

**SCENES FROM YANKEE**

A giant toothbrush (and toothpaste), fuzzy friends, a game to play and more.

► pages 3–5

**ALL SYSTEMS GO**

Good news for all North Americans: TRIOS is now available.

► page 8

**GET SOCIAL IN SEATTLE**

Fundraisers, beer and music are on tap for AACD (and education, too, of course)

► page 15



# Ready, set, shop!

By Fred Michmershuizen  
Dental Tribune

There are more than 450 exhibitors showcasing their products, services and technologies here at the 2013 Yankee Dental Congress. Whether you are a general practitioner or a specialist, a budding newcomer or a seasoned veteran, one thing is certain: You will be sure to find something valuable on the exhibit hall floor at the Boston Convention & Exhibition Center.

Dental Tribune stopped by a number of booths here in Boston to see what is new and exciting. Here is just a sampling:

- For those who want to make a fashion statement with the scrubs and lab coats they wear at work, Vogue Medical Apparel/Sols Threads (booth No. 1936) offers a line of fashionable uniforms. Imprinted with visually appealing artwork on high-quality fabric, the garments allow wearers to express individuality.

► See SHOP, Page 6



The exhibit hall at the 2013 Yankee Dental Congress offers many exciting products and services for meeting attendees to explore.

Photos/Fred Michmershuizen, Dental Tribune



'New Opportunities With Vacuum Forming,' a presentation about mouthguard technology presented by Thomas Zaleske, was one of many educational offerings on Thursday. Photo/Fred Michmershuizen, Dental Tribune

## So much to learn

By Fred Michmershuizen  
Dental Tribune

More than 400 courses are being offered here at the 2013 Yankee Dental Congress. The Massachusetts Dental Society — in cooperation with the Connecticut, Maine, New Hampshire, Rhode Island and Vermont dental associations — has put together an educational program with some of the country's leading clinicians.

The theme of this year's meeting is "Building Bridges Through Innovation, Technology, Wellness & Inspiration." In the lecture halls, here at the Boston

Convention & Exhibition Center, there is plenty of inspiration to be found.

In one presentation on Thursday, "New Opportunities With Vacuum Forming," Thomas Zaleske taught attendees how to recognize the differences between mouthguard materials and how each is finished. Keystone Industries supplied materials for this course.

Course offerings here in Boston continue through Sunday. In addition, there are also numerous continuing education opportunities available on the exhibit hall floor. Pick up the official program or download the Yankee Dental Congress app from iTunes for more details.

# Here at Yankee: what to know

## Exhibit Hall Hours

9:30 a.m.–5:30 p.m. today and 9:30 a.m.–4:30 p.m. Saturday

## Restaurant reservation service

Make dinner reservations with the concierge service in the North Lobby of the convention center. This service includes a listing of restaurants by cuisine and neighborhood and their menus.

## Business services

FedEx Kinko's is the exclusive business center for all show exhibitors and attendees. The FedEx Kinko's Business Center is located on level one near the North Lobby. For services and more information, visit [psg.kinkos.com/conventions/bcec](http://psg.kinkos.com/conventions/bcec).

## Coat check

Coat check service is available in the North Lobby and at the East and West entrances on Level 1.

## ATMs

ATMs are located throughout the convention center in the North Lobby, Southeast Lobby C and Food Court.

## C.E. Pavilion

The C.E. Pavilion is a free service for all attendees. You can print a certificate with general attendance credits and courses taken at the meeting in either one of two ways (please use only one method): Visit the C.E. Pavilion located in the North Lobby and satellite pavilions in the ex-

hibit hall or visit [www.yankeedental.com](http://www.yankeedental.com) through Nov. 1.

## Exhibit hall snacks

From 4 to 5:30 p.m. today, enjoy a complimentary glass of sangria or a beer during the Sangria Social Hour.

On Saturday, sample award-winning chowder from Levy Restaurants, Hilton Back Bay, Seaport Hotel, Hyatt Regency Boston, Renaissance Boston Waterfront and Starwood of Boston. during the 13th annual chowder tasting.

## Exhibit Hall Mystery Shopper

Shop the exhibit hall floor on Saturday, and you may be rewarded with a gift card from a Mystery Shopper.

AD

## PhotoMed gives you options

Configure your Canon camera with the flash that is right for you



The macro flash that you use for dental photography has a huge impact on the quality of your images. Not all macro flashes are up to the task and many that are being offered are not compatible with the cameras they are being sold with.

When it comes to outfitting a Canon digital camera with a macro flash, the best choices come from Canon, Metz and Sigma. Real flashes from real flash manufacturers - not "frankenflashes" that look like they were assembled in someone's garage.

When you call the experts at PhotoMed, they can help guide you to the right flash for your system. Need a complete camera that includes unlimited support? We can help with that too.

Call us and find out why we're known for the best camera equipment and the best support available.

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Come see us at a dental meeting near you. Complete list of upcoming meetings at: [www.photomed.net](http://www.photomed.net)  
Take photos, pick our brains and get the best dental camera advice available.

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# Scenes from Thursday



Need to relax a bit? William Shen of ACIGI Relaxation/Fuji (booth No. 2229) shows how it's done.

The Yankee Dental Congress is a great place to get excited about oral hygiene.



Above: Dr. Jeffrey Hoos presents a course on treating denture patients with mini implants on Thursday morning.



Left: Lisa Norton of VOCO America (booth No. 1231).

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The gang's all here at Zila Rotadent. From left: Norine Ballantine, Peter McCann, Jenna Jorge and Jon Desrocher.



Master Sergeant Terrance Ford of Air Force Health Professionals (booth No. 1145).



Dr. Chuck Schlesinger, left, and Annamarie Pino of OCO Biomedical (booth No. 835).



Gina Susino of Essential Dental Systems (booth No. 1529).



Thomas Zaleske, a consultant for Keystone Industries, pauses before his course, 'New Opportunities With Vacuum Forming,' on Thursday afternoon.



These hygienists and dental assistants are making some new friends at the E-Z Floss booth (No. 745).



Scott Schubert of Pro-Craft Dental Laboratory (booth No. 2323).



Warren Levine, left, and Jodi Levine of Lips Inc. (booth No. 1731).



Thanh Nguyen, left, and Ray Nguyen of Snap On Optics (booth No. 1721).



Dental assistant Virginia Martinez takes advantage of the 'Real Deal Advantage' offered by Patterson Dental (booth No. 431).



Meeting attendees attend an educational session at the Carestream Dental booth (No. 2008).



Mike McKenna, left, and Rex Koskela of PhotoMed International (booth No. 2106).



Justin Ginsberg of TelephoneOnHold.com (booth No. 744) will let you hear samples of what patients can hear when they are on hold.

Photographs by Fred Michmershuizen, Dental Tribune



Bill Colanti, left, and Dick Linde of Technology4Medicine (booth No. 2429).



The team at Glidewell Laboratories (booth No. 1703) includes, from left, Heather Franklin, Monica Diaz and Monica Villasenor.



Ricardo Youngblood, left, and Lenny Sulkis of Shofu Dental (booth No. 1229).



Dr. Stephen Hsu of Camellix (booth No. 721).



Lisa Crawford of Super Saver Dental Lab (booth No. 1044) is very excited about the savings she is able to offer to dental practices.

Michael Edison of Vogue Medical Apparel/Sols Threads (booth No. 1936) shows off a black-and-white T-shirt that turns colorful when exposed to sunlight. The company also offers scrubs with innovative designs.



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"We all have the need to express ourselves," says Michael Edison. "Our mission is to design scrubs and lab coats that are functional, well-fitting, comfortable and fashionable."

The company also offers T-shirts whose designs change from black and white to color when exposed to the sun.

- P3 Plus Dental (booth No. 846), a new exhibitor here at Yankee, has created a system allowing dental practices to offer discount plans to their patients with ease.

"Offering in-office discount plans to patients is becoming more and more popular as a way of increasing case acceptance and new patients, as well as decreasing cancellations," says Lisa Frascolla. The company also offers a variety of helpful templates, as well as training and marketing tools.

- Camellix (booth No. 721) is offering a line of products for the treatment and prevention of cold sores and fever blisters. AverTeaX topical ointment and daily lip protector use a green tea antioxidant to help relieve pain and itching, soothe and soften, and relieve dryness. The company also offers green tea gum and lozenges to help relieve dry mouth. The products were developed by Dr. Stephen Hsu, a professor at Georgia Health Sciences University.

- TelephoneOnHold.com (booth No. 744) is offering what it calls an affordable, effective and easy means of communicating with patients who call your practice. "Our experienced staff will work directly with you to implement an appropriate on-hold marketing strategy," says Justin Ginsberg. The recordings are high quality, well-written and professionally produced, he says.

Of course, these are just some of the many products on offer this week. The exhibit hall is open through Saturday, so be sure to check out these booths and many more.

AD

educate | inspire | connect

**AACD 2013**  
Seattle

**Featuring:** Betsy Bakeman, DDS, Newton Fahl, Jr., DDS, David Garber, DMD, John Kois, DMD, Jacinthe Paquette, DDS, Maurice Salama, DMD, Cherilyn Sheets, DDS, Frank Spear, DDS, and more!

\*Educators subject to change

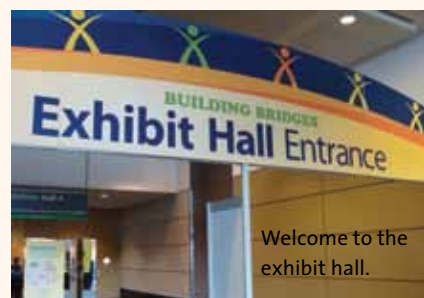
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**AACD** American Academy of Cosmetic Dentistry



Lisa Frascolla, left, and Gloria St. Denis of P3 Plus Dental (booth No. 846).



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SCREW-RETAINED HYBRID DENTURE

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Includes everything you need for a hybrid overdenture

- ◆ Six Inclusive Tapered Implants and final surgical drill
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# TRIOS comes to North America

3Shape, a global leader in 3-D scanning technologies and CAD/CAM software for dental applications, has declared “all systems go” for nationwide sales of its TRIOS® solution in the United States and Canada.

3Shape has signed up a wide network of national and local resellers to distribute TRIOS to dentists, dental specialists, dental schools and more throughout North America.

According to the company, 3Shape’s strong distribution foundation has been carefully constructed to ensure optimal geographical coverage and fulfillment of 3Shape’s high standards for customer service and support of its products.

3Shape representatives say TRIOS resellers are all experienced dental supplier professionals and are amply trained by 3Shape to install and support TRIOS for customers in local clinics.

## Certification and full regulatory compliance in place

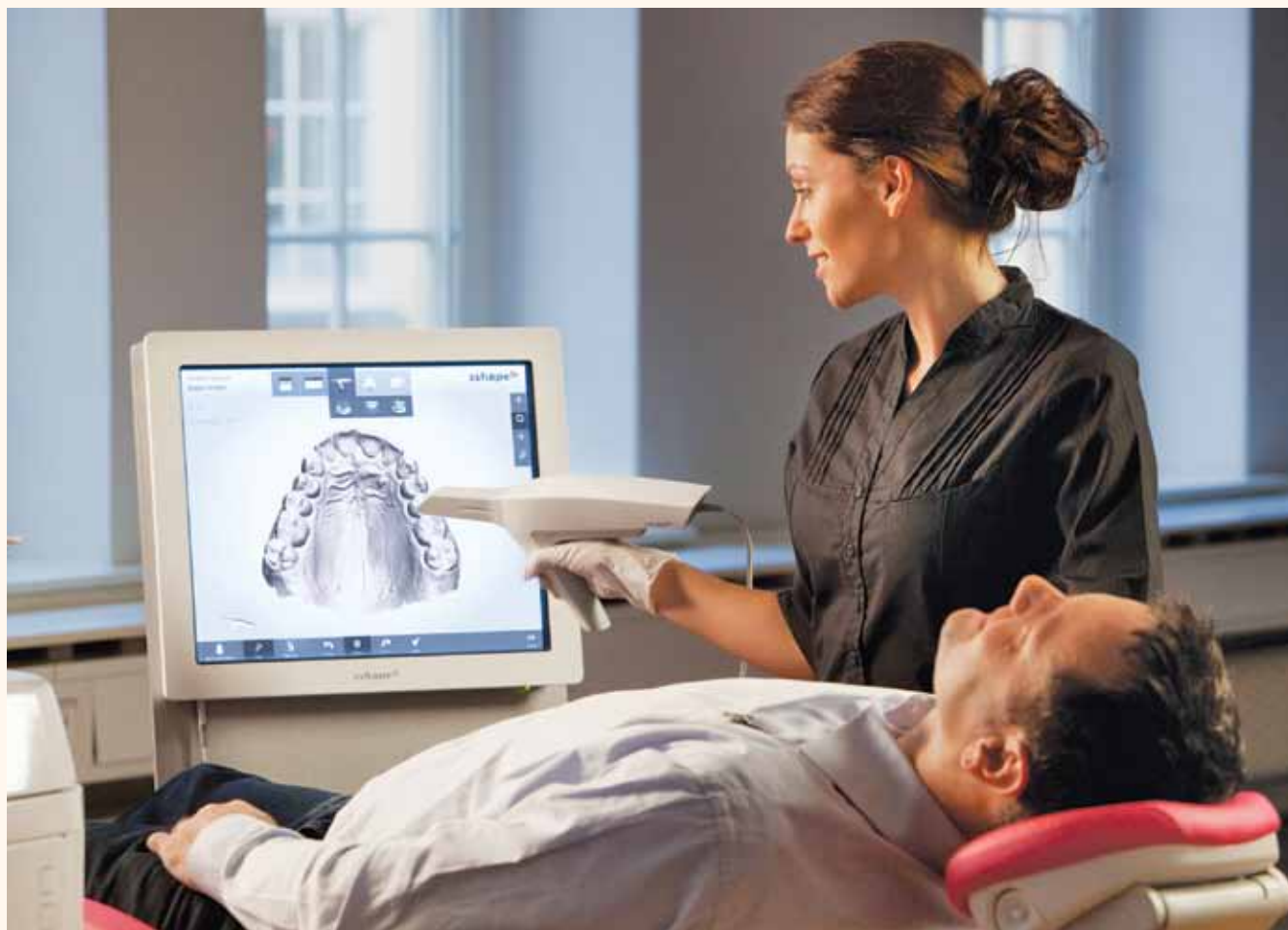
The TRIOS system as a medical device is continuously developed under the strict regulations of the FDA and ISO 13485 requirements. 3Shape has passed all final safety tests and production inspections required for authorized sales and marketing of the TRIOS system in the United States.

## Closing in on complete digital workflows between clinic and lab

TRIOS enables dentists to rapidly capture the complete intraoral situation and send the 3-D model directly to the lab. It does not require pre-spraying the teeth.

The system clinically validates the impression and includes tools that allow dentists to edit their scans. Labs and dentists can communicate about the case using 3-D design visualizations, annotations and messages. The full-digital workflow is designed to enhance close collaboration with the lab and allow the dentist to focus more on treating patients.

By utilizing the lab’s CAD/CAM expertise, along with its wide range of indications and materials possibilities, dentists can provide their patients with more treatment options and restorations of the best possible quality and fit, according to the company.



The TRIOS system. Photo/Provided by 3Shape

## Here at Yankee

To see some 3Shape products for yourself, stop by the company’s booth, No. 2227. For more information about 3Shape, please refer to [www.3shapedental.com](http://www.3shapedental.com) or visit the company on [www.facebook.com/3shape](http://www.facebook.com/3shape).

## Spreading the news

In recent months, 3Shape has been touring the United States, demonstrating TRIOS for dental professionals. According to the company, the success of these live events affirms the great interest in this new digital impression solution throughout the U.S. dental market.

“We are very excited to bring state-of-the-art intraoral scanner technology to the largest dental market in the world,” said Flemming Thorup, 3Shape’s president and CEO. “The many North American labs that are using 3Shape Den-

tal System, or those who order our TRIOS InBox separately, will be able to connect with clinics using TRIOS. We believe that 3Shape will soon become a strong brand in clinics — just as it has in labs.”

In order to further strengthen support and services and closely back up its partners, 3Shape recently established a new office near Los Angeles, ensuring business-hour coverage throughout the country.

## About 3Shape

3Shape is a Danish company specializing in the development and marketing of 3-D scanners and CAD/CAM software solutions designed for the creation, processing, analysis and management of high-quality 3-D data for application in complex manufacturing processes. 3Shape envisions the age of the “full digital dental lab,” and its more than 130

developers provide innovation power toward reaching this goal.

3Shape’s solutions aim to empower dental professionals through automation of real workflows, and its systems are applied in thousands of labs in more than 90 countries worldwide. With TRIOS, 3Shape now brings its expertise and innovation power directly to dentists.

3Shape boosts its distributor support network with a second-line support force of more than 30 in-house experts placed in five support and service centers around the globe. 3Shape is a privately held company headquartered in Copenhagen, with the market’s largest team dedicated to scanner and software development for the dental segment. That team is based in Denmark and Ukraine with production facilities in Poland and business development and support offices in New Jersey and Asia.

## CANON REBEL T3i

The Canon Rebel T3i is the first Rebel model to include the ability to work with wireless flashes. This feature was previously reserved for higher-end professional cameras and allows the T3i to work with modern wireless macro flashes. Doing away with the flash power pack and cord results in a lighter, more balanced camera. The Rebel T3i is an 18-megapixel digital camera that features an articulating LCD screen and a 1080p HD video mode.

PhotoMed offers two wireless flash options for the T3i as well as two traditional macro flashes and four macro lens options.

For more information or to see the Canon Rebel T3i for yourself, visit [www.photomed.net](http://www.photomed.net), call (800) 998-7765 or stop by the PhotoMed booth, No. 2106, here at the Yankee Dental Congress.



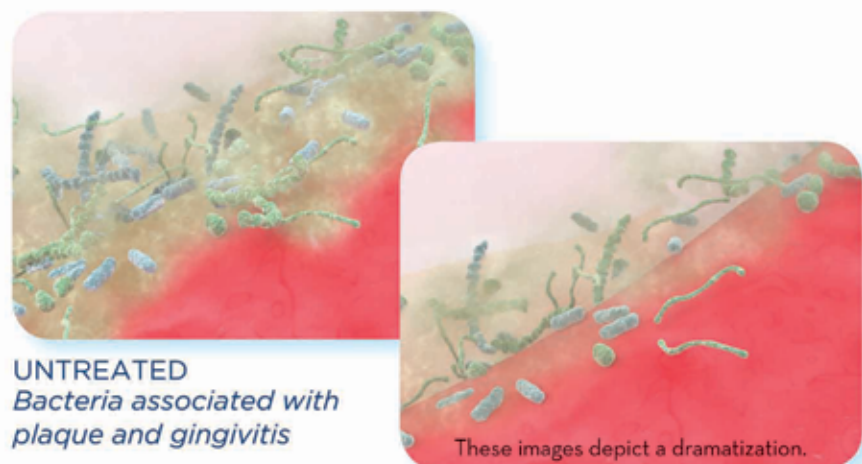
Photo/Provided by PhotoMed



# Uncover the true potential of stabilized stannous fluoride toothpaste.

## The antibacterial action of stabilized stannous fluoride

Stannous fluoride has long been recognized as a fluoride source that exerts antibacterial actions against the bacteria that cause plaque and gingivitis; however, in order to deliver the full therapeutic potential of stannous fluoride, the ingredient has to be stabilized. The result is a stabilized stannous fluoride toothpaste that not only fights caries, plaque, and gingivitis, but also treats dentinal hypersensitivity. Data show Crest® PRO-HEALTH® inhibits the bacteria that cause plaque and gingivitis for 12 hours and reduces the bleeding associated with gingivitis by 57%.<sup>1</sup>



UNTREATED  
Bacteria associated with  
plaque and gingivitis

12 HOURS AFTER USE OF  
STABILIZED STANNOUS  
FLUORIDE TOOTHPASTE

## Two effective ingredients, 7 clinical benefits

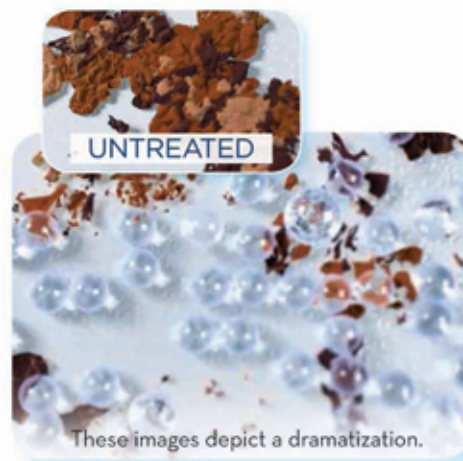
It's important to understand that while the first formulations to include stannous fluoride were effective, they were not optimal. Early products either did not stabilize the stannous fluoride or had drawbacks of extrinsic staining and an astringent taste.

To deliver all of the benefits without the trade-offs, Crest PRO-HEALTH was developed. It is the first and only toothpaste to utilize a balance of ingredients, including stannous fluoride and sodium hexametaphosphate.

## Effective stain removal that's safe on enamel

Stannous fluoride and sodium hexametaphosphate are highly reactive with typical dentifrice ingredients. The successful formulation of these 2 ingredients results in a dentifrice with a unique consistency and brushing experience. Your patients will notice that the formula contains sodium hexametaphosphate particles.

The particles will begin dissolving immediately when they interact with saliva and are in no way harmful to enamel. The sodium hexametaphosphate disrupts the stain on the tooth's pellicle to remove existing stains and binds at the tooth surface to prevent new stains from forming.



Sodium hexametaphosphate stays on tooth surface and in pellicle to displace existing stains and help protect against future stains.<sup>2</sup>

## Give patients 7 benefits in one toothpaste

### Stabilized stannous fluoride

- Reduces plaque
- Reduces gingivitis
- Protects against hypersensitivity
- Fights caries and strengthens enamel
- Reduces halitosis

### Sodium hexametaphosphate

- Removes extrinsic stains and protects against future staining
- Helps prevent calculus

For more information on stabilized stannous fluoride toothpaste and the 80+ clinical trials performed that validate its benefits, visit [dentalcare.com](http://dentalcare.com).

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