

# DENTAL TRIBUNE today



## Ease all your aches and pains

New chairs and arm supports really will help that pain in your neck.

»page 6



## Expansion brings new innovations

Company adds hygiene, endo, handpiece and teeth whitening options.

»page 8



## Skin rejuvenation with a laser

Offer wrinkle reduction and fuller lips without using injectables.

»page 10

# Maximum Vegas

By **today** Staff

■ You can feel the excitement in the air here at the Mandalay Bay Resort and Casino. SmileCon, ADA's reimagined annual meeting, is loaded with opportunities to expand your superpowers, reunite with colleagues you haven't seen in a long time and spark connections that will fuel your success.

There's lots to learn here and lots to explore. Presenters at SmileCon are here to open your mind to new perspectives from different facets of dentistry, health care and our communities. They will present mind-expanding ideas that will transform your outlook on critical matters affecting the world around us.

This year, there are four C.E. themes:

- *Art & Design* offers topics such as "The Single Shade Revolution: Everything has Changed in Composite Dentistry" presented by Peter Auster,

»see *VEGAS*, page 3



• Wellness expert Dr. Uche Odiatu speaks on 'Transform Your Body: Transform Your Life' during the 2019 ADA Annual Meeting, held in conjunction that year with FDI. This year, you can find education centered around four C.E. themes: Art & Design, Science & Technology, The Business of Dentistry and Common Good. (Photo/*today* Staff file photo)

## Cellerant announces 2021 Best of Class Technology Award winners

Find them in the Best of Class Alley in Dental Central

By Cellerant Consulting Group

■ Cellerant Consulting Group is pleased to announce the 2021 Cellerant Best of Class Technology Award winners.

"During such a challenging year in dentistry, these extraordinary companies and their technologies have

earned the right to celebrate for their perseverance and commitment to technological innovation," said Dr. Lou Shuman, DMD, CAGS, CEO of Cellerant Consulting Group and creator of the Best of Class Technology awards program. "Our panel spent

many hours in close discussion identifying these standout products. This list of winners truly points the way to help dentists best equip today's contemporary practice".

»see *BEST OF CLASS*, page 4



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Tribune America, LLC  
118-35 Queens Blvd., Ste. 400  
Forest Hills, N.Y. 11375  
Phone: (212) 244-7181  
E-mail: [info@dental-tribune.com](mailto:info@dental-tribune.com)  
[www.dental-tribune.com](http://www.dental-tribune.com)

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

**President/Chief Executive Officer**  
Eric Seid  
[e.seid@dental-tribune.com](mailto:e.seid@dental-tribune.com)

**Group Editor**  
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)

**Product/Account Manager**  
Humberto Estrada  
[h.estrada@dental-tribune.com](mailto:h.estrada@dental-tribune.com)

**Product/Account Manager**  
Maria Kaiser  
[m.kaiser@dental-tribune.com](mailto:m.kaiser@dental-tribune.com)

**Client Relations Coordinator**  
Leerol Colquhoun  
[l.colquhoun@dental-tribune.com](mailto:l.colquhoun@dental-tribune.com)

**Accounting Department**  
Nirmala Singh  
[n.singh@dental-tribune.com](mailto:n.singh@dental-tribune.com)

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## VEGAS "from page 1"

DMD; "Photography: The Shutter to Great Dentistry," presented by Richard Young, DDS; and "Immediate Full Arch Implant Rehabilitation—Clinical Instruction and Protocol; Steven J. LoCascio, DDS.

- *Science & Technology* includes "Interactive Common Oral Pathology," presented by Ashley Clark, DDS; "The Anatomy of Local Anesthesia: Human Cadaver Dissection," presented by Alan W. Budenz, MS, DDS, MBA; and "Occlusion for a Trouble-Free, Durable Operative and Restorative Dentistry," presented by Jose Luis Ruiz, DDS.

- *The Business of Dentistry* includes topics such as "Medical History/Informed Consent—They Better Be Complete and Valid!" presented by Mitchell J. Gardiner, DMD, FAGD,

FACD, FICD; "Seasons Change, and So Did I: Successful Practice Transitions—ADAPT," presented by Mark E. Hyman, DDS, and Suzanne M. Ebert, DMD.

- *Common Good* offerings include "Special Care Panel Discussion," with Maureen Perry, DDS, MPA, MAEd, Karen A. Raposa, RDH, MBA, and Brooke M.O. Fukuoka, DMD, FSCD; "Resolving Conflict in the Dental Office: Interactive Workshop," presented by Lisa Knowles, DDS; and "In the Mix—Transgender Discussion," offered by Anne Koch, DMD.

You can find complete course info at [smilecon.org/en/Learn](http://smilecon.org/en/Learn).

## A new exhibit hall

Dental Central—ADA's completely reinvented exhibit hall—enables connections with innovative industry leaders and exhibitors delivering

leading-edge products and services—not to mention spontaneous reunions with old friends. And have you seen Elvis roaming about yet?

Each day, Dental Central provides a different experience. Offerings include C.E. on the floor, unopposed hours in the middle of the day, self-guided learning experiences and the ADA Member Center.

Dental Central is open Tuesday from 9 a.m. to 5 p.m. and Wednesday from 9 a.m. to 3:30 p.m. And on Wednesday, be sure to check out the Closing Session from 3:45 to 5 p.m.

For those who can't be here in person, SmileCon Virtual—available at [smilecon.org/en/Learn/smilecon-virtual](http://smilecon.org/en/Learn/smilecon-virtual)—reveals some of the magic here in Las Vegas and offers opportunities to earn C.E. In addition, all ADA FDC 2020 sessions are available on demand from [ADACEOnline.org](http://ADACEOnline.org).

AD



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## DENTAL TRIBUNE



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# Cellerant Best of Class Hygiene Award Program launches for 2021

## By Cellerant Consulting Group

■ Cellerant Consulting Group is excited to announce the launch of the inaugural Cellerant Best of Class Hygiene Award Program.

"Since 2009, the Cellerant Best of Class Technology Awards have identified and acknowledged the top technologies in dentistry," said Melissa Turner, chief hygiene officer at Cellerant. "We will now expand the program to focus on the dental hygiene community as well."

The Cellerant Best of Class Hygiene Award selection panel consists of nine renowned thought leaders and educators who, during the course of each year, will seek out and conduct research on potentially practice-changing technologies, with deliberations on nominees and final voting taking place in February. The entire selection process is conducted and managed on a not-for-profit basis. This year's winners will be announced in December.

Panel members include:

- **Turner**, chief hygiene officer, Cellerant Consulting; editorial advisory board, RDH Magazine; co-founder, National Mobile & Teledentistry Conference; co-Founder, The Denobi Awards; founder, I Heart Dentistry Network; co-host, Dentistry Gone Wild; Co-creator, Oral Health United
- **Pamela Maragliano-Munez**, RDH, DMD, FACP, chief development officer, Cellerant Consulting; editor in chief, Dental Economics; editorial director, Dental Academy of Continuing Education; associate clinical professor, Tufts

University School of Dental Medicine

- **Andrew Johnston**, RDH, BSBM, director of hygiene, Coast Dental; co-host, A Tale of Two Hygienists
- **Amanda Hill**, RDH, BSDH, host, Your Dental Top 5; editorial advisory board, RDH Magazine; industry educator, Dental Post; certified educator, OSAP-DALE Foundation
- **Brooke Crouch**, RDH, vice president, American Mobile & Teledentistry Alliance; clinical advisory board chair, Virginia Health Catalyst; oral health action team chair, United Way of Roanoke Valley
- **Kristin Goodfellow**, RDH, BA, clinical director, OraCare Oral Rinse; 2013 Recipient, Proctor & Gamble's Excellence in Patient Communication Award; featured author, Dental Products Report & RDH Magazine

- **Michelle Strange**, MSDH, RDH, co-host, A Tale of Two Hygienists; client success manager, MouthWatch; co-founder, LevelUp Infection Prevention; editorial advisory board, Dental Economics

- **Nancy Miller**, RDH, BA, founder, UltraConcepts; clinical advisor, Jamieson Management; adjunct faculty & clinical instructor, Northeast Wisconsin Technical College;

- **Sarah Crow**, RDH, president-elect, ADHA Massachusetts; co-founder MDHA Mentor Liaison Team; recipient, Massachusetts Dental Society Hygienist of the Year; recipient, Middlesex Community College Member of the Year; feature writer, ADHA Access Magazine

For more information, visit [www.cellerantconsulting.com](http://www.cellerantconsulting.com).

## BEST OF CLASS \*from page 1

The 2021 Cellerant Best of Class Technology Award Winners are:

- 3Shape Trios 4
- Bellus3D Dental Pro
- Bien-Air iOptima
- Carestream Dental CS 9600
- Dentsply Sirona PrimeScan
- Dentulu Teledentistry
- Envista DTX Studio Clinic
- exocad Chairside CAD
- Greenmark Biomedical LumiCare Rinse
- Medit i700
- MMG Fusion ChairFill & Marketing Tracker
- MouthWatch Teledent
- Nobio Ltd. infinix
- Prexion 3D Excelsior Pro CBCT
- Shofu EyeSpecial
- Simplifeye Amplify Live Chat
- Ultradent Umbrella Retractor
- Weave – VOIP
- YAPI
- Zent Flex

"One of the lessons of the last 18 months has been that deploying leading-edge technology in today's dental practice environment is anything but a luxury," said Chris Salierno, DDS, Cellerant Best of Class panel member.

"This year's list of winners include products that can future proof every aspect of your practice, whether that be from the perspective of efficient workflow, clinical excellence or new patient growth and retention."

The Cellerant Best of Class Tech-



nology Award is the only program of its kind, earning coverage from the dental media across North America. This year, winning products are being showcased here at SmileCon. Attendees have the unique opportunity to experience these Best of Class technologies first-hand on the exhibition

floor, in addition to hearing the panel members lecture on these products.

## About the Cellerant Best of Class Technology Award

Since the inaugural presentation in 2009, the Best of Class Technology Awards have grown to occupy a unique space in dentistry by creating awareness in the community of manufacturers that are driving the discussion as to how practices will operate now and in the future.

The 2021 Cellerant Best of Class Technology Award winners were selected by a panel of the most prominent technology leaders in dentistry: Paul Feuerstein, DMD, editor-in-chief for Dentistry Today; John Flucke, DDS, technology editor for Dental Products Report; Marty Jablow, DMD, known as America's technology coach; Pamela Maragliano-Muniz, DMD, editor-in-chief of Dental Economics; Chris Salierno, DDS, editor-in-chief of Dental Economics; and Shuman.

During the course of each year, the panel members seek out and conduct research on potentially practice-changing technologies, with deliberations on nominees and final voting typically taking place in February. Panelists are precluded from voting in any category where they have consulting relationships. The entire selection process is conducted and managed on a not-for-profit basis.

For more information on the Cellerant Best of Class Awards and the 2021 Award Winners, go to [www.cellerantconsulting.com/best-of-class-2021](http://www.cellerantconsulting.com/best-of-class-2021).

## Here in Las Vegas

Visit the 2021 winners in the Best of Class Alley during SmileCon 2021. In addition, early-career dentists are invited to a special look Wednesday from 10 to 11 a.m. at the Cellerant Best of Class Technology Award winners in the Best of Class Alley in Dental Central, B-4519. Come and enjoy libations while taking advantage of exclusive deals, just for new dentists!

## About Cellerant Consulting Group

Founded and led by Shuman, Cellerant provides strategic dental market insights, clinical expertise, implementation resources and support to accelerate growth for client dental companies. Cellerant services include new concept incubation, clinical product evaluation, product development, continuing education program development and C.E. sponsorship, strategic branding and marketing, online marketing, content marketing and dental media relations management.

As an orthodontist and former owner of a 10-doctor multi-specialty private group practice, Shuman guides clients to offer products that engage dental customers and provide sustained differentiation. Cellerant operates under a unique model that merges leading voices in clinical product evaluation and strategic partner companies to provide a menu of services from one easily accessible network.



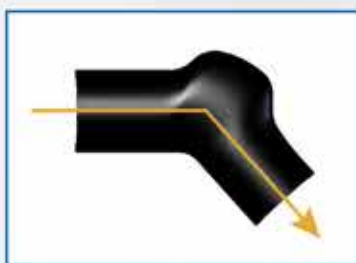
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# Ease your aches and pains with better chairs and arm support

By RGP Staff

■ The phrase “pain in the neck” is probably not just used metaphorically by most dentists. In fact, studies in recent years have shown upwards of 75 percent of dentists say that the profession takes a real toll on the human body.

The demanding and unnatural postural positions and steady hand-and-arm precision required for dentistry can cause severe damage to the musculoskeletal system, these studies have shown.

In particular, the neck, back and arms are the areas most at risk for injury and fatigue as related to dentistry, RGP states.

To combat this, RGP has been providing innovative ergonomic support

## Here in Las Vegas

To try out RGP clinician and hygiene chairs, visit booth No. D-1305.

options for the dentist since 1995 and is proud to be a long-time exhibitor here at the ADA's SmileCon, the company asserts.

If you have never before considered using RGP chairs and arm supports to help with your pain and posture, or if you would like to prevent these things from creeping up on you down the line, the ADA's SmileCon is a great time to get started.

For instance, one special that you will only find here at the show: RGP is offering a free set of Relax & Hydro Arms with every doctor or hygiene

chair purchased. (This equates to a roughly \$400 retail value, yours free with purchase, only at this show.)

RGP staff says this is definitely a promotion attendees should not miss, and this promotion will offer clinicians a true risk-free trial of a popular tool that many dentists not only rely on but claim they cannot work without.

All RGP products come with a 30-day trial period.

To give any of these products a try, stop by booth No. D-1305. RGP says you won't regret it!



• Head to RGP (booth No. D-1305) for all your ergonomic support options. (Photo/Provided by RGP)

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Registration opens December 7. Book your hotel now at [Hinman.org](https://hinman.org).

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# Expansion brings new innovations

By Medidenta Staff

Medidenta has been serving dental professionals going on 80 years by innovating and never taking its foot off the pedal, according to the company. Medidenta is proud to announce the integration of the following full-scale product categories.

## Full hygiene lineup

Prophy Magic's CR Choice DPA lineup consists of more than seven different types of prophy angles to suit your style, air and water syringe tips, prophy paste and new lube-free hygiene

## Here in Las Vegas

To learn more about Medidenta's many product offerings, stop by the booth, D-1612.

handpieces that are free with bulk deals on prophy angles.

## Expanded handpiece department

Medidenta's expanded handpieces include the introduction of the new Freestyle™ Pro cordless hygiene phenom along with the Air-Free™ 90°,



(Photos/Provided by Medidenta)

which has realized a new purpose post-COVID. The company also offers its Turbo Torque highspeed, surgical handpieces, essential lineups and

burs—something for every handpiece need. In addition, Medidenta's repair department services all makes and models and offers free UPS pickup.

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## Back to endo with Dr. Carlos Ramos on staff

Following the acquisition of the Genius™ Line from Ultradent™, Medidenta is proud to release the Genius Proflex line, along with the M-series lineup that matches up with industry standards but at a fraction of the cost, according to the company. Medidenta also offers the state-of-the-art ACE cordless endo with built-in apex locator and SONUS Piezo Ultrasonic with variable tips that the company promises will simplify endo.

## Teeth whitening with 20 years of dental experience

Medidenta now offers a complete lineup of teeth whitening solutions from Whiter Image Dental — 40 percent in-office solutions, take home products from 9 to 12 percent and aftercare products for remineralizing and maintenance. Medidenta is excited to offer this premier line to its customers.

## A new complete line of PPE

COVID-19 created the need for many to expand their PPE so Medidenta followed suit, expanding its existing personal protection lines to include ASTM Level 1,2 and 3 masks with KN95 as well as full-face shields both disposable and reusable plus a full product line of 70 to 80 percent sanitizers.

## Meet the newest team member



Cherie Boles

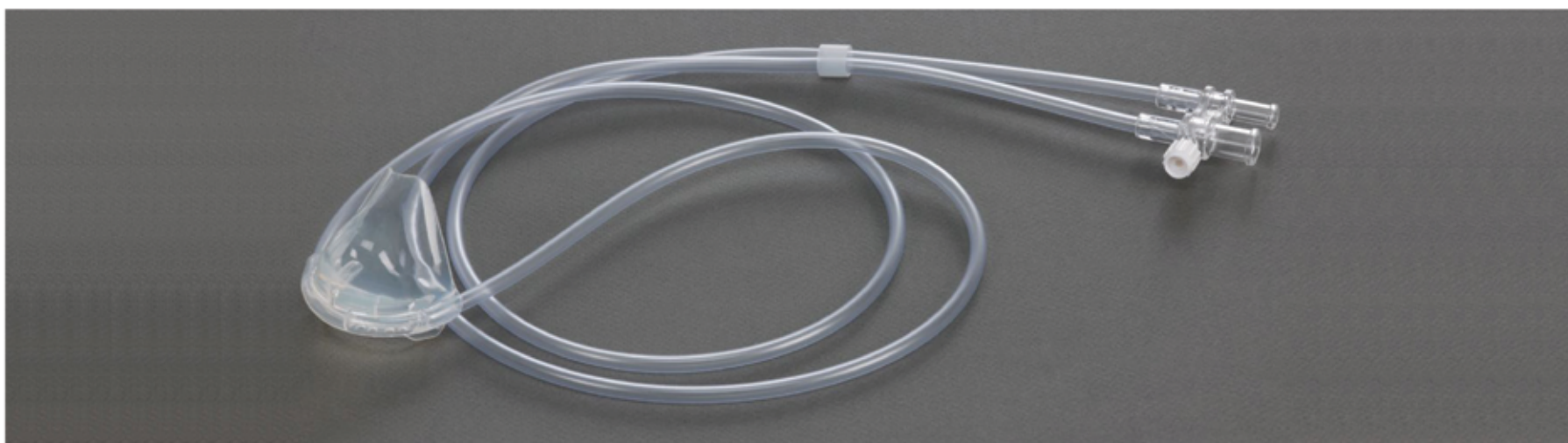
Medidenta announces the hiring and appointment of Cherie Boles as the new sales director for North America. Boles brings more than 32 years experience in dental handpieces, previously with Lares Research and now on board with this growing team. As the director of sales, Boles is available to service existing accounts and introduce Medidenta's expansive catalog to dental professionals nationwide.



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