increase in business, according to the company. Dr. Mike White of Webster Dental Care in St. Louis aggressively markets his practice and his use of this product. He has seen a 45 percent increase in business, setting new patient records three months in a row.

White credits The Dental Button and the resulting word-of-mouth referrals, “We give the The Dental Button to 20–30 patients a day and it may be pressed only once a month. The notion that patients are always pressing the button and slowing procedures is a myth.”

Michael Edwards, DMD, inventor of The Dental Button, said the increasing popularity of this product shows patients want choice. By offering The Dental Button, dentists show they’re concerned about their patients’ total well being.

“Patients have plenty of options but want to find a dentist who cares about how they feel. Caring is how patients differentiate between practices, not who has the more-filled resin or whose crowns have better wear characteristics,” said Edwards.

The Dental Button is particularly popular with Baby Boomers who grew up during a time when dentistry wasn’t always as gentle as it is today. Many of today’s Baby Boomers are still trying to get over their childhood anxieties.

To learn more about The Dental Button and to see how it works, visit booth No. 1450 at the 2010 ADA’s Annual Session, Oct. 9–12 in Orlando, Fla. Not going to the meeting? Go to www.thedentalbutton.com or call HSI at (800) 572-4546.

Monitor practice KPIs via iPhone/iPod

Free app from Sikka Software allows appointments, KPIs, real-time benchmarking

iPhone Dental Practice Monitor (iDPM) v2.1 from Sikka Software, available exclusively at the Apple app store, can display appointments, benchmarking and key performance indicators from your practice automatically, and best of all, it’s absolutely free.

This enhanced version further simplifies accessing percentile benchmarking data from more than 6,400 installations of Sikka and key performance indicators for all major dental practice business ratios. You can also view details of the application, partners and breakthrough dental optimization applications.

Enhancements include the ability to automatically read appointments, procedures to be performed and expected production on your iPhone or iPod. You can also review offline and online key performance indicators and benchmarking numbers in both tabular and graphical form.

Sikka continues to improve this application and plans to add many more capabilities in the future. Desktop Dental Practice Monitor™ (available free from www.dentalpracticemonitor.com) should be
From an everyday dentist to entrepreneur

Dr. Steven Goldberg, a graduate of NYU Dental School, loved dentistry but dreaded administering injections. Goldberg found that he wasn’t alone in this regard. The Simon Study found that 18.8 percent of practicing dentists have reported that they’ve considered changing their careers due to the stress they experience administering anesthesia.

“My entire experience as a dentist changed when we moved from the classroom to the clinic. Although I was very eager to practice dentistry, I was apprehensive about injecting my first patient. As I looked around at my fellow students I could sense the same emotions from chair to chair,” Goldberg said.

Technology, which has been the dentist’s best friend, simply hasn’t affected the injection process. Dental manufacturers have challenged their research and development teams to develop an instrument that would be embraced with universal acceptance. Dentists prefer a solution that’s applicable for every patient and every injection. Yet as much as technology has changed the way dentists operate their offices, the average dentist still relies upon a dental syringe — designed 150 years ago — as the only partner to deliver

Loose change.

Make change.

29 million Afghan citizens live with little or no access to basic dental treatment.

The Afghanistan Dental Relief project is a solution. We provide free basic dental care for Afghan citizens and free training for Afghanistan’s widows and orphans to become future dental hygienists, technicians and assistants. To make basic dental care and education a reality for more communities throughout Afghanistan, we need one crucial element: YOU.

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About Sikka Software
Sikka Software (www.sikkasoft.com) is a market leader for business optimization, business intelligence and business connection products for office-based health-care practitioners.

Designed to help the more than 1 million office-based health-care practitioners worldwide and with more than 6,400 installations, Sikka Software products maximize business profitability, establish clinical benchmarking, improve outcomes, provide optimized fee schedules and marketing campaigns and provide high return on investment through analysis of patients, insurance, supplies and demographics.

Sikka Software products are compatible with most practice management systems and financial systems in the United States and Canada.

Come to the Practice Optimization Summit on Nov. 19 and 20 at the Four Seasons Hotel in Palo Alto, Calif. Twenty-six consultants and CPAs will be on hand to answer your questions. Speakers include Fred Joyal (1-800-Dentist), Bernie Stoltz (Fortune Management), Dr. John Meis (Apogee Group), Dr. Rick Workman (Heartland Dental), Chris Mahan (Mahan Consulting) and Debra Hewitt (Legacy Management). These are intensive workshops to maximize profitability in your practice. Register today at summit.sikkasoft.com.
Air-Flow perio: biofilm removal to the base of the pocket

With the Air-Flow handy perio, EMS is now penetrating into the subgingival area

According to the manufacturer, the innovative Air-Flow® handy perio is the first and only portable perio device that enables safe and effective removal of subgingival biofilm.

Based on the successful Air-Flow handy 2+ series and the Air-Flow Master, which was awarded an innovation prize, this hand-piece again provides the dentist with an ergonomic masterpiece that EMS says is ideal for treating patients and enables the complete removal of biofilm.

The transparent dome and the power chamber have come out in pink. In this combination, the white, handy instrument is once again an eye-catcher. Together with the Air-Flow powder perio, the single-use perio nozzle reaches down to the base of the periodontal pocket.

Biofilm impairs the removal of bacteria

Microorganisms establish themselves and multiply. The bacterial community develops its own protection: microbes come off and colonize new areas. In some cases, the body’s immune system is helpless.

To prevent the penetration of microbes, the body triggers a bone deterioration process as an “emergency response.” Because the biofilm protects the bacteria against pharmaceuticals, treatment has been very difficult to date.

That is why EMS wants to mount an attack on damaging biofilm as part of subgingival prophylaxis with an application summed up in the words “Air-Flow kills biofilm.”

Using this method, dentists can also effectively treat the never-ending increase in the number of cases of peri-implantitis among implant patients and counter the impending loss of implants. [5]

Air-Flow kills biofilm.

In the past, the solution that dentists and patients have been waiting for forever. Do you ever wiggle a patient’s cheek? Goldberg tried this along with several other methods and alternate solutions to enhance patient comfort during the injection process.

“I tried the Wand®, but it took too long. I tried wiggling the cheek and it worked ‘some’ of the time. I tried new and stronger topical, which helped with the needle penetration but not with the pressure of the anesthesia delivery. If there was a new solution mentioned in a dental journal, I tried it.

“Inevitably, I became determined to find the perfect solution. With the core belief that dental instruments and equipment have improved vastly due to technology I started what became a seven-year journey to incorporate technology and science into the injection process.”

Using parts from all over the world, the Bressler Group and Goldberg designed a dental instrument that looked like a medical device. The original DentalVibe was made with brushed aluminum and polished to look like a sleek steel instrument.

“The initial model was very sleek and sexy, but there was a problem,” said Goldberg. It seemed that patients weren’t thrilled to see another potentially threatening device during the procedure. So, Goldberg and the design team went back to the drawing board. The result was a more patient-friendly design that included modifying the DentalVibe to resemble a power toothbrush.

Has Goldberg discovered the perfect marriage of science and technology? That’s what the company believes. Dentists have one primary objective, which is a predictable outcome. Injections such as the palatal and mandibular block are unpredictable to patient, but dentists who use DentalVibe marvel at the predictable outcome.

DentalVibe utilizes VibraPulse® technology. The DentalVibe sends a soothing vibration to the patient’s brain, tricking the pain gate and closing it to other sensitivities, such as the injection. The differentiating factor that DentalVibe incorporates is the pulsing effect. Goldberg explained that clinical studies have proven that the brain will ignore a constant stimulus, but by incorporating the VibraPulse feature, DentalVibe is able to consistently keep the pain gate closed and your patient in a VibraPulse comfort zone.

Have Goldberg and DentalVibe identified a universal solution for painless injections? Quite possibly.

Price, which is always an important factor, doesn’t seem to be an issue as the DentalVibe is priced between $595–$795. DentalVibe is cordless and portable so there’s no reason with it being too cumbersome or adding another unwanted foot-petal to the operatory. Yet, it seems that overall value is the primary reason that dentists are making DentalVibe the standard of care for administering injections.

“As dentists we ask ourselves, ‘what will this product do for me, my patients and my practice?’ Dentists have to make more purchasing decisions than virtually any other profession so we become savvy shoppers. In the case of DentalVibe, dentists are telling us that they appreciate how an investment that was less than 1,000 dollars had such a noticeable impact on their practice,” said Goldberg.

When an instrument has a purpose for every patient and every procedure, there’s obvious value. If that same instrument can reduce patient anxiety and reduce the dentist’s stress administering palatal and block injections, dentistry has a winner.

Recently, the company received feedback that DentalVibe is helping dentists achieve faster, more pronounced anesthesia attributed to the micro-oscillation of the comfort tip, a newfound added value.

DentalVibe is already making headlines; just visit the company website to see local dentists featured on the evening news. It stands to reason that if DentalVibe can help dentists administer a more comfortable injection, it’s news. Perhaps great news. [6]
The P-ASA is a single-site palatal injection into the nasopalatine canal (Fig. 2), which can produce bilateral anesthesia to six anterior teeth and the related facial and palatal gingival tissues (Fig. 3) without causing collateral numbness to the patient’s upper lip, face and muscles of facial expression (Fig. 4). Patients have said they really appreciate this.

Using significantly less anesthetic, this easy-to-administer injection can take the place of at least four supraperiosteal buccal infiltrations and a palatal injection. It is valuable for cosmetic restorative dentistry procedures such as composites, veneers and crowns because you can immediately assess the patient’s smile line when the lip is used as a reference point.

The P-ASA is also useful for endodontic, periodontal and implant procedures. In fact, it is recommended as the primary injection for any or all of the six maxillary anterior teeth.

During administration and postoperatively, the P-ASA is a very comfortable injection for your patients because of the STA computer-controlled flow rate below the patient’s pain threshold, the use of minimal pressure and the ability to easily control the needle using the wand handpiece.

Check out the simple injection technique for the P-ASA on the STAis4U.com website. Milestone Scientific asserts it’s easy to do, you’ll like it and so will your patients.
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Some restrictions apply. Offers expire October 29.
A website for your practice? 1,520,000 reasons to say yes!

Have you ever done a Google search for a dentist in your area? If not, go ahead and try it and you’ll soon discover links to numerous dental practices in your area.

With the explosion of online search, mobile web browsing and social media sites such as Facebook, more people than ever are now going online to find their dentist. In fact, last month, there were more than 1.5 million searches for a dentist on the Internet.

Due to this dramatic shift, dentists have responded by shifting where they spend their marketing dollars. Compared to just a few years ago when dentists relied on print advertising such as the Yellow Pages, today’s dentists are using a strong online presence to attract patients to their practice.

If you are one of the few that still has not invested in a website or have an old website that hasn’t been upgraded, it may be time to invest in a new website to grow your practice and keep pace with the competition.

Website tips
Here are a few tips to keep in mind when setting up your website.

- When building your website, make sure that it is professionally designed. A great looking website builds trust with patients and gives your practice a professional image.
- Your website should also convey useful information about you, your staff and your services so that patients feel comfortable with your practice even before entering the door.
- Another important element to keep in mind is search engine optimization (SEO). Your website will be much more effective if it consistently ranks well in search engines such as Google, Yahoo, and Bing.
- Finally, see if your website can be integrated with social media sites such as Facebook, MySpace, and Twitter to target younger patients.

Getting started with a new website can be a daunting task for most dentists. Working with companies that focus exclusively on website design for dentists, such as Vivio Sites, can make the process quick and easy.

Having worked with hundreds of dental practices, Vivio Sites is familiar with the needs of dentists and can have a custom practice website set up in less than five business days.

To learn more about getting a website for your practice, go to www.viviosites.com or call (800) 227-2513.

If you’ve ever considered marketing your practice online, now is the time to do it.

Somebody may be searching online for your practice right now. Can they find you?
Reducing medication errors one patient at a time with ‘Lexi-Comp ONLINE for Dentistry’

Every year Americans increasingly take more prescription medicines. According to the Kaiser Family Foundation, the average number of retail prescriptions per person increased from 8.9 in 1997 to 12.6 in 2007.

With Americans taking more medications, the occurrence of adverse drug events and medication errors is on the rise. In fact, a recent study on medical errors noted that approximately 7,000 people per year will die from medication errors alone, about 16 percent more deaths than the number attributed to work-related injuries.

The trend is clear. And that meansdentists need even better ways to keep up with new medications, detect possible harmful drug interactions and enhance patient safety.

Now, with Lexi-Comp ONLINE for Dentistry, Lexi-Comp’s online dental-specific drug information resource, dentists can stop worrying about dangerous drug interactions and put patient safety as a top priority.

Featuring daily content updates and dental-specific drug monographs, Lexi-Comp ONLINE for Dentistry provides the most current and relevant dental drug information available. As the only product on the market to include a dental-specific, drug-interaction screening tool, Lexi-Comp ONLINE for Dentistry has been proven to help dentists significantly save time checking for interactions and reduce the risk of adverse drug events.

According to Scott Benjamin, DDS, who practices in Sidney, N.Y., and has published more than 100 articles on dental technology in over a dozen publications, Lexi-Comp ONLINE for Dental:

- **Session one topics**
  During the first session of this one-year comprehensive hands-on implant training program, the following topics are covered: anatomy, bone physiology, patient evaluation for implant treatment, risk factors, vertical and horizontal spaces of occlusion, bone density, step-by-step implant surgical placement protocols, impression techniques, restorative steps for implant crown and bridge and more.

- **Session two topics**
  During session two, computer-guided implant placement and restoration using SimPlant® software, immediate-load techniques for single and full-arch cases, biology of osseointegration, miniimplants, bone grafting before, during and after implant placement and pharmacology will be discussed.

- **Session three topics**
  Advanced implant surgical techniques, such as alveolar ridge expansion with split cortical technique, guided bone regeneration, sinus lift through the osteotomy site and more, are covered in this session.

- **Session four topics**
  This session will focus on sinus lift through the lateral window, ramus block graft and chin block graft as well as the J-Block grafting procedures. PRP and other advanced bone grafting materials such as rh-BMP2/ACS grafts with titanium mesh.

The final graduation examination and certification ceremony will conclude this comprehensive implant training program. For more information or to register, please contact Jennifer Bettencourt at (858) 496-0574 or visit www.implanteducation.net.
The secret is out!

After 33 years of flying under the radar, Keystone Industries is stepping into the spotlight. Behind a strong sales and marketing team, state-of-the-art infrastructure and limitless manufacturing capabilities, the company is out to prove that it is not just a lab company anymore.

Keystone Industries has long been known as a leader in the dental laboratory market. The company’s longevity in its principal markets can be attributed to its unique products, competitive pricing, marketing strategy and, most importantly, customer satisfaction, which drives the entire operation at Keystone Industries, according to the company.

Keystone’s history can be traced back to as early as 1900 and is one that the company is extremely proud of. Chief Executive Officer Fred I. Robinson, purchased National Keystone in 1977. Over the years, he acquired the other companies, eventually forming the group known in the global marketplace as Keystone Industries.

Keystone Industries is a privately-held company composed of several dental and medical manufacturing and distribution subsidiaries, which includes National Keystone, founded in 1950; Tri-Dynamics, founded in 1977; Mizzy (which includes Mission Dental and Syrijet), founded in 1900; Ped-O-Jet, founded in 1968; and T&S Dental and Plastics Manufacturing Co., founded in 1976, which is now known as Keystone Industries: Myerstown.

Dental Resources, also now located in Myerstown, Pa., was acquired in March of 2005. Keystone also merged with Deepak Products in 2008, with its manufacturing in Miami, Fla.

Keystone Industries is a leading manufacturer in denture acrylics, thermal forming materials and machines, AFF fluoride gels and foams, prophylactic paste, high-volume evacuators and packaging material. In addition, Keystone runs the gamut from abrasives, carbides, chemicals, brushes, crucibles, kiln furniture, Fleck’s cement, PIP paste and the Syrijet for the dental industry.

All of this has allowed Keystone to form the infrastructure needed to manufacture and develop superior products at very aggressive prices. Cary Robinson, president of Keystone Industries, stated: “Our capabilities are only bound by the client’s imagination! We have the ability to manufacture almost any resin, plastic or chemistry found in the marketplace on an OEM or private label basis. The perception that Keystone is strictly a lab supply manufacturer is about to change!”

Keystone ADA Booth No. 1318

Keystone造福的视力大大提高了牙科医生的能力，以提高患者的安全性，特别是护理。

“While I am consulting with a patient, I always have Lexi-Comp ONLINE open on my computer right beside me,” said Benjamin. “I once had a patient who was on 29 different medications. Without Lexi-Comp, I wouldn’t have been able to accurately identify medication-related issues that could have come up and I would have been liable if something had gone wrong.”

Lexi-Comp ONLINE for Dentistry provides instant medication alerts and dental treatment guidelines to ensure dentists use the safest medications for each patient based on his or her individual profile.

It also features Lexi-Comp’s complete dental reference library of information addressing dental conditions, clinical dental procedures and information regarding diagnosis, planning and therapy for dental disciplines.

Lexi-Comp’s dental-specific drug information is available for the latest PDA and Smartphone devices, including iPhone®, iPad®, iPod touch®, Android®, BlackBerry®, Palm webOS® and Windows Mobile®.

Be sure to visit Lexi-Comp booth No. 3922 at the 2010 ADA Annual Session to learn more. You may also find more information at www.lexi.com or by calling (330) 650-6506.

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2. www.kaiseredu.org/topics/im.asp?id=137&parentID=70&imID=1

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“While I am consulting with a patient, I always have Lexi-Comp ONLINE open on my computer right beside me,” said Benjamin. “I once had a patient who was on 29 different medications. Without Lexi-Comp, I wouldn’t have been able to accurately identify medication-related issues that could have come up and I would have been liable if something had gone wrong.”

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1. www.kff.org/rxdrugs/upload/3057_07.pdf
2. www.kaiseredu.org/topics/im.asp?id=137&parentID=70&imID=1
Changing dentistry one injection at a time.

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- **Increase Patient Comfort.**
  Half of Americans avoid needed dental care because of fear of injection pain*

- **Reduce Personal Stress.**
  Almost 20% of dentists considered changing professions due to the stress of administering injections**

- **Generate Patient Referrals.**
  DentalVibe is the ultimate practice builder!

VibraPulse Pain Blocking Technology sends intermittent micro-sonic oscillations to the brain's neurological pain sensors, closing the Pain Gate, blocking the pain of the injection.

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NOMAD X-ray saves time, money

The NOMAD Pro® Handheld X-ray System by Aribex has become the choice of thousands of dental practitioners across the country for its incredible portability, convenience, safety and ease of use.

With its full-color LCD user interface, preset exposure settings and additional time-saving features in a sleek, lightweight design, the NOMAD Pro has set a new standard for intraoral radiography.

The NOMAD Pro allows the dental technician to stay right next to the patient during the radiographic procedure. This saves time for the operator, shortens the time the patient has to sit still with film or a sensor in his or her mouth and reduces retakes.

The device’s rechargeable battery gives hundreds of diagnostic-quality radiographs with a single charge.

“The NOMAD Pro has forever changed the way that dental radiography is performed by allowing an operator to safely stay in the room during a dental X-ray procedure,” said Dr. D. Clark Turner, president and chief executive officer of Aribex. “It has become a staple in dental offices everywhere.”

NOMAD Pro is designed for general purpose dental use and is ideal for use with children, sedated patients or special needs patients. Weighing just five and a half pounds, the NOMAD Pro can easily be used in the office and then taken to a hospital, nursing home or any location for treatment at the point-of-care.

In the office environment, the NOMAD Pro has taken the place of multiple wall-mounted X-rays, providing enhanced convenience and lower cost. Dr. Joseph Hidalgo of Plano, Texas, enjoys the value of the NOMAD Pro.

“When I built my office, I had to decide whether to use wall-mounted X-ray machines or go with the Nomad Pro handheld X-ray. Now that we are using the Nomad Pro on a daily basis, I am very glad that we chose to use it. "One NOMAD Pro saved the money in construction costs vs. the cost of multiple wall-mounted X-ray machines for a four-operator solution we have in our practice."

Because it is so easily transportable, the NOMAD Pro has accompanied dental practitioners on countless humanitarian missions around the world, allowing dentists to practice in remote areas where conventional X-ray devices could never go.

The NOMAD Pro incorporates modern internal shielding to block radiation leakage and a backscatter shield to protect the operator from X-rays scattered from the patient. Numerous independent tests have shown the NOMAD Pro to be safe for both the operator and the patient.

‘Guide Right’ by DéPlaque announces the GENERATION II Bending Tool

DéPlaque introduces an innovative system of components for the planning and positioning of guide posts and guide sleeves in surgical templates with use of three-dimensional cone-beam X-Ray imaging for precision implant placement.

This is a technique that allows you to fabricate, evaluate, correct and position implants precisely right in your office or by your lab.

The GENERATION II Bending Tool is designed to be used with the Guide Right™ Generation II Guide Posts.

Guide sleeves are fabricated into a surgical template, evaluated with 3-D X-ray imaging, the angles of the guide post corrected and the implant placed.

The GENERATION II Bending Tool is used to bend the guide post both mesio-distally and bucco-lingually. It is calibrated in one degree increments.

The guide post is placed in the bending tool and can easily be corrected with the bending stylus.

A surgical template using the Guide Right Surgical Components is fabricated and evaluated with a periapical or 3-D X-ray before surgery.

The difference in the actual angle of the guide sleeve and the desired angle of the guide sleeve can be determined by laying the Guide Right Protractor over an X-ray or measuring the angle with the cone-beam software.

The correction of the angle can then be made by bending the guide post in the bending tool and remaking the template. If the direction of the guide post is corrected but the bodily alignment is off, an offset guide post in 1 mm or 2 mm is used.

The GENERATION II Bending Tool has three Bending Stylus’ available to be used with the bending tool to bend 5 mm, 4 mm and 5 mm guide posts.

Using the Guide Right™ Bending Tool to bend the guide posts accurately corrects the angle of the guide sleeve. This is based on the angle determined by the 3-D scan image. If the angles need to be changed, a new template needs to be made with the corrected changes.

The GENERATION II Bending Tool allows the implant placing surgeon, restorative doctor and lab technician to efficiently and effectively communicate and execute a precisely placed implant from the osteotomy to the prosthetic restoration. The Generation II Bending Tool is simply a cost-effective and tried-and-true method to “get it right,” as DéPlaque’s Guide Right slogan advises.

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‘Guide Right’ by DéPlaque announces the GENERATION II Bending Tool

A cost-effective method to guide posts and ‘get it right’
Novus: A new resilient denture liner

Lang Dental Manufacturing Company announces the introduction of Novus®, a permanent resilient denture liner featuring a very unique compound, polyphosphazene (PnP) gum rubber synthesized by MST, Inc., of Conroe, Texas, and compounded exclusively for Lang Dental.

Unlike all other resilient denture liners, Novus does not harden like the plasticized acrylics and needs no periodic surface coating to restrict the migration of toxic plasticizers. It is passive to fungus overgrowth, requiring no periodic antimicrobial treatments, unlike the silicone and urethane materials that frequently become fouled with subsurface and surface fungus after only a few months. Novus bonds well to acrylic denture bases without special adhesives and is surprisingly easy to grind, adjust and polish with most rotary instruments. Novus benefits include: a) shock absorption during chewing, b) permanent softness with no plasticizers to leach out, c) resistance to surface and subsurface fungal growth, d) low surface tension with excellent wetting, e) easy adjustment and polishing with rotary instruments, f) engagement of deep anatomical undercuts, g) moldable around implant heads and bars, h) excellent bonding to acrylic denture bases, i) radiopaque (can be identified if parts are swallowed or inhaled), j) unlimited shelf life of the single-component paste if refrigerated and k) use of standard dental laboratory compression-molding processing steps.

The denture liner was developed with the support of the National Institute of Dental and Craniofacial Research, U.S. Patent 4,661,065.

Novus is available through all dental dealers. For more information contact Lang Dental at www.langdent.com or call (847) 215-6622.

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Plak Smacker’s Perfect Touch Flavored Gloves

Plak Smacker carries a full line of Perfect Touch Flavored latex gloves. All the Perfect Touch Flavored gloves meet or exceed ASTM standards for medical grade gloves. Made of premium high-quality latex, these gloves offer superior tactility with a textured finish to improve your grip when wet.

Plak Smacker’s Perfect Touch Flavored Gloves have the flavor impregnated into the latex and are available in a wide variety of flavors and colors, perfect for both children and adults. Available in both powdered and powder-free, Perfect Touch gloves are non-chlorinated, eliminating dry skin. Perfect Touch Flavored gloves maintain a consistent fit box after box with a soft, elastic feel.

Available in bubblegum, mint, grape, vanilla orange, green apple and the newest flavor, cherry, Plak Smacker Perfect Touch Flavored Gloves provide a great experience for patients and can be a marketing tool for any practice.

Call Plak Smacker at (800) 558-6684 to learn more about the company’s unique product offerings and for a free sample of Perfect Touch Flavored Gloves, or visit www.plaksmacker.com.

About Plak Smacker

For more than 20 years, Plak Smacker has been focused on introducing products to help your patients feel good about a trip to the dental office. Since its inception, Plak Smacker has focused on introducing new, innovative products to help dentists and hygienists deliver an enhanced-care experience for patients and to assist with continuing care at home. Plak Smacker has remained dedicated to providing dental professionals and patients with high-quality, economical oral care products.

The Plak Smacker line of oral health products includes Perfect Touch Flavored Gloves and a full line of quality latex, vinyl and nitrile gloves. Plak Smacker also carries a large selection of toothbrushes, including disposable, prepaid, dual-head and pediatric brushes.

A wide variety of orthodontic and pediatric homecare kits are also available along with custom kits and imprinting.

Plak Smacker continues to add to its existing line of products with new product introductions. Recently, Plak Smacker has added dental jewelry and totes for dental and hygiene professionals, along with a line of paper and infection control products.

To see the full Plak Smacker product line, please visit the Plak Smacker website at www.plaksmacker.com or call (800) 558-6684 to request a catalog.

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RADIUS launches biodegradable floss

RADIUS is a leading manufacturer of specialty, natural dental products, announces the launch of the RADIUS Organic Biodegradable Silk Floss, the first 100 percent biodegradable floss. Spun by hand, the natural silk is certified organic by the USDA and is grown sustainably and harvested humanely. Millions of pounds of nylon floss are added to landfills and flushed down toilets everyday. This creates serious threats to animal and aquatic life. RADIUS Organic Biodegradable Silk Floss is the only floss available on the market today that is 100 percent home compostable and septic tank safe, unlike the majority of compost claims, which are actually only commercially compostable at a handful of facilities across the United States. The floss takes 60-90 days to biodegrade.

Grown sustainably in the groves of mulberry trees in the mountains of Columbia, RADIUS Organic Biodegradable Silk Floss is sourced in cooperation with the CORSEDA Farm Cooperative in Cauca, Colombia, a 20-family owned-and-operated initiative that focuses on redirecting worthy sources of livelihood back to the native populations of Columbia in a sustainable and enriching manner.

After spinning, the RADIUS floss is coated in natural, vegan candelilla wax, a wax derived from the leaves of the small candelilla shrub native to northern Mexico and the southwestern United States. Silk floss is made by combining a large number of original raw silk filaments into a thread where the number and thickness of the filaments control the strength and texture. Silk is a strong yet soft material with a light texture that removes plaque effectively without trauma to the gums.

RADIUS Organic Biodegradable Silk Floss is available at Whole Foods and the Vitamin Shoppe retail locations nationwide. For additional information about RADIUS, please visit www.radius.biodegradablefloss.com.
What You Don’t Know May Hurt Your Patients

THE OSA-TMD CONNECTION

Hundreds of millions of people of all ages around the world suffer from deadly obstructive sleep apnea; from infants to elderly. Obstructive Sleep Apnea (OSA) has been linked to Cardiovascular Disease, Cerebrovascular Insult, Endocrine Disorders and Obesity and our medical colleagues are asking for our help, NOW! OSA is considered a disease of craniofacial anatomy so the ONUS is on dentists to identify and help manage OSA sufferers.

NEW AT LVI

Level 1: Dental Sleep Medicine Foundations
This three-day introduction to evidence-based Dental Sleep Medicine is designed to prepare dentists and their teams to confidently identify, refer and help co-manage patients with snoring and deadly obstructive sleep apnea. Participants will have the opportunity to learn about the relationships between sleep breathing disorders, neuromuscular dentistry and health. They can discover how to get started, immediately expanding their diagnostic acumen and scope of practice.

Instructed by LVI Faculty member, Dr. J. Brian Allman

Visit www.lviglobal.com for complete instructor and course information.

December 15-17, 2010

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