemark of the Brånemark Osseointegration Center in Gothenburg, Sweden.


Dentcubator members said that New York is a fitting location for the group, given the GNYDM's position as the premier international dental meeting in the United States. The group's leaders expressed gratitude to organizers of GNYDM for helping spread the word about what it does.

"Dentcubator received an enormous number of submissions this year, thanks to publicity we received through the e-mail blast GNYDM sends to its members," the chairman of Dentcubator said. "To our delight, we received responses from a number of countries as far away as India."

Dentists who would like to submit proposals to Dentcubator are invited to contact the group at ideas@dentcubator.com.

AD

0 2 0 4



CRUNCHING NUM8ERS




3 0

HOW DO YOU KNOW WHEN IT'S TIME FOR A NEW STERILIZER?


Crunch the numbers and you'll see how investing in a new sterilizer can be one of the best things you can do for your practice.

And, from now until December 31, 2010, with the purchase of each eligible Midmark sterilizer, we're offering you a deal you can really sink your teeth into!

<b style="color: #00a0e3;">\$300 REBATE <small>M9 STERILIZER</small>	<b style="color: #00a0e3;">\$400 REBATE <small>M11 STERILIZER</small>	<b style="color: #00a0e3;">\$500 REBATE <small>M3 STERILIZER</small>	<b style="color: #00a0e3;">\$1,000 REBATE <small>M3 PLUS M11 OR M9</small>
---	--	---	---

For more information, please contact your Midmark Representative, call 1-800-MIDMARK or visit midmark.com.



More brawn than beauty!

BruxZir®

SOLID ZIRCONIA CROWNS & BRIDGES

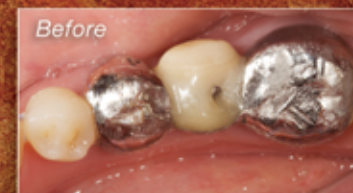
\$99/unit*



- ❖ Ideal for bruxers and grinders who have destroyed other restorations thanks to its virtually chip proof durability.
- ❖ An esthetic alternative to metals with CAD/CAM consistency of contacts and occlusion.
- ❖ Conservatively prepare as thin as 0.5 mm with feather edge margins, much like you would cast gold.

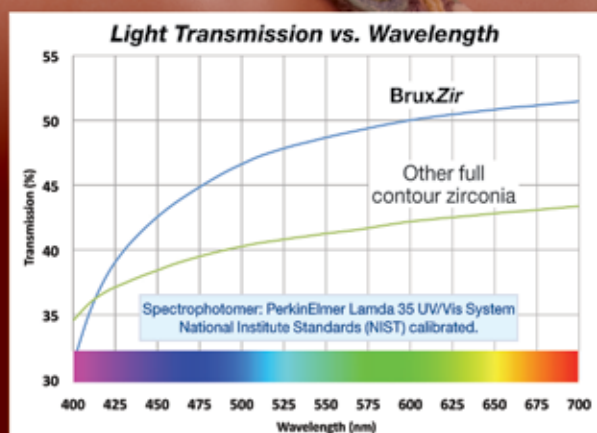


This patient fractured a porcelain all-ceramic crown on the second molar and chipped the first molar. Both crowns were replaced with BruxZir.



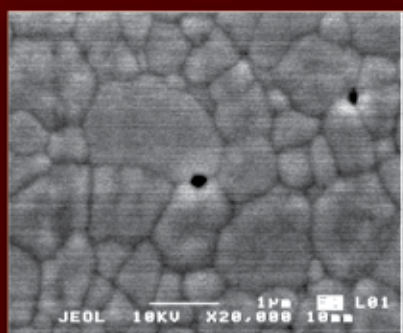
This patient presented with a predominantly cast-metal bridge and desired a more esthetic option. A high-strength BruxZir bridge was prescribed.

BruxZir®: Scientific Validation

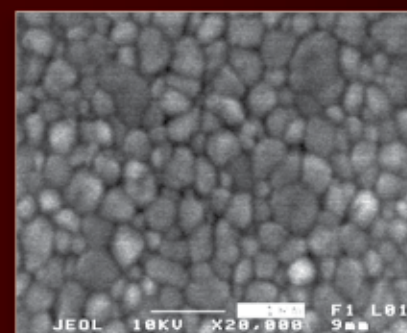


BruxZir exhibits higher light transmission, resulting in a more natural shade value.

SEM of sintered isostatically-pressed zirconia



SEM of sintered colloidal-processed BruxZir



BruxZir's 50% smaller average grain size improves physical properties

BruxZir is uniquely processed (patent pending) without hydraulic pressure or organic binding agents for smaller, more uniform structure, providing enhanced esthetics.



Notice the natural color and translucency of BruxZir Solid Zirconia

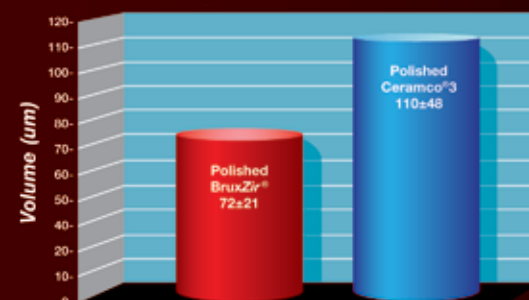
Wear Compatibility



In a recent study at the University of Alabama at Birmingham to measure the volume metric loss of enamel, glazed BruxZir was found to be wear compatible with enamel and virtually identical to glazed IPS e.max®.

IPS e.max is a registered trademark of Ivoclar Vivadent.

Antagonist Wear Study



The antagonistic (Steatite balls) wear shows BruxZir only with 72±21 microns, which is significantly lower than Ceramco®3 (110±48 microns). The University of Tübingen study was run using an eight chamber Willytec Chewing Simulator at 1.2 million cycles.

Ceramco is a registered trademark of DENTSPLY Ceramco.

*Price does not include \$14 round-trip overnight shipping.

Call for case pickup

800.854.7256

www.glidewelldental.com

For more info:
www.bruxzir.com



**GLIDEWELL
LABORATORIES**

"The Standard of Care"

Scenes from the show



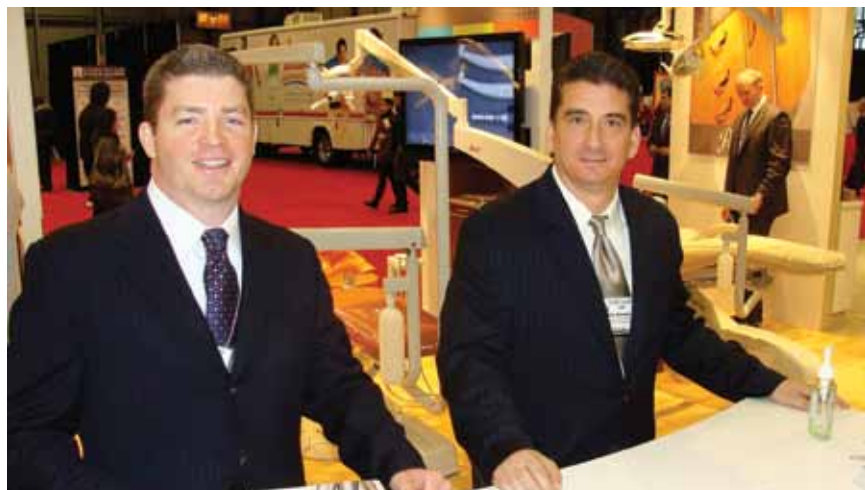
• To hear more about Ultradent products, stop by booth No. 417.



• GNYDM attendees break for lunch and conversation.



• Shane McElroy shows an attendee Meisinger's high-quality rotary instruments at booth No. 2829.



• Eamon Knitel, left, and Ken Bishara of KAVO Dental (booth No. 5615).



• Do you need new, innovative wall art for your dental office? If so, stop by booth No. 3023 and ask about the signed prints.



• Get your face painted creatively for free at the Valplast booth (No. 4637) like Stephanie Hernandez, from left, Robinson Cercets and Yeimmy Fernandez.



• Michael Semmel, right, and Andrew Brown can tell you about the kit promotions at Axis Dental (booth No. 4632).



• Got a craving for something sweet? Stop by Freshens Frozen Treats (outside Aisle 2700/2800 in the exhibit hall) for an afternoon delight.



• CAMLOG's Justine Cutler speaks to an attendee about the benefits of the company's product line.



• Henry Schein Chairman and CEO Stanley M. Bergman welcomes attendees at the 2010 FOLA leadership breakfast on Monday morning.



• Would you be interested in free Dental GPS software for three months? Stop by the booth (No. 1513) to find out more.



• Dr. Fresh's Christy Hubbard, right, and Alexi Trujillo introduce attendees to the new kits that include a Hello Kitty or Spiderman toothbrush, flossers, toothbrush cap, toothpaste and stickers in a handy to-go bag for only \$1!



• Bob Gannon of SybronEndo (booth No. 4427) teaches meeting attendees about endodontic files.



• Behind on your Christmas shopping? Beautiful, artistic jewelry is available at A Fashion Hayvin (No. 3022), and if you buy two pieces, you get one free!



• Sharon Crisman of Practicon (booth No. 5122) holds Magi Dragon, one of the company's many furry creatures designed to get kids excited about brushing and flossing.



• Roy Shu, left, and Michael Bayer of Shu Dental Laboratory (booth No. 2006).

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



• Snap-On Smile inventor Marc Liechtung speaks to attendees about the benefits of the device he created.



• Henry Schein ProScore gives you the ability to repair your own handpieces. You can learn more from Dyan Jayjack in booth Nos. 1015/1023/1417/1820.

Proper waste management: how to go about it

By Kristine Colker, Managing Editor

■ From 10 to 11 a.m. today, Al Dubé will present “Mercury Amalgam Waste, OSHA and Regulatory Issues Affecting Dentists.” This course walks clinicians through aspects of waste from dental offices.

Your DTSC Symposia session is “Mercury Amalgam Waste and OSHA and Regulatory Issues Affecting Dentists.” Please tell us about what participants can hope to get out of it.

Most dental practices are not aware of the procedures necessary or required relative to mercury issues and certainly OSHA issues. My goal is to

present information for participants to better understand their responsibilities and give them some direction into working to compliance with requirements.

Could you go into a little more detail about clinicians' legal liabilities when it comes to waste management? What are some of the most important things clinicians should be aware of in regards to waste management?

Waste management is critical for dental practices, as there are legal liabilities associated with the disposal of waste. As an example, in a recent case in Massachusetts, some dental offices were giving and, in some

cases, selling some of their waste to a local company they believed would dispose of the material in a proper manner. However, some of this waste was mercury bearing.

The local company, as a part of their process, dumped excess water from some of the collected waste down the drain. The discharged water contained large enough concentrations of mercury that local and state authorities (who monitor such things) noticed a spike in mercury in the waste-water stream at the treatment plant.

The regulators were able to trace the source back to the waste hauling company. State environmental police

About the speaker



Al Dubé is national sales manager, dental division, of SolmeteX, a division of Layne Christensen. Dubé was one of the founding members of SolmeteX in 1994 and was involved in several aspects of the development of the company. He has been working in the water treatment industry for 17 years.

showed up at the business one day to inspect the operation. When shown the process, the owner was arrested in violation of state and federal environmental laws.

Now the facility needs to be cleaned up. The owner has no money for the clean-up, so the state and federal government will be collecting from the dental office whose waste was used at the facility. In a similar case in Connecticut, the resulting fee was \$10,000 per dentist.

Would you say your presentation is geared toward a specific audience or is it more general? Is there anything attendees need to know ahead of time in order to understand it?

The presentation is more of a general conversation to help dental offices understand their liabilities and responsibilities for both waste and OSHA compliance requirements

What role does PureLife play in helping clinicians manage waste responsibly? What are some of the products or services the company can provide to interested practices?

PureLife provides a service for dental offices by monitoring waste streams in the dental office. The service is to manage the waste streams in a timely manner, lightening the load for waste management from the office by providing replacement buckets when due, providing red bag service and a do-it-yourself OSHA kit.

If there is one thing you could say to attendees to encourage them to attend your presentation, what would it be?

Waste management and OSHA can seem like a small part of the dental practice operation; however, the liabilities and exposures can have a dramatic effect on the practices' ability to operate. This conversation is designed to remind and assist in the proper management to minimize or eliminate liabilities.

Is there anything else you would like to add?

Being responsible does not have to be expensive. Having a company assist in servicing these waste streams provides an easy and cost-effective solution to managing the waste from dental offices.

AD

AAID 60th ANNUAL MEETING

REALITIES OF IMPLANT DENTISTRY

STACKING THE DECK IN YOUR FAVOR

AMERICAN ACADEMY OF IMPLANT DENTISTRY | OCTOBER 19-22, 2011

www.aaid.com



5:30 am
5:39 am
5:48 am
5:57 am



6:11 am



8:00 am to 5:00 pm

Some routines just work.

TPH[®]3 Restorative is the proven everyday universal composite. That's why dentists have used it in more than 30 million restorations. Creamy, non-sticky handling. Unmatched ability to blend into surrounding tooth structure. Long-lasting shade stability. And the versatility to tackle any direct restoration. It's what routines are made of.

What's your TPH[®]3 Restorative routine?

Visit www.TPH3.com and fill out our quick entry form and receive a free TPH[®]3 Restorative sample.

TPH³
MICRO MATRIX RESTORATIVE
EVERY DAY.