

today



Scenes from CDA Presents

Take in all the new products, in-booth demonstrations and special savings.

»pages 6 & 8



Loupes, lights and show specials

If you're in the market for magnification loupes, you won't want to miss this booth.

»page 10



A new addition to the world of CAD/CAM

If you've been hesitant to make the move to CAD/CAM, this mill might change your mind.

»page 12



Francisca Pecina, with Kings Two Dental Supply, booth No. 882, takes a picture of, from left, Amanda Baran, Aleyah Strahle, Nicole Becerra, Taylor Medina, Kacey Lawson, Mary Steging and Julian Ruelas. They are dental assisting students at Southern California Regional Occupational Center in Torrance, Calif., here with a group of 18 students brought to the meeting by Instructor Martha Arredondo, RDA. (Photos/Robert Selleck, *today* Staff)

Big draw

By Robert Selleck, *today* Staff

■ A giant set of teeth, a huge toothbrush and what might be the biggest video display ever to be seen as a booth backdrop were all on display Thursday at CDA Presents. But biggest of all were the deals to be had throughout the exhibit hall.

The mega-screen, called an LED Wall, can be found in the Sky Dental Supply booth, No. 749. It's the first time the company has used the 200-square-foot LED Wall in its booth, but based on the attention it's been garnering,

»see DRAW, page 4

Online dental supply marketplace names veteran e-commerce, retail leader as interim CEO

■ The Dentists Service Company, a subsidiary of the California Dental Association, is poised for its next phase of growth as e-commerce veteran Jim Wiggett has been named as interim CEO to lead the expansion of TDSC Marketplace, an online dental supply purchasing program.

Wiggett served in a similar role for

Sephora.com and is the founder of the Jackson Hole Group, a strategic management consulting group.

"Our members' long-term success is crucial, which is why we built TDSC Marketplace," said Walter G. Weber, DDS, chair of the TDSC Board

»see MARKETPLACE, page 4

NEW! DEXIS[®] FS Ergo by KAVO

A LITTLE GIVE GOES A LONG WAY

Feel the difference yourself: dexis.kavo.com/fs-ergo DEXIS[®]

The DEXIS FS Ergo is designed to adapt and reduce pressure on contact points in the oral cavity to provide a very comfortable experience for your patient. This happens automatically when the sensor is positioned into a patient's mouth. Bending outside of clinical use can reduce the life of the sensor. KV00246_RevA

AD

New! **Supra IPR Plus**
Thicker and Better



The Best Solution for IPR Just Got Better
0.35, 0.40, 0.45, and 0.50 mm

ContactEZ has developed the latest expansion to the IPR Strip System—**Supra IPR Plus**. With specifications on every handle and an improved grip, Supra IPR puts stress-free IPR at your fingertips.

Join us at Booth #2142 to try our new and innovative products and receive our Convention Special

CONTACTEZ[®]
Interproximal Solutions

Booth
#2142

SHRINKAGE

Visit Booth 1128

Shrinkage
0.8%



Beautiful II LS (Low-Shrink) composite provides dentists with the means to reduce polymerization shrinkage and shrinkage stress while creating predictable and functional aesthetics.

- Low volumetric shrinkage (0.8%) and shrinkage stress (2.72 MPa)
- Great strength and high wear resistance
- Tooth-like aesthetics with natural fluorescence and chameleon effect
- Polishes in an instant
- Award winning handling
- Sustained fluoride release/recharge with bioactive Giomer chemistry



Beautiful® II LS



Shofu Dental Corporation | San Marcos, CA

SNBILLS-0417

Visit www.shofu.com | Call 800.827.4638

DRAW *from page 1

it looks like it will become a standard fixture. Generating just as much attention Thursday was the company's show-special deal on gloves, just \$2.99 for a box of 100.

Find the giant toothbrush in the Officite booth (No. 579), where you can enter the raffle to win it (with your practice's name printed on the handle). While you're there you can also take three shots with a Nerf dart gun to try to win a free website setup (for a bullseye) – or a discount if you at least hit the target.

Appropriately enough, just a few booths away from the giant toothbrush, you can find a huge set of teeth, custom made in China for Kings Two Dental Supply in booth No. 882. CDA Presents is in the City of Industry-based company's backyard, so the 27-year-old business is here every year with great deals on virtually anything dental related. This is the first show it has been to with the giant set of teeth, and the display has been attracting a steady stream of visitors wanting to take social media photos with the big choppers.

In booth No. 590, Solvay Dental 360 has a big deal on its Ultaire AKP partials: Get two for the price of one. The polymer for removable partial denture frames is a breakthrough because it's not too rigid (like metal) and not too flexible (like other polymers). It's described as metal-free, tooth-supported, bonelike, lightweight and comfortable.

In addition to offering big savings on its loupes and lights, Orascoptic is providing express shipping in booth No. 1334. That means you can get your custom loupes delivered next week instead of in three weeks.

In booth No. 1321, Roydent has a big show special on hand files, gates, peesos, gutta-percha and paper points. Buy 25 packs (mix or match) and get 25 packs free.

Coltene is offering all sorts of show specials in booth No. 2250. Plus, if you spend \$5,000 on any combination of Coltene products, you get a \$500 gift card rebate.

TAUB Products has a show special coupon enabling you to get a



• Above, standing in front of their 200-square-foot LED Wall in the Sky Dental Supply booth (No. 749) are, from left, Cindy, Danny, Miro and Kim.



• At left, Jason Zib with the Nerf dart gun and Amanda Graf with the giant toothbrush have big chances to win in the Officite booth (No. 579). You get three tries to hit the bullseye for a free website setup, or big savings if you at least hit the target. You can also enter a raffle to win the giant toothbrush with your practice's name printed on it.

GoCHX 0.8 percent Chlorhexidine Gel Syringe Kit free when you buy a Zero-G Kit and a Liquid Magic Kit.

In the Bisco booth, No. 400, when you buy a refill syringe or unit-dose of REVEAL HD Bulk, you get one free, and you also get 50 percent off a REVEAL HD Bulk kit.

In the Designs for Vision booth, Nos. 846 and 1202, you can save \$200 when you order both loupes and an LED DayLite.

These are just a few hints at the countless big deals to find at CDA Presents, with plenty of chances to hunt down more today and Saturday.

MARKETPLACE *from page 1

of Directors. "Jim is a recognized and respected leader in the e-commerce and retail world, enabling us to bring incredible value to members' practices and invest in the future."

Wiggett brings more than 30 years of executive management experience in the traditional and online retail segments. Prior to his work at *Sephora.com* and the founding of the Jackson Hole Group, he served as executive vice president for the Moët Hennessy

Louis Vuitton Retail Group, where he provided leadership and counsel to 10 operating companies and was responsible for the e-commerce division of LVMH-SDG. During his tenure, Wiggett participated in several mergers and acquisitions, including the acquisition of DFS Group by LVMH.

In its first year, TDSC Marketplace has achieved more than \$1 million in dental supply savings for CDA members. As a benefit of CDA membership, dentists licensed in California can shop TDSC Marketplace to take

advantage of negotiated low pricing and discounts based on aggregate volume. CDA members enjoy free shipping and save an average of 20 percent off the manufacturers' list price on more than 25,000 dental supplies. Through trusted, authorized distributors, the marketplace offers supplies from major manufacturers, including Dentsply Sirona, 3M, KaVo Kerr and GC.

(Source: California Dental Association)

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
www.dental-tribune.com

Publisher & Chairman
Torsten Oemus
t.oemus@dental-tribune.com

President/Chief Executive Officer
Eric Seid
e.seid@dental-tribune.com

Group Editor
Kristine Colker
k.colker@dental-tribune.com

Managing Editor
Fred Michmershuizen
f.michmershuizen@dental-tribune.com

Managing Editor
Sierra Rendon
s.rendon@dental-tribune.com

Managing Editor
Robert Selleck
r.selleck@dental-tribune.com

Product/Account Manager
Humberto Estrada
h.estrada@dental-tribune.com

Product/Account Manager
Maria Kaiser
m.kaiser@dental-tribune.com

Product/Account Manager
Jordan McCumbee
j.mccumbee@dental-tribune.com

Client Relations Coordinator
Leerol Colquhoun
l.colquhoun@dental-tribune.com

Education Director
Christiane Ferret
c.ferret@dtstudyclub.com

Accounting Department
Nirmala Singh
n.singh@dental-tribune.com



Published by Tribune America
© 2018 Tribune America, LLC
All rights reserved.

today CDA Presents The Art and Science of Dentistry Show Dailies Vol. 10 appear during the CDA Presents meeting in Anaheim, California, May 17–19, 2018.

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.

Exclusive offer for dentists!

Two for the price of **one**

Booth #590



Ultre™ AKP

Metal-free

Tooth-supported

Bone-like

Lightweight

Comfortable

Ultre™ AKP proudly offered by:

PucheDental

SolvayDental360.com

Scenes from Thursday



• Be sure to visit the team at Shofu Dental, No. 1128, who stand ready to answer all your questions.



• Amy Farthing and Anutra President Jeff Daner can explain at booth No. 1746 why using Anutra will dramatically increase patient satisfaction for your practice.



• Jessica Stevenson and Vanessa Sanchez of Glidewell Dental at the booth, No. 1452.



• The Henry Schein booth, No. 1362, has a wide variety of in-booth presentations and demonstrations you won't want to miss.



• The DentalEZ team is ready to introduce you to the RAMVAC at booth No. 416.



• Taylor Maguire of Kulzer, booth No. 742, shows off the new Ivory ReLeaf, which assists with evacuation and retraction during dental procedures.



• Attendees stream into the first day of the CDA annual session in Anaheim, Calif.

Photos by Sierra Rendon,
today Staff



RELATIONSHIP GOALS.

Find a referral partner with the same passion for innovation.

Being experts in saving teeth requires staying on top of the latest advances to ensure we're giving patients the most effective options—and improving outcomes. An endodontist with the GentleWave® System can deliver the unprecedented cleaning and disinfection you need to do just that.



- The entire procedure from access opening to obturation can typically be completed in just one visit¹
- Cleans the deepest, most complex anatomies of the root canal system^{2,3} to remove bacteria, debris, tissue³ and biofilm⁴
- Helps save the structure and integrity of teeth by preserving more dentin¹



Introduce your patients to the partner who's best for their teeth.
Team up with a GentleWave® Procedure provider near you.

SONENDO.COM/RELATIONSHIP



* Images courtesy Brian T. Wells, DMD

¹ Sigurdsson A et al. (2016) J Endod. 42:1040-48 ² Molina B et al. (2015) J Endod. 41:1701-5

³ Vandrangi P et al. (2015) Oral Health 72:86 ⁴ Nair NPR et al. (2014) Int Endod J. 47:1003-1011

© 2018. All rights reserved. SONENDO, the SONENDO logo, GENTLEWAVE, the GENTLEWAVE logo and SAVING TEETH THROUGH SOUND SCIENCE are trademarks of Sonendo, Inc. Patented: www.sonendo.com/intellectualproperty. MM-0529 Rev 01



• Concord Career College, Garden Grove, students in the dental assistant program enjoy checking out the hundreds of CDA exhibit hall booths on Thursday.



• Aaron Strader and Cindy Ackerman of Flow Dental can show you the newest in dental imaging at booth No. 662.



• Stop by the Medidenta booth, No. 1733, to ask about CDC bundles, free offers and big discounts on burs.



• The team at Bisco stands ready to 'Reveal' its new light-cured bulk fill restorative composite at booth No. 400.



• The team at Coltene can help you find just what you need at booth No. 2250.



• Be sure to see the Puche Dental team at the booth, No. 590, where you can also check out Solvay's Uitraire AKP.



• Eric Beard and Andrew Lammers at Midmark have the newest dental cabinetry and treatment stations to show you at booth No. 516.

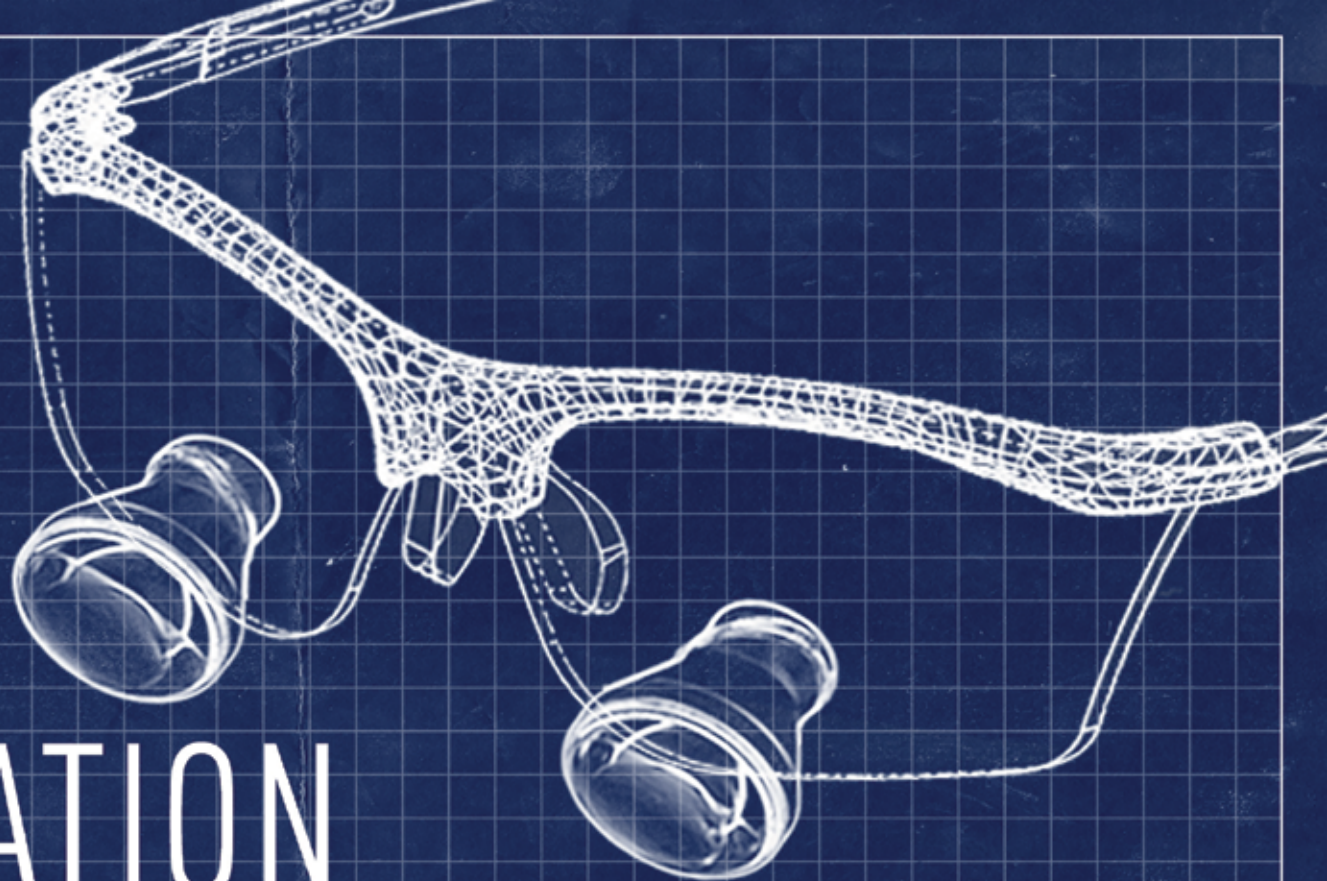


• Visit Eva Hernandez and Andrea Walker at the Trident booth, No. 625.



• Be sure to ask about the new DEXVoice hands-free option at Dexis, booth No. 1535.

Anaheim
May 17-19



THE SCIENCE OF VISUALIZATION

TAKE ADVANTAGE OF OUR
EXPRESS SHIPPING SERVICE
ONLY AT **BOOTH 1334**

Order your custom loupes during the show
and receive them the following week!

(Standard lead time is 3 weeks)

Plus, SAVE BIG on our award-winning loupes & lights
during this year's **CDA South!**

You won't want to miss it.

 **ORASCOPTIC™**



888.355.7117 | Orascoptic.com