

DAILY AT CDA PRESENTS!

# DENTAL TRIBUNE

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

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www.dental-tribune.com

## CDA AT A GLANCE

Everything you need to know to get you where you're going these next three days.

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## TRY IT OUT TODAY

Get your hands on some laser systems, cone-beam devices and digital intraoral scanning technology.

► page 10



## CELEBRATING SUCCESS

Head to Irvine this June and celebrate the women who have made dentistry what it is today.

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# Take it all in

*More than 100 new products and educational courses top the list of must-see items at this year's CDA Presents*

For the next three days, the halls of the Anaheim Convention Center will be filled with more than 27,000 dentists, dental professionals and students from across the United States, all here for one purpose — to take as much advantage as possible of all the offerings the CDA Presents has to offer. And it has a lot to offer.

The three-day convention will feature educational courses and 135,000 square feet of exhibit space, where more than 570 exhibitors will demonstrate new techniques as well as innovative products and services for dentists.

Some of the highlights you won't want to miss include the following.

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The Ocean Fountain in front of the Anaheim Convention Center. Photo/Provided by Anaheim/Orange County Image Library

## Check out what Anaheim has to offer

Heat Ultra Lounge nightclub in Anaheim.

Photo/Provided by Anaheim/Orange County Image Library



Want to have some fun in Orange County when you aren't at the meeting? Check out the ideas below.

### GardenWalk

There's no need to worry about transportation to GardenWalk — no matter where your hotel is, if you're close to the convention center, it's footsteps close. It's also the perfect place to delight with a stroll under sunny Southern California skies or starry nights.

GardenWalk is an open-air district (more than 400,000 square feet) showcasing a who's-who of renowned restau-

rants, shops and cosmopolitan hotels — all surrounded by lush landscaping, waterfalls and rich architecture.

GardenWalk features a number of nationally known restaurants, including Roy's Hawaiian Fusion Cuisine, McCormick & Schmick's Grille, P.F. Chang's China Bistro, The Cheesecake Factory, California Pizza Kitchen, FiRE + iCE Grill + Bar and Bubba Gump Shrimp.

There are also plenty of entertainment options, including AMF 300, an upscale bowling lounge; Heat Ultra Lounge, a

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• *“Panel of Critical Questions that Lead to Critical Decisions in Your Practice”*: This lecture, presented by a panel of dental leaders and moderated by Frank T. Curry, DDS, will help guide professionals to decisions that combine excellent dentistry and solid ethics.

Attendees will learn critical areas of decision-making, steps to deliver ever-improving quality dentistry and the foundations of dentistry successes and failures. The course will be held from 1–4 p.m. on Friday.

• *International Symposia of Dental Learning*: New to CDA Presents, this session features speakers Takashi Watanabe, DDS, and Kiyokazu Minami, DDS, of Japan, both of whom will be lecturing on restorative dentistry in Japan.

The courses will offer information on an alternative philosophy and treatment modalities; different cultural nuances in the delivering of dentistry; and the fostering of international camaraderie and relationships in an international setting.

Lectures will be in Japanese, with live simultaneous English interpretation via headphones. Minami will speak today from 9:30 a.m.–noon and 1:30–4 p.m. Watanabe will speak Saturday from 9–11:30 a.m. and 1–3:30 p.m.

• *Lab Track*: Lectures in the Lab Track include “Creating a Successful Smile by the Numbers,” presented by Jack E. Edwards Jr., BA, CDT, MDT, TF; “A Proactive Team Approach to Avoid Pitfalls With the All On-4 Concept: From Immediate Extrac-



Inside the Anaheim Convention Center.

Photo/Dental Tribune File Photo

tion, Provisionalization to a Final CAD/CAM Procera Denture or a Zircon Fixed Bridge,” hosted by Victor S. Rodriguez, AA, CDT, MAAIP; “Digital Restorative Dentistry and the Lab,” presented by Michael C. DiTolla, DDS; and a “Lab Track Panel Discussion” with the speakers. The Lab Track takes place on Saturday.

• *“Integration of Esthetic Dentistry in Routine and Complex Prosthodontics”*: This course, presented by Kenneth A. Malament, DDS, will teach attendees the key factors in treating patients for esthetic procedures and the controversies surrounding modern dental materials. The course takes place Saturday from 8–10:30 a.m.

cially cultivate the boysenberry on his farm, which later became America’s first theme park.

• *In-N-Out Burger*: Southern Californians and beyond crave the menu at the Orange County-based, In-N-Out. Made up only of burgers, fries and shakes, the menu does have a few secret orders. If you’re especially adventurous, try your burger “animal-style” with extra sauce and grilled onions.

#### Flash your badge and save

That badge hanging around your neck is worth much more than just entrance to a variety of seminars, workshops and the exhibit hall. It is also worth money — in the form of discounts at a myriad of restaurants and shops around the area.

Here are a few places where you can save money. Be sure to show your badge to take advantage of the offer. For the full list, check out [microsite.anaheimoc.org/sybas](http://microsite.anaheimoc.org/sybas).

#### Attractions

• *Knott’s Berry Farm*, 8039 Beach Blvd., Buena Park, (714) 220-5130. Adults get tickets for the discounted rate of \$38. Children ages 3–11 and senior citizens older than 62 get tickets for \$25.

• *Pirate’s Dinner Adventure*, 7600 Beach Blvd., Buena Park, (866) 439-2469. Receive one complimentary admission with the purchase of one full-price adult admission. Reservations required.

#### Sports & Recreation

• *Dana Wharf Sportfishing at Dana Point Harbor*, 34675 Golden Lantern, Dana Point, (949) 496-5794. Show your badge

• *New products*: Some of the products available in Anaheim include Colgate PreviDent 5000 Booster Plus, prescription-strength toothpaste for remineralization; Orascoptic XV1, the world’s first wireless dental loupe and headlight in one; Air Techniques’ new Monarch line of infection control products; and Carestream’s CS Solutions featuring the latest imaging technology.

In addition, CDA Presents has the West Coast premiere of more than 100 other new products.

• *CDA Presents free app*: Check out the CDA Presents app for smartphones and tablets. The app contains up-to-date show news and allows easy access to schedules, speaker information, exhibitor listings, social media and real-time alerts. It is available in the iTunes App Store, Android Marketplace and at [www.cdapresents.com](http://www.cdapresents.com).

#### About the CDA

The California Dental Association, organizer of CDA Presents, is the non-profit organization representing organized dentistry in California. Founded in 1870, CDA is committed to the success of its members in service to their patients and the public. CDA also contributes to the oral health of Californians through various comprehensive programs and advocacy. CDA’s membership consists of more than 25,000 dentists, making it the largest constituent of the American Dental Association. For more information, visit [www.cda.org](http://www.cda.org).

(Source: CDA)

and receive two tickets for the price of one on any open party (public), two-hour whale-watching or ocean adventure trip. Not valid on Tuesdays.

• *OC Wildlife and Beach Tour*, P.O. Box 3249, Laguna Hills, (949) 500-6981. \$5 off per person on any tour. Reservations required.

#### Retail

• *The Outlets at Orange*, 20 City Blvd., West Suite C-5, Orange, (714) 769-4001. Show your convention badge at guest services to receive a coupon book with hundreds in savings.

• *Desert Hills Premium Outlets*, 48400 Seminole Drive, Suite 601, Cabazon, (951) 849-5018. Receive a complimentary VIP coupon book (value \$5) with discount offers for many of the 130 designer and name-brand stores. Mention the “Show Your Anaheim Badge & Save” offer at the management office (West Wing, Suite 601).

• *O’Neill*, 321 W. Katella Ave., Ste. 164, Anaheim, (714) 635-0424. Thirty percent off all O’Neill, Rusty and The Berrics clothing and footwear. 20 percent off all wetsuits and rashguards.

#### Restaurants

• *21 Oceanfront*, 2100 W. Oceanfront, Newport Beach, (949) 673-2100. Twenty percent off food on final bill.

• *Downtown Disney District, House of Blues*, 1530 S. Disneyland Dr., Anaheim, (714) 778-2583. Twenty percent off restaurant and retail items.

(Source: Anaheim/Orange County Visitor’s & Convention Bureau)

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9,500-square-foot nightclub; Bar Louie, a nightlife restaurant and bar presenting musical entertainment; and Garden Spa, a day spa offering acupuncture, massage therapy, mud and ice rooms and more.

In addition, Anaheim GardenWalk features a 14-screen movie complex with luxury seating and dining and one IMAX screen.

#### Tasty treats

• *Balboa Bar*: On Balboa Island in Newport Beach, enjoy the famous Balboa Bar, a square vanilla ice cream treat on a stick, dipped in chocolate and rolled in your choice of candies or nuts.

• *Date Shake*: The Crystal Cove Shake Shack, a historical landmark on Pacific Coast Highway in Corona del Mar, opened in 1946 and was later purchased by Ruby’s. Today, you can still ask for the famous Date Shake, a blended drink of dates and ice cream, or try the locals’ favorite — Monkey Flip, a peanut-buttery concoction.

• *OC-tini*: The Montage Resort & Spa, an exclusive upscale resort in Laguna Beach, welcomes guests to enjoy The OC Martini — a mix of Bacardi ‘O’ Rum, Cointreau and fresh orange juice — in its lobby lounge overlooking the Pacific Ocean.

• *Boysenberry pie*: Today, every boysenberry in the world can trace its roots back to Knott’s Berry Farm. The boysenberry — a cross between a blackberry, a red raspberry and a loganberry — was named after its creator, Rudolph Boysen. Walter Knott was the first to commer-

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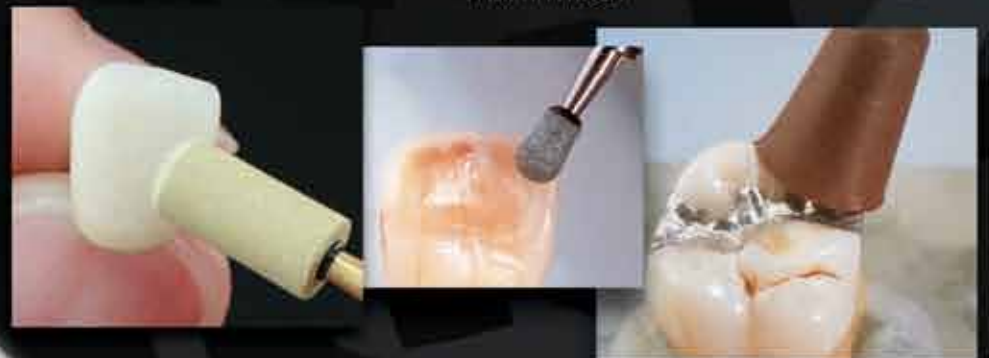
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# Here at the CDA: what to know

## Where

Anaheim Convention Center, 800 W. Katella

## Information

(800) 232-7645 or [www.cdapresents.com/Anaheim2013.aspx](http://www.cdapresents.com/Anaheim2013.aspx)

## Get the app

The CDA Presents app is now available in the Apple Store for iPhones or the Google Play Store for Android users. Use the app to search for courses, find exhibitors and download course handouts.

## Hours

- *Registration, ticket sales and tote bag pick up at the Anaheim Convention Center:* 6:30 a.m.–5:30 p.m. today, 6:30 a.m.–5:30 p.m. Friday and 6:30 a.m.–4:30 p.m. Saturday

- *Tote bag and lanyard pick up at the Hilton Anaheim Hotel:* 7 a.m.–3 p.m. today, 7 a.m.–3 p.m. Friday and 8 a.m.–noon Saturday

- *Exhibition hall:* 9:30 a.m.–5:30 p.m. today, 9:30 a.m.–5:30 p.m. Friday and 9:30 a.m.–4:30 p.m. Saturday

- *Table clinics at the Anaheim Convention Center:* noon–2 p.m. Friday and Saturday

## Traffic and parking

Parking is available at the convention center and off-site locations. If you have a pre-paid parking voucher, you must arrive before 8:30 a.m. for it to be valid. Shuttles to the convention center are available from off-site parking lots.

## Shuttles

Shuttles between official show hotels (Disneyland Hotel, Disney's Paradise Pier, Disney's Grand Californian, Howard Johnson Plaza Hotel, Desert Palm Hotel & Suites, Doubletree, Embassy Suites and the Hyatt Regency) and the convention center run approximately every 20 minutes from 6:30 a.m.–7:30 p.m. today and Friday and from 7 a.m.–6 p.m. on Saturday.

## Dinner reservations

There is a restaurant desk in the Anaheim Convention Center lobby to answer your questions and assist you with making reservations.

## Food options

A variety of food is available in the Anaheim Convention Center concession areas. Menu options include specialty coffee and breakfast items, grab 'n' go for

lunch, Mexican taqueria, made-to-order sandwiches, all-American grill, barbecue, rice bowls and pizza.

## Coat/baggage check

A coat/baggage/stroller check is available near the registration area in the Anaheim Convention Center for \$2 per item.

## Children's services

Children younger than 10 are permitted daily in the exhibit hall from 9:30 a.m.–noon only. Children ages 11 and older may be on the exhibit floor at any time with the purchase of a \$25 guest badge.

CDA provides a KiddieCorp child-care program. The cost ranges from \$20 for a half day to \$40 for a full day per child ages 6 months to 6 years. Snacks and beverages are provided.

Another program is geared for children ages 7–12. This program will provide activities, games and movies in a structured environment. Fees are \$15 for half day and \$30 for the full day per child.

Children are not permitted in the lectures or workshops, and strollers are not permitted on the exhibit floor.

Questions regarding the children's program can be directed to KiddieCorp at (858) 455-1718 or [info@kiddiecorp.com](mailto:info@kiddiecorp.com).

## C.E. credits

Arrival and departure times are used to issue C.E. credits. You will need to scan upon entry and exit, and must remain in the course for the entire time. Partial credit cannot be granted.

Go to the C.E. Pavilion after attending class. There you will verify your C.E. units as well as take a brief survey for each course attended.

For your convenience, you can wait until you have attended all of your courses, or you can visit CDA's website or use the CDA Presents app (available for download) up to five days after the show.

Certificates will be available online approximately three to four weeks after the show. At that time, you will receive an e-mail containing a link that will take you to your C.E. certificate.

## The Spot


The Spot is a lounge that offers attendees activity areas and a place to relax. The contemporary lounge features free WiFi, a charging station and an educational theater that is the venue for the Smart Dentist Series of free, one-hour lectures. A Wine FUNdamentals Seminar and Reception will take place there from 4-5:30 p.m. Friday for \$30.

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# Handpiece manufacturer aims for global leadership

**TOKYO, Japan** — It is no secret that the years since the global financial crisis have not been very kind to companies in Japan. First, the recession slowed business investments significantly down, then the negative effects of the 2011 tsunami and the massive destruction it wrought almost brought the world's third largest economy to a halt.

For NSK, one of the country's largest dental manufacturers, troubles in the home market are its least concern because the company conducts most of its business elsewhere.

According to President and CEO Eiichi Nakanishi, with whom Dental Tribune International had the opportunity to speak at the company's headquarters in Tochigi, more than 80 percent of the company's revenues are now generated by its operations outside of Japan.

In the last three years, NSK has been performing particularly well in mature markets such as Europe and North America, where it boosted its presence with the opening of its new headquarters near Chicago, despite unfavorable conditions such as high market saturation and the ongoing decline of the yen against the dollar.

Since 2009, Nakanishi has also seen his company regaining its former market shares in Asia through centralized distribution and after-sales support offered by its new subsidiary in Singapore.

Another significant contributor has been NSK's European office in Germany, which accounted for almost one third of the 22.2 billion yen (\$278 million) in sales the company reported in 2011.

"That is why economic conditions in our home market have little or no impact on our overall business. We really think globally," Nakanishi explained.

According to the 48-year-old, who has run the company since 2000, one of the major reasons for NSK's strong market position, even in established markets, is its dedication to innovation and quality, combined with the excellent after-sales service it is able to provide to customers in almost every country except North Korea. But this hasn't always been the case.

Founded in the 1930s, the company had a rough start and operations were completely halted during World War II. Since the production of dental handpieces resumed in 1951, however, the company has grown extensively and now employs more than 700 people in its Japanese offices in Tochigi and Tokyo.

NSK also still produces most of the precision parts in-house, which, according to Nakanishi, is one of the reasons that dentists now identify the company with high-quality products.

"We employ many good engineers and marketing people who help us to constantly improve our brand and make it more attractive to dentists," he said.



NSK President and CEO Eiichi Nakanishi, right, in talks with DTI Publisher and CEO Torsten Oemus. Photos/Lutz Hiller, DTI



NSK still manufactures most of the precision parts in-house.



The company's headquarters in Tochigi, Japan.

## Here in Anaheim

For more information on NSK Nakanishi and its products, stop by the booth, No. 460.

One of NSK's more recent innovations, which was launched at IDS in Cologne in 2011, for example, is the Ti-Max Z series, a durable premium handpiece that is purported to have the smallest heads and necks in the industry, as well as an exceptionally low noise level and virtually no vibration.

The Surgic Pro surgical micromotor has also received much interest, particularly by dental implant surgeons. This device is distributed alongside implant systems by major implant manufacturers.

NSK asserts it pays close attention to the needs of its customers, a philosophy that has resulted in products such as the S-max pico, which was developed solely for the treatment of patients with smaller mouths, such as children.

Moving into other markets is conceiv-

able but unlikely to happen anytime soon, according to Nakanishi. Even though his company has begun to enter new areas in the last decade with the launch of instruments such as ultrasonic scalers and polishers, its core business will remain dental handpieces and other small-motor equipment.

"When it comes to handpieces, we have produced more innovations than our competitors," Nakanishi said. "Our goal is to become the No. 1 company worldwide in this segment."

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— Michael C. DiTolla, DDS, FAGD

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Just ask Howard S. Glazer, DDS, a gen-

## Here in Anaheim

Visit Shofu at booth No. 1128 for more information. In addition, be sure to attend Dr. Howard Glazer's presentation, "What's Hot and What's Getting Hotter!," from 9:30 a.m. to noon on Friday. Glazer will present a potpourri of materials and techniques that will make your day at the office easier and more productive.

eral practitioner who has been using the new product for some time now at his practice in Fort Lee, N.J.

"I have been a seventh-generation user from the day it was introduced and have used every one on the market, and I am

telling you — this one is hot, and it is getting hotter," Glazer told Dental Tribune.

BeutiBond's enhanced bond strength rivals that of leading sixth-generation adhesives, but with the convenience of a seventh-generation material.

"It will definitely get people who have been hesitating to switch. In fact, it makes 'the leap' so much easier, and 'the leap' is in quotes because there is no leap really," he said.

Glazer said he likes BeutiBond because it incorporates two separate chemistries that bond to both the dentin and the enamel. He also likes the fact that it



Shofu's BeutiBond. Photo/Provided by Shofu

works with a very low micrometer thickness, leaving no gap of potential porosity for his patients.

The light-cure, self-etching adhesive has a film thickness of less than 5 micrometers for better adaptation of restorative materials and is ideal for highly esthetic and minimally invasive restorations.

Another huge plus, Glazer said, is the ease of use the product offers. BeutiBond requires very few steps and the unit dose delivery is stable, providing for excellent chairside handling.

"There is no fumbling, no mixing, no shaking," Glazer said. "Just look at the steps card — it is as easy as one, two, three."

A single application of BeutiBond requires just 30 seconds for a durable, reliable bond. High bond strengths are achieved because of BeutiBond's HEMA-free composition, resulting in virtually no gingival blanching, which is normally caused by the combination of HEMA and the acid monomer.

With excellent biocompatibility and bonding durability, BeutiBond is an all-in-one adhesive that enables etching, priming and bonding in one simple step for a wide range of applications.

BeutiBond can be used with any composite resin on the market and is ideal for use with Shofu's Beautifil® II composite restorative material. Beautifil II, designed for any application, is wear-resistant with low shrinkage and has a "chameleon-like quality that allows for a harmonious blend of shades with natural tooth color, yielding ideal fluorescence and optical characteristics that mimic natural teeth," according to a review by Glazer.

A curious practitioner who is always looking for increased efficiency, Glazer typically tests half a dozen or so new products every month.

"I want things that are faster, easier and better, not only for me, the doctor, but also for the ultimate end user — the patient," he said. "After all, we're in the smile business, so we like to keep everybody smiling."

For a demonstration of BeutiBond, as well as Beautifil Flow Plus, Shofu's flowable composite indicated for all classes of restorations, stop by booth No. 1128.

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