AAID MEETING

DENTAL TRIBUNE

The World's Dental Newspaper · U.S. Edition

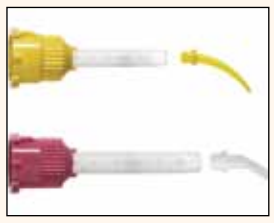
NOVEMBER 2016 — VOL. 11, NO. 11

www.dental-tribune.com

NO-RISK MIXING

Swiss firm's use of single-sourced plastic supports 'precise' and 'reproducible' mixing results for those using its products.

▸ page A6



FAST, DURABLE, POSTERIOR RESTORATION

'Pure silicate technology' lists several advantages, including up to 50 percent lower polymerization shrinkage.

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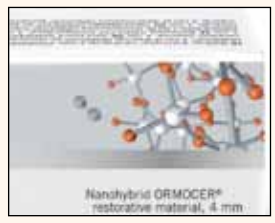

IMPLANT TRIBUNE

IMPLANT EXCELLENCE IN NEW ORLEANS

American Academy of Implant Dentistry is meeting in the Big Easy.

▸ page B1

Media spotlight on flossing lets dental pros shine

By Robert Selleck
Managing Editor

Dental professionals across North America were featured prominently in the national news cycle throughout August after an Associated Press National Investigative Team article was released under headlines such as "Medical benefits of dental floss unproven."

Local newspapers and other media outlets across the U.S. and Canada and internationally ran the article — or variations of it — many also including comments from their markets' dental professionals to provide local perspective.

Major dental organizations released statements, too, including the American Dental Association, the Academy of General Dentistry, the American Academy of Periodontology and the American Dental Hygienists' Association.

The U.S. Department of Health and Human Services also weighed in, in response to a request from the ADA. The HHS was at the center of the story because the AP's flossing references were triggered by a 2015 decision by the HHS to no longer include a recommendation for daily flossing in the latest U.S. Dietary Guidelines — in part because the rigor of available science was not as strong as the science backing other recommendations in the guidelines.

The AP team immediately saw the headline that would be of most interest, and flossing was suddenly sharing the mass-media stage with coverage of the U.S. presidential election and what the Kardashians were up to.

Virtually all of the commentary in response to the AP article confirmed that oral-health experts were adamantly still promoting the value of flossing — and that the change in dietary policy had more to do with the Dietary Guidelines Advisory Committee deciding to keep the policy narrowed on food and nutrient intake.

Still, there was broad agreement that large-scale, long-term scientific studies on interdental care would be beneficial. The AAP response stated: "Because the development of periodontal disease is slow in

▸ See FLOSSING, page A3

Flossing is suddenly a hot topic seemingly everywhere, with newspaper front pages, radio programs, television news, media websites, bloggers and commenters engaged in a worldwide discussion.
Screen captures/DTI

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- Q&A: How to improve implant stability

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nature and because a variety of factors can impact its progression, studies that examine the efficacy of daily flossing are best conducted over a number of years and among a large population. Much of the current evidence does not utilize a large sample size or examine gum health over a significant amount of time. Additionally, many of the existing studies do not measure true markers of periodontal health, such as inflammation or clinical attachment loss. In the absence of quality research, patients should continue to include flossing as a part of their daily oral hygiene habit."

Dental pros on radio, TV, online and front pages

But the folks who may have benefited most from the sudden media attention were dental professionals positioned in their various markets as experts available to provide a local perspective on the story. Among the thousands of examples on major search engines within days of the AP article first appearing:

• In an Aug. 3 article, Carol Kozma, staff writer with **The Providence Journal in Providence, R.I.**, quoted Denise Shapiro, a periodontist in Providence:

"Someone has got to do a study, I guess," but then (Shapiro) added it would be difficult to tell a group of people not to floss for five years, and another to floss. "I understand that perhaps there is no specific scientific data to prove that point, but anecdotally, I will tell you that most dentists ... would find there is much less bleeding, much less inflammation," when people floss, Shapiro said. "Anyone who is working in the field will say there is a difference."

• In an Aug. 4 article, Ameya Charnalia, with the **Edmonton Sun in Edmonton, Alberta,** turned to Dr. Liran Levin, head of periodontology at the University of Alberta:

"From here, people took it to 'OK we don't need to floss anymore,' but it's exactly the opposite," (Levin) said. "Flossing is very difficult to do effectively and most people don't do it correctly, and this is why the result showed that the evidence is rather limited. ... It's not an Albertan or Edmontonian problem," he said. "It's a worldwide problem. People don't like to floss and if they do then they don't do that correctly."

• In the **Tahlequah Daily Press in Tahlequah, Okla.**, reporter Sean Rowley in an Aug. 11 article quoted Dr. Tom McConnell of McConnell Family Dentistry:

"It's common sense," (McConnell said). "I like to eat meat, and I pull tons of meat out of my teeth when I floss. When you chew on steak, it gets between teeth, and if you leave it even overnight, it can fester and leave a little boil next to your gums. ... If you notice that your gums bleed easily, you might have built up some tartar, which acts as an irritant," McConnell said. "Over time, you get a situation where your gums peel back and you can see the roots of the teeth."

• On Aug. 11, the University of New England website posted an article summarizing comments made by Jon Ryder, DDS, MS, dean of the College of Dental Medicine, in interviews with the press across Maine, including the Maine Public Broadcasting Network, the Bangor Daily News, the Journal Tribune (Biddeford/York County) and WMTW TV in Portland:

"Most people actually have missing or tilted or crooked teeth, and we need to have these (flossing) instruments at our disposal to help prevent further disease and reduce the amount of plaque on the teeth," Ryder said.

• In a segment airing on Aug. 2, **NPR's All Things Considered** quoted Los Angeles periodontist Joan Otomo-Corgel, a member of the American Academy of Periodontology:

(Otomo-Corgel) says. "I mean, you look at it under a microscope, you have swimmers. You have different types of bacteria that form, and the longer they stay, the more virulent they become." And that does not bode well for a person's overall health, says Otomo-Corgel. It may be, she says, that studies on flossing just haven't followed subjects for long enough to notice long-term benefits.

• **The Greeley Tribune in Greeley, Colo.,** quoted local dentist Dr. Richard Waterman on the front page of its Aug. 12 edition in an article by staff reporter Mary-Kate Newton:

"It might be kind of dangerous to report that there are no benefits to flossing," he said. "It would be at least somewhat negligent not to recommend it," (Waterman) said. "Dentists agree that proper technique is key to the success of flossing, and they say it may not have been considered in studies. Sometimes if you are not using the proper technique, you could be causing trauma to the gum tissue. ... If you're using that sawing motion, it's kind of like brushing too hard. You mean well, but you can cause recession of the gum tissue."

• It wasn't just the traditional popular media grabbing the "is-flossing-optional?" hook. The AP article was covered from an investor perspective in a **MarketWatch** item on *www.marketwatch.com*, with Maria LaMagna reporting:

Although sales of floss grew about 4.4 percent from 2010 to 2015, they're projected to slow to 2.2 percent from 2015 through 2020, but don't blame the AP's report, said Eleanor Dwyer, a research associate at Euromonitor. Instead, it's likely to happen because more households are (more) well-stocked with floss than they were in the past, and they don't need to keep buying it, she said. "I don't expect this new report to impact floss sales dramatically in the short term, as there is no compelling new evidence that it is harmful," Dwyer said in an email. "People can physically see the plaque and food particles removed by floss, giving them personal confidence in its efficacy."

The AP's report shouldn't discourage people from flossing, said Marcelo Araujo, the vice president of the American Dental Association Science Institute. "This will trigger a great conversation between the patients and dentists," Araujo said. "It could lead to people looking back at what they are doing every day and what kinds of products they're using and asking the dentists how to use the products and what the best ones are."

AD

Yankee Dental Congress expecting 450+ exhibitors

Yankee Dental Congress 2017 will be from Jan. 25–29, at the Boston Convention and Exhibition Center. Organizers describe the congress as New England's largest dental meeting. It is sponsored by the Massachusetts Dental Society in cooperation with the dental societies of Connecticut, Maine, New Hampshire, Rhode Island and Vermont. Nearly 28,000 dental professionals and guests from across the U.S. are expected.

The theme is "Focus. Fast. Forward." It is meant to "emulates how dental professionals can focus on innovative continuing education opportunities for intellectual development in the dental field, to fast-forward the industry for the future."

Among the 300 courses are programs tying into Massachusetts Gov. Charlie Baker's effort to combat addiction in the commonwealth. This includes the Third Annual Interprofessional Symposium: "CTL-ALT-DELETE: Rebooting the Approach to Pain Management," and a "Fast Track" program on pain management and prescription monitoring.

The Sleep Apnea Pavilion will showcase new technologies from laboratory providers and educate attendees on oral appliance therapy and laser procedures — as well as pediatric dental sleep medicine.

The 3-D Printing Pavilion will demonstrate high-resolution desktop 3-D printing and how it provides affordable access to advanced digital workflows for labs and dental practices.

The exhibit hall will host more than 450 exhibitors along with several education pavilions.

Special presentations this year include "A Conversation with Dr. Lisa Genova," author of the best-selling novel "Still Alice," basis for the identically titled Academy Award-winning film. Another special presentation features Nancy Frates, mother of Pete Frates, who was the inspiration for the ALS ice-bucket challenge.

For more about Yankee Dental Congress 2017, visit *www.yankeedental.com* or call (877) 515-9071.

(Source: Yankee Dental Congress)

Lab Expo 'showcase stage' at Pacific Dental Conference

Online registration is now open for the 2017 Pacific Dental Conference. The annual meeting will be from March 9–11 in Vancouver, British Columbia, at the Vancouver Convention Centre. Register at *www.pdconf.com*.

The PDC is one of the largest dental conferences in North America, offering a broad selection of continuing education programs. With more than 200 open sessions and hands-on courses and close to 300 exhibiting companies occupying 625 booths — the meeting is designed to serve dentists and their entire dental team.

The exhibit floor will be open to all attendees on Thursday and Friday, March 9 and 10. Special hotel rates are available through Jan. 13; then rates will increase.

For the majority of attendees, C.E. credit is given for general attendance (up to five hours) and hour-for-hour credit for individually attended courses. It's possible to acquire up to 20 C.E. credits

Entering its fourth year at PDC, the dental technicians' conference day will have a new look and direction. The PDC Lab Expo will be Saturday, March 11, bringing together dental technicians, denturists, dentists and their teams. Expo attendees will be able to visit the exhibits area between 8:30 a.m. and 3 p.m. and during session breaks.

Attendees will be able to enjoy lunch and meet company representatives to learn about some of the industry's latest tech advancements. A new "Showcase Stage" in the PDC Lab Expo will feature 30-minute demonstrations throughout the day looking at the latest products and technologies.

In British Columbia, the tradition of gathering to share information on dentistry began in 1936 when the first BC Study Club was established. As time passed, the need for an annual meeting became evident.

An annual convention was created, and in subsequent years it experienced continued growth and with that the need to expand from smaller hotel settings into the world-class Vancouver Convention and Exhibition Centre (now the Vancouver Convention Centre). In 1998 the meeting became the Pacific Dental Conference, with dentists and teams attending from B.C., other provinces and across the U.S.

The PDC Organizing Group (made up of nine dentists and one hygienist) volunteers its time to present one of the most reputable dental conferences in North America.

(Source: Pacific Dental Conference)

AD

New NuSmile website expands capabilities

Easy ordering on desktop, tablet and mobile

By NuSmile Staff

NuSmile Ltd. has launched an enhanced website designed for customer convenience and improved function.

The new website's key customer benefits include:

• Easy ordering on desktop, tablet and mobile phones;

• A new "refill your crown kit" app that the company describes as being easy and intuitive;

• More detailed information on upcoming NuSmile ZR Zirconia Crown workshops;

• Up-to-date information on upcoming industry and NuSmile events;

• More information on award-winning NuSmile solutions;

• Added capabilities that make it easier to connect with NuSmile;

• A new document library for NuSmile products for easy access to helpful information;

• For international customers, added capabilities that make it even easier to connect with NuSmile distributors;

• An expanded collection of pictures and videos that show the work dentists are doing every day using NuSmile solutions.

"Today more than ever, customers need and deserve vendor websites that make it as convenient as possible to access important information, order products and communicate with customer service," said Mark Binford, NuSmile SVP and team leader for the development of the new site. "We spent 18 months working closely with cutting-edge website design, development and optimization firms to make sure our customers have a great experience when they visit our website, and we're confident they will."

NuSmile's new website can be viewed at *www.nusmile.com*.

About NuSmile

Founded in 1991 in Houston by Diane Johnson Krueger, NuSmile is a worldwide leader in pediatric esthetic restorative dentistry. Shortly after its founding, the company invented its first esthetic pediatric crown; more than 4 million have been used in restorations in the 25 years since.

Changes to the NuSmile website include the availability of more information about NuSmile solutions in pediatric esthetic restorative dentistry. The site also has added capabilities that make it easier to connect with the company. Screenshot/Provided by NuSmile

The company's offerings include the NuSmile ZR Zirconia crown system, featuring Try-In crowns to prevent saliva/blood contamination and NuSmile BioCem® BioActive Cement for bond strength and ease of handling; NuSmile Signature Pre- veneered crowns; NuSmile SSC Pre-contoured crowns; and NuSmile NeoMTA™ pulp therapy medicament.

NuSmile prides itself on a passion for customer care, commitment to research and support of the American Academy of Pediatric Dentistry (AAPD), the International Association of Pediatric Dentistry (IAPD), the Canadian Academy of Pediatric Dentistry/Académie Canadienne de Dentisterie Pédiatrique (CAPD/ACPD), the Institute for Pediatric Dentistry (IPD) and several other organizations dedicated to the dental care of children and the dentists who serve them.

AD

Mixing, dosing, dispensing with consistent quality

To simplify the daily work of clinical staff in terms of the mixing, dosing and dispensing of single- and two-component materials, the Swiss company Sulzer Mixpac develops optimally coordinated systems solutions: dispenser, cartridge, mixing cannula and application nozzles, all from one source. Quality and the patient's safety are prime concerns. Martina Strasser, head of sales/health care at Sulzer Mixpac, summarizes the products as follows:

"Our MIXPAC™ products are convincing because of their ergonomic and user-oriented design, their safe application, and precise as well as reproducible results." As leading manufacturer of primary packaging systems, Sulzer Mixpac manufactures all components under strict clean-room conditions. The company invests in demanding and innovative safety procedures.

"Users of our components do not only avoid unnecessary risks, they can also trust the consistent and reliable quality of compatible components and our experience in dental medicine," Strasser said.

Original MIXPAC products can be identified by their logo, the specific retaining rings of the mixing tip, and the six typical colors. The Clinicians Report Foundation® and the Dental Advisor awarded Sulzer's MIXPAC T-Mixer in the categories "Best Product" and "Best Value" for the first and third time, respectively.

Sulzer Mixpac provides coordinated dental components — and a focus on quality. Photo/Provided by Sulzer Mixpac

The experts emphasized the significant saving of dental material while ensuring consistent mixing quality and compatibility with the existing MIXPAC-products.

(Source: Sulzer Mixpac)

AD

OT CEM is a self- and photo-curing cement for permanent metal-to-metal bonding of attachments in prosthetic implant solutions. Photo/Provided by Rhein83

Cement designed for dentist and technician

A new composite cement "OT CEM" has been released by the Rhein83's research laboratories. Designed for bonding attachments directly in the mouth or in the laboratory, OT CEM is a self- and photo-curing cement for permanent metal-to-metal bonding of attachments in prosthetic implant solutions.

Radiopaque with a highly workable processing and curing time, OT CEM is recommended for cementing the reconstructive concave sphere, the solid reconstructive sphere and the threaded sleeves for the threaded attachments OT CAP – OT EQUATOR.

The package includes a two-component syringe of 5 ml and 10 self-mixing tips.

For more information you can contact American Recovery in New Rochelle, N.Y., by telephone at (914) 632-3800 or by email at *info@american-recovery.com*.

(Source: Rhein83)

Tell us what you think!

Is there a topic you would like to see articles about in Dental Tribune U.S.? Let us know by e-mailing us at *feedback@dental-tribune.com*. We look forward to hearing from you!

Admira Fusion x-tra: All ceramic-based direct bulk-fill restorative

Biocompatible Nano-ORMOCER (ORganically MOdified CERamic) shinks less than conventional

Admira Fusion x-tra has a 4 mm depth-of-cure for fast, long-lasting posterior restorations and is available in one universal shade. Its nano-particulate enhances its ability to adapt and blend to surrounding tooth structure. Photo/Provided by VOCO

By VOCO Staff

VOCO has introduced Admira® Fusion x-tra, describing it as "the world's first all ceramic-based direct bulk-fill restorative material."

After almost two decades of intensive research and development, VOCO has created the first ever nano-ORMOCER® through the innovative fusion of VOCO's proven nano-hybrid and ORMOCER (ORganically MOdified CERamic) technologies.

Admira Fusion x-tra's chemistry base is formed by silicon oxide, making up both the glass fillers as well as the ceramic resin matrix, a first of its kind.

This unique "pure silicate technology" offers several advantages, including up to 50 percent lower polymerization shrinkage (1.25 percent by volume) than today's conventional composites, as well as up to 50 percent lower shrinkage stress. These are two key physical properties in bulk-fill restoratives.

Admira Fusion x-tra has a 4 mm depth-of-cure for fast, long-lasting posterior restorations and is available in one universal shade.

Admira Fusion's nano-particulate amplifies its chameleon effect, enhancing its ability to adapt and blend to surrounding tooth structure compared to conventional composites, according to the company.

The ORMOCER matrix used within Admira Fusion x-tra makes the material highly biocompatible because it contains none of today's classic monomers (BisGMA [BPA], TEGDMA, UDMA, etc.).

With an 84 percent (by weight) inorganic filler content, the light-cured, radiopaque Admira Fusion x-tra has excellent strength and wear properties, according to the company. Additionally, the company reports that it is compatible with all conventional bonding agents and offers homogeneous non-sticky handling.

To learn more, you can visit VOCO online at *www.vocoamerica.com*.

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AAID in the Big Easy

Photo/*www.freeimages.com*

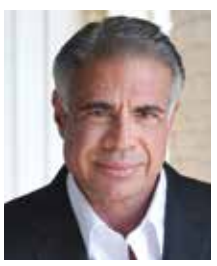
Annual conference brings its focus on 'Excellence in Implant Dentistry' to New Orleans

By Max Moses, AAID Director, Communications and Marketing

The American Academy of Implant Dentistry's 65th Annual Educational Conference will take place Oct. 26–29 at the Hyatt Regency New Orleans.

Attendees have the opportunity to earn as many as 23.5 hours of continuing education credit focused on implant dentistry. More than 60 individual sessions, including nearly two dozen hands-on workshops and limited attendance seminars, are offered. In-depth learning opportunities include full-day courses on implant placement and bone grafting on cadavers as well as a post-conference course on microsurgical principles in plastic periodontal and implant surgeries

More than 1,000 implant-dentistry professionals will hear from keynote presentations from the likes of Leonard Bailey, MD, a pioneer in the field of newborn heart transplantation, and Ed Zuckerberg, DDS, who will share his unique insights on social media for dentists. In addition, a live implant surgery will be broadcast to the conference with the opportunity to not only observe a procedure but ask the surgeon questions.



Richard Mercurio, DDS, FAAID, DABOI/ID president

Nick Caplanis, DMD, MS, FAAID, DABOI/ID education chair

During the three and one-half days, world-renowned clinicians will present and demonstrate excellence in implant dentistry. More importantly, attendees will be able to take what they learn back to their office and put it into practice immediately. More information about the conference can be found at *aaid.com*.

Established in 1951, the AAID is the only dental implant organization that offers credentials recognized by federal and state courts as bona fide. Its membership, which exceeds 6,000, includes general dentists, oral surgeons, periodontists and prosthodontists from across the United States and 40 other countries.

The academy is known across the world for its credentialing program. The rigorous requirements, coupled with AAID's commitment to educate patients about implant dentistry and the importance of using a knowledgeable, experienced and trained implant dentist (such as an AAID credentialed member), sets the academy apart.

More information about AAID's consumer outreach can be found at *www.aaid-implant.org*. Information about the educational offerings, valuable member benefits, credentialing program and other offerings from the AAID can be found online at *www.aaid.com*.

Osstell President and CEO Jonas Ehinger, right, and Thaddeus Picklo, director of sales, are on hand at the company's booth at the AAP in San Diego to show how to minimize risk and improve implant stability.
Photo/Sierra Rendon, Managing Editor

Q&A: How to improve implant stability

CEO Jonas Ehinger explains how Osstell's technology helps clinicians determine when to load an implant

By Sierra Rendon, Managing Editor

At the American Academy of Periodontology's annual meeting in September, Implant Tribune had the opportunity to interview Osstell President and CEO Jonas Ehinger.

Please tell us a little bit about Osstell's company history. What do you believe sets Osstell apart from the other companies?

The company was created to help clinicians determine when to load an implant. This developed into an extensively researched and scientifically validated area of using Resonance Frequency Analysis (RFA) to assess osseointegration of implants by measuring implant stability. Today, there are more than 800 clinical publications on the topic, all featuring Osstell's RFA equipment and Implant Stability Quotient (ISQ)

▸ See OSSTELL, page B2