

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.

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dti Dental
Tribune
International

Published by Tribune America
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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.

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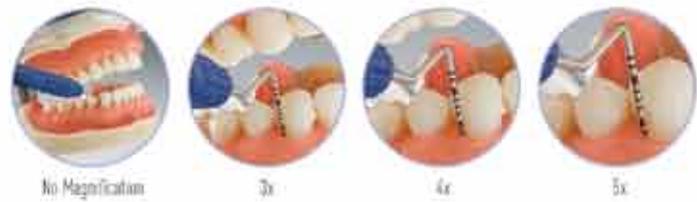


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Exodontia at the tip of your fingers

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.

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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 or contact info@extractionacademy.com or call +32 486 920 435 for more information.

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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.



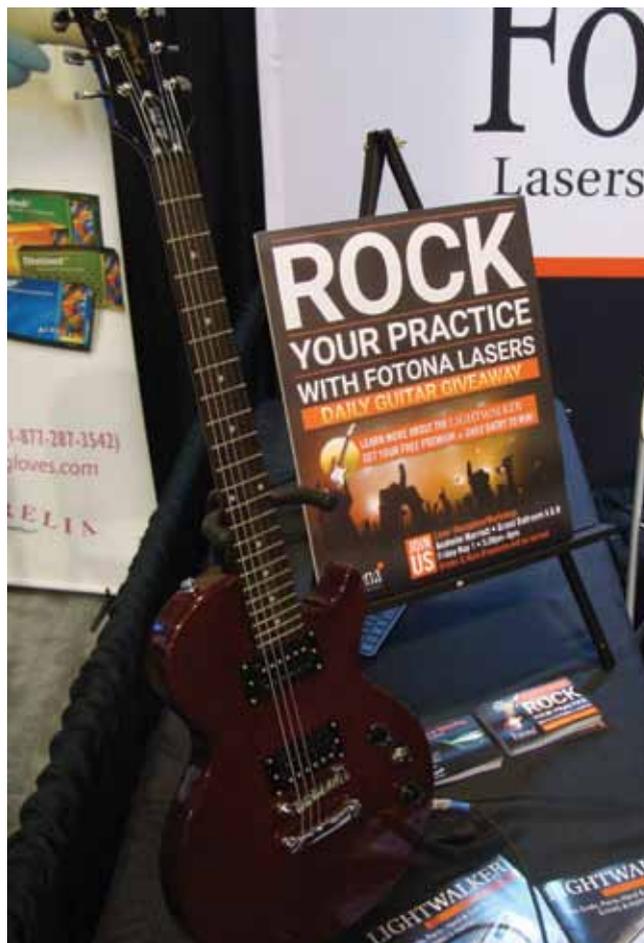
• Maggie Wang, left, and Regina O'Rourke of Dental Office Depot (booth No. 762).



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



• 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).

Photos/Fred
Michmershuizen,
today Staff



• 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).



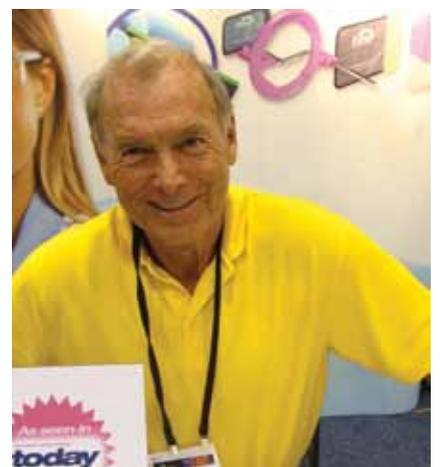
• Paris Davis, left, and Gina Susino of Essential Dental Systems (EDS, booth No. 658).



• Dr. Fred Weinstein of Vancouver, British Columbia.



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



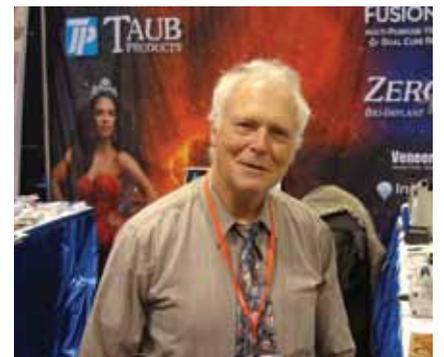
• Neal August of Flow Dental Corp. (booth No. 660).



• 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.

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