

today



Investigating the age-old question

Which should you do first? Brush or floss? New study may provide the answer.

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Who do you call in your time of need?

New campaign offers insights into moments when Henry Schein came through in a pinch.

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Show off your ULD radiation levels

Planmeca explains its certification program to increase dialogue with your patients.

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More to explore

■ Time is counting down here at the AAP's 104th Annual Meeting, but if you haven't truly explored the exhibit hall yet, it's not too late.

In addition to the more than 300 booths showcasing the latest periodontal products, services and technologies, there are a variety of events going on that will further enhance everything you have been learning in the classrooms.

Member Resource Center

Are you an AAP member? You won't want to skip a visit to the Member Resource Center (booth No. 927). There, you can purchase AAP scrubs and other branded merchandise, hear about the AAP's strategic priorities and initiatives, network with members from around the globe in the International Lounge and enter a drawing for a chance to win \$150 in free AAP merchandise.

Periodontal Career Fair

Are you a new practitioner or recent graduate looking for that perfect job, or an established periodontist looking for a partner or an associate? If so, the Periodontal Career Fair is the place to be. It is a great opportunity for employers and recent graduates to meet, network and get the leads you have been looking for. It's open today from noon to 2 p.m.

Speaker Studio

Visit the Speaker Studio at booth No. 533 for an opportunity to interact with some of the academy's expert speakers. Participate in a Q&A session or a group discussion with invited speakers in an intimate setting.

From 10:15 to 10:35 a.m. today, William V. Giannobile, DDS, MS, DMedSc, will discuss "Emerging Regenerative Approaches to Periodontal Reconstruction" while from



• Attendees stroll the exhibit hall floor during the 2017 AAP Annual Meeting. (Photo/today Staff file photo)

1 to 1:20 p.m., Joseph Y. Kan, DDS, MS, will talk about his live streaming surgery, "Explore Anterior Single Immediate Implant Placement & Pro-

visualization in the Esthetic Zone." The exhibit hall closes at 3 p.m., so make sure to take advantage of all these opportunities before it's too late.

AAP publishes proceedings from best evidence consensus meeting on lasers

Periodontal experts address clinical efficacy of laser usage in patient care

By The American Academy of Periodontology Staff

■ The American Academy of Periodontology (AAP) has published its "best evidence consensus" (BEC) panel proceedings on the topic of laser usage.

The proceedings are the result of the second BEC meeting, a model of scientific inquiry rooted in the best available published research and expert opinion. The BEC meeting on lasers was held in Chicago in February 2017.

The latest BEC meeting brought

together a panel of 10 experts to discuss the efficacy of laser usage, either when used alone or as an adjunct to non-surgical and surgical treatment of periodontitis and peri-implantitis.

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LASERS *from page 1*

The panel members were selected based on their extensive knowledge of laser therapy and experience in applying lasers to a broad range of clinical situations.

The group found that when laser treatment is used in addition to mechanical treatment, similar or slightly better clinical outcomes are observed when compared with laser usage alone. Current evidence suggests there is no additional benefit to lasers beyond what is seen with traditional periodontal surgery.

"Lasers are a part of a diverse treatment repertoire, and there are countless reported successful outcomes in their use," said Steven R. Daniel, DDS, of the AAP. "As the profession advances with the adoption and application of these technologies, the academy is

For more information

To access the full BEC proceedings, please visit the Journal of Periodontology on the Wiley Online Library.

committed to using existing evidence and thoughtful expertise to bridge knowledge gaps and provide insight for responsible, real-world use."

The BEC model of inquiry utilizes current, high-quality published literature and the expert opinion of periodontal thought leaders to provide guidance on innovative topics for which there is insufficient evidence to arrive at definitive conclusions.

The complete BEC proceedings appear in the July 2018 issue of the Journal of Periodontology (JOP). Similar to the inaugural BEC report on cone-beam computed tomography

in October 2017, the proceedings on lasers offer a consensus statement, commentary and systematic reviews related to the usage of lasers.

"I encourage all dental professionals to read the laser BEC proceedings carefully as they underscore how crucial scientific evidence is in influencing clinical recommendations," Daniel said. "The latest findings are not meant to insinuate that laser usage is more or less beneficial over traditional periodontal therapy or to imply an academy position on its use in patient care. They simply demonstrate that, in the absence of a critical mass of evidence, all practitioners must rely on their judgement and expert training to make the best possible treatment decisions."

The AAP's best evidence consensus meeting on lasers was sponsored by J. Morita USA.

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Brush or floss first? Study suggests ideal sequence for removing plaque

Flossing before brushing may reduce plaque and help maximize benefits of cavity-fighting fluoride

By The American Academy of Periodontology Staff

■ Researchers have found that flossing before brushing may be the ideal sequence for the most thorough removal of dental plaque. The report is featured in the *Journal of Periodontology* (JOP), which is published by the

American Academy of Periodontology (AAP).

Titled “The Effect of Toothbrushing and Flossing Sequence on Interdental Plaque Reduction and Fluoride Retention: A Randomized Controlled Clinical Trial,” the study assessed 25 participants who were asked to brush their teeth first, then use dental floss to clean the spaces between their teeth (brush-floss).

In a second phase, the same group was asked to use floss, then brush their teeth (floss-brush).

Researchers found that the amount of plaque between the teeth and in the mouth overall was significantly reduced when participants used the floss-brush approach.

The researchers contend that as flossing loosens bacteria and debris from between the teeth, brushing afterward (when the mouth is rinsed

with water) further clears the mouth of these particles.

Plaque bacteria are the primary culprit behind the development of periodontal disease, an inflammatory condition that occurs when bacteria accumulate below the gum line. Periodontal disease can lead to swelling, irritation, gum recession and tooth loss if left untreated.

“Patients often ask which step should come first in their daily oral hygiene routine,” said Steven R. Daniel, DDS, president of the AAP. “While this study finds that flossing before brushing may result in the reduction of plaque, it’s important for everyone to remember to do both every day to maintain the health of their smiles.”

The study also found that fluoride, a mineral that aids in the prevention of cavities and tooth decay, remained

in the mouth at higher levels when participants flossed before brushing.

Study subjects used a fluoride toothpaste during both phases of the investigation.

“As with choosing the right type of toothbrush and interdental cleaner, patients should also consult with their dentists on whether a fluoride toothpaste is best for them,” Daniel said.

The AAP recommends flossing regularly, brushing twice a day and undergoing yearly comprehensive periodontal evaluations for the prevention of periodontal disease, which is treatable and often reversible with proper and timely care from a periodontist.

The complete study can be found on the JOP portal of the Wiley Online Library at <https://onlinelibrary.wiley.com/journal/19433670>.

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Henry Schein launches 'Rely on Henry Schein' brand campaign

Campaign features customer success stories involving the support of Henry Schein

By Henry Schein Staff

■ Henry Schein Inc. has announced the launch of a brand campaign titled "Rely on Henry Schein" that conveys the stories of customers discussing the critical role Henry Schein plays in their success.

The campaign initially features three dental practices and their unique stories that reflect the company's mission to help clinicians be more successful so they can focus on delivering the best quality care.

Here in Vancouver

To learn more about Henry Schein and how it can help your practice, stop by the booth, No. 301. To learn more about the 'Rely on Henry Schein' campaign, go online to www.henryschein.com/relyonus.

The #relyonhenryschein campaign features videos on the company's website and social media pages along with advertising placements in dental trade magazines as well as Henry Schein's own publications.

The launch features the stories of three dental practices and their owners: LIC Dental Associates, and Dr. Ishwinder Saran, of Long Island City, N.Y.; Roschella & Zinger Dental Group, and Drs. Karen Roschella and Ann

Zinger, of Marriottsville, Md.; and Clinique Dentaire Tapiero Bouhadana, and Drs. Maurice Tapiero and Anne Bouhadana, of Saint-Bruno-de-Montarville, Quebec, Canada. Each story details an event in which Henry Schein's expertise allowed the practice to prosper in a time of need. More stories will roll out during the balance of the year and through 2019.

"We strongly believe our high-touch, full-service value proposition makes a positive difference in the lives of our customers, and we can think of no better way to convey that message than to have our customers tell their story in their own words," said Stanley M. Bergman, chairman of the board and CEO of Henry Schein. "We are honored that these exceptional professionals would allow us to share their experience with Henry

Schein, and we look forward to bringing more success stories to life in the months ahead."

Each story explores a particular event that led the customer to call on Henry Schein for help. In "Built from the Ground Up," Saran tells the story of how Henry Schein helped him establish his first practice. In "Equipment Down!", Roschella and Zinger explain how Henry Schein reacted quickly to avoid the loss of potentially weeks of customer visits by a sudden equipment failure. And in "The Comeback," the husband-and-wife team of Tapiero and Bouhadana describe the tragic loss of their practice to a fire and the work Henry Schein did to get the business up and running.

To see these stories and more about the campaign, go online to www.henryschein.com/relyonus.

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• The LED DayLite WireLess Mini and LED DayLite WireLess headlights. (Photo/Provided by Designs for Vision)

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Here in Vancouver

To see the LED DayLite WireLess Mini and LED DayLite WireLess headlights, stop by the Designs for Vision booth, No. 527, or contact the company to arrange a visit in your office at (800) 345-4009 or info@dvimail.com.

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¹ Thoma DS, et al. Clin Oral Implants Res. 2012 Dec; 23(12): 1333–9.

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