

# today



### Making a difference in the industry

Find quality products, new materials, special pricing and promos in the exhibit hall.

»page 14



### Place endo repair materials with ease

Now there's a starter kit for optimal usage of material with minimal waste.

»page 14



### Find your promotions over here

Stop by this booth for some show specials you won't want to miss (and also some cool products).

»page 16

# Let's get started



• Attendees enter the Anaheim Convention Center during the 2017 CDA Presents The Art and Science of Dentistry. (Photo/today Staff file photo)

■ It's a little later in the year than the past few years, but the wait is finally over.

CDA Presents The Art and Science of Dentistry is here, and during the next three days, you'll be accompanied by more than 27,000 dentists, dental professionals and students from across the United States as you go about attending any of the numerous educational courses and exploring the 135,000 square feet of exhibit space where 575 exhibitors will demonstrate new techniques as well as innovative products and services.

Of course, the question, like always, is where to start? Fortunately, we have a few highlights.

»see READY, page 4

AD

## CDA offers significant savings on supplies through e-commerce site

### Online marketplace created for CDA member dentists

■ The California Dental Association is pleased to announce its offering of online dental supply shopping through its subsidiary, The Dentists Service Company. TDSC offers a

group buying program through its e-commerce marketplace – an easy-to-use online shopping site that leverages the buying power of CDA's 27,000 members to secure significant savings on dental supplies and helps dentists lower the overall cost of providing care to their patients.

As a benefit of CDA membership,

»see SAVINGS, page 4

**NEW!** **DEXIS<sup>™</sup> FS Ergo** by **KAVO**

A LITTLE GIVE GOES A LONG WAY

Feel the difference yourself: [dexis.kavo.com/fs-ergo](http://dexis.kavo.com/fs-ergo) **DEXIS**

The DEXIS FS Ergo is designed to adapt and reduce pressure on contact points in the oral cavity to provide a very comfortable experience for your patient. This happens automatically when the sensor is positioned into a patient's mouth. Bending outside of clinical use can reduce the life of the sensor. KVo0246\_RevA

# Restorative Strip System



## Simple & Easy

Our system makes **finishing and polishing** crowns, composites, veneers, and inlays/onlays simpler and easier than ever. **Adjust** proximal contacts in-mouth, **clean** out trapped cement debris, and **polish** to restore a natural finish.

*Join us at Booth #2142 to try our innovative products and receive our Convention Special*

**CONTACEZ**<sup>®</sup>  
Interproximal Solutions

**Booth**  
cda **#2142**

# IT'S SO SIMPLE TO ACHIEVE CONSISTENT CLINICAL IMAGES



CDA South Corporate Forum with  
**Dr. Atai** and **Shannon Brinker**  
*"Team Approach to Aligner Success"*

Visit us at **Booth 1128**

SNESCIII-A-0118



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- ▶ Auto flash adjustment for true color
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- ▶ Water/chemical resistant – Essential for infection control in the office
- ▶ Ultra-lightweight body: approximately 1lb



**READY** *“from page 1***‘Inside the Darkside’**

Presented by Victor DeNoble, PhD, this opening lecture features a chronicle of the tobacco industry’s suppression of the scientific research he conducted in the 1980s that showed smoking is addictive. His lecture covers the neurobiology of drug addiction and the neuroanatomical and receptor changes produced by addictive drugs. Catch the lecture today from 10:30 a.m. to noon.

**Live CAD/CAM restoration demonstration**

Offered at the Glidewell International Technology Center, this full-day workshop will be divided into two sessions – a natural tooth demonstration in the morning and an implant demonstration in the afternoon. Participants will

gain in-depth exposure to the entire clinical workflow for a chairside CAD/CAM restorative process and will learn how digital treatment planning and guided implant placement helps minimize discomfort while maximizing esthetic and functional outcomes. The workshop takes place Friday from 9:30 a.m. to 3:30 p.m.

**Live dentistry programs**

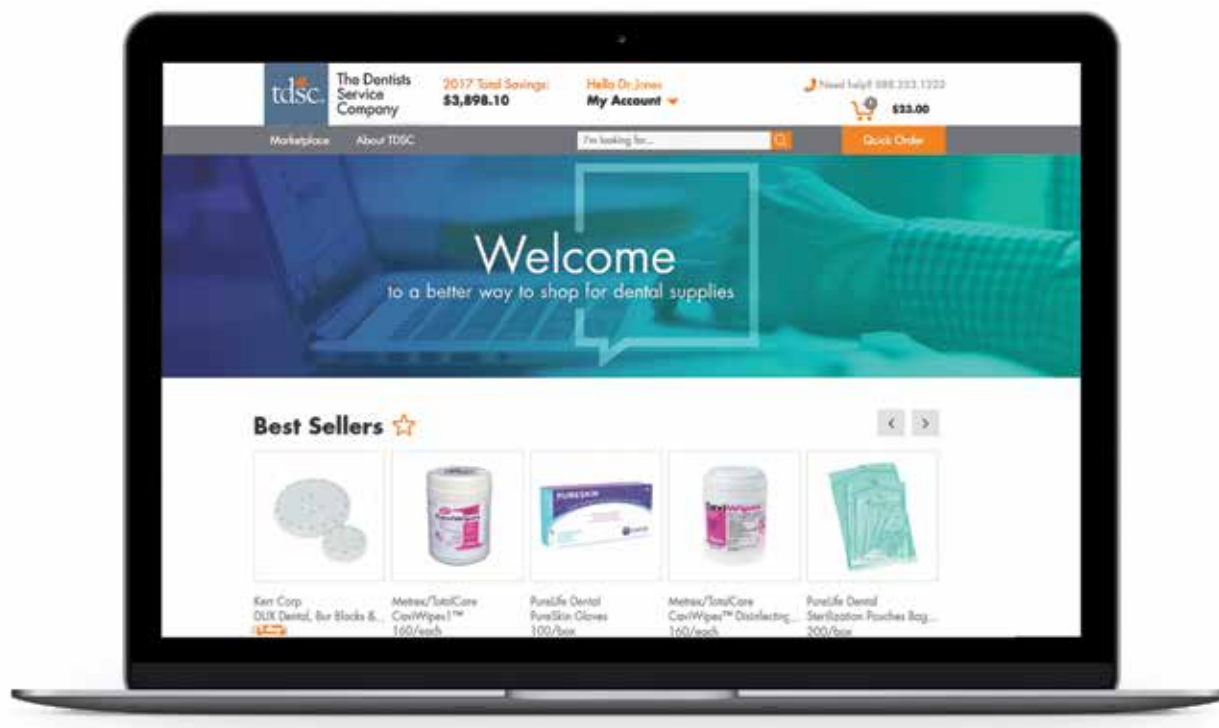
New to CDA Presents, and in partnership with Nobel Biocare and Glidewell Dental, these innovative live dentistry programs include:

- *“Immediate Full-Arch Prosthetic Rehabilitation Utilizing the All-on-4® Treatment Concept”* – a live, full-day workshop at the Nobel Biocare Training Institute. Attendees may choose to watch a live feed of the demonstration from the Anaheim Convention Center. The event takes place Saturday.

- *“Surgical Consideration in Graft-Avoiding Reconstruction of Atrophic Maxilla Utilizing the All-on-4 Treatment Concept”* and *“Prosthetic Considerations in Graft-Avoiding Reconstruction of Atrophic Maxilla Utilizing the All-on-4 Treatment Concept”* take place at the convention center and may be attended either on a first-come, first-served basis at no cost or by registering to reserve a seat. The two courses take place Saturday from 9:30 a.m. to noon and 1 to 3:30 p.m.

**Get the app**

The new CDA app is fully integrated with the online registration system, making it easy to sign in, retrieve eBadges, access handouts and take notes. Plus, use the app’s “wayfinding” feature to chart the quickest walking path from current location to destination on the exhibit hall floor.



• (Photo/Provided by the California Dental Association)

**SAVINGS** *“from page 1*

dentists licensed in California can shop the TDSC Marketplace to take advantage of negotiated low pricing and discounts based on aggregate volume. CDA members enjoy free shipping and save an average of 20 percent off the manufacturers’ list price on more than 25,000 dental supplies. Through trusted, authorized distributors, the marketplace offers supplies from major manufacturers, including Dentsply Sirona, 3M, KaVo Kerr and GC.

“Dental supply purchasing has long been dominated by large corporate suppliers. Through the marketplace, we’re providing significant savings on dental supplies and reduced overhead,” said CDA President Natasha Lee, DDS. “The discounts allow our members to remain competitive with

**Here in Anaheim**

For more information about The Dentists Service Company and to shop the TDSC Marketplace, visit [tdsc.com](http://tdsc.com) or visit the booth, No. 1102.

large dental service organizations that cut special deals with dental suppliers.”

As e-commerce has become the norm, shopper feedback has been overwhelmingly positive, with exponential month-over-month growth. After a phased launch, 1,200 CDA members had already saved more than a half-million dollars, allowing them to provide more cost-efficient services to their patients.

“Our entry into e-commerce may be unprecedented for a state dental association, but the move is timely as

the \$10 billion dental products industry undergoes a disruption in the way dentists purchase supplies for their practices,” Lee said. “We’re in a position to offer lower costs to our members, including those in rural areas who have adopted the marketplace as a trusted source for dental supply purchasing.”

The TDSC Marketplace is now in a position to expand to other states, starting in the West and Northwest regions, giving dentists another option for purchasing some or all of their supplies.

“There’s really no organization better positioned to offer this member service than a dental association whose best interests are with dentists and the patients they serve,” Lee said.

(Source: California Dental Association)

**today** About the Publisher

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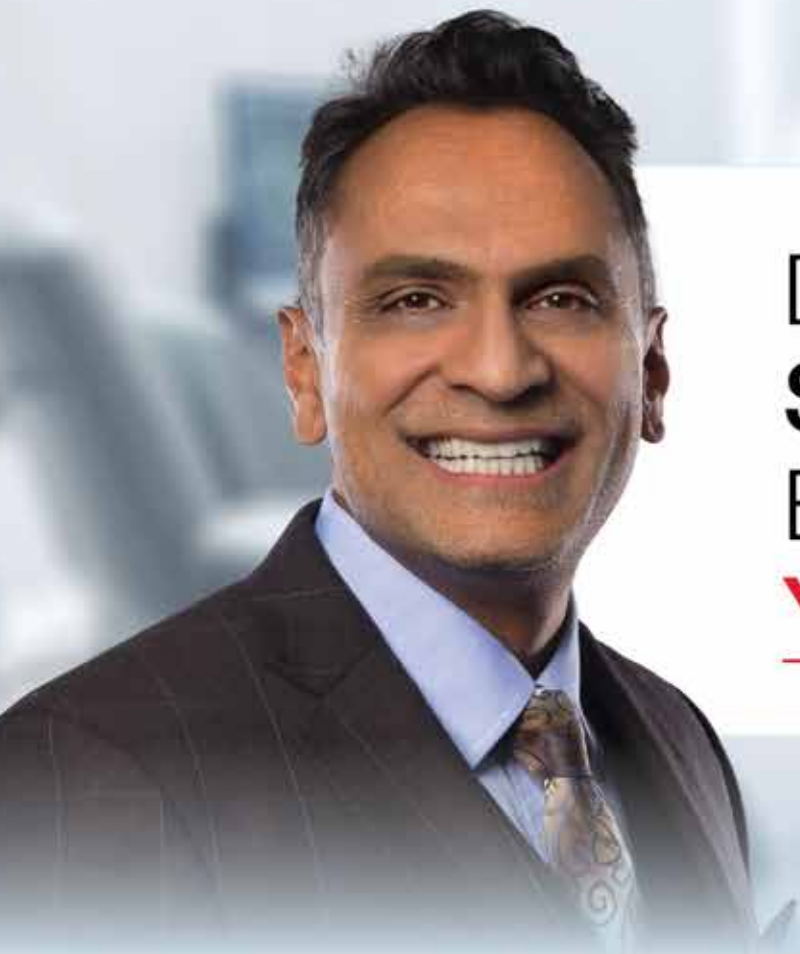
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# Dr. Patel Offers Same-Appointment BruxZir® Crowns, You Can Too

“*BruxZir® NOW restorations have a natural luster straight from the mill that meets patient and dentist approval alike.*”

*Paresh Patel, DDS | Mooresville, NC*



This patient's failing composite restoration was replaced with a BruxZir NOW crown, which was milled in under 36 minutes.

## VISIT BOOTH # 1452

to see BruxZir NOW in action at CDA Presents Anaheim 2018.



CDA Presentation Schedule – Day One		
Time	Presentation	Speaker
12:00 p.m.	In-Office Digital Dentistry with the glidewell.io™ System	Paresh Patel, DDS
1:00 p.m.	In-Office Digital Dentistry with the glidewell.io System	Paresh Patel, DDS
1:30 p.m.	Predictable Provisionals Made Easy	Will Schmidt, RDA
2:00 p.m.	The PFM Reengineered: Advances in Pressable-to-Metal Glass Ceramics	Justin Chi, DDS, CDT
2:30 p.m.	Getting Started with Implants	Paresh Patel, DDS
3:00 p.m.	Intraoral Scanning	Will Schmidt, RDA
3:30 p.m.	In-Office Digital Dentistry with the glidewell.io System	Justin Chi, DDS, CDT
4:00 p.m.	Advancements in Zirconia Dental Technology	Paresh Patel, DDS



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# DentalEZ shows off two next-generation products

StarETorque customizable electric system and the first InOffice workstation for in-office labs promise versatility, simplicity

By DentalEZ Integrated Solutions Staff

■ DentalEZ Integrated Solutions recently launched two new products.

The new Star<sup>®</sup>ETorque™ advances the electric handpiece with a one-touch system that allows the practitioner to move seamlessly between high- and low-speed applications, according to the company. From carries removal to root canal treatment, StarETorque covers a range of operatory needs with a lightweight tool that combines power, performance and flexibility.

The other innovative product showcased at the DentalEZ booth, No. 416, is the InOffice™ workstation developed for the dental practice. This new workstation can be customized for today's needs, with the flexibility to add new features as the needs of the practice change.

"We're excited to debut these new products at CDA Anaheim," said Bob Senesac, DentalEZ's senior director of marketing. "As high-performance partners of the dental industry, we are constantly striving to develop new products that provide solutions to everyday challenges in the delivery of oral health care. We're focused on simplification and efficiency, value-based products and outstanding customer service and support."

## StarETorque electric system

The StarETorque uses a small, lightweight, brushless motor for less noise and vibration to benefit both patient and dentist. The motor is autoclavable, with six customizable operative modes for both endodontic and preparatory procedures, which provide the ultimate in flexibility, according to the company.

"This compact, intuitive system gives dental professionals the freedom to work seamlessly through a variety of procedures," said Eric Reno, senior product line manager of handpieces. "It's truly customizable,



• The StarETorque customizable electric system. (Photos/Provided by DentalEZ)

## Here in Anaheim



To learn more about the StarETorque customizable electric system and the first InOffice workstation for in-office labs, stop by booth No. 416 or go online to [www.dentalez.com](http://www.dentalez.com).

letting the user move from high-speed to low-speed settings with a simple touch."

The motor control unit of the StarETorque features a bright, easy-to-read color touch screen and a compact design for a small footprint as a standalone or detachable for modular mounting.

"We wanted to deliver a product that was intuitive, innovative and individual," said Reno.

## InOffice workstation for the dental practice

DentalEZ brings that same level of customization to workstations, as well, according to the company.

It all starts with the basics: A frame, legs and a counter top. From

there, the options to customize are endless. Add the features you need, including overhead lighting, an air gun, a handpiece and more. You also have esthetic choices, such as steel color and solid surface countertops. InOffice gives dental professionals the opportunity to make flexible workstations that work best for them.

A key feature is front dust collection. The dust collection system has the highest particle capture rate compared with leading brands, based on independent testing, according to the company.

"We wanted to deliver a product that would allow the dental professional the flexibility to add some features as their needs change," said Kim Pinegar, senior product line manager of lab workstations. "Being able to select the features you'll use day-to-day makes for a more productive, more enjoyable work environment."

## About DentalEZ

DentalEZ Integrated Solutions is committed to providing real solutions to everyday challenges in oral health-care by uniquely combining innovation focused on simplification and efficiency in value-based products and outstanding customer service and



• The InOffice workstation.

support, according to the company. DentalEZ manufactures a full line of products and well-known brands including StarDental<sup>®</sup>, DentalEZ Equipment, RAMVAC<sup>®</sup>, NevinLabs<sup>™</sup> and Columbia Dentoform<sup>®</sup>. For more information, visit [www.dentalez.com](http://www.dentalez.com).

**Exclusive offer for dentists!**

**Two for the price of one**

**Booth #590**



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Tooth-supported

Bone-like

Lightweight

Comfortable

Ultaire™ AKP proudly offered by:

**PucheDental**

**SolvayDental360.com**

# Making finishing and polishing simple and easy

By ContacEZ Staff

■ The ContacEZ Restorative Strip System is an innovative, precision dental strip system designed to achieve ideal proximal contact adjustment and complete marginal seating of crowns, veneers, inlays/onlays and proximal contouring of composite fillings simply and easily, according to the ContacEZ, the company behind the product.

The simple adjust-clean-polish system makes performing some of the trickiest tasks in restorative dentistry as easy as one-two-three, the company asserts.

- **Adjust:** Use the Black Diamond Strip to adjust proximal contacts of crowns in-mouth, eliminating excess pressure between the restoration and the adjacent teeth without opening the contact. Try the Orange Serrated Diamond Strip to adjust proximal contacts of onlays and composites.

- **Clean:** Use the White Serrated Strip and Blue Serrated Strip to cut and clean out trapped cement debris in the interproximal space after

## Here in Anaheim

To learn more about the ContacEZ Restorative Strip System, stop by booth No. 2142.

crown cementation. The White Serrated Strip is thin enough to remove excess cement without disturbing veneer placement before light curing, and the Blue Serrated Strip is strong enough to remove light-cured cement remnants.

- **Polish:** Use the Gray Final Polishing Strip to polish proximal contact surfaces of restorations, removing surface roughness and diamond marks to restore a natural finish in one easy step.

ContactEZ says not to just take its word for it, asserting the Restorative Strip System has become a mainstay in the offices of doctors, educators and influencers all over the world.

“ContacEZ is an excellent system to handle interproximal refinement for many dental restorative procedures,” said Dr. Robert Lowe.



• The ContacEZ Restorative Strip System. (Photo/Provided by ContacEZ)

“I wouldn't consider bonding a veneer case without a set or two of these strips,” said Dr. Michael DiTolla.

“ContacEZ is so important for modern dentistry, especially in composite fillings ... Every dentist should use

ContactEZ nearly every day for nearly every patient,” said Dr. David Clark.

Join ContacEZ at booth No. 2142 to experience how the Restorative Strip System can benefit your practice and your patients.

AD



Digital Accessories

NEW PRODUCT!

## UNI-Verse-All

UNIVERSAL SENSOR POSITIONER

The all-in-one sensor positioning system!

New Uni-Verse-All is simple and easy to use. Just select your Sensor holder, snap it onto either the Anterior or Posterior/Bite Wing holder of your Uni-Verse-All, and lock and load your sensor.

Uni-Verse-All's use our Sensible's ratcheting grip assembly that adjusts to fit any size sensor. Rotate the universal Aiming Ring along the stem until you get your perfect position for a great X-Ray every time.

Uni-Verse-All's are lightweight for patient comfort, and all parts are autoclavable!

### Uni-Verse-All Kit

2 Uni-Verse All positioners • 4 Medium size Sensible's sensor holders  
4 Large size Sensible's sensor holder • 2 Aiming Rings



Sensibles ratcheting sensor holders work with all size sensors

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70¢ angle...  
Made in China.  
No alternative.

\$220 sheath.  
They'll need several.

NOT heat-tolerant.

70¢ angle...  
Made in USA.

Heat sterilizable.



## ēsa brings super-simple compliance to all 50 states.

In eleven states<sup>1</sup>, state dental practice acts mandate the heat sterilization of handpieces. They don't just recommend it. They require it. In the other 39 states, CDC Guidelines apply. And the CDC says, "Dental handpieces and associated attachments ... should always be heat sterilized between patients," adding, "If a semicritical item is heat-sensitive, DHCP should replace it with a heat-tolerant or disposable alternative."<sup>2</sup>

With the movement in compliance shifting toward sterilization, why buy a handpiece that's not heat-tolerant? Instead, talk to us about ēsa and the lube-free ēsamate prophylaxis system. Or, if you already own a Midwest Shorty®, Rhino® or Star® Titan<sup>®3</sup> handpiece, then put an ēsa on it and be compliant wherever you work. For samples of the ēsa DPA or more information, visit [www.preventech.com/esa-dpa/](http://www.preventech.com/esa-dpa/)

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extended straight attachment

"Visit us at CDA Anaheim at booth #1323"

<sup>1</sup>State Dental Practice Boards in CA, FL, IN, KS, MO, NM, OH, OR, SC, VA and WA require semicritical items to be sterilized after every patient. <sup>2</sup>Summary of Infection Prevention Practices in Dental Settings, Centers for Disease Control and Prevention, March, 2016, P. 14. <sup>3</sup>ēsa is available for Star Titan, Midwest Shorty and Rhino handpieces. All third party marks – © and TM – are the property of their respective owners.

