Cool, yes.

Convenient and efficient, definitely!

Introducing ShortCut™.* The all-in-one retraction cord delivery system. Available with GingiBRAID+ retraction cords inside.

For a product tour, visit www.duxdental.com/shortcut

Contact your preferred dealer to order.

For more information contact DUX Dental 1.800.833.8267 | www.duxdental.com

Nearly 60,000 expected at New York meeting

By Fred Michmershuizen, Online Editor and Jayme McNiff, GNYDM Education Coordinator

Every year, the Greater New York Dental Meeting (GNYDM) attracts nearly 60,000 dental professionals from around the world, giving attendees the opportunity to view innovative dental products, learn about the latest procedures and explore new technologies. This year’s meeting, which organizers say will be better than ever, is scheduled for Friday, Nov. 26, through Wednesday, Dec. 1. Participants will come from around the globe to hear about and personally examine the newest products and equipment available to the dental profession. The latest technologies will be demonstrated on the exhibit floor, and representatives from each company will be there to teach attendees about these new offerings from around the world. Attendees will have the opportunity to touch, use and discover the newest materials.

The third annual Dental Tribune Study Club Symposium will also be held during the meeting. World-renowned experts will offer lectures on various topics. Participants will earn C.E. credits and will have the opportunity to learn about various aspects of dentistry and how to integrate a variety of treatment options into their practices.

The Scientific Session will be held throughout the entire six days of the event, and the exhibit hall will be open Sunday, Nov. 28, through Wednesday, Dec. 1.

Here are some additional highlights of this year’s event.

Joan Rivers

Monday’s Celebrity Luncheon will feature an American culture icon, Joan Rivers. As a comedian, TV host and CEO, Rivers is also a best-selling author, Emmy award-winning talk show host, Tony-nominated actress, Celebrity Apprentice winner, writer, director and savvy businesswoman.

The Celebrity Luncheon is also a way for the GNYDM to honor outstanding leaders of the dental profession. It is an opportunity to say “thank you” for the commitment they have made to further the welfare of the public. Attending the Celebrity Luncheon and seated honorably on the dais will be dignitaries from around the world.

 Exhibit hall

As a global dental convention, the GNYDM designs its enormous exhibition from the perspective of its visitors and continues to invest in programs to benefit its exhibitors.

This year, there will be more than 1,500 booths representing more than 500 exhibiting companies. Smart buyers are looking for a maximum return on investment when they shop for cutting-edge equipment and innovative products.

There are extensive tax advantages for making purchases in 2010.

Two Live Dentistry Arenas

The GNYDM offers two modern and high-tech free “live” dentistry arenas from Sunday through Wednesday. The interactive live program features dental procedures performed on real patients from a stage before 500 attendees on either side of the exhibit floor.

Topics include orthodontics, esthetics, endodontics, pediatrics, implants, oral surgery, lasers and a hygiene program. Attendees are advised to arrive early because seating is limited to 500 in each arena.

Educational programs

Value-high end exemplary programs, world-class clinicians, upscale programs and top-of-the-line innovations place the GNYDM at the head of industry education.

Seminars begin with Dr. Ross Nash on Friday, Nov. 26, at 9 a.m. in the Westside Ballroom at the Marriott Marquis Hotel.

More than 300 seminars, workshops and essays are available from Friday, Nov. 26, through Wednesday, Dec. 1.

Botox/Dysport and dermal fillers

Cosmetic dentistry is on the up-and-up, gaining publicity across the nation and the globe. Dr. Bruce G. Freund and Dr. Zev Schulhof are co-founders of the American Academy of Facial Cosmetics and will present two full days of Botox/Dysport on Monday and Wednesday, and two full days of dermal fillers on Sunday and...
Tuesday
Participants will learn to use Botox/Dysport facial injectables for facial therapeutic and aesthetic treatments as well as learn to improve the appearance of the skeletal profile and lips to match the smile and dental esthetics of the individual patient.
Speakers will teach attendees about the most frequently used and highest rated types of facial fillers, including Restylane, Perlane, Juvederm and Radiesse.
Attendees are welcome to bring their own patient so they may treat volunteer patients.
25th anniversary General Practice Residency Fair
The General Practice Residency Fair offers an opportunity to gather information regarding general practice residency and advanced education in general dentistry programs in an informal atmosphere. The 25th annual fair is on Sunday, Nov. 28, from 9:30 a.m. to noon. Admission is free.
Luncheon and Learning program
Tuesday's Luncheon and Learning is a free program that includes a complimentary lunch ticket.
The panel will discuss how dental technology can help to maintain a patient's physical health and possibly help reduce the risk of cardiac disease. Sponsorship of the program is Chase Health Advance, Electro Medical Systems, Hiossen, Sirona and Captek.
Pick up your free tickets at their booth on Sunday, Monday and Tuesday.
Invisalign Expo
The GNYDM is partnering with the third year class with Align Technology to offer the Invisalign Expo. These educational courses extend for four full days, Sunday, Nov. 28, through Wednesday, Dec. 1.
Taught by the most seasoned team of Invisalign specialists, dental professionals will learn the logistics of tooth alignment and other abnormalities.
Invisalign Clear Essentials I is scheduled on Sunday and Tuesday. Attendees can also complete Clear Essentials II on Monday or Wednesday.
Endodontics
The endodontic program begins on Saturday, Nov. 27, with essays discussing research and ideas on pain control, irrigation as well as the most important developments in the field of endodontics today.
Seminars, workshops and live demonstrations include topics on rotary instrumentation, resin-bonded obturation, endodontic techniques and new bioceramic technology.
The New York State Association of Endodontists program on Wednesday welcomes all professional attendees to this specialty program.
Implant Dentistry
Educational courses in implant dentistry are offered all day from Saturday, Nov. 27, through Wednesday, Dec. 1. Speakers in workshops, seminars and essays will discuss topics including surgery, restoration and partially edentulous implants.
In addition, attendees will have a chance to visit the free live patient demonstrations in implant dentistry offered from Sunday through Wednesday.
DTSC Symposium
The Third Annual Dental Tribune Study Club Symposium will be held from Nov. 28 to Dec. 1. Each day will feature from two to five individual one-hour lectures led by experts in their fields. The final day features the Osseo University Summit, a program dedicated to implantologists.
The speakers have been carefully selected and are nationally and internationally renowned for their influence in enhancing dental education through extensive clinical experiences and diverse backgrounds.
Participants not only earn C.E. credits, but they also gain an invaluable opportunity to learn diverse aspects of dentistry and how to integrate a variety of treatment options into their practice.
The program is held on the exhibition floor, in Aisle 6000, Room 5 and will feature the following agenda.
Sunday, Nov. 28
10:11 a.m., “Beautiful: Go with the FLOW” with Dr. Howard Glazer
11:20 a.m.–12:20 p.m., “Light Cured Adhesive Dentistry — Science and Substance” with Dr. John Flucke
12:50–1:10 p.m., “Exciting New Tools for Superb Impressions” with Dr. Marc Gottlieb
1:20–2:20 p.m., “A Simplified Approach to Multi-Layer Direct Composite Bonding” with Dr. Martin Goldstein
2:40–3:40 p.m., “Digital Impressions: Are they for me?” with Dr. Richard Rosenblatt
4–5 p.m., “Total Facial Esthetics for Every Dental Practice” with Louis Malcmacher
Monday, Nov. 29
10:11 a.m., “Eco-Friendly Infection Control — Understanding the Balance” with Noel Brandon-Kelsch
11:20 a.m.–12:20 p.m., “Incorporating New Advances In Dental Materials And Techniques Into Your Restorative Practice” with Dr. Gregori Kurtzman
12:50–1:10 p.m., “A Game-Changing Approach to Difficult Class II Composites” with Dr. Marc Gottlieb
1:20–2:20 p.m., “Optimizing Your Practice With 5-D Cone-Beam Technology” with Dr. Damien Mulvany
2:40–3:40 p.m., “High Resolution Cone Beam With PreXion 5-D” with Dr. Edward Katz
4–5 p.m., “Soft-Tissue Lasers and Caries Diagnosis” with Drs. Freedman, Goldstep and Lynch
Tuesday, Nov. 30
10:11 a.m., “Soft-Tissue Lasers and Caries Diagnosis” with Drs. Friedman, Goldstep and Lynch
11:20 a.m.–12:20 p.m., “Soft-Tissue Lasers Adjunctive to Orthodontic Treatment” with Dr. Lou Chmura
12:50–1:10 p.m., “The Newest Developments in the Art and Science of Air Abrasion” with Dr. Marc Gottlieb
1:20–2:20 p.m., “Introduction to Cone-Beam CT (CBCT), Especially As It Pertains to Prevention of Failures In Oral Implantology” with Dr. Dow Almog
2:40–3:40 p.m., “Cleaning and Shaping With New Technology” with Dr. Bettina Basrani
4–5 p.m., “Contemporary Concepts in Tooth Replacement: Paradigm Shift” with Dr. Dwayne Karateew
Wednesday, Dec. 1
10:11 a.m., “Best Management Practice, Waste Management For The Dental Office, and OSHA Compliance” with Al Duhe
11:20 a.m.–12:20 p.m., “Hard- and Soft-Tissue Lasers” with Dr. Glenn van As
1:40–3:40 p.m., “The Osseo University Summit: A Collection from Masters of Implantology” with Dr. Benedict Bachstein, Dr. Ethan Panwick, Dr. Enrique Merino, Dr. Jeffery Hoos, Dr. David Hoexter and Dr. Dwayne Karateew
For exact program details, please check the schedule at www.DTStudyClub.com/gnydm.
The symposia are free for registered GNYDM attendees, but pre-registration is recommended. Also, due to limited seating, register early to ensure preferred seating. For registration visit www.gnydm.com.
The GNYDM is a joint venture of the New York County Dental Society and the Second District Dental Society, located in Brooklyn and Staten Island in New York state.
More information is available about the meeting by phone at (212) 598-6922, by fax (212) 598-6934, by e-mail at info@gnydm.com or online at www.gnydm.com.

The New Standard for Dental Isolation
Now with Two Solutions!
Both the original isolite® with 5 levels of brilliant infrared lighting and the new lightless isolite™ isolite systems provide continuous adjustable suction, tongue and cheek retraction, tooth protection, and a comfort bite block. Patients using this award-winning isolation technology are experiencing:
- 30% Faster Procedures
- Improved Patient Comfort
- Reduced Ergonomic Stain
Face-savers and cost savers!
To learn more about isolite, call 800-560-6066 or VISIT ISOLITESYSTEMS.COM
SEE A LIVE DEMONSTRATION AT THE GNYDM: BOOTH 323

The Top of the Rock observation deck offers some of the best views of New York City. (Photo/Provided by NYC and Company)
It’s time to Choose OrthoBanc!

Thousands of orthodontists nationwide have already chosen OrthoBanc.

ACH Draft and Credit Card Payment Options

ZACC Credit Analysis with Recommendations

Complete Management of Your Accounts

Credit Bureau Reporting and Collection Service Integration

Integrated with Leading Technology Companies

Time For Change

Using credit recommendations will help your practice decrease risk and increase case starts.

Eliminating manual credit card processing will decrease your staff work load while saving you money.

Outsourcing monthly payment management will help assure that payments are received on time every month while freeing your staff to handle other office duties.

Call 888.758.0585 and discover why you should Choose OrthoBanc!
Hello New York City!

By Fred Michmershuizen, Online Editor

If you are coming to the Greater New York Dental Meeting, keep in mind that there is always plenty to see and do in the Big Apple. It doesn’t matter whether you have an hour or all day, whether you have money to spend or you are on a tight budget. When your business is finished at the dental meeting, head out on the town for a memorable time. Here are some ideas.

Practice your figure eight
The Rink at Rockefeller Center is open to the public. You can skate beneath the gilded statue of Prometheus and the glittering Christmas tree. You can even get skating lessons there if you like. For more information, call 212-332-7654 or visit www.patinagroup.com/east/iceRink.

And if you are too shy to skate with thousands of tourists gawking at you from above, check out the Wollman Rink in Central Park, 212-439-6900, www.wollmanskatingrink.com; or the Sky Rink at Chelsea Piers at 23rd Street and the Hudson River, 212.336.6100, www.chelseapiers.com.

Escape to Houdini exhibit
Through impossibly daring feats, Harry Houdini (1874-1926) captivated audiences worldwide, and his legendary escapes instill awe to this day. “Houdini: Art and Magic” — the first exhibition in a major American art museum on the master magician and his lasting influence in visual culture — features magic apparatus, posters, broadsides, period photographs, archival films and contemporary artwork inspired by the great magician and escape artist.

The exhibition reveals how Houdini’s reputation has evolved over time, and how the edgy performances and physical audacity excited audiences at the turn of the twentieth century. It’s at the Jewish Museum, 1109 Fifth Ave. at 92nd Street, (212) 423.3200, www.thejewishmuseum.org.

Visit an Irish pub
New York City has some of the best ethnic restaurants in the world. You don’t have to spend a fortune to have a great meal, either. Whatever your tastes, there is something sure to please your palate. For example, if you want traditional Irish fare, wander in to one of the many pubs scattered throughout Midtown. If you are hungry for Italian food, you can’t go wrong at any of the authentic eateries along Mulberry Street. Those who have a taste for Indian will want to head to Gramercy Park or the East Village.

Kick it up with the Rockettes
If you are in town with children, you might want to treat them to the annual Radio City Christmas Spectacular, featuring the Rockettes. This Christmas tradition has been delighting audiences young and old every holiday season for the past 75 years. For tickets, call (212) 907-1000 or visit www.radiocitychristmas.com. Shows are every day, but they sell out months in advance. So if you strike out with the box office, ask the concierge at your hotel to help you.

Get to the Top of the Rock
You can see just about everything in New York City from top of Rockefeller center, an Art Deco masterpiece of a building. The lines for Top of the Rock are much shorter than at the Empire State Building, yet the views are just as awe-inspiring. Tickets are expensive but worth it. It’s located in Midtown at 50 Rockefeller Plaza.

For information, call (212) 698-2000 or visit www.topoftherocknyc.com.

Air-Flow Kills Biofilm
The new Air-Flow Handy Perio gets rid of the enemy — with gentle action and utmost precision.

Three horizontal nozzle apertures for the air-powder mixture, a separate vertical water nozzle aperture for rinsing: what used to be off-limits is now easily reachable, through gentle action and without any risk of emphysema. And since the Air-Flow Powder Perio is particularly fine, the tooth surface is not damaged.

DEEP DOWN, between tooth and gingiva, billions of bacteria managed to proliferate under the cover of malicious biofilm — until now.

Together with the Original Air-Flow Powder Perio, the new Air-Flow Handy Perio with its unique PerioFlow nozzle tracks down biofilm, even in the deepest periodontal pockets.

“I FEEL GOOD”

With its new Air-Flow handy Perio, Air-Flow has assigned its latest family member to combat — right on target for subgingival prophylaxis in your practice.

For more information — wellness@ems.com