Media spotlight on flossing lets dental pros shine

By Robert Selleck
Managing Editor

Dental professionals across North America were featured prominently in the national news cycle throughout August after an Associated Press National Investigative Team article was released under headlines such as "Medical benefits of dental floss unproven."

Local newspapers and other media outlets across the U.S. and Canada and internationally ran the article — or variations of it — many also including comments from their markets’ dental professionals to provide local perspective.

Major dental organizations released statements, too, including the American Dental Association, the Academy of General Dentistry, the American Academy of Periodontology and the American Dental Hygienists’ Association.

The U.S. Department of Health and Human Services also weighed in, in response to a request from the ADA. The HHS was at the center of the story because the AP’s flossing references were triggered by a 2015 decision by the HHS to no longer include a recommendation for daily flossing in the latest U.S. Dietary Guidelines — in part because the rigor of available science was not as strong as the science backing other recommendations in the guidelines.

The AP team immediately saw the headline that would be of most interest, and flossing was suddenly sharing the mass-media stage with coverage of the U.S. presidential election and what the Kardashians were up to.

Virtually all of the commentary in response to the AP article confirmed that oral-health experts were adamantly still promoting the value of flossing — and that the change in dietary policy had more to do with the Dietary Guidelines Advisory Committee deciding to keep the policy narrowed on food and nutrient intake.

Still, there was broad agreement that large-scale, long-term scientific studies on interdental care would be beneficial. The AAP response stated: “Because the development of periodontal disease is slow in

• See FLOSSING, page A3
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sometimes if you are not using the proper technique, sometimes if you are not using the proper technique, you could be causing trauma to the gum tissue. ... If you're using that sawing motion, it's kind of like brushing too hard. You mean well, but you can cause re-

ession of the gum tissue.

• It wasn't just the traditional popular media grabbing the "is-flossing-optional?" hook. The AP article was covered from an investor perspective in a MarketWatch item on www.marketwatch.com, with Maria LaMagna reporting.

• Although sales of floss grew about 4.4 percent from 2010 to 2015, they're projected to slow to 2.2 percent from 2015 through 2020, but don't blame the AP's report, said Eleanor Dwyer, a research associate at Eu-

romonitor. Instead, it's likely to happen because more households are (more) well-

stocked with floss than they were in the past, and they don't need to keep buying it, she said. "I don't expect this new report to impact floss sales dramatically in the short term, as there is no compelling new evi-

dence that it is harmful," Dwyer said in an "email. People can physically see the plaque and food particles removed by floss, giving them personal confidence in its efficacy." The AP's report shouldn't discourage people from flossing, said Marcelo Araujo, the vice president of the American Dental As-

sociation Science Institute. "This will trigger a great conversation between the patients and dentists," Araujo said. "It could lead to people looking back at what they are doing every day and what kinds of products they're using and asking the dentists how to use the products and what the best ones are."
Yankee Dental Congress expecting 450+ exhibitors

Yankee Dental Congress 2017 will be from Jan. 25–29, at the Boston Convention and Exhibition Center. Organizers describe the congress as New England’s largest dental meeting. It is sponsored by the Massachusetts Dental Society in cooperation with the dental societies of Connecticut, Maine, New Hampshire, Rhode Island and Vermont. Nearly 28,000 dental professionals and guests from across the U.S. are expected.

The theme is "Focus. Fast. Forward.” It is meant to “emulates how dental professionals can focus on innovative continuing education opportunities for intellectual development in the dental field, to fast-forward the industry for the future.” Among the 300 courses are programs tying into Massachusetts Gov. Charlie Baker’s effort to combat addiction in the commonwealth. This includes the Third Annual Interprofessional Symposium: “CTL-ALT-DELETE: Rebooting the Approach to Pain Management,” and a “Fast Track” program on pain management and prescription monitoring.

The Sleep Apnea Pavilion will showcase new technologies from laboratory providers and educate attendees on oral appliance therapy and laser procedures — as well as pediatric dental sleep medicine.

The 3-D Printing Pavilion will demonstrate high-resolution desktop 3-D printing and how it provides affordable access to advanced digital workflows for labs and dental practices.

The exhibit hall will host more than 450 exhibitors along with several education pavilions.

Special presentations this year include “A Conversation with Dr. Lisa Genova,” author of the best-selling novel “Still Alice,” basis for the identically titled Academy Award-winning film. Another special presentation features Nancy Frates, mother of Pete Frates, who was the inspiration for the ALS ice-bucket challenge.

For more about Yankee Dental Congress 2017, visit www.yankeedental.com or call (877) 515-9071.

(Source: Yankee Dental Congress)

Lab Expo ‘showcase stage’ at Pacific Dental Conference

Online registration is now open for the 2017 Pacific Dental Conference. The annual meeting will be from March 9–11 in Vancouver, British Columbia, at the Vancouver Convention Centre. Register at www.pdcconf.com.

The PDC is one of the largest dental conferences in North America, offering a broad selection of continuing education programs. With more than 200 open sessions and hands-on courses and close to 300 exhibiting companies occupying 625 booths — the meeting is designed to serve dentists and their entire dental team.

The exhibit floor will be open to all attendees on Thursday and Friday, March 9 and 10. Special hotel rates are available through Jan. 13, then rates will increase. For the majority of attendees, C.E. credit is given for general attendance (up to five hours) and hour-for-hour credit for individually attended courses. It’s possible to acquire up to 20 C.E. credits.

Entering its fourth year at PDC, the dental technicians’ conference day will have a new look and direction. The PDC Lab Expo will be Saturday, March 11, bringing together dental technicians, denturists, dentists and their teams. Expo attendees will be able to visit the exhibits area between 8:30 a.m and 3 p.m. and during session breaks.

Attendees will be able to enjoy lunch and meet company representatives to learn about some of the industry’s latest tech advancements. A new “Showcase Stage” in the PDC Lab Expo will feature 30-minute demonstrations throughout the day looking at the latest products and technologies.

In British Columbia, the tradition of gathering to share information on dentistry began in 1936 when the first BC Study Club was established. As time passed, the need for an annual convention became evident. An annual convention was created, and in subsequent years it experienced continued growth and with that the need to expand from smaller hotel settings into the world-class Vancouver Convention and Exhibition Centre (now the Vancouver Convention Centre). In 1998 the meeting became the Pacific Dental Conference, with dentists and teams attending from B.C., other provinces and across the U.S.

The PDC Organizing Group (made up of nine dentists and one hygienist) volunteers its time to present one of the most reputable dental conferences in North America.

(Source: Pacific Dental Conference)
NuSmile Ltd. has launched an enhanced website designed for customer convenience and improved function. The new website’s key customer benefits include:

- Easy ordering on desktop, tablet and mobile phones;
- A new “refill your crown kit” app that the company describes as being easy and intuitive;
- More detailed information on upcoming NuSmile ZR Zirconia Crown workshops;
- Up-to-date information on upcoming industry and NuSmile events;
- More information on award-winning NuSmile solutions;
- Added capabilities that make it easier to connect with NuSmile;
- A new document library for NuSmile products for easy access to helpful information;
- For international customers, added capabilities that make it even easier to connect with NuSmile distributors;
- An expanded collection of pictures and videos that show the work dentists are doing every day using NuSmile solutions.

“Today more than ever, customers need and deserve vendor websites that make it as convenient as possible to access important information, order products and communicate with customer service,” said Mark Binford, NuSmile SVP and team leader for the development of the new site. “We spent 18 months working closely with cutting-edge website design, development and optimization firms to make sure our customers have a great experience when they visit our website, and we’re confident they will.”

NuSmile’s new website can be viewed at www.nusmile.com.

About NuSmile

Founded in 1991 in Houston by Diane Johnson Krueger, NuSmile is a worldwide leader in pediatric esthetic restorative dentistry. Shortly after its founding, the company invented its first esthetic pediatric crown; more than 4 million have been used in restorations in the 25 years since.

The company’s offerings include the NuSmile ZR Zirconia crown system, featuring Try-In crowns to prevent saliva/blood contamination and NuSmile BioCom® BioActive Cement for bond strength and ease of handling, NuSmile Signature Pre-veneered crowns; NuSmile SSC Pre-contoured crowns; and NuSmile NeoMTA™ pulp therapy medicament.

NuSmile prides itself on a passion for customer care, commitment to research and support of the American Academy of Pediatric Dentistry (AAPD), the International Association of Pediatric Dentistry (IAPD), the Canadian Academy of Pediatric Dentistry/Académie Canadienne de Dentisterie Pédiatrique (CAPD/ACPD), the Institute for Pediatric Dentistry (IPD) and several other organizations dedicated to the dental care of children and the dentists who serve them.
A new composite cement “OT CEM” has been released by the Rhein83’s research laboratories. Designed for bonding attachments directly in the mouth or in the laboratory, OT CEM is a self- and photo-curing cement for permanent metal-to-metal bonding of attachments in prosthetic implant solutions.

Radiopaque with a highly workable processing and curing time, OT CEM is recommended for cementing the reconstructive concave sphere, the solid reconstructive sphere and the threaded sleeves for the threaded attachments OT CAP – OT EQUATOR.

The package includes a two-component syringe of 5 ml and 10 self-mixing tips. For more information you can contact American Recovery in New Rochelle, N.Y., by telephone at (914) 632-3800 or by email at info@american-recovery.com.

(Sources: Rhein83, Sulzer Mixpac)
Admira Fusion x-tra: All ceramic-based direct bulk-fill restorative

Biocompatible Nano-ORMOCER (ORganically MOdified CERamic) shinks less than conventional

By VOCO Staff

VOCO has introduced Admira® Fusion x-tra, describing it as “the world’s first all ceramic-based direct bulk-fill restorative material.”

After almost two decades of intensive research and development, VOCO has created the first ever nano-ORMOCER® through the innovative fusion of VOCO’s proven nano-hybrid and ORMOCER (ORganically MOdified CERamic) technologies.

Admira Fusion x-tra’s chemistry base is formed by silicon oxide, making up both the glass fillers as well as the ceramic resin matrix, a first of its kind.

This unique “pure silicate technology” offers several advantages, including up to 50 percent lower polymerization shrinkage (1.25 percent by volume) than today’s conventional composites, as well as up to 50 percent lower shrinkage stress. These are two key physical properties in bulk-fill restoratives.

Admira Fusion x-tra has a 4 mm depth-of-cure for fast, long-lasting posterior restorations and is available in one universal shade. Its nano-particulate enhances its ability to adapt and blend to surrounding tooth structure.

The ORMOCER matrix used within Admira Fusion x-tra makes the material highly biocompatible because it contains none of today’s classic monomers (BisGMA [BPA], TEGDMA, UDMA, etc.). With an 84 percent (by weight) inorganic filler content, the light-cured, radiopaque Admira Fusion x-tra has excellent strength and wear properties, according to the company. Additionally, the company reports that it is compatible with all conventional bonding agents and offers homogeneous non-sticky handling.

To learn more, you can visit VOCO online at www.vocoamerica.com.
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AAID in the Big Easy

Annual conference brings its focus on ‘Excellence in Implant Dentistry’ to New Orleans

By Max Moses, AAID Director, Communications and Marketing

The American Academy of Implant Dentistry’s 65th Annual Educational Conference will take place Oct. 26–29 at the Hyatt Regency New Orleans. Attendees have the opportunity to earn as many as 23.5 hours of continuing education credit focused on implant dentistry. More than 60 individual sessions, including nearly two dozen hands-on workshops and limited attendance seminars, are offered. In-depth learning opportunities include full-day courses on implant placement and bone grafting on cadavers as well as a post-conference course on microsurgical principles in plastic periodontal and implant surgery.

More than 1,000 implant-dentistry professionals will hear from keynote presentations from the likes of Leonard Bailey, MD, a pioneer in the field of newborn heart transplantation, and Ed Zuckerberg, DDS, who will share his unique insights on social media for dentists. In addition, a live implant surgery will be broadcast to the conference with the opportunity to not only observe a procedure but ask the surgeon questions.

During the three and one-half days, world-renowned clinicians will present and demonstrate excellence in implant dentistry. More importantly, attendees will be able to take what they learn back to their office and put it into practice immediately. More information about the conference can be found at aaid.com.

Established in 1951, the AAID is the only dental implant organization that offers credentials recognized by federal and state courts as bona fide. Its membership, which exceeds 6,000, includes general dentists, oral surgeons, periodontists and prosthodontists from across the United States and 40 other countries. The academy is known across the world for its credentialing program. The rigorous requirements, coupled with AAID’s commitment to educate patients about implant dentistry and the importance of using a knowledgeable, experienced and trained implant dentist (such as an AAID credentialed member), sets the academy apart.

More information about AAID’s consumer outreach can be found at www.aaid-implant.org. Information about the educational offerings, valuable member benefits, credentialing program and other offerings from the AAID can be found online at www.aaid.com.

Richard Mercurio, DDS, FAAD, DABO/ID, president
Nick Capianis, DMD, MSc, FAAD, DABO/ID, education chair

Q&A: How to improve implant stability

CEO Jonas Ehinger explains how Oststell’s technology helps clinicians determine when to load an implant

By Sierra Rendon, Managing Editor

At the American Academy of Periodontology’s annual meeting in September, Implant Tribune had the opportunity to interview Oststell President and CEO Jonas Ehinger.

Please tell us a little bit about Oststell’s company history. What do you believe sets Oststell apart from the other companies?

The company was created to help clinicians determine when to load an implant. This developed into an extensively researched and scientifically validated area of using Resonance Frequency Analysis (RFA) to assess osseointegration of implants by measuring implant stability.

See OSTSTELL, page B2
technology. Scientific research and our goal to provide value for clinicians is in our DNA.

What do clinicians most need to know about your products/services? How can you help them?

To help practitioners enhance their confidence when performing implant procedures, they should be aware of Osstell IDX, an implant stability device that monitors osseointegration and informs the clinician of the optimal time to load an implant. The device is an extremely easy-to-use and cost-effective tool that will help clinicians choose surgical protocol and to know when to restore and load an implant. The device will also give clinicians early warnings of failing osseointegration and allow them to more predictably manage patients with risk factors.

What are some of your most popular products or products that you’re most proud of?

Our latest products — the Osstell IDX and its cloud service, Osstell Connect (both sold exclusively by Henry Schein in the U.S. and Canada) — really set themselves apart from all the previous generations of Osstell products by putting actual measurements into a clinical context, of Osstell products by putting actual measurements into a clinical context, of Osstell products by putting actual measurements into a clinical context.

What are some of Osstell’s most recent accomplishments?

Osstell is exploring partnerships with other device manufacturers to integrate Osstell IQ technology. Other developments will include data sharing between units, users and clinicians to simplify information exchange among clinics. SmartPegs, delicate measurement devices, will also be more advanced, to enable more accurate and easily acquired measurements of implant and implant abutments.

Where do you see Osstell at in the next five years?

Our products will interface with many other systems used in an implant clinic. Also, we expect that using simple and valuable diagnostic tools will be even more a norm than it is today. It is not far-fetched either to expect that Osstell IQ technology will be available in other types of products used by clinicians who place dental implants — in order to both simplify and to make sure the clinicians have the information they need at their fingertips.

Is there anything else you’d like for clinicians to know about Osstell or its products?

We see ourselves at the beginning of a new journey, during which we will aim for simplifying the use of our products even further, making them more and more intuitive. Diagnostics is about delivering peace of mind, helping to enhance user and patient confidence and comfort. All of this is what drives Osstell to continue to innovate.
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