

# today



### Live from New York

DTSC kicks off its fifth annual symposia with 'beautiful baby boomers,' 'dirty dentistry secrets' and 'uncompromising results.'

»page 4



### Scenes from GNYDM

A tooth that blows bubbles, a fishy puppet, kids at a carnival and international visitors all make the rounds on Sunday.

»page 8–11



### See him today!

Ron Kaminer talks tips and tricks of minimally invasive dentistry today during the DTSC Symposia. Read on to see who else is speaking.

»pages 12–19

# What's new? Plenty!

By Fred Michmershuizen, *today* Staff

■ When it comes to learning about the newest procedures and the most innovative products in dentistry, there is no better place to be this week than right here in the Big Apple. The Greater New York Dental Meeting (GNYDM), now in its 88th year, attracts dental professionals from across the country and around the world.

\*see new, page 3



Attendees crowd the aisles of the exhibit hall on Sunday morning, opening day of the 2012 Greater New York Dental Meeting. (Photo/Carlo Messina, FX Video & Photography)

ADS



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**new** \*from page 1

The meeting, known as the largest dental exhibition in the United States, features products and services from hundreds of exhibiting companies. *today* has been combing the aisles here at GNYDM to see what's new and exciting.

Here is just a sampling of the highlights.

- Now available from DENTSPLY Caulk (booth Nos. 1400/1600) is the Aquasil Ultra Super Fast Set material, the newest addition to the Aquasil UltraSmart Wetting Impression Material portfolio. Aquasil Ultra Super Fast Set is available in all viscosities and packaged in a convenient, two-cartridge 50 ml or DECA 380 ml refill. Aquasil Ultra Super Fast Set formula is optimized to offer an intraoral work time of 35 seconds and super fast mouth removal time of two minutes and 30 seconds. It is indicated for all dental impression techniques.

- NSK (booth No. 2036) is offering the Ti-Max Z, a durable premium handpiece that is claimed to have the smallest head and neck 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



• When the exhibit hall opened promptly at 9:30 a.m. Sunday, meeting attendees were ready to stream in. (Photo/Fred Michmershuizen, *today* Staff)

by major implant manufacturers.

- Luxator instruments, invented by a Swedish dentist, are specially designed periodontal ligament knives with fine tapering blades that compress the alveolar, cut the membrane and gently ease the tooth from the socket. Luxator instruments are available from Directa (booth No. 2332).

- Beautifil Flow Plus, available

from Shofu Dental (booth No. 3207), is a flowable resin that is sculptable and non-flowing. It is available in two formulations: F00 and F03. Those designations mean that it flowed zero millimeters when an amount was placed on a pad and held vertically for one minute. Similarly, the F03 flowed only 3 mm during one minute. Both formulations contain the proprietary giomer chemistry and S-PRG fillers,

which release and recharge fluoride like a glass ionomer.

- Glidewell Laboratories (booth No. 4400) continues to refine its popular BruxZir Solid Zirconia crowns and bridges. The company says its research and development department is committed to working to increase the material's ability to be predictably prescribed in anterior situations.

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TIME 12:45 – 1:45 pm

PLACE Dental Tribune Pavilion, BOOTH 523 Jacob K. Javits Conv. Center

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# DTSC: The most ‘bang’ for your C.E. buck

By Robin Goodman, *today* Staff

■ If you want the most “bang” for your C.E. buck, could you do any better than not having to pay a buck at all? If you lack an answer, then we suggest you head over to Aisle 5000, Room 3 on the exhibit hall floor to take advantage of the Dental Tribune Study Club C.E. Symposium, which kicked off on Sunday at 10 a.m.

Yesterday’s speakers included Drs. Howard Glazer, Mark Duncan, Mark McOmie, Louis Malcmacher, Franklin Shull and George Freedman. Lecture sponsors included NSK, Colgate, Kerr, Henry Schein, Coltene Endo, Kuraray, LVI Global, Shofu, Biolase, Voco, American Academy of Facial Esthetics, Air Techniques, Ceatus and Glidewell Laboratories.

There were more speakers yesterday than we can do justice to here, but we’ll highlight one or two. For example, Duncan’s lecture on ‘Dentistry’s Dirty Little Secrets ... What Is It That We Don’t Know’ revealed some of the hidden connections between a healthy and pain-free patient and what issues 80 percent of adult patients present with. Duncan noted that there are many issues patients present with that have a dental connection but are missed because patients don’t discuss them with their dentists. Issues such as lower back pain, numb fingertips, chronic pain and headaches can be related to the bite.

The goal of Malcmacher’s lecture on ‘The Top 8 Game Changers in Dentistry Today’ was to teach dentists and team members how to use a common-sense approach in order to integrate new techniques and concepts – such



• Dr. Mark Duncan at the Dental Tribune Study Club C.E. Symposium (Aisle 5000, Room 3) on Sunday spoke about ‘Dentistry’s Dirty Little Secrets ... What Is It That We Don’t Know.’

as tooth remineralization, Botox, dermal fillers, bone saving exodontia, sleep apnea and more – into their practices. Malcmacher offered practice concepts that enabled dentists to offer these new techniques immediately and also reduce stress levels, increase production, lower overhead and have fun.

Check out highlights of today’s lectures in the box at right, but please remember that this is just a sample, as there are six different lectures you may choose from for C.E. credit.



• Dr. Howard Glazer during his lecture on ‘Baby Boomers Can Be Beautiful’ at the Dental Tribune Study Club C.E. Symposium lecture area (Aisle 5000, Room 3). Even 10 minutes before the start of the lecture, all seats were taken and there was quite a crowd standing at the back, just outside the arena.

## Attend today’s sessions

Today from 11:15 a.m. to 12:15 p.m. in aisle 5000, Dr. Gary Henkel is speaking on ‘Unsurpassed Handling, Uncompromising Results: Bone Grafting Simplified.’ Participants will be introduced to a bone replacement material with an excellent record of accomplishment in the orthopedic world that is now available to dentists. Its unique clinical properties will be explored and several clinical cases reviewed.

Today from 4:30 to 5:30 p.m., Dr. Robert Horowitz is presenting ‘Optimizing Implant Therapy with Advanced Digital Technologies and Custom Transitional Components.’ The course will show how to incorporate the latest digital technologies available to dental surgeons and restorative teams that allow them to improve dental implant treatment outcomes.

## Take your dental education ‘live’

By Robin Goodman, *today* Staff

■ If you don’t have a few hours of “live” patient dentistry in your day, you’re missing out. The Live Dentistry Arena here at the Greater New York Dental Meeting seats 425 and has two big screens so that every seat in the house is a good one.

Yesterday’s first presentation by Dr. Franklin Shull was about “Everyday Esthetic Dentistry.” Shull focused on preparation design, provisionalization and the delivery sequence of new high-strength ceramics. He also demonstrated direct composite protocol and bulk fill techniques to include matrix systems.

The afternoon presentation by Dr. Marilyn Ward focused on “Professional Tooth Whitening: Strategies to Take Advantage of the latest Whitening Technology.” In this unique look at tooth whitening, Ward demonstrated step-by-step instructions for tooth whitening in a clinical environment. She also stressed the importance of adding shade assessment into every patient conversation and noted strategies for managing tooth sensitivity and tissue isolation.

Today’s first live dentistry presentation starts at 10 a.m. and is part two of Dr. Franklin Shull’s topic of “Everyday Esthetic Dentistry.” In part two he will focus on the latest mate-

rial options for posterior ceramics, advancements in direct composite and dentin/enamel bonding agents and how fiber reinforcement can solve many dental dilemmas.

The afternoon presentation sees Dr. Ara Nazarian take the stage for “OCO Biomedical Presents Simple Implant Placement in a Complex Economy.” Nazarian will focus on how to diagnose, treatment plan and present your plan effectively to patients; the use of OCO Biomedical’s Dual Stabilization implant system; surgical protocols for simple implant placement; and restoration and newer techniques of surgery and prosthetic treatment.

**today** About the Publisher

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# C.E. SYMPOSIUM

at the GNYDM, November 25<sup>th</sup> - November 28<sup>th</sup> 2012, **aisle 5000 room 3**

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## SUNDAY NOVEMBER 25

10:00 - 11:00 DR. HOWARD GLAZER  
BABY BOOMERS CAN BE BEAUTIFUL!

11:15 - 12:15 DR. MARK DUNCAN  
DENTISTRY'S DIRTY LITTLE SECRETS... WHAT IS IT THAT WE DON'T KNOW.

12:45 - 1:45 DR. MARK MCOMIE  
MATERIALS AND METHODS FOR YOUR PRACTICE

2:00 - 3:00 DR. LOUIS MALCMACHER  
THE TOP 8 GAME CHANGERS IN DENTISTRY TODAY

3:15 - 4:15 DR. FRANKLIN SHULL  
ESTHETIC/RESTORATIVE DENTISTRY LIVE PATIENT DEMONSTRATION

4:30 - 5:30 DR. GEORGE FREEDMAN  
BEAUTY OF BONDING

## MONDAY NOVEMBER 26

10:00 - 11:00 DR. FAY GOLDSTEP  
PREDICTABLE PROACTIVE AND PROFITABLE MINIMALLY INVASIVE DENTISTRY

11:15 - 12:15 DR. GARY HENKEL  
UNSURPASSED HANDLING, UNCOMPROMISING RESULTS: BONE GRAFTING SIMPLIFIED

12:45 - 1:45 DR. RON KAMINER  
TIPS, TRICKS AND TECHNIQUES TO MAXIMIZE SUCCESS

2:00 - 3:00 DR. MIKE RETHMAN  
FLUORIDES AND NON-FLUORIDE INTERVENTIONS FOR CARIES CONTROL - AN OVERVIEW

3:15 - 4:15 DR. MARK DUNCAN  
DENTISTRY'S DIRTY LITTLE SECRETS... WHAT IS IT THAT WE DON'T KNOW.

4:30 - 5:30 DR. ROBERT HOROWITZ  
OPTIMIZING IMPLANT THERAPY WITH ADVANCED DIGITAL TECHNOLOGIES AND CUSTOM TRANSITIONAL COMPONENTS

## TUESDAY NOVEMBER 27

10:00 - 11:00 DR. CHRIS GLASS  
ACHIEVING PREDICTABLE SUCCESS WITH ENDODONTICS

11:15 - 12:15 DR. RON JACKSON  
DIRECT POSTERIOR COMPOSITES: A RAPID, SIMPLIFIED PLACEMENT TECHNIQUE

12:45 - 1:45 DR. DAVID EVANS  
PERFECT YOUR ONLINE PRESENCE

2:00 - 3:00 DR. GEORGE FREEDMAN  
NEW AND IMPROVED! PROFITABLE CLINICAL TECHNIQUES FOR YOUR PRACTICE

3:15 - 4:15 DR. DAVID HOEXTER  
PREDICTABLE IMPLANTS - BY PRESERVING BONE DURING EXTRACTIONS WITH NEW INSTRUMENTS

4:30 - 5:30 DR. SELMA CAMARGO  
OPTIMIZING ENDODONTIC TREATMENT WITH HIGH INTENSITY LASER THERAPY

## WEDNESDAY NOVEMBER 28

10:00 - 11:00 DR. DAVID PECK  
IMPLEMENTING DENTAL LASERS IN THE GENERAL PRACTICE: A REAL-WORLD REPORT

11:15 - 12:15 DR. RON KAMINER  
DENTISTRY 101: DEMYSTIFYING NEW CONCEPTS IN CARIOLOGY

12:30 - 1:45 DR. SELMA CAMARGO  
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# Greater New York Smiles teaches NYC school children how to brush

By Jayme S. McNiff, Program Manager,  
Greater New York Dental Meeting

■ The Greater New York Dental Meeting (GNYDM) gives back to the communities of New York City each year by bringing together 1,300 elementary school children for the most unique children's dental health-care program in the country.

For the past four years, with leading sponsorship from Colgate Palmolive Company, DentaQuest (Doral) and the United Federation of Teachers, the Greater New York Smiles program has supported oral hygiene education and dental screening for New York City's third- and fourth-grade public school children.

This year's Greater New York Smiles is set to take place today through Wednesday. The program will include 1,500 children on a class trip brought by school buses from various New York City Public Schools throughout the five boroughs.

The children will first receive an oral health-care tutorial including a world tour with "Dr. Rabbit." Creativity is encouraged, and the Greater New York Smiles' volunteers are eager to involve the children in songs and dances as well as make-believe acts where children pretend they are teeth and giant jump ropes are the floss.

The Greater New York Smiles is maintained by hundreds of hygiene volunteers from New York University, New York City College of Technology and Hostos Community College as well as the dental hygiene members from the Dental Hygienists' Association of the City of New York and the New Jersey Dental Hygienists' Association and hygienists from various dental offices in Staten Island.

A child-friendly nutrition center is packed with plastic fruits and vegetables to teach the children how to build a well-balanced plate with all the healthy food groups while puppets



• Dr. Rabbit has a message for kids at the 2011 Greater New York Dental Meeting — Brush! He will be back again this year to educate even more children. (Photo/Dental Tribune file photo)

"Alexander Alligator" and "BG Roo" are utilized for practicing brushing techniques.

After these tutorials, the children are able to further practice newly learned brushing techniques with the supervision of dental hygiene students at plumbed sinks with running water constructed right on the convention center floor.

Dr. Richard Rausch, general chairman said, "This unique program offers our children free instructional oral care, oral health-care education, a dental screening and referral service which they might not otherwise be receiving."

Oral health-care volunteers work with the children on all the steps of the program from the tutorial to the demonstration of brushing and flossing. In a short span of time, this program teaches 400 to 500 students a day within four hours.

The Colgate Bright Smiles, Bright Futures dental van staff includes licensed dentists performing dental screening examinations. The children are given a dental report card to bring home after the dental screening as well as a goody bag containing a toothbrush and toothpaste, a dental floss keychain, a notebook, crayons and an oral health-care coloring book, pencils, erasers, a pencil case and a timer. The children also leave with a Colgate knapsack to carry all of their oral health-care items.

In 2011, Colgate exceeded its record since it started screening children at the Greater New York Smiles by screening 670 children in total compared to 500 children in 2010. Colgate's unique involvement and valuable role has helped transform the Greater New York Smile's Program into the most successful program to date.

At this year's meeting, more dental chairs will be provided so more teeth screenings can be performed, therefore allowing more children to have their teeth checked.

"The Greater New York Smiles program is a one-of-a-kind program because it gives back to the community without asking for anything in return," said Dr. Robert Edwab, executive director of the GNYDM.

"It's a chance to offer a unique clinical aspect to urban dental and hygiene students while bringing an awareness of dental access issues in NYC to oral health-care volunteers, teachers and chaperoning parents who travel with the children to the Javits Convention Center."

With obesity on the rise among children who live in New York City and the chronic health issues associated with poor oral hygiene, these children are at the highest risk and are most vulnerable.

The Greater New York Smiles instills healthier nutritional choices focusing on the dangers of too much sugar, while supplying the tools for a healthier living and future.

The 2012 Greater New York Smile's Program promises to be an even larger event by increasing its space next to the registration at the GNYDM with discussions of incorporating two Colgate vans in 2013.

To view an up-close and in-depth look at the Greater New York Smiles program, visit the United Federation of Teachers' website, [www.uft.org/videos/students-greater-dental-meeting](http://www.uft.org/videos/students-greater-dental-meeting) for a short video.

The program is sponsored by the New York County Dental Society representing the Dentists of Manhattan and the Second District Dental Society representing the Dentists of Brooklyn and Staten Island.

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# Scenes from Sunday



• Got implants? Annamarie Pino, left, and Samantha Merrick of OCO Biomedical (booth No. 2224) do. They have the T-shirts, too!



• Tom Batz of Aribex (booth No. 3538).



• Koichi Arakawa of Mani (booth No. 3932).



• Mark Eisen, left, and Sandra Metz of DMG America (booth No. 2027).



• The team at Mydent International (booth No. 2215): Luiza Barros, from left, Phil Armijo and Meagan Wallace.



• Meeting attendees learn more about D4D technology at the Henry Schein booth (No. 3824).



• The gang from DrQuickLook (booth No. 3829): Glynis Clark, from left, Erin Primerano and Vince Primerano.

Photos by Robin Goodman  
and Fred Michmershuizen,  
*today* Staff





• Dr. Mark Hochman of Milestone Scientific (booth No. 1818).



• Frank Herrebout and Annelies Moors came all the way from Evergem, Belgium, to attend the Greater New York Dental Meeting.



• Tiffany Ralescu, from left, Michelle Mirza and Jenny C. Sherpa are all third-year dental students in New York City.



• If you are a VIP here at the Greater New York Dental Meeting, you've likely been to the executive headquarters where we snapped a photo of some of those who make it all happen, such as Katie L. Daniels and Avery Sandiford.



• Meghan Fialkoff, left, and Manijah Bazargan of the Fialkoff Dental Study Club (booth No. 4837).



• Steele Monville, left, and Mike Gregory of Kilgore International (booth No. 1721).

## Children's program keeps kids busy on Sunday



• Miri Wertzberger, dental assistant with a general practice in Pomona, N.Y., with her daughter, Leah, 4, who asked the face painter from Transformation Face Painting for 'pink.' (Photos & story/Rob Selleck, *today* staff)

■ Sunday was kids' day at the Greater New York Dental Meeting, with the special events hall on the lower level of the Jacob K. Javitz Convention Center packed with kids activities. The program included a puppet show, face painting, a bounce castle and carnival games.

Puppetry Arts, a nonprofit organization based in Park Slope in Brooklyn, presented a musical show filled with puppet characters.

Also as part of the children's program, the Grand Lodge of Free and Accepted Masons of the State of New York sponsored a free child identification program.



• Daniel Leung, DMD, endodontist with a practice in Newmarket, Ontario, with his green-monster, plate-spinning son Bennett. His son Carter also enjoyed the carnival activities.