

# today



### Scenes from CDA Presents

Win a guitar, see a gigantic handpiece and chat with passengers from the Titanic.

»pages 6–8



### A party with a view

DentalEZ hosts a cocktail reception to introduce newest product and new president.

»page 12



### Your wish is their command

Henry Schein rolls out Dentrix G6 – and its new features all came from your input.

»page 14

## What you're looking for



• Attendees stream through the many exhibit aisles of CDA Presents. (Photos/Sierra Rendon, *today* Staff)

By Sierra Rendon, *today* Staff

■ For the clinician who is looking to make his or her practice more efficient, more profitable and more technologically savvy, the exhibit hall floor at CDA Presents the Art and Science of Dentistry offers at least 100 new dental product launches, all aimed at helping dentists stay up-to-date on the latest trends in the industry.

The 135,000-square-foot exhibit hall floor is brimming with 575 exhibiting companies, each of them showcasing a different product you might find to be just what your practice needs.

Here is a sneak peek at a handful of those new products you'll find on the CDA Presents exhibit hall floor:

- *DrQuickLook SD Plus*, booth No. 2437 – *DrQuickLook SD Plus* is an all-in-one intraoral camera that allows dentists to quickly display and review with patients on an easy-to-use handheld touch screen. “It’s a unique,

»see *LOOKING*, page 2

## Choices abound when it comes to education

By Sierra Rendon, *today* Staff

■ CDA Presents is an excellent place to fulfill your C.E. credits for the year, and those opportunities continue today with a myriad of lectures, workshops and forums.

Here is a sampling of the many educational sessions you can partake in today:

- “Graftless Solutions in Implant Dentistry” with Drs. Saj Jivraj and Hooman Zarrinkelk in ACC-208 A/B. (2.5 C.E.)

- “Eat This, Not That: Tooth Wear, Lifestyle and Nutrition,” with Dr. Uche Odiatu in Hilton-California D. (2.5 C.E.)

- “The Dental Playing Field: Interactive, Entertaining, Audience Participation, High-Energy Experience!” with Gary Zelesky in ACC-Ballroom E. (2.5 C.E.)

- “The Exceptional Dental Team: Gatekeepers for Systemic Inflammation and Total Wellness,” with Dr. DeWitt C. Wilkerson in ACC-304 A/B. (2.5 C.E.)



• Lori Alvi speaks Friday on ‘Managing Patient Conflicts’ at the Educational Theater of The Spot. Free lectures continue there today from 10 a.m.–2 p.m. (Photo/Sierra Rendon, *today* Staff)



LOOKING *from page 1*

patient-held, completely universal intraoral camera,” said Erin Primerano of DrQuickLook. “Users can also transfer saved images to a computer or patient file. It works right out of the box and is made here in the USA.”

- *Excellerator RT, booth No. 1640* – Propel Orthodontics says the microosteoperforation performed with the Excelleration drivers stimulates the alveolar bone in orthodontic treatment in order to accelerate tooth movement and facilitate challenging movements, thereby increasing predictability and reducing a patient’s overall orthodontic treatment time. Propel says it can be used in conjunction with braces or clear aligners and takes just minutes to perform during a patient’s regularly scheduled office visit.



• **Erin Primerano shows off the unique, new intraoral camera, Dr. QuickLook, at booth No. 2437.**

- *EyeZoom, booth No. 1334* – It’s time to zoom in and take a closer look at EyeZoom, the first and only loupe to offer multiple magnification

powers. Co-engineered by Orascoptic and Konica Minolta, this revolutionary optical design boasts a three-step variable magnification technology and edge-to-edge high-definition resolution. You now have the power to customize your magnification for specific techniques or zoom in and out to change your perspective during a procedure. It’s like having three loupes in one!

- *BioRoot RCS, booth No. 330* – Septodont’s new BioRoot RCS is a bioactive and biocompatible root canal sealer with active biosilicate technology. This pure mineral formulation does not stain teeth and eliminates post-op sensitivity, according to Septodont. The strong seal and tight interface provides adhesive to dentin and gutta-percha points, giving a void-free seal, the company says.


AD

# Pacific Dental Conference

March 17-19, 2016

Join us in Vancouver, BC  
*somewhere under the rainbow!*




**Save these dates!**




- ✿ Three days of varied and contemporary continuing dental education sessions are offered (something for your whole team)
- ✿ Over 130 speakers and 150 open sessions and hands-on courses to choose from, as well as the Live Dentistry Stage in the Exhibit Hall
- ✿ Over 300 exhibiting companies in the spacious PDC Exhibit Hall
- ✿ Lunches and Exhibit Hall Receptions included in the registration fee
- ✿ Fantastic shopping, beautiful seawall access within blocks of your hotel, and great spring skiing and golfing

Online registration and program information at...

## www.pdconf.com

IN CONJUNCTION WITH




## 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](mailto:info@dental-tribune.com)  
[www.dental-tribune.com](http://www.dental-tribune.com)

**Publisher & Chairman**  
Torsten Oemus  
[t.oemus@dental-tribune.com](mailto:t.oemus@dental-tribune.com)

**President/Chief Executive Officer**  
Eric Seid  
[e.seid@dental-tribune.com](mailto:e.seid@dental-tribune.com)

**Group Editor**  
Kristine Colker  
[k.colker@dental-tribune.com](mailto:k.colker@dental-tribune.com)

**Managing Editor**  
Fred Michmershuizen  
[f.michmershuizen@dental-tribune.com](mailto:f.michmershuizen@dental-tribune.com)

**Managing Editor**  
Sierra Rendon  
[s.rendon@dental-tribune.com](mailto:s.rendon@dental-tribune.com)

**Managing Editor**  
Robert Selleck  
[r.selleck@dental-tribune.com](mailto:r.selleck@dental-tribune.com)

**Product/Account Manager**  
Humberto Estrada  
[h.estrada@dental-tribune.com](mailto:h.estrada@dental-tribune.com)

**Product/Account Manager**  
Maria Kaiser  
[m.kaiser@dental-tribune.com](mailto:m.kaiser@dental-tribune.com)

**Product/Account Manager**  
Will Kenyon  
[w.kenyon@dental-tribune.com](mailto:w.kenyon@dental-tribune.com)

**Marketing Director**  
Anna Kataoka  
[a.kataoka@dental-tribune.com](mailto:a.kataoka@dental-tribune.com)

**Education Director**  
Christiane Ferret  
[c.ferret@dtstudyclub.com](mailto:c.ferret@dtstudyclub.com)

**Accounting Department**  
Nirmala Singh  
[n.singh@dental-tribune.com](mailto:n.singh@dental-tribune.com)

**dti** Dental  
Tribune  
International

**Published by Tribune America**  
© 2015 Tribune America, LLC  
All rights reserved.

today CDA Presents The Art and Science of Dentistry Show Dailies Vol. 8 appear during the CDA Presents meeting in Anaheim, California, April 30–May 2, 2015.

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.



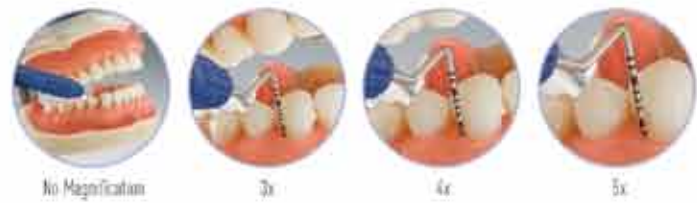


Take a Closer Look Today!  
Orasoptic.com/CDAEZ



# ONE LOUPE 3 MAGNIFICATIONS

It's time to zoom in and take a closer look at **EyeZoom™** - the first and only loupe to offer multiple magnification powers. Co-engineered by Orasoptic® and Konica Minolta®, this revolutionary optical design boasts a 3-step variable magnification technology and edge-to-edge high definition resolution.



No Magnification

3x

4x

5x

**EYE ZOOM**  
By ORASOPTIC



# HYGIENE INSPIRED HYGIENIST APPROVED

Designed by an elite team of practicing hygienists and recognized ergonomic and infection control experts, the loupe works to improve ergonomics, productivity and career longevity. Encompassing an optimal field width and depth recommended for dental hygiene professionals, the optics deliver a crisp image with edge-to-edge clarity.



Design Your RDH Elite Today!  
Orasoptic.com/CDAREIH

**RDH ELITE**  
By ORASOPTIC



800.369.3698 | Orasoptic.com

Konica Minolta® is a registered trademark of Konica Minolta, Inc. Used with permission. MC-MSC-026

Meet EyeZoom™ & RDH Elite™ at **BOOTH 1334**

# Exodontia at the tip of your fingers

By Nadean Burkett,  
Extraction Academy

■ It is estimated that more than 20 million teeth are extracted each year in the United States. Although it is considered a routine procedure, it is also one in which the most complications occur, including infection and pain, leading to discord in the doctor-patient relationship.

Is it any wonder that extractions are the procedure most feared by patients and referred out by general practitioners?

To address this clinical chal-

lenge, Nexus Dentistry has developed the Extraction Academy. Dr. Gregory Greenwood, chief dental officer of Nexus, is an internationally renowned lecturer on the latest trends in oral, IM, IN and IV conscious sedation in dentistry and is a mentor to clinicians who want to master their knowledge and skills in surgical procedures. This is particularly relevant in tooth extraction, which arguably is the most difficult procedure to perform successfully.

The development of the Extraction Academy program was a collaboration with Greenwood's colleague, Dr.



• Learn everything you ever wanted to know about exodontia at the Extraction Academy, taking place Sunday here in Anaheim. (Photo/Provided by the Extraction Academy)

Kianor Shah, the visionary of the project. Although every dental school teaches students how to extract a tooth, it is stigmatized by the public as the most brutal dental procedure.

Greenwood and Shah share the belief that just because every dentist is trained to extract teeth does not mean they should. With current advancements and technology available, extractions can be done safely and more comfortably for the patient.

The success of the Extraction Academy program is based on the teachings of both theory and technique, including how to avoid complications and retain a patient for life.

The skills learned and practiced by those dentists in the program are beneficial to both patient and doctor. Patients will no longer have the inconvenience and higher fees incurred when referred to a specialist, while the doctor's ability to retain the patient within his or her practice has both financial and other advantages.

For Greenwood and his colleagues at the Extraction Academy, the rewards in their teaching and mentorship with dentists are realized most profoundly by the positive feedback of doctors who employ these techniques in their practice.

They also immensely appreciate the tremendous outpouring of support from their sponsors, which allows them to fulfill their commitment to global community outreach by working with charitable organizations, such as The Wisdom Tooth Project, Oral Health America and Mercy Ships, to provide access to quality clinical care to those less fortunate around the world.


The Extraction Academy is holding a one-day, hands-on workshop on Sunday, immediately following the CDA Presents. For more information, please visit [www.extacademy.com](http://www.extacademy.com).

## Here in Anaheim

The Extraction Academy will take place Sunday here in Anaheim. Topics include full-mouth extractions, impacted teeth, how to expose teeth for orthodontic treatment, wisdom teeth (any impaction category), calcified teeth, fully and partially erupted teeth, infected teeth, root tip extractions, complex cases, head and neck anatomy, pharmacology, intravenous sedation, guided-bone regeneration, tips and tricks, complications management, immediate implants, surgical instruments, nomenclature, proper use and application. Tuition fee is \$1,750 (with \$150 coupon discount). Register online at [www.extacademy.com](http://www.extacademy.com) or contact [info@extractionacademy.com](mailto:info@extractionacademy.com) or call +32 486 920 435 for more information.

AD

Academy of  
Osseointegration





San Diego

**GLOBALIZATION**  
of  
**IMPLANT DENTISTRY:**  
A World Collaboration

**ANNUAL MEETING**

**February 18-20, 2016**  
San Diego Convention Center

osseo.org

ADA CERP | Continuing Education  
Recognition Program



# Save Time and Money by the Bundle

## BruxZir™ Implant Bundle

Visit us at  
booth  
354

**\$395\*** includes

- Inclusive® Tapered Implant
- Inclusive® Titanium Healing Abutment and Impression Coping
- Choose from a BruxZir® Solid Zirconia Crown with Inclusive® Custom Implant Abutment or BruxZir Screw-Retained Implant Crown



**BruxZir Solid Zirconia**, the world's most prescribed zirconia restoration, now comes as a complete tooth replacement solution. For about the same price as a crown and custom abutment, everything needed to replace a missing tooth is included. The bundle provides convenience and predictable treatment costs, and reduces the need to keep a supply of implants and prosthetic components on hand.

\*Price does not include shipping or applicable taxes. Inclusive is a registered trademark of PrismaTik Dentalcraft, Inc.

For more information

**888-786-2177**

[www.glidewelldental.com](http://www.glidewelldental.com)

**GLIDEWELL DIRECT**

CLINICAL AND LABORATORY PRODUCTS



# Scenes from Friday



• Passengers from the Titanic are here to promote Supra-Gingival Dentistry seminars offered by the LA Institute of Clinical Dentistry and Ruiz Dental Seminars (booth No. 219). You don't want to 'sink below the surface,' the actors explain.



• Maggie Wang, left, and Regina O'Rourke of Dental Office Depot (booth No. 762).



• From left: Jason Huml, Joelle Beigel and Andrew Gonzales of AM-Touch Dental Supply (booth No. 367).

Photos/Fred  
Michmershuizen,  
today Staff



• Lenny Sulkis, left, and Meredith Tangney of Shofu Dental Corp. (booth No. 1128).



• They are giving away a guitar each day at Fotona (booth No. 1750). Visit them to learn more.



• Ione Booth, left, and Mary McCauley of Jordco (booth No. 579).



• Jim Short of Heraeus Kulzer (booth No. 742).





• From left: Frank Catalanotto, Karen Neiner, George Tysowsky and George Rhodes at a celebration Thursday evening for Oral Health America (OHA), which is celebrating its 60th anniversary this year.



• Daiki Kawaguchi of Mani (booth No. 353) with the latest copy of Roots magazine.



• To find NSK (booth No. 360), look for the giant handpiece.



• Jerry Vogel, left, and Gregory Vogel of Panthera Dental (booth No. 2520).



• The staff of DigiDental4U (booth No. 2352).



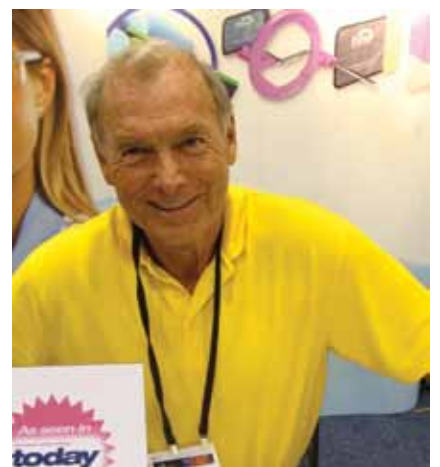
• Paris Davis, left, and Gina Susino of Essential Dental Systems (EDS, booth No. 658).



• Dr. Fred Weinstein of Vancouver, British Columbia.



• Norma Ezzeddine, left, and Maria Segura of Dr. Fresh (booth No. 2138).



• Neal August of Flow Dental Corp. (booth No. 660).





• The team at Sky Dental Supply (booth No. 767).



• Lindsey Arambula of Coltene (booth No. 548) with the company's BioSonic WipeOut disinfectant wipes.



• Lawrence Taub of TAUB Products (booth No. 1278).



• Meeting attendees attend a laser workshop Friday morning.



• From left: Takayuki Nakamura, Emiko Ota and Yukari Aritake of Osada (booth No. 1371).



• From left: Rob Fischer, Jonathan Benz and Joseph Lau of Endo Technic (booth No. 739).



• From left: Cliff Dodson, Vito Verzura and Dan Voges of DentalVibe (booth No. 1281).



• Jim Pienkowski of Planmeca USA (booth No. 1650) demonstrates the scanning procedure for Planmeca ProFace.



• Meeting attendees stop by Henry Schein (booth No. 1470) to learn more about E4D digital technology.



# DOES YOUR HEART BEAT FOR DENTISTRY?



*VISIT US AT  
BOOTH #1470*

COME SEE THE LATEST IN CAD/CAM TECHNOLOGY



Proudly made in the USA.

With PlanScan Restorative System, you can perform lab-quality restorations in hours instead of days - with remarkable speed and accuracy, incredibly intuitive designs, on-site milling and, of course, no impressions or powders. The result is a vastly improved restorative process that gives you - and your patients - a positive dental experience.

CATCH A DEMO & ENTER TO WIN A SET OF BEATS

**VISIT US AT BOOTH # 1470**

\*No purchase necessary. One entry per person. Drawings held once per day, 4:00 pm Thursday, April 30 and Friday, May 1, and at 12:00 pm on Saturday, May 2. The winner will be notified by cell phone or text message during the trade show. This offer is Sunshine Act reportable. Certain restrictions apply, consult with your Henry Schein Representative for details. Offer valid only during the CDA - 4/30/15 - 5/2/15.

The federal government imposes certain restrictions on, and pursuant to the Sunshine Act requires public reporting of, transfers of value to a practitioner. This includes promotional programs. This promotion is a reportable event.