

today



A new era of leadership

FDI president-elect Dr. Gerhard K. Seeberger is installed as president of the ADI

»page 4



Scenes from the GNYDM

Get a book signed, pick up product info and hang out with Austin Powers (sort of).

»pages 6–12



Making history, one award at a time

Cellerant 'Best of Class' award-winning products find their way to the exhibit hall.

»page 28



• Dentists Ana Elsira Falcon M, Bronx, N.Y., Angelica Mercedes, Santo Domingo, Dominican Republic, and Maribel Abreu, Newark, N.J., model LED ears they got from the DASH Medical booth (No. 3241) while they are waiting in line at the Colgate booth (No. 2826). Dash is a first-time exhibitor, here with gloves, masks and germicidal wipes. (Photos/Robert Selleck, *today* Staff)

Lighting the way

By Robert Selleck, *today* Staff

■ Attending her second Greater New York Dental Meeting, Asmaa N. Yagob of Brooklyn, N.Y., was in the standing-room-only area on the outer edges of the live dentistry arena Sunday morning intently following “The predictable crown procedure (part 1): A live patient demonstration.”

“Last year I missed the live dentistry,” Yagob said. “So that’s the main reason I’ve come back again this year. I wanted to see this crown procedure.” Yagob practiced in Khartoum, Sudan, for five years before coming to the U.S. two years ago. She plans to become licensed here and hopes to enter a licensing program soon. “This

*see LIGHTING, page 4

AD

Ansell

NEW! DENTA-GLOVE

Safe for Oral Examinations

Safe for Oral Examinations

“Grip, comfort, non-latex... this is something special!”

“A comfortable nitrile? I’ll never get tired of this!”

MICRO-TOUCH DENTA-GLOVE GREEN NEOPRENE **EVERYDAY LOW PRICE** MSRP \$6.99/100

MICRO-TOUCH DENTA-GLOVE BLUE NITRILE **EVERYDAY LOW PRICE** MSRP \$5.99/100

BIG on small DETAILS Designed specifically for Dental Professionals

Discover the outstanding MICRO-TOUCH DENTA-GLOVE examination gloves. GET YOUR FREE SAMPLES. Visit **BOOTH 4904** to learn more.

Find your perfect glove Ansell.com/DentaGlove

MICRO-TOUCH DENTA-GLOVE from the makers of MICROFLEX

AD

PROFIN

Make Difficult Tasks Easy

Safe and precise contouring, finishing & polishing of hard to access surfaces.

VIEW THE COMPLETE PROFIN LINE AT GNYDM BOOTH #1714
Daily giveaways at 10am, 2pm & 4pm.

COSMETICS • HYGIENE • ORTHO • PERIO • CAD/CAM

dentatususa.com (800) 323-3136

Dentatus

Restorative Strip System



Simple & Easy

The **ContacEZ Restorative Strip System** makes finishing and polishing crowns simpler and easier than ever. Adjust proximal contacts in-mouth, clean out trapped cement debris, and restore a natural finish with this innovative system.



Join us at Booth #3424 to learn about our new and innovative products and our convention special

CONTACEZ[®]
Interproximal Solutions

GREATER
NY
DENTAL MEETING

**Booth
#3424**

NEW!
Visit us
Booth 4408

PINK POSSIBILITIES



Photo courtesy of Frank J. Milnar, DDS, AAACD

Improve gingival aesthetics chairside with simple, minimally-invasive & cost-effective restorative procedures.

- Restore recession, lost papilla, black triangles
- Mask exposed abutments, C&B margins
- Repair worn, fractured dentures
- Custom shade-match, finish/polish for natural results
- Maintain bioactivity with Giomer chemistry

Beautiful[®] II PINK



**Frank J.
Milnar, DDS**

Hands-On: PINK (Gingiva)

Tuesday, November 28
2pm – 5pm

More Info
Scan QR Code



Shofu Dental Corporation | San Marcos, CA

Visit www.shofu.com | Call 800.827.4638

LIGHTING *from page 1*

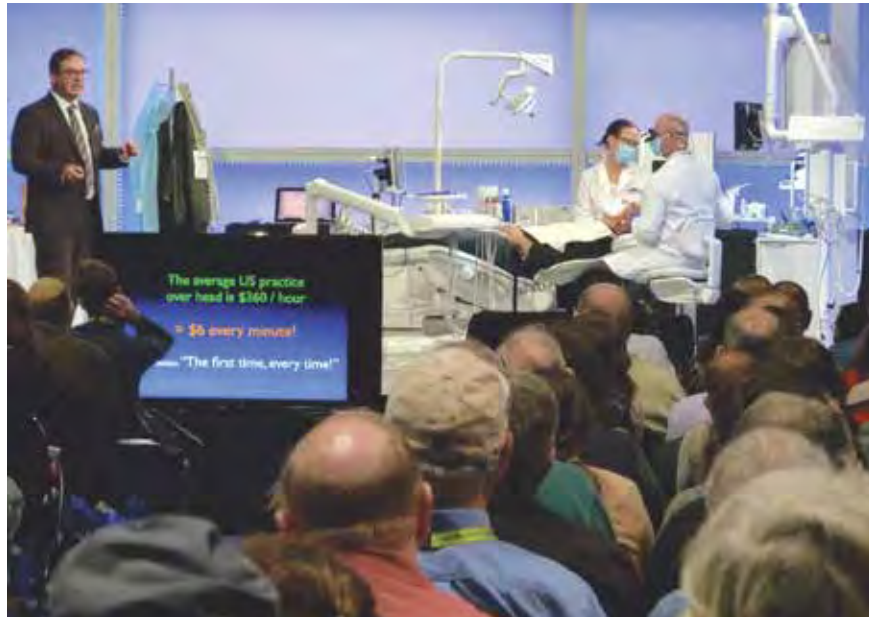
meeting helps me keep up with the changes in dentistry," she said. Yagob will be able to observe the second part of the demonstration today at 9:45 a.m. A variety of live sessions are scheduled through Wednesday.

At the opposite end of the live-dentistry aisle, Jung-Min Kim, of Fort Lee, N.J., was checking out the free health-screening booths. Kim has been coming to the Greater New York Dental Meeting every year for more than a decade, in part because it's so easy. "My practice is here in Manhattan, just over on 32nd Street," he said. He and his brother are partners at 32 Central Dental P.C. "We're nearby, so it's a great way to earn C.E. credits."

Depending on his work schedule, Kim is able to take courses and attend other C.E. opportunities to earn between five and 25 credits at the meeting each year. This year, the practice will be open during the meeting, so he was here only for the weekend, to attend a couple courses and check out the exhibits. "The exhibit hall is a great way to keep up with what's new — and to order supplies for the practice," Kim said. "It's a real benefit to be able to handle the products and have everything available in one place."

Kim has his eye on a new pair of loupes from Designs for Vision (booth Nos. 1813, 2012 and 4625). He had already been measured Sunday morning and was leaning toward placing an order before leaving. "I really like the new wireless light you can get with the loupes," he said, indicating a purchase was likely.

Designs for Vision, with its ultra-light, high-definition loupes and headlights, is just one of seemingly countless dental companies here with



• **Marc J. Geissberger, DDS, prepares to work with a patient as Foroud Hakim, DDS, narrates during 'The predictable crown procedure (Part 1): A live patient demonstration' in the live dentistry arena in the exhibit hall Sunday morning. You can observe 'Part 2' today at 9:45 a.m. Both sessions are sponsored by VOCO.**

their latest innovations.

In the DenMat booth (No. 4127), you can try the NV PRO3 Microlaser, a lightweight and wireless laser designed to reduce fatigue.

In booth No. 1504, you can learn about Sonendo's GentleWave® Procedure, a single-appointment, minimally invasive root-canal procedure that helps preserve dentin while cleaning even the most complex portions of the canal system.

In booth No. 916, you can try out the Foresight 45, a self-generating LED surgical handpiece. It uses an air-driven generator to power an LED light, directed straight into the surgical pocket.

These are just a few examples among thousands. The endless education and shopping opportunities continue through Wednesday.



• **Minutes away from the 9:30 a.m. opening Sunday morning, attendees line up in the Javits Center crystal palace at the entryways to the Greater New York Dental Meeting exhibit hall.**

ADI installs Dr. Gerhard K. Seeberger as president

During the GNYDM on Sunday, Dr. Gerhard K. Seeberger was installed as president of the Academy of Dentistry International. ADI represents more than 3,000 fellows in more than 85 countries.

Seeberger, a native of Germany, studied dental medicine at the University of Würzburg, Germany. From 2007-2012, he was assistant professor in periodontology at the University of Cagliari/Italy. In 2013, he became an associate professor at the University of Iasi, Romania.

Seeberger was president of the Associazione Italiana Odontoiatri and of the European Regional Organization (ERO) of the World Dental Federation (FDI). He was inducted as an ADI fellow in 2004, and from 2010-2014, he



• **Dr. Gerhard K. Seeberger**

served as ADI vice president of international affairs. From 2014-2016, he served as ADI vice president of finance and administration. In 2016, he became ADI president elect.

In August 2017 at the World Dental Congress in Madrid, Spain, Seeberger

was elected as the president-elect of the FDI.

Seeberger's presidency will focus on the following topics:

- **Volunteerism:** The quintessential exchange of knowledge, expertise and health-care delivery in areas with health inequalities.
- **Sugar:** The modification of healthy diets and the substitution of its ingredients in non-industrialized areas.
- **Clean water:** Essential for life, oral health and the practice of dentistry.
- **Geriatrics:** Oral health and function at high age; a guarantee for general health.

The academy's affiliation with the United Nations as a non-governmental organization (NGO) is an effective public relations boast for these topics.

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
www.dental-tribune.com

Publisher & Chairman
Torsten Oemus
t.oemus@dental-tribune.com

President/Chief Executive Officer
Eric Seid
e.seid@dental-tribune.com

Group Editor
Kristine Colker
k.colker@dental-tribune.com

Managing Editor
Fred Michmershuizen
f.michmershuizen@dental-tribune.com

Managing Editor
Sierra Rendon
s.rendon@dental-tribune.com

Managing Editor
Robert Selleck
r.selleck@dental-tribune.com

Product/Account Manager
Humberto Estrada
h.estrada@dental-tribune.com

Product/Account Manager
Maria Kaiser
m.kaiser@dental-tribune.com

Product/Account Manager
Jordan McCumbee
j.mccumbee@dental-tribune.com

Client Relations Coordinator
Leerol Colquhoun
l.colquhoun@dental-tribune.com

Education Director
Christiane Ferret
c.ferret@dtstudyclub.com

Accounting Department
Nirmala Singh
n.singh@dental-tribune.com

dti Dental
Tribune
International

Published by Tribune America
© 2017 Tribune America, LLC
All rights reserved.

today Greater New York Dental Meeting Show Dailies Vol. 12 appear during the Greater New York Dental Meeting in New York City, Nov. 26 to Nov. 29, 2017.

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.

LIGHTWALKER™

Learn more about Lightwalker™
at GNYDM Booth #3433

Universal Laser System; no gimmicks, a true dual wavelength system

The LightWalker comes standard with two advanced,
powerful, effective and very complementary wavelengths;
Er:YAG and Nd:YAG.

No-compromises, all at the touch of the screen.



Learn more about the LIGHTWALKER
laser system and how it can increase your
patient's quality and comfort of treatment.

- **TwinLight™ Laser Perio:**
Advanced Dual Wavelength
- **New Advanced SWEEPS® Photoacoustic Endo:**
Effective & Exclusive
- **Ultra Fast, No Shot Cavity Preps**
- **Precise Fast Osseous Cutting/
Shaping Procedures**
- **Bloodless, Suture Free Soft Tissue Procedures**
- **LightWalker™ patented ASP™
Technology Powered ASP POWERED**



reddot design award

The prestigious
"red dot"
Design Award



Awarded Best of Class
By the Pride Institute at the
American Dental Association



Dentistry Today's
Top 100 Products



LIGHTWALKER™ Go Pro with 17 in '17

12 12 Months No
Payments
+
5 \$5,000 Towards
Handpieces & Training

17 Take your practice Pro in
2017 with a Lightwalker



Handpieces & Training

Doctors, Score Big At GNYDM Booth #3433

- GoPro Hero5 Giveaway!
- Tim Hardaway Jr. & Landon Collins jersey Giveaway!



Enter To WIN Today!



Scenes from Sunday



• From left: Nick Geremia, Todd Bianchi and Max Schulze of Straumann (booth No. 1024).



• Denise Manekas, left, and James Espinosa of Dentatus USA (booth No. 1714).



• Dr. Kevin Henry with his book, 'Battling and Beating the Demons of Dental Assisting,' during a book signing Sunday at the 3M booth (No. 1230).



• Tanya Beck, left, and Richard Olff of Roydent Dental Products (booth No. 3100).



• Brad Winter, left, and Erick Brito of Anutra Medical (booth No. 5611).



• From left: Ellen R. Guritzky, RDH, BS, MSJ, Danielle Walters and Marc Holsborg of Crosstex (booth No. 3311).



• Handpieces on display at Medidenta (booth No. 916).

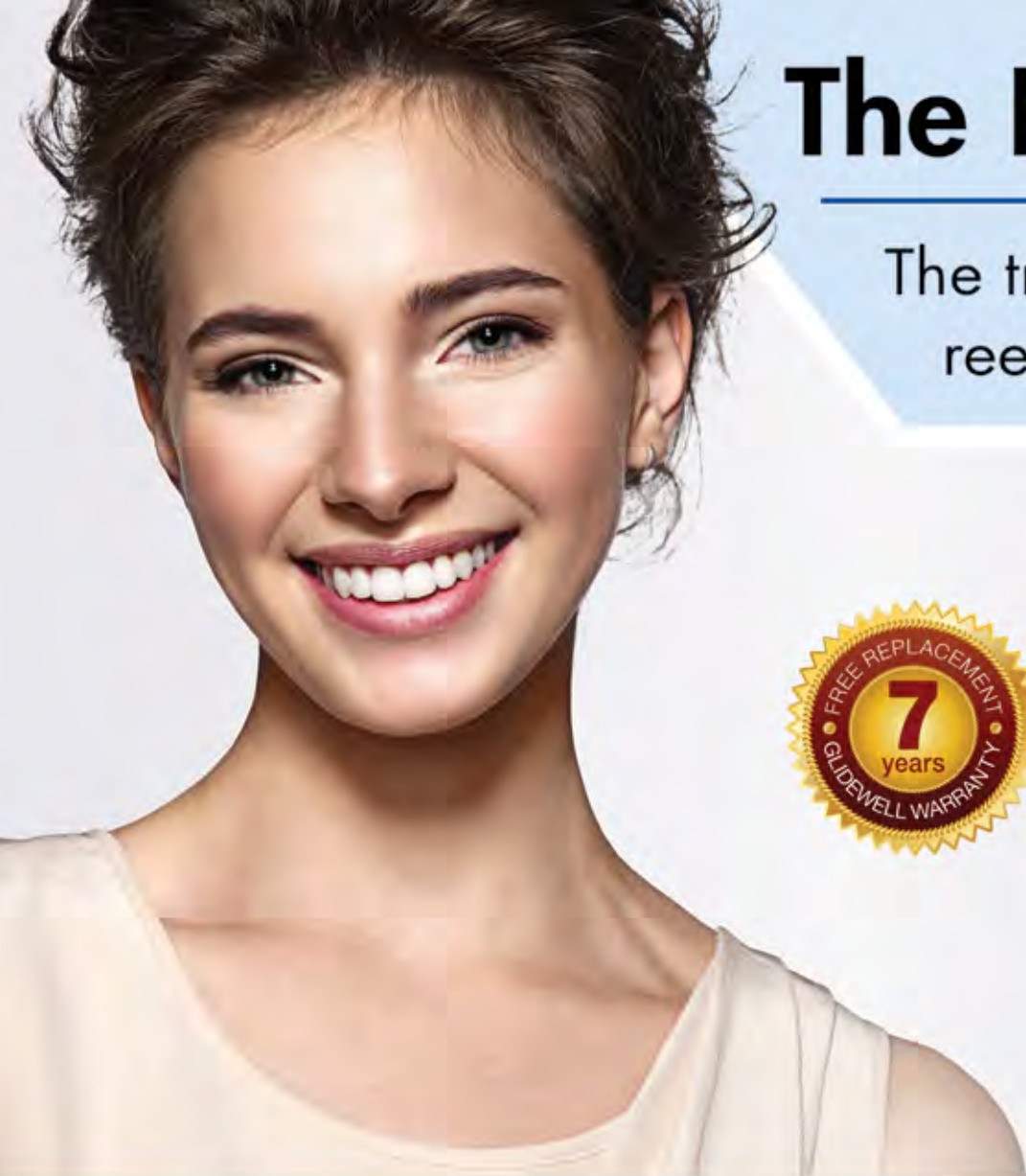


• Cherie Boles of Lares Research (booth No. 4401).

Photos by Fred
Michmershuizen,
today Staff

The PFM Reinvented

The tradition you trust,
reengineered for superior results.



Obsidian[®] 4x
LITHIUM SILICATE CERAMIC
FUSED TO METAL



\$116* /unit Obsidian[®] Fused to White Noble Alloy

Material Strength

Traditional PFMs



Obsidian

4x



Traditional PFM crowns can crack or chip over time. However, Obsidian[®] lithium silicate ceramic takes over four times the force to fracture compared to the force necessary to fracture conventional feldspathic porcelains.†



After



Before

GNYDM Presentation Schedule with Justin Chi, DDS, CDT

Sunday, 11/26

Presentation

10:30 a.m. glidewell.io In-Office Solution
11:30 a.m. Materials for Modern Dentistry
2:00 p.m. PFM Re-engineered
3:00 p.m. glidewell.io In-Office Solution

Monday, 11/27

Presentation

10:30 a.m. glidewell.io In-Office Solution
11:30 a.m. Materials for Modern Dentistry
1:30 p.m. PFM Re-engineered
2:30 p.m. glidewell.io In-Office Solution

Tuesday, 11/28

Presentation

10:00 a.m. Materials for Modern Dentistry
11:00 a.m. glidewell.io In-Office Solution
1:00 p.m. PFM Re-engineered

Wednesday, 11/29

Presentation

10:00 a.m. glidewell.io In-Office Solution
11:00 a.m. Materials for Modern Dentistry
1:00 p.m. - 4:00 p.m. Science Meets Real-World
(Location: Glass Room Dentistry: Innovations for
booth #5236) Increased Patient Satisfaction

NOTE: Times listed will be promoted and additional presentations can be added based on booth traffic.



*Price does not include shipping or applicable taxes, and is flat rate per unit.

†Data provided by the Glidewell Laboratories Research & Development department, 18651 Von Karman Ave., Irvine, CA 92612

GL-5670-110917

For more information

glidewelldental.com ■ 888-786-2177





• Sebastian A. Johansson of 3Disc (booth No. 416).



• Bob Giantonio of Aseptico (booth No. 3627).



• Robin Gathman of Planmeca (booth No. 5425).



• Juan Mercado, left, and Lenny Sulkis of Shofu Dental Corp. (booth No. 4408).



• Company reps share product information with meeting attendees Sunday afternoon at DenMat (booth No. 4127).



• Donna Long of Medicom (booth No. 4028).



• The Henry Schein Dental booth (No. 4225).



• From left: Ron Simerson, Joe Gober and Andrew Rose of J. Morita (booth No. 4615).



• The Austin Powers impersonator, left, and Samantha Payton of ProSites (booth No. 1116) show off a big box of money they are giving away.

Introducing
Planmeca Emerald™
Next-Gen Intraoral Scanner



EXPERIENCE THE POWER OF PLANMECA EMERALD

Download the **Planmeca Emerald™ APP**
and scan this ad for a virtual demo!

0 to 16 in 44 Seconds

Improve your workflow and jump into the lead with the incredibly fast Planmeca Emerald 3-laser full-spectrum color scanner. Delivering flawless accuracy and unparalleled detail, the ultra lightweight Planmeca Emerald portable scanner and your practice is a winning team!

JOIN US | for live demonstrations at Planmeca Booth #5425

PLANMECA