AACD, AAE MEETINGS

DENTAL TRIBUNE

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

APRIL 2017 — VOL. 12, NO. 4

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IMPLANT TRIBUNE

NEW: CERTIFICATE IN IMPLANT DENTISTRY

Two clinicians first to earn distinction from Academy of Osseointegration.

▸ page B1

COSMETIC TRIBUNE

LASER: PERIODONTAL ESTHETICS ADDRESSED

Case illustrates removal of dense hyperplastic tissue using diode laser.

▸ page C1

ENDO TRIBUNE

AAE17 IN NEW ORLEANS

Endodontists from around the world will gather April 26–29 for annual meeting.

▸ page D1

Dental plaque DNA shows Neanderthals chewed 'aspirin'

Ancient human mouths had same bacteria that cause caries and gum disease today

Ancient DNA found in the dental plaque of Neanderthals — our nearest extinct relative — has provided remarkable new insights into their behavior, diet and evolutionary history, including their use of plant-based medicine to treat pain and illness.

In research findings published in March in the journal Nature, an international team led by the University of Adelaide's Australian Centre for Ancient DNA (ACAD) and Dental School, with the University of Liverpool in the United Kingdom, revealed the complexity of Neanderthal behavior, including dietary differences between Neanderthal groups and knowledge of medication. "Dental plaque traps microorganisms that lived in the mouth and pathogens found in the respiratory and gastrointestinal tract, as well as bits of food stuck in the teeth — preserving the DNA for thousands of years," said lead author Dr. Laura Weyrich, ARC Discovery early career research fellow with ACAD.

"Genetic analysis of that DNA 'locked-up' in plaque represents a unique window into Neanderthal lifestyle — revealing new details of what they ate, what their health was like and how the environment impacted their behavior."

The international team analyzed and compared dental plaque samples from four Neanderthals found at the cave sites of Spy in Belgium and El Sidrón in Spain. These four samples range from 42,000 to around 50,000 years old and are the oldest dental plaque ever to be genetically analyzed.

"We found that the Neanderthals from Spy Cave consumed woolly rhinoceros and European wild sheep, supplemented with wild mushrooms," said Professor Alan Cooper, director of ACAD. "Those from El Sidrón Cave, on the other hand, showed no evidence for meat consumption, but appeared instead to have a largely vegetarian diet, comprising pine nuts, moss, mushrooms and tree bark — showing quite different lifestyles between the two groups.

"One of the most surprising finds, however, was in a Neanderthal from El

▸ See PLAQUE, page A3

Dental calculus deposit is visible on the back molar of this El Sidrón Neanderthal upper jaw. This individual was eating poplar, a source of aspirin, and had also consumed molded vegetation including Penicillium fungus, source of a natural antibiotic. Photo/Provided by Paleoanthropology Group MNCN-CSIC

INDUSTRY NEWS A4–A8

- One-take impression material from Kettenbach, a leading international producer of impression materials for dental use, can save time, material and costs.
- Crosstex launches AXESS Mask sedation system: Subsidiary Accutron's product offers comfort, relaxation and efficiency to patients.
- Kovanaze (tetracaine HCl and oxymetazoline HCl) nasal spray from St. Renatus is first FDA-approved, needle-free, regional dental anesthesia for maxillary arch.
- OT Equator and Smart Box: Removable attachment system works even with bone loss.
- Dental referral expert Travis Rodgers of RecordLinc shares '10 do's and don'ts for generating and monitoring online reviews.'

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◂ PLAQUE, page A1

Sidrón, who suffered from a dental abscess visible on the jawbone. The plaque showed that he also had an intestinal parasite that causes acute diarrhea, so clearly he was quite sick. He was eating poplar, which contains the pain killer salicylic acid (the active ingredient of aspirin), and we could also detect a natural antibiotic mold (*Penicillium*) not seen in the other specimens.

"Apparently, Neanderthals possessed a good knowledge of medicinal plants and their various anti-inflammatory and pain-relieving properties and seem to be self-medicating. The use of antibiotics would be very surprising, as this is more than 40,000 years before we developed penicillin. Certainly our findings contrast markedly with the rather simplistic view of our ancient relatives in popular imagination."

Neanderthals, ancient and modern humans also shared some disease-causing microbes, including the bacteria that cause dental caries and gum disease. The Neanderthal plaque allowed reconstruction of the oldest microbial genome yet sequenced — *Methanobrevibacter oralis,* a commensal that can be associated with gum disease. Remarkably, the genome sequence suggests Neanderthals and humans were swapping pathogens as recently as 180,000 years ago, long after the divergence of the two species.

The team also noted how rapidly the oral microbial community has altered in recent history. The composition of the oral bacterial population in Neanderthals and both ancient and modern humans correlated closely with the amount of meat in the diet, with the Spanish Neanderthals grouping with chimpanzees and our forager ancestors in Africa. In contrast, the Belgian Neanderthal bacteria were similar to early hunter gatherers, and quite close to modern humans and early farmers. "Not only can we now access direct evidence of what our ancestors were eating, but differences in diet and lifestyle also seem to be reflected in the commensal bacteria that lived in the mouths of both Neanderthals and modern humans," says Professor Keith Dobney, from the University of Liverpool.

"Major changes in what we eat have, however, significantly altered the balance of these microbial communities over thousands of years, which in turn continue to have fundamental consequences for our own health and well-being. This extraordinary window on the past is providing us with new ways to explore and understand our evolutionary history through the microorganisms that lived in us and with us."

(Source: University of Adelaide)

AD

One-take impression material can save time, material, costs

AACD BOOTH NO. 724

According to Kettenbach, the Panasil family of high-quality performing materials reduce the number of retakes because accuracy is achieved the first time — and impressions done in one take use less material and cost less. Photo/Provided by Kettenbach

By Kettenbach Staff

Purchasing impression material in bulk from your supplier? No reason to change because everything is working fine? What if you could buy a premium product, shipped directly from the manufacturer?

This can be achieved with Kettenbach, which according to the company provides high-quality performing materials that will reduce the number of retakes because accuracy is achieved the first time.

Impressions done in one take use less material and cost less. To enjoy the Kettenbach "Advantage, performance and price, sold direct to you," call (877) 532-2123 to save hundreds or maybe even thousands on your annual purchases.

About Kettenbach

Kettenbach LP is based in Huntington Beach, Calif., and is the exclusive U.S. distributor for Kettenbach GmbH & Co. KG, based in Eschenburg, Germany. Founded in 1944, the company is a leading international producer of impression materials for dental use and is also known in other surgical areas of medicine.

For more information about Kettenbach LP products, you can call (877) KEBA-123 or visit *www.kettenbach.com*.

AD

Crosstex launches AXESS Mask sedation system

Subsidiary Accutron's product offers comfort, relaxation and efficiency to patients

Crosstex International Inc. and its subsidiary Accutron Inc. have launched the AXESS™ Mask, a single-use, lightweight and low-profile nasal mask that is contoured to form fit comfortably over the patient's nose.

AXESS Mask and scavenging circuit are constructed of slender, lightweight tubing to reduce drag that can lead to mask displacement. The mask and circuit combined are designed to provide patients with a comfortable experience while offering clinicians easy and unobstructed access to the oral cavity. Neither the mask nor the scavenging circuit contains natural rubber or latex.

"Crosstex is excited to be able to offer new, innovative solutions that address patient comfort as well as patient safety. The AXESS Mask and scavenging circuit offer relaxation for the patient while giving the clinician better access to the oral cavity," said Gary Steinberg, president of Crosstex International.

"Patient safety has always been the cornerstone of the Crosstex mission," said Jackie Beltrani, vice president of Global Marketing for Crosstex International. "The growing emphasis on patient comfort and nitrous oxide/oxygen sedation correlates with an increase in positive patient experiences. For dental professionals, that has the potential to mean more referrals and more opportunities to grow their practices."

For more information about AXESS Masks or for free mask samples, call (800) 531-2221 or go to *accutron-inc.com*.

About AXESS Masks

AXESS Masks offer visual assurance to the clinician because fogging appears in the translucent mask when patients breathe through their nose.

The contour around the mask perimeter provides a nasal/facial seal that minimizes ambient nitrous oxide in the operatory and gas flow into the patient's eyes — all without the use of tape or uncomfortable cannula protruding into the patient's nostril.

The accompanying low-profile scavenging circuit easily retrofits to most scavenging circuits and can be steam-sterilized and reused, making it both cost-effective and environmentally friendly. AXESS Masks are available in three sizes and two scents — mint and bubblegum. A clear, unscented version is available for scent-sensitive patients.

About Crosstex

Crosstex International, a Cantel Medical company, manufactures infection prevention and compliance products for the global health care industry.

Founded in 1953 and headquartered in Hauppauge, N.Y., Crosstex is widely known for its portfolio of waterline treatment, biological monitoring, sterility assurance packaging and personal protection equipment (PPE). Sold in more than 100 countries, the range of products distributed to medical, dental and veterinary practices and facilities include the award-winning (five consecutive years) SECURE FIT® technology face masks, DENTAPURE® waterline treatment cartridges and LIQUID ULTRA™ waterline treatment, SURE-CHECK® sterilization pouches with internal/external multi-parameter indicators, Tyvek pouches with 510K approval, SteamPlus Type 5 chemical integrators, CONFIRM® and PASSPORT® Plus in-office and mail-in biological indicators, and RAPICIDE® OPA/28 high level disinfectant. For more information about the full line of Crosstex infection prevention, patient safety and compliance products, please contact Crosstex at (631) 582-6777 or visit *www.crosstex.com*.

About Cantel Medical

Cantel Medical products include specialized device reprocessing systems for endoscopy and renal dialysis, advanced water purification equipment, sterilants, disinfectants and cleaners, sterility assurance monitoring products for hospitals and dental clinics, disposable infection control products primarily for dental and GI endoscopy markets, dialysate concentrates, hollow fiber membrane filtration and separation products. It provides technical service for all products. For more information, visit the Cantel website at *www.cantelmedical.com*.

The AXESS Mask system. Photo/ Provided by Crosstex

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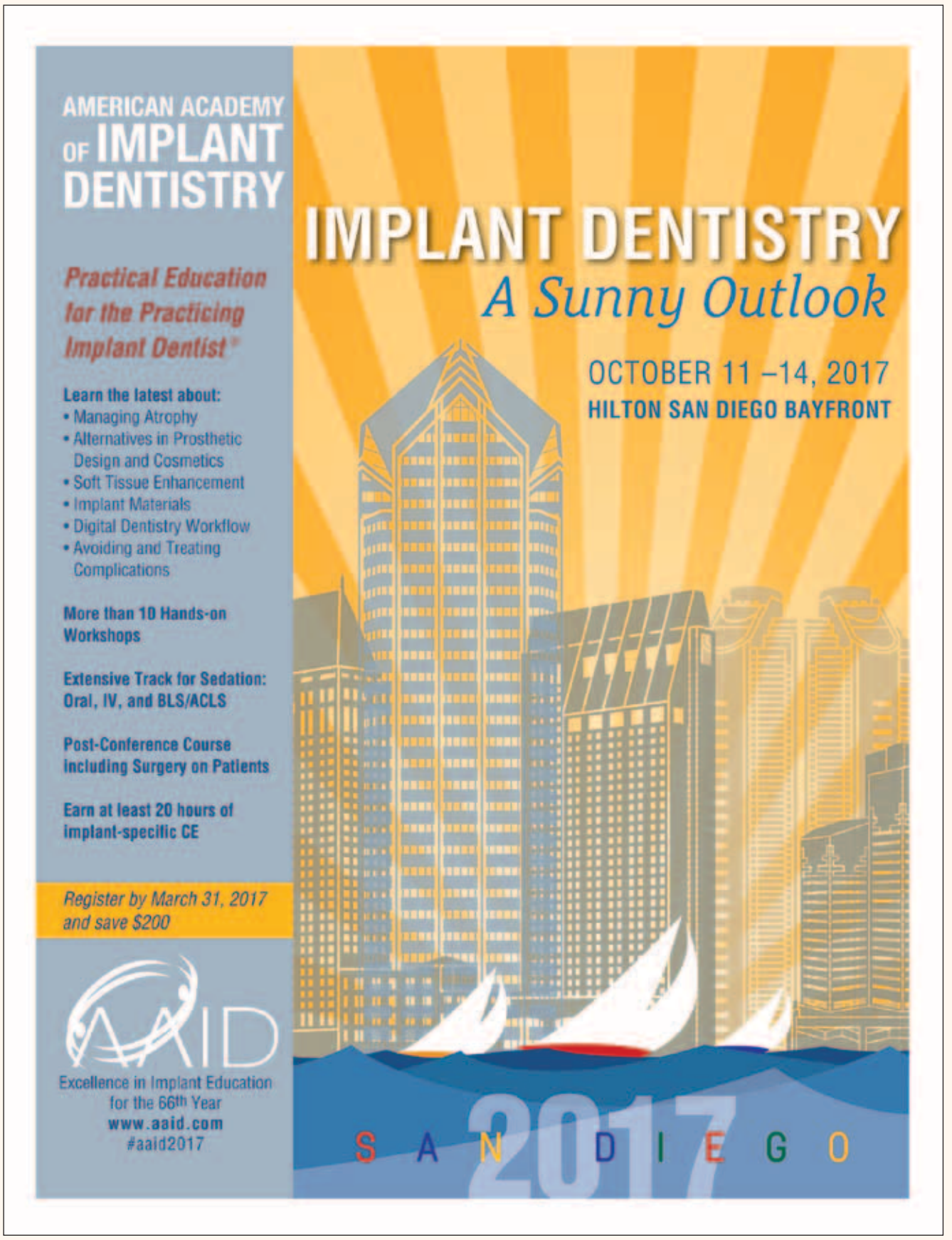


Nasal spray is first FDA-approved, needle-free, regional dental anesthesia for maxillary arch

From St. Renatus: Kovanaze (tetracaine HCI and oxymetazoline HCl) Nasal Spray

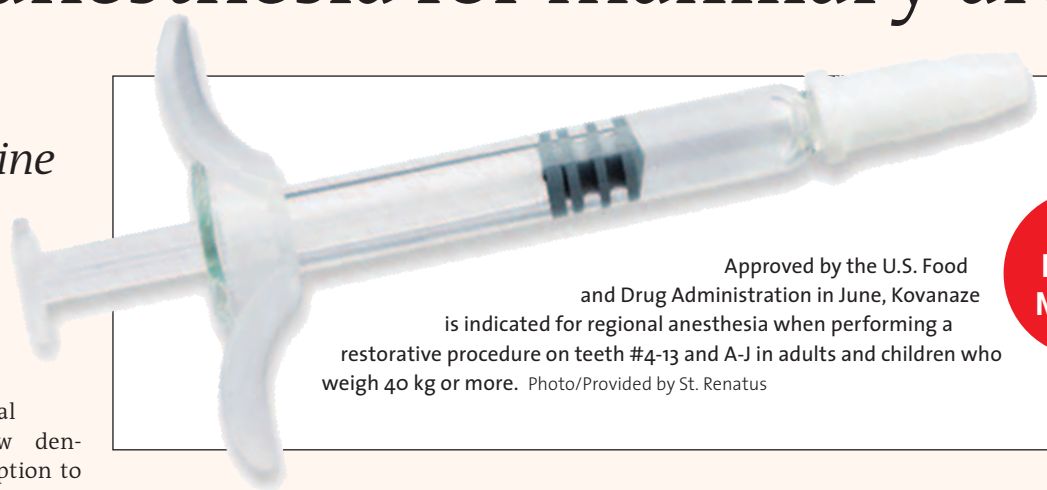
By St. Renatus Staff

St. Renatus recently announced that Kovanaze™ (tetracaine HCl and oxymetazoline HCl) Nasal Spray, the first FDA-approved, needle-free, regional dental anesthesia for the maxillary arch, is available for order. At the American Academy of Cosmetic Dentistry Annual Scientific Session in Las Vegas, you can visit booth No. 525 to place an order.

Approved by the U.S. Food and Drug Administration (FDA) on June 29, 2016, Kovanaze is indicated for regional anesthesia when performing a restorative procedure on teeth #4-13 and A-J in adults and children who weigh 40 kg or more.

"It is a significant moment in dentistry as a new delivery method for pain management is now available," said Steve Merrick, chief executive officer of St. Renatus. "For decades, needles have been the mainstay for delivering dental anesthesia; now dentists have the option to offer patients a regional anesthesia via a nasal spray for restorative procedures in the smile zone."

For full prescribing and important safety information, visit *www.kovanaze.com*. To learn more or to place an order, you can visit booth No. 737 in the exhibit hall at the AAACD Scientific Session in Las Vegas, contact your dental dealer or call the Kovanaze Support Line at (800) 770-9400.



AACD BOOTH NO. 737

Approved by the U.S. Food and Drug Administration in June, Kovanaze is indicated for regional anesthesia when performing a restorative procedure on teeth #4-13 and A-J in adults and children who weigh 40 kg or more. Photo/Provided by St. Renatus

Additional prescribing-information

These highlights do not include all information needed to use Kovanaze safely and effectively. See the package insert for full prescribing details.

• *Indications and usage:* Kovanaze contains tetracaine HCl, an ester local anesthetic, and oxymetazoline HCl, a vasoconstrictor.

• *Dosage and administration:* Kovanaze is for intranasal use only. Administer Kovanaze ipsilateral (on the same side) to the maxillary tooth on which the dental procedure will be performed.

• *Dosage forms and strengths:* Nasal spray in pre-filled, single-use sprayer: 6 mg tetracaine HCl and 0.1 mg oxymetazoline HCl (equivalent to 5.27 mg tetracaine and 0.088 mg oxymetazoline) in each 0.2 mL spray.

• *Contraindications:* Known hypersensitivity to tetracaine, benzyl alcohol, other ester local anesthetics, p-aminobenzoic acid (PABA), oxymetazoline, or any other component of the product.

• *Adverse reactions:* The most common adverse reactions occurring in less than 10 percent of patients include rhinorrhea, nasal congestion, lacrimation increased, nasal discomfort and oropharyngeal pain. Transient, asymptomatic elevations in systolic blood pressure and diastolic blood pressures have been reported.

AD

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OT Equator and Smart Box

Removable attachment system works even with bone loss

Rhein83, which produces attachments for removable prosthesis, describes its OT EQUATOR as being the smallest dimensional attachment system on the market. The system employs a reduced vertical profile of 2.1 mm with a 4.4 mm diameter. According to the company, the attachment is compatible with all implant systems and brands and provides superior stability and retention for the prosthesis.

Features include:

• The smallest dimensional implant abutment available on the market.

• Manufactured to be compatible with all implant brands and platforms.

• Available in eight different gingival heights.

• Titanium coating procedure used to increase the attachment's hardness and durability.

• Variety of elastic retentive caps available.

• Smart Box system now available to enable corrections of more than 50 degrees in implant divergence.

• Single castable and threaded titanium attachment systems available.

• Customized ordering based on implant brand, diameter and gingival height.

• ISO 9001 – ISO 13485 valid certificates.

• Patent validated by FDA, CE, Russia, Canada, Japan, Korea and other countries.

For additional information, you can visit *www.rhein83.com,* send an email to *marketing@rhein83.it* or telephone internationally at 003 (905) 124-4510

Smart Box

Rhein83 also has developed Smart Box, which can be used with the OT Equator in cases of extreme divergencies between the implants. The Smart Box has an inner tilting mechanism that enables a passive insertion with divergent implants up to 50 degrees.

An expert's opinion

Roberto Scrascia, DDS, is a prosthodontist specializing in bone regenerative surgery. He has written numerous clinical articles for publications in Italy and throughout the world (*Roberto.scrascia@gmail.com*). Following are his comments about his use of the OT Equator attachment system and the Smart Box:

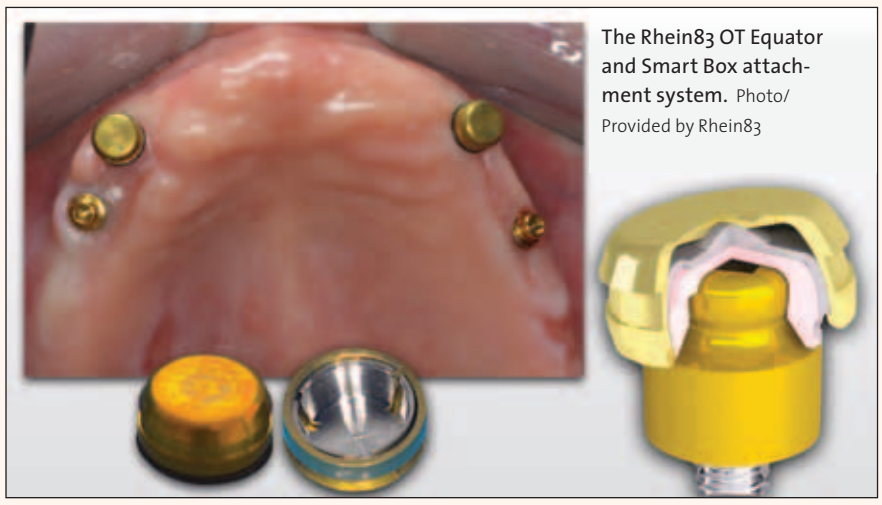
In the implant prosthetic rehabilitation with an overdenture, the choice of the retentive systems is a crucial moment; it is fundament to analyze and evaluate carefully the options provided by the market in order to avoid problems that may occur at an early stage or during the treatment.

Before the Smart Box, there was little chance (of being able to take advantage of the) performances of the OT Equator when there were severe divergences of the implants due to the lack of bone because of resorption in the jaws of older patients. In situations like these, a low-profile attachment is often the preferable solution, because it provides good stability and all the space for an esthetic denture.

Thanks to the innovative and original mechanism of the Smart Box, we can extend the limit of usability of the OT Equator attachment without losing any of its performances and qualities.

The Smart Box, with its tilting mechanism, allows and facilitates the smooth insertion of the prosthesis, a positive feature of the OT Equator by Rhein83. Smart Box is a new product that provides us a good opportunity to enhance the solutions we can offer to our patients in our everyday work.

(Source: Rhein83)



The Rhein83 OT Equator and Smart Box attachment system. Photo/ Provided by Rhein83

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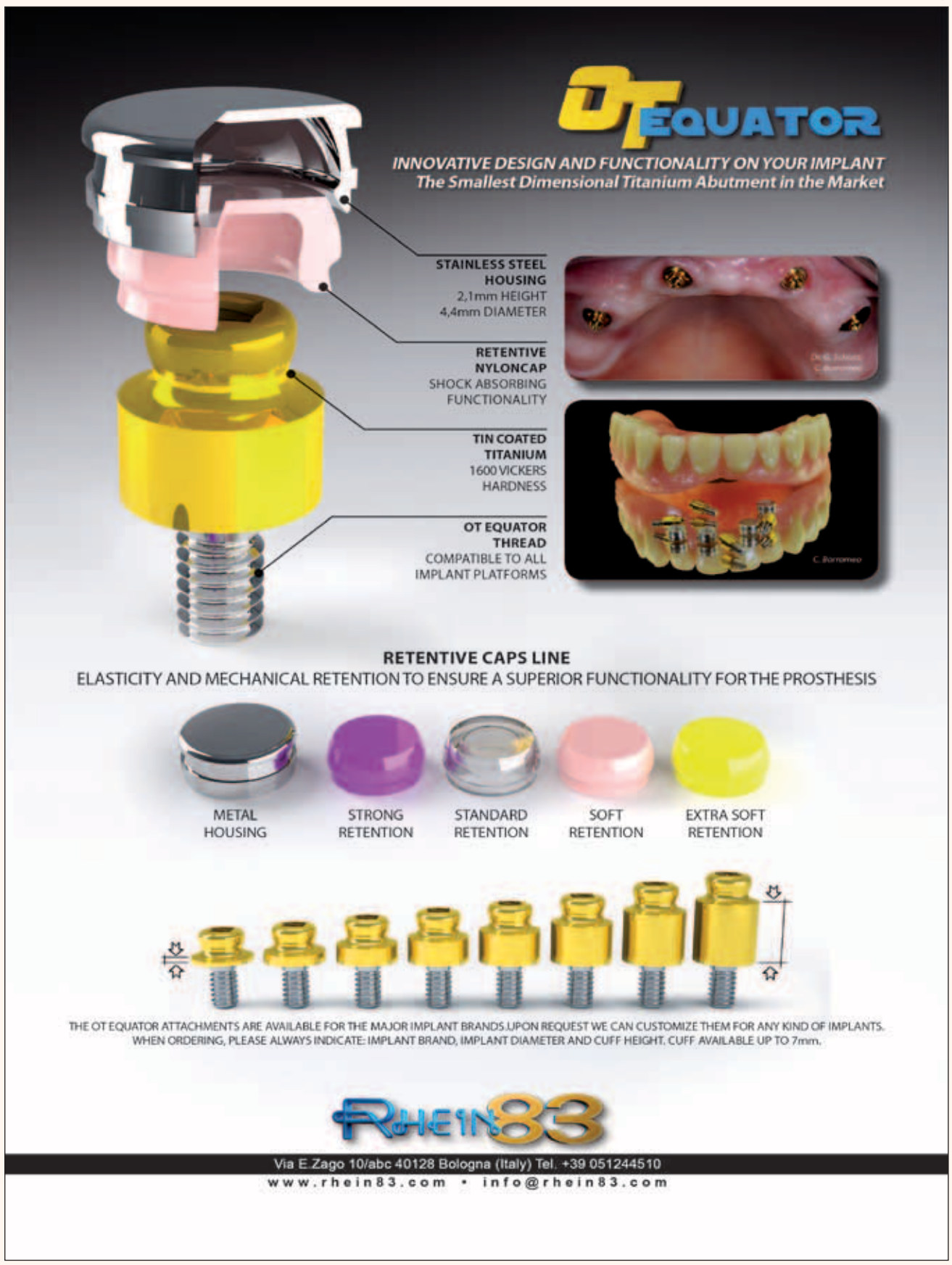
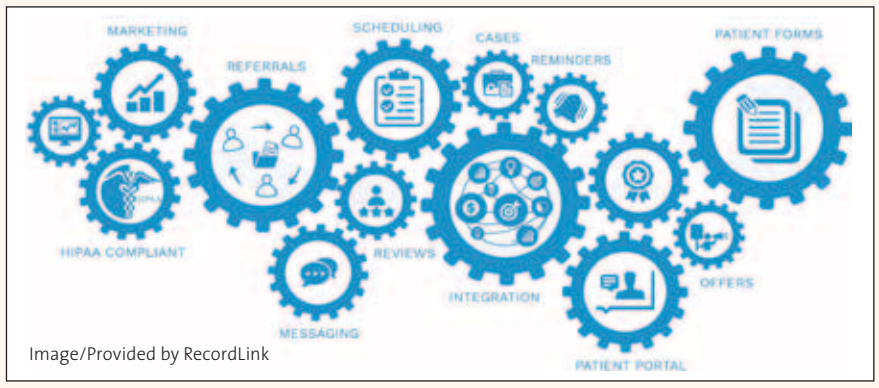


10 do's and don'ts for generating and monitoring online reviews



Image/Provided by RecordLink

By Travis Rodgers, RecordLinc

DO:

1. Claim your online business listings: There are several review sites for potential customers to find information about you or your competitors. Claim your listings on as many of these sites as possible. Make sure all information is accurate and consistent across all sites and edit your listings to include a brief business profile, photos, office hours and list of services.

2. Routinely ask your customers to write reviews: If past customers have articulated how pleased they are with the service you provide, ask them to submit an online review that speaks to their positive experience. The most trusted reviews are the ones that provide details. Both customers and search engines want to see if you've earned accolades for your service over a period of time.

3. Make your review request personal: However you request reviews — by snail mail or email — let your customers know you value their honest feedback. Ultimately, it will help you improve your operations and customer service.

4. Monitor your reviews: Online reviews tell you a lot about what customers think about the quality of your service. Without continual and thorough monitoring, you're left with a serious blind spot. You can mine this wealth of data to uncover and address recurring service or operational issues — such as difficult parking or personnel challenges.

5. Mention reviews in your customer facing sites: Add those positive reviews to your own website and social media pages. Link reviews back to their original sources. Loyal customers who read these reviews may be inspired to add their own. You can also put tablets or kiosks in your reception area to collect new reviews.

DON'T:

6. Send out review requests all at once: It's important to generate reviews on a scalable and scheduled basis, not all at once. The power of reviews is cumulative.

7. Solicit or publish fake reviews: Never offer your customers an incentive to write a review or create testimonials. This is unethical and will lose credibility for your company. In fact, review sites are becoming more savvy about false reviews and may remove them.

8. Ask disgruntled customers to review your organization before you've resolved their issues: It's wise to resolve issues prior to requesting a review. Once the issue is resolved, you can request that the customer write a review about how you addressed the problem. Often your fiercest advocates are initially unhappy customers whose problems you've solved.

9. Ignore negative reviews: Negative reviews can put your reputation on the line. But you can control the outcome. Your best defense is a good response. Customers want to see how you handle the situation when things go wrong. If appropriate, offer to handle the issue offline.

10. Try to remove negative reviews: If you can't resolve a customer's issue and turn a negative review into a positive one, let it go. Attempting to remove a negative review can aggravate the situation and lead to additional negative comments. Focus instead on building a wealth of positive reviews.

To learn more about how you can improve your business's online reputation and drive revenue, email Travis Rodgers at RecordLinc at *travis@recordlinc.com*.

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KOVANAZE® Nasal Spray
(tetracaine HCl and oxymetazoline HCl)

Kovanaze™ is the first FDA-approved Nasal Spray indicated for regional anesthesia when performing a restorative procedure on teeth 4-13 and A-J in adults and children who weigh 40 kg or more. And as its name implies, Kovanaze Nasal Spray is *needle-free!*

Inject or spray? — The choice is between you and your patient.

IMPORTANT SAFETY INFORMATION: Use in patients with uncontrolled hypertension or inadequately controlled active thyroid disease of any type is not advised. Tetracaine may cause methemoglobinemia, particularly in conjunction with methemoglobin-inducing agents. Use of KOVANAZE in patients with a history of congenital or idiopathic methemoglobinemia is not advised. Methemoglobinemia should be considered if central cyanosis unresponsive to oxygen therapy occurs, especially if methemoglobinemia-inducing agents have been used. Confirm diagnosis by measuring methemoglobin level with co-oximetry. Treat clinically significant symptoms of methemoglobinemia with a standard clinical regimen. Allergic or anaphylactic reactions can occur. If an allergic reaction occurs, seek emergency help immediately. KOVANAZE is contraindicated in patients with a history of allergy to tetracaine, benzyl alcohol, other ester local anesthetics, p-aminobenzoic acid (PABA), oxymetazoline, or any other component of the product. Some clinical trial patients experienced an increase in blood pressure so blood pressure should be monitored. In addition, patients should be carefully monitored for dysphagia. KOVANAZE is not recommended for use in patients with a history of frequent nose bleeds. Concomitant use of monamine oxidase inhibitors, nonselective beta adrenergic antagonist, or tricyclic antidepressants may cause hypertension and is not recommended. Discontinue use of oxymetazoline-containing products 24 hours prior to KOVANAZE administration. Avoid concomitant use of intranasal products. The most common adverse reactions to KOVANAZE occurring in >10% of patients include a runny nose, nasal congestion, nasal discomfort, sore throat, and watery eyes.

MRKT-0007r2

Learn more at www.kovanaze.com or call the Kovanaze Support Line at 1.800.770.9400

Manufactured for St. Renatus