

DAILY AT CDA PRESENTS!

# DENTAL TRIBUNE

The World's Dental Newspaper • U.S. Edition

FRIDAY, APRIL 12, 2013 — VOL. 6, NO. 2

www.dental-tribune.com

## SCENES FROM THE CDA

Take a trip to a brushing station, get your photo with an ostrich and win a custom-made chopper.

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## CELEBRATING SUCCESS

Head to Irvine this June and celebrate the women who have made dentistry what it is today.

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## NEXT STOP: SEATTLE

The AACD is coming, and so is your chance to support domestic violence survivors with a night on the town.

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# Spread your wings and fly



The butterfly wings are meant to draw attention to the new line of Monarch infection control products available from Air Techniques (booth Nos. 316/416). The Monarch line is one of many new product launches here at CDA Presents. Photos/Fred Michmershuizen, Dental Tribune

*The sky's the limit for dental professionals who embrace the latest products and technology available at CDA Presents*

By Fred Michmershuizen  
Dental Tribune

When it comes to new products and services in the dental industry, Anaheim is the place to be this weekend. Here at CDA Presents the Art and Science of Dentistry, hundreds of companies have set up shop in the exhibit hall to offer some of the newest, most innovative equipment, materials and technology available anywhere.

Dental Tribune has been combing the aisles to check for highlights.

Keystone Industries (booth No. 516) has three new products on display. The NiteBite is a custom-fit dental protector designed to help patients with nighttime bruxism. The triangular-shaped device,

► See WINGS, Page 2

## Anaheim is the place to be for learning

By Fred Michmershuizen  
Dental Tribune

Here at CDA Presents the Art and Science of Dentistry, there are plenty of educational opportunities, ranging from lectures and hands-on workshops to impromptu demonstrations on the show floor.

Of particular note this year is an international symposia of dental learning featuring Dr. Takashi Watanabe and Dr. Kiyokaku Minami lecturing on how restorative dentistry is practiced in Japan.

The courses offer information on alternative philosophy and treatment modalities, as well as cultural nuances in the delivery of dental care.

Watanabe offered his presentation on Thursday, and Minami will speak tomorrow from 9 to 11:30 a.m. and again from 1 to 3:30 p.m.

Another highlight is a panel discussion, "Critical Questions That Lead to Critical Decisions in Your Practice," led by Dr. Frank T. Curry. The session is today from 1 to 4 p.m.

Check your meeting guide for locations and for additional educational options.



A participant receives training during a hands-on workshop in the Laser Pavilion on Thursday morning. Photo/Fred Michmershuizen, Dental Tribune





As if the original NOMAD handheld X-ray device wasn't cool enough, along comes the NOMAD Pro 2. Mike Heyn of Aribex (booth No. 2534) shows off the new version of the machine, which boasts improved battery power, more durability and more reliability.

#### ◀ WINGS, Page 1

which is customized for each patient in the dental office, takes advantage of a person's natural jaw opening reflex to relax TMJ muscles during sleep.

Keystone's Itsoclear transparent clasp is designed for patients who wear partial dentures. The non-abrasive, adjustable clasp eliminates visible wires, giving the patient a more natural look.

Also available from Keystone is a new "centri-fuse" kit for the customization of mouthguards. The kit contains everything needed to make a personalized mouthguard, which can be accessorized with a name or a logo.

Air Techniques (booth No. 316/416) is launching its new line of Monarch infection control products. The products, which are divided into four categories — surfaces, instruments, skin and hands, and equipment — are designed to be effective, safe and environmentally friendly. To find the Air Techniques booth, look for the women wearing the butterfly wings.

Aribex (booth No. 2534) is launching its NOMAD Pro 2 handheld X-ray device. It's just like the original NOMAD, only better. The updated machine has a more powerful battery plus infrared connectors that are more durable than the previous incarnation's pins. It also has a new charging cradle.

For those who want to offer some fun motivation to get their younger patients to take care of their teeth, there's Brush-Buddies, available from Ashtel Dental (booth No. 212). These singing toothbrushes feature music by pop idols Justin Bieber, Lady Gaga, LMFAO and Keana. The newest addition to the lineup is the Korean "Gangnam Style" YouTube sensation PSY.



Dr. Robert H. Gregg, left, and Dr. Dawn M. Nicholson have fun with 'Fake Austin Powers' at the Millennium Dental Technologies booth (No. 556). Gregg, president and chairman of Millennium Dental Technologies, is a co-developer of the LANAP laser periodontitis treatment.



Emily Kemberling, left, and Derek Keene of Keystone Industries (booth No. 516).

Axis|SybronEndo (booth No. 1206) is offering new TF Adaptive files that fea-

ture adaptive motion technology. Also new is the Apex ID apex locator, which can be worn by a patient during endodontic therapy.

One of the most exciting developments in recent years is the advent of laser technology, and companies offering devices for laser treatment are out in force. Dr. Robert H. Gregg, president and chairman of Millennium Dental Technologies, is on hand to discuss the LANAP laser periodontitis treatment and other laser applications. To find Gregg and the Millennium Dental Technologies booth (No. 556), look for the "Fake Austin Powers" celebrity impersonator, who is on hand to add some levity to the proceedings.

## DENTAL TRIBUNE

The World's Dental Newspaper · US Edition

#### PUBLISHER & CHAIRMAN

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

#### CHIEF OPERATING OFFICER

Eric Seid [e.seid@dental-tribune.com](mailto:e.seid@dental-tribune.com)

#### GROUP EDITOR

Robin Goodman [r.goodman@dental-tribune.com](mailto:r.goodman@dental-tribune.com)

#### EDITOR IN CHIEF DENTAL TRIBUNE

Dr. David L. Hoexter [d.hoexter@dental-tribune.com](mailto:d.hoexter@dental-tribune.com)

#### MANAGING EDITOR SHOW DAILIES

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

Charles Serra [c.serra@dental-tribune.com](mailto:c.serra@dental-tribune.com)

#### PRODUCT & ACCOUNT MANAGER

Mara Zimmerman  
[m.zimmerman@dental-tribune.com](mailto:m.zimmerman@dental-tribune.com)

#### MARKETING DIRECTOR

Anna Kataoka-Wlodarczyk  
[a.wlodarczyk@dental-tribune.com](mailto:a.wlodarczyk@dental-tribune.com)

#### EDUCATION DIRECTOR

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

Tribune America, LLC  
116 West 23rd St., Ste. #500  
New York, N.Y. 10011  
(212) 244-7181

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# Scenes from Thursday



The Glidewell staff at booth No. 1348 stands ready to help.



Jill Rogers touts the benefits of Crest Oral-B products to attendees waiting in line to sample the products at a brushing station at booth No. 1166.



Stuart Kazen of Aseptico speaks with attendees Thursday about The Wand All Injection System, which Aseptico (booth No. 1120) distributes exclusively.



Trainer Dede Targowski leads attendees through a Thursday morning session at the DEXIS booth (No. 1330).



Hiossen's Derrick Lee shows attendees the company's CAS Kit at the company's booth, No. 576.

*Photos by  
Sierra Rendon  
Dental Tribune*



BIOLASE's Sarah Lessley assists as an attendee tests a laser at the booth, Nos. 2418/2519.



Attendees try out the new Sensodyne Repair and Protect toothpaste at the booth's brushing stations (No. 2120).





Benco President Chuck Cohen, right, and Mike McElaney, vice president of sales, show off a custom chopper built by Paul Jr. Designs. For more information on how you can win the chopper and help the Smiles for Success Foundation at the same time, stop by booth No. 564.



Technology4Medicine Executive Vice President Keith Bateman shows off the company's technology to Alexia Eng at booth No. 2631.



Emiko Ota, left, and Yukari Aritake at the Osada booth (No. 1538).



Roger Guiditta of Paradise Dental Technologies at booth No. 2331.

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Rich Frankenberg of LightScapel helps Sachiko Kodama during the Thursday morning Laser Workshop.



Spencer Ellena of Orascoptic helps a CDA attendee find the best loupes for her at the company's booth, No. 1206.



NSK's Rob Gochoel speaks to attendees about the company's high-speed rotary cutting technologies (booth No. 460).



Janelle Smith and Danen Radman of Social Ostrich have a variety of ways to help your company get a better social presence for your dental practice. Stop by booth No. 249 to learn more.



Straumann's Brent Reilly and Tim Graham speak with Dr. Cuong Nguyen about the company's implant options at booth No. 2542.



Mark Schwer of Shofu introduces attendees to the company's new BeautiCem, a fluoride releasing self-adhesive resin cement, at booth No. 1128.



Stacey Manfull, from left, JoAnn Cunningham and Judy Hsu of Pacific Dental Services. Check out the company's corporate forum today from 1-4 p.m. in room 204c, which can earn you 3 free C.E. credits.



Joaslyn Sewell, RDH, speaks to the crowd at the Sunstar booth, No. 1134.



Dental students from Charter College in Long Beach admire the free dental buttons at the Henry Schein booth, No. 2424.



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# Transforming dental care for the elderly

## *Crest Oral-B Pros in the Profession grant winner uses funds to improve oral care access for elderly with dementia*

Ann Benson Ross, winner of the Crest® Oral-B® Pros in the Profession® grant for "Advancing Oral Health in the Community," is transforming the way elderly in her community of Mesa, Ariz., and surrounding areas, receive oral care.

A dental hygienist for more than 20 years, Ross used the \$5,000 grant to upgrade the Mobile Dentistry of Arizona's portable office, provide dental services to elderly dementia patients who have limited access to oral care and train staff so they can continue to help patients maintain their oral health routines.

Ross was awarded the Crest Oral-B Pros in the Profession grant to fulfill her goal of providing preventive care for residents of local memory care communities. X-rays, assessments, oral cancer screenings, cleanings and fluoride varnishes were provided to each eligible resident.

The project was dually devoted to training caregivers by giving them basic information about hands-on oral health

### Here in Anaheim

For more information on the Pros in the Profession program or on Crest Oral-B, stop by the booth, No. 1166.

care so they could maintain their residents' daily oral regimens. The hands-on training was held with patients and their caregivers at three different times — morning, evening and before bedtime — for all residents with mild, moderate or advanced dementia.

To help maintain a daily oral care regimen, each participating resident and caregiver received an Oral-B power toothbrush as well as Crest and Oral-B Pro-Health® products, including toothpaste, rinse and floss.

"This project was an enlightening experience on many different levels, from the interaction with the family members to the caregivers and patients themselves. It was a wonderful project for me and all who participated," Ross said.

"We saw a mixture of oral health concerns from the residents, including poor oral hygiene, tooth decay, periodontal disease, gingivitis and ill-fitting dentures. Without the help of Crest Oral-B, we wouldn't have been able to address these needs and help so many people."

In addition to the patient services and



Ann Benson Ross, left, winner of the Crest Oral-B Pros in the Profession grant. Photo/Provided by Crest Oral-B

caregiver training, Ross is producing a training video to be shared with health providers throughout the community. It will include photos and testimonials of patients who participated in the project.

This video will be given to all memory care communities visited by Mobile Dentistry of Arizona and will be used to instruct caregivers on oral hygiene tips and best practices when working with dementia patients at every stage of the condition.

"Over the past few years, through the Pros in the Profession program, Crest Oral-B has rewarded deserving professionals — as nominated by their peers — who truly make an impact on the

oral health of others by supporting the causes important to them and their communities. As a recipient of this award, Ann continues to transform patients' lives, and we are so proud to support her in this way," said Dr. Veronica Sanchez, global scientific communications director, Procter & Gamble.

"We are honored to celebrate the 100-year anniversary of the dental hygiene profession with such an inspiring professional."

The Pros in the Profession grant furthers Crest Oral-B's mission to support dental hygienists as part of its yearlong program celebrating 100 years of dental hygiene.

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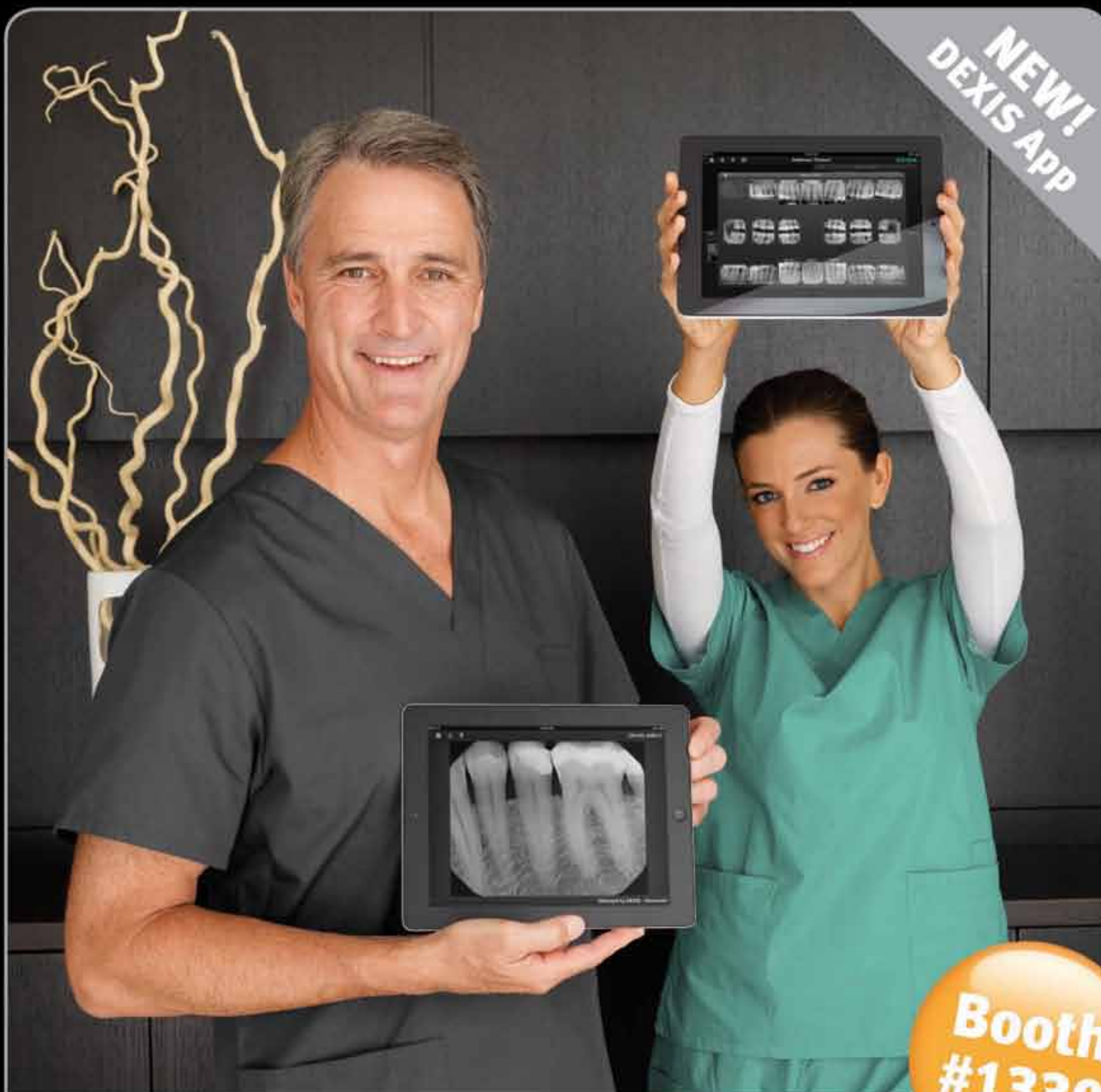
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