

# today



### Scenes from CDA Presents

Win an iPad, drink some Starbucks, pose with a giant toothpaste or just pick up some samples.

»pages 4–10



### Many teeth, many whiteners

There are many reasons to whiten your teeth. Now there are whiteners to match those reasons.

»page 8



### Education in the Big Apple

It's a win-win: Head to New York for the holidays and get some C.E. credits while you're there.

»page 22

# Cornering the market



• Attendees head toward all four corners of the exhibit hall — and everywhere in between — as soon as the doors open on Friday morning. (Photo/Robert Selleck, *today* Staff)

By Rob Selleck, *today* Staff

■ Have you covered every corner of the exhibit hall at CDA Presents The Art and Science of Dentistry? It's no easy task considering the array of new products, innovative advancements and show specials enticing attendees at virtually every booth.

So in case you haven't made it to every corner, here's some help.

If you walk into the exhibit hall and take a sharp right to get to the far front corner, you end up at booth No. 203, where the folks at DoWell Dental Products are ready to tell you about their display of dental instruments.

There are several show specials on some of the company's most popular offerings, including the Blue Line Perio Surgical Kit designed by Dr. Maurice Salama, along with Dr. Salama's Extraction Kit. Kazu Tanji of DoWell said the corner location was working well for the company, with a

\*see CORNERING, page 2

• Bently Gates, with Air Techniques, scans name badges before attendees enter the Air Techniques Corporate Forum session, 'Doctor? Have You Washed Your Hands?' The Corporate Forum continues today, in the 2600 aisle. (Photo/Robert Selleck, *today* Staff)



## The butterfly effect

By Robert Selleck, *today* Staff

■ The educational anchor in the exhibit hall, The Spot, was standing-room only throughout the day on Friday, but across the floor, another opportunity was also attracting a steady flow of drop-in traffic, with an invitation that was hard to decline: Take a seat for a bit and depart with some valuable knowledge and a C.E. credit.

The Corporate Forum, sponsored by Air Techniques (in the 2600 aisle), has

featured a series of non-ticketed, one-hour lectures throughout the meeting — and they are still going today. Just make sure one of the "Monarch" butterflies scans your name badge before you enter.

The topics are diverse, including today's sessions: fluorescence and imaging technologies; environmental surface management; getting the most out of your utility room products; and state-of-the-art digital diagnostics of conditions such as caries and oral cancer.



• **Kazu Tanji with DoWell Dental Products** has a show special on the Blue Line Perio Surgical Kit and Extraction Kit designed by Dr. Maurice Salama, in booth No. 203.

#### CORNERING \*from page 1

steady stream of traffic on both Thursday and Friday.

After DoWell, if you head back as far as you can to the end of the aisle at the back far right corner of the exhibit hall, you come to Springstone Financial in booth No. 385. Perhaps because of the nearby lounge area, or maybe just because attendees seem to be walking up and down every aisle of the hall regardless of location, the Springstone booth, too, reported steady business. Further enticing wanderers to stop for a minute was a package of a dozen Titleist Pro VI golf balls, ready to be handed out to anybody signing up with Springstone at the meeting for its patient financing services.

Next, head for the far back left corner, where the last occupied booth (No. 2653) is promoting the 65th annual meeting of the Colegio de Odontólogos de Tijuana, which, along with the Mexican Dental Association (Asociación Dental Mexicana), is presenting LXV Reunión Dental Provincia 2015, from May 21-23, in Tijuana, Mexico.

The representatives in the booth are handing out various candies to promote the event, and they also have a "passport" filled with information about dining, entertainment and shopping in Tijuana. The meeting will feature sessions on all aspects of dentistry and includes real-time translation services in English and Portuguese for those who do not understand Spanish. Some sessions are presented in those languages, too.

The last corner to cover, at the far left front when you enter the exhibit hall, brings you to Parnell Pharmaceuticals in booth No. 2619. There you can speak with Francis Parnell, MD, the creator of Mouth Kote and Mouth Kote-R. The CDA Presents meeting marks the first time that



• **Deb Marciello and Chris Johnson with Springstone Financial** (booth No. 385) can help you learn more about patient financing programs (and you might even leave with a dozen Titleist golf balls).



• **From left, Norma Hernandez, Maria Esther Valdez and Myrna Carlin Del Olivar, all with the Colegio de Odontólogos de Tijuana** Diedial ADM, are in booth No. 2653 promoting their organization's 65th annual meeting.

Mouth Kote-R has been offered. The unique rinse for dry mouth has been shown to remineralize and restore enamel and protect against tooth decay. The booth seems to always be busy, perhaps because more than 400 medications being prescribed these



• **John Parnell and Francis Parnell, MD, have samples of Mouth Kote and the just-released Mouth Kote-R at the Parnell Pharmaceuticals booth** (No. 2619).

days can cause dry mouth, according to Parnell.

Today is your final chance to explore every corner of the entire exhibit hall – with the biggest challenge being to not stop at all the temptations along your chosen route.

#### today About the Publisher

Tribune America, LLC  
116 W. 23rd St., Suite 500  
New York, N.Y. 10011  
Phone: (212) 244-7181  
Fax: (212) 244-7185  
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)

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  
Will Kenyon  
[w.kenyon@dental-tribune.com](mailto:w.kenyon@dental-tribune.com)

Product/Account Manager  
Drew Thornley  
[d.thornley@dental-tribune.com](mailto:d.thornley@dental-tribune.com)

Marketing Director  
Anna Kataoka  
[a.kataoka@dental-tribune.com](mailto:a.kataoka@dental-tribune.com)

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

Projects & Events Coordinator  
Robert Alvarez  
[r.alvarez@dental-tribune.com](mailto:r.alvarez@dental-tribune.com)

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

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# Scenes from Friday



• Jennifer Martin and Stephanie McDonald show how you can have some 'Fish Eye Fun' at the Sirona booth, No. 534. Sirona is celebrating CEREC's 30th anniversary this year.



• To learn more about Hiossen's implant technology, stop by the company's booth, No. 2330.



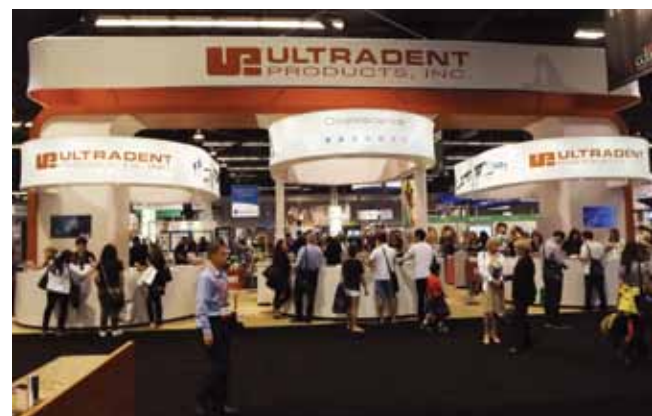
• Attendees learn how Sensodyne can protect patients from the effects of acid erosion at booth No. 2118.



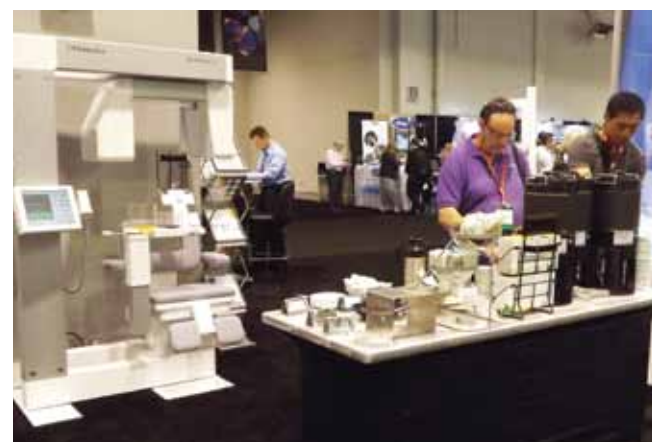
• Dr. Muhammad Quereshi tries out Iveri Whitening at Benco Dental, booth No. 570. The company says Iveri offers patients a two- to eight-shade whiter appearance.



• Seeking seating solutions for your practice? Visit Brady Miers at BQE, booth No. 2334, and you can receive up to \$200 off the retail price here at the CDA.



• CDA attendees visit the Ultradent booth, No. 1140.



• Visit the KaVo Kerr Group booth, No. 1628, to learn more about the SOREDEX dental imaging system, and while you're there, have a cup of Starbucks coffee or tea.

Photos by  
Sierra Rendon,  
*today* staff

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• The team at Neodent, booth No. 2340, stands ready to introduce attendees to the company's cutting-edge implant offerings. Here at the CDA, attendees can fill out a survey and enter to win an iPad Mini or they can purchase 50 products and get an iPad Mini for free! Stop by the booth to find out what's included.



• Katie Dever talks to CDA attendees about the proponents of SheerWhite at the Henry Schein Practice Builder booth, No. 1548.



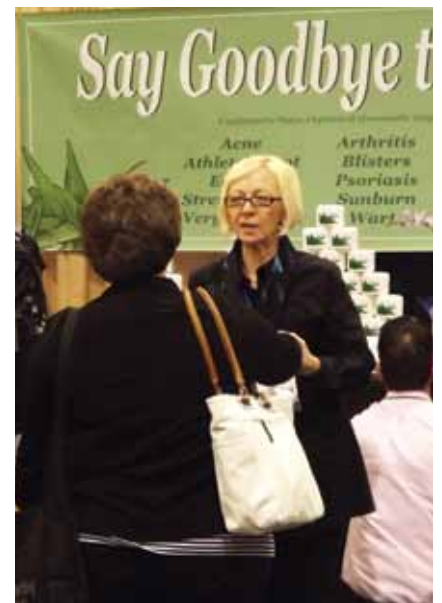
• A collection of brightly colored, chlorine-free and greener solutions can be found at BeeSure, booth No. 2335, including masks, gloves and tips.



• Cindy Zepeda hands out a goodie bag at the SkyDental booth, No. 654. Stop by to pick up your own set of samples.



• Pritesh Patel shows attendees the latest from BrushBuddies at booth No. 220.



• Looking for a lotion that won't dry out your skin and may even improve conditions such as acne, chemical burns, cuts, bites, itching, rashes and more? Stop by booth No. 1681 to learn more about Hawaiian Moon Aloe.



• CDA attendees follow a pair of monarch butterfly wings through several aisles of the exhibit hall, ending up at the Air Techniques booth, No. 416, where they learned more about the Monarch line of smart products to clean and disinfect the dental office.



• PureLife, booth Nos. 312/709, which you may quickly spot by the giant, purple orchid bud in the center, says it seeks out products that are healthier for your patients, staff and the planet, so you don't have to sacrifice profitability to achieve responsibility.

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• McCoy Chi can show you a variety of lab coats, jackets, masks and more at the ValuMax booth, No. 2135.



• Attendees line up to hear the latest from Crest Oral-B at booth No. 1106.



• Talk to someone about becoming an independent contractor and learn more about mobile dentistry with Pacific Dental Services at the custom bus at the end of the 2100 aisle.



• CDA attendees line up to visit and get signatures from former L.A. Lakers and Clippers player Lamar Odom, L.A. Lakers champion Jordan Farmar and former L.A. Dodgers player Eric Gagne at the Glove Club booth, No. 832. If you missed them Friday, they'll all be back today.



• Attendees learn all about the True Definition Scanner at the 3M booth, No. 302.



• A group of dental students visits Smile Brands booth, No. 2359.

## Whitening that works just how you want

By Sierra Rendon, *today* staff

■ Here at CDA Presents, Philips Zoom, the No. 1 patient-requested professional whitening brand, has redesigned its whitening formulas and created a line of custom-fit solutions for patients' individual needs.

With new Philips' Take-Home Whitening Kits, featuring five customized treatments, the company says it's never been easier to find the perfect whitening system for every patient – whether they want a gentle treatment or maximum shades fast.

New packaging clearly indicates formula differences, providing patients with a whitening experience that specifically suits their individual needs.

Here's a look at the new line of take-home whitening solutions by Philips:

- *DayWhite Maximum White*: The most dramatic results for a healthy, white smile. Used 15 minutes, twice a day.\* Fourteen percent hydrogen peroxide.

- *NiteWhite Maximum White*: The most dramatic results for a healthy, white smile. Used over-



• The Philips Sonicare and Zoom Whitening booth, No. 2218.

night or two to four hours daily.\* Sixteen percent carbamide peroxide.

- *NiteWhite Quick 3-day*: Just three days to a healthy, white smile. Used overnight or two to four hours daily. Twenty-two percent carbamide peroxide.

- *DayWhite Gentle*: The healthy, white treatment for sensitive teeth. Used once a day for 30 minutes.\* Six percent hydrogen peroxide.

- *DayWhite Touch-ups*: For a lasting healthy, white smile between treatments. Used five to 10 minutes daily.\* Nine and a half percent hydrogen peroxide.

According to the company, Philips Zoom DayWhite and NiteWhite are the only take-home formulas with the power of three:

- *ACP* (amorphous calcium phosphate) to help protect enamel and reduce sensitivity.

- *Potassium nitrate* to help desensitize and maximize patient comfort.

- *Fluoride* shown to help prevent caries.

Dental professional pricing is \$20.99 to \$58.99, depending on the kit.

To learn more, visit [www.philipsoralhealthcare.com](http://www.philipsoralhealthcare.com) or stop by the booth, No. 2218.

*\*Patients should discuss duration of use with their dental professional.*



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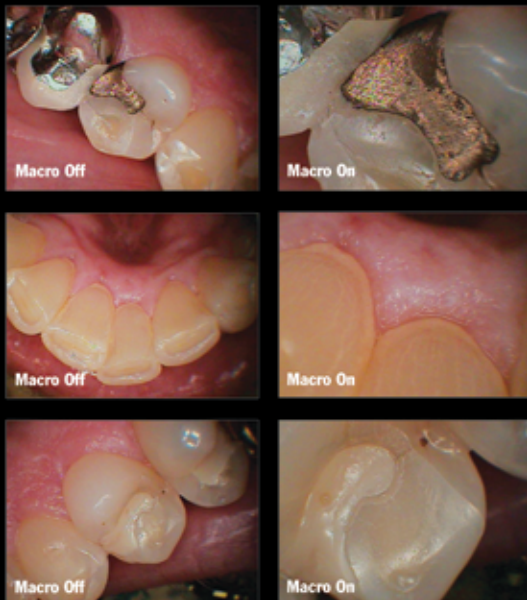
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