Kids in Africa get a healthy smile

Mercy Ships, a global charity, is putting an international twist on bringing smiles to kids. Give Kids a Smile® Day, observed the first Friday in February by the American Dental Association, is a day when dentists in the United States offer free oral care to children of low-income families.

This year, an estimated 39,000 kids in the United States will receive free services.

Mercy Ships operates the world’s largest non-governmental hospital ship, serving the poor in West Africa.

The programs offered when Mercy Ships serves a nation range from life-changing surgeries to physician training.

Mercy Ships also operates a dental clinic that provides dental work for individuals free of charge.

In essence, the dental team celebrates “Bring Kids a Smile Day” every day. In 2010, the Mercy Ships dental team performed approximately 15,000 procedures on 8,000 patients.

Men, women and children come each day to the clinic. Not only do the patients receive dental treatment, but they also receive instruction about dental hygiene while they wait for their turn to see a professional dentist.

In addition to treating children in the dental clinic, Mercy Ships dental hygienists, such as Donna McQuinn, speak to children about dental hygiene while they wait for their turn to see a professional dentist.

During a recent field service in Togo, West Africa, Bartholomew spoke to a classroom full of kids at an elementary school. Many of them had never brushed their teeth or ever owned a toothbrush.

Bartholomew warned the children, “Bad health will lead to cavities; holes in your teeth that will pain you.”

She then showed them how to brush correctly, asking one of the students to demonstrate in front of the class. At the end of the presentation, the children were given toothbrushes and toothpaste.

Bartholomew of Elk Grove, Calif., takes time to visit schools and teach kids how to take care of their teeth.

National Children’s Dental Health Month in February

Each February, the American Dental Association (ADA) sponsors National Children’s Dental Health Month (NCDHM) to raise awareness about the importance of oral health. NCDHM’s messages and materials have reached millions of people in communities across the country.

Developing good habits at an early age and scheduling regular dental visits helps children get a good start on a lifetime of healthy teeth and gums.

The ADA has free resources on its website that can help dentists with oral health presentations and ideas for the classroom, as well as coloring and activity sheets that can be used as handouts. The ADA also has booklets, videos and other materials available for purchase through the ADA Catalog.

The 2011 NCDHM campaign features a two-sided, poster with the McGrumm Twins, Flossy and Buck, along with their new best friends and next door neighbors, Den and Gen Smiley, reminding children: “A Healthy Smile? It’s Easy to Find! Remember to brush & floss every day!”

On the opposite side, pre-teens/
sentation, every child received a bright red toothbrush.

Mercy ships Chief Dental Officer Dag Tvedt of Norway believes that children in developing countries are more tolerant to pain in a dentist’s chair compared to children in the developed world. He has provided dental treatment for thousands of children in West Africa.

Most people would not think that kids would get a smile while being in a dentist’s chair. Sometimes, however, the treatment they receive alleviates their pain. Tvedt is a vital part of the Mercy Ships dental team, and he encourages prevention through dental hygiene instruction in the region served by Mercy Ships.

Due to the lack of trained dentists in West African countries, people who live in this region typically do not have any knowledge of dental hygiene.

Dental education at a young age will help decrease dental problems in the future. The Mercy Ships dental team performs extractions of teeth every day.

The team hopes that through prevention, the amount of extractions will decrease. Correct hygiene can prevent extractions and painful procedures down the road.

You may watch a short video where Mercy Ships Chief Dental Officer Dag Tvedt of Norway discusses the dental team’s work with children at www.youtube.com/watch?v=OFV10OC4URY.

The spirit of Give Kids a Smile Day is to remember those children who cannot afford yearly dental checkups. Mercy Ships believes kids deserve a smile everyday.

The dental care provided by Mercy Ships meets a critical need in the developing countries of West Africa and gives many children a bright and beautiful smile.

About Give Kids A Smile Day

Each year on the first Friday in February, thousands of U.S. dentists and their dental team members provide free oral health care services to children from low-income families across the country.

The American Dental Association’s Give Kids A Smile program enhances the oral health of large numbers of needy children.

Give Kids A Smile activities also highlight for policy-makers the ongoing challenges that low-income families face in finding dental care.

About Mercy Ships

Mercy Ships uses hospital ships to deliver free, world-class health care services to those without access in the developing world.

Founded in 1978 by Don and Dean Stephens, Mercy Ships has worked in more than 70 countries providing services valued at more than $800 million, impacting more than 2.5 million direct beneficiaries.

Each year Mercy Ships has more than 1,200 volunteers from more than 40 nations.

Professionals — including surgeons, dentists, nurses, health care trainers, teachers, cooks, seamen, engineers and agriculturists — donate their time and skills to the effort.

Mercy Ships seeks to become the face of love in action, bringing hope and healing to the poor. For more information, visit www.mercyships.org.
Cool stuff for your practice
Marketing expert shows dentists how to put their message on the big screen

By Fred Michmershuizen, Online Editor

It all started when Chip Rich, the creative director at a New York advertising agency, was asked by his brother-in-law to create an ad campaign for his dental practice.

After thinking about matters for a while, Rich realized that since dentists help people smile, an ad for a dental office should too. So he put his creative talents to use and came up with a humorous commercial to be played on the big screen before Hollywood movies.

Because the standard of quality was too expensive for an individual dentist to pay for, Rich decided to pay for it himself and license the usage rights to other dentists. The result is a campaign that has the production quality of a national commercial or movie, but available for a fraction of the cost.

“What sets this campaign apart is that it has a smart and fun creative concept that makes it easy to like the message, remember the dentist or practice name and feel a connection to the dentist,” said Rich, who named his new company, appropriately enough, Rich and Brilliant.

In the advertising campaign that runs before the feature film in local movie theaters, individual dental practices present a series of mini-movies with dramatic titles such as “A Brush With Horror,” “A Brush With Greatness” and “A Brush With Romance.” Each mini-movie consists of a character from each genre simply brushing his or her teeth. The spots are tagged with the dentist’s contact information and website address.

“The audience has an incentive to visit the practice’s website for a chance to see more commercials and learn more,” Rich said. “This ‘viral marketing’ component brings the advertising campaign off the movie screens and into the homes and mobile devices of our target audience, allowing them to share the fun messages with their social network.”

Once they visit the dentist’s website, visitors can view all nine customized spots, which also include “A Brush With Adventure,” “A Brush With Fortune,” “A Brush With Crime,” “A Brush With The Law,” “A Brush With Nature” and “A Brush With Royalty.”

Rich and Brilliant also offers sheets of micro-perforated direct mailers featuring characters from this professionally produced movie theater ad and the one shown on page 4, are available to dentists nationwide. (Photos/Rich and Brilliant)
10 reasons to visit the International Dental Show

On March 22, a major event will commence: the International Dental Show (IDS) in Cologne, Germany. This world fair for dentistry will offer the dental world five days of exploration among the largest selection of dental products assembled in one location. More than 100,000 trade visitors from approximately 140 countries create a dental forum that is unparalleled by any other dental exhibition. There are several good reasons to visit the IDS, but here are just 10 for you to consider.

No. 1: Broad trade fair range

The world’s largest collection of dental innovations is held in a space equivalent to more than 10 football fields. Here dental medicine, dental technology and many other disciplines are “concentrated” in a unique way.

No. 2: 1,900 exhibitors from about 60 nations

Instead of travelling all over the world to visit the leading manufacturers, all you need is one trip to Cologne to gain access to the 1,900 exhibitors in attendance during the IDS.

No. 3: The dentistry of tomorrow

All the innovations in the international dental sector are shown during the IDS, and this includes some world premieres as well. Indeed, the very trends for the dentistry of tomorrow are established.

No. 4: First-hand information

The most current information is available in the areas of dental medicine, diagnostics, digital workflow, CAD/CAM systems and external services. There is also plenty for dental specialists and their staff, from practical applications and laboratories to industry, trade and media.

No. 5: Demonstrations

Live demonstrations of the latest technology include instruments, equipment and the most current technology, CAD/CAM applications in prosthetics and implantology and “live” operations on patients. There is such a wide range of demonstrations that every staff member will likely find something of interest to watch.

No. 6: Communication forum

Attendees include international specialists, experts, dentists and dental technicians along with specialists from the dental industry, which means you can get in personal contact with each other without having to cross additional national and international borders.

No. 7: International networking

When the international dental community convenes at IDS, it offers networking on a global scale. No other dental event allows you to cultivate contacts with clients, suppliers and business partners, as well as acquire new customers from all over the world, such as you can during the IDS.

No. 8: Business contacts

The manufacturing companies’ executives and specialist dealers are present in Cologne in order to meet with business contacts and maintain or cultivate new international sales and marketing partnerships.

No. 9: Unique setting

Cologne offers a unique setting and ambience. The proximity of the IDS to the Rhine and the historic Old Town offers many opportunities for a successful evening after a day at the exhibition.

No. 10: Cosmopolitan atmosphere

There is no other alternative quite like the atmosphere of the world’s leading global dental fair. The IDS brings together a genuinely cosmopolitan gathering of trade visitors.

An attendee from Vancouver, Canada, had this to say about the IDS: “a dental fair second to none, the IDS is absolutely unique!” The IDS takes place in Cologne every two years and is organized by the GFDI (Gesellschaft zur Förderung der Dental-Industrie GmbH), the commercial enterprise of the Association of German Dental Manufacturers (VDDI), and staged by Koelnmesse GmbH, Cologne.

The campaign that individual practices can run through the laser printer at their offices with any messages they want to promote. It all adds up to a fully integrated campaign that will definitely get talked about, according to Rich.

“We’ve gotten really great feedback,” Rich said. “The movie theaters say the kids love the spots and talk about them at the candy counter, which is pretty impressive considering the ads are up against blockbuster movie trailers.”

All nine versions of the dental ad can be viewed at www.richardbrilliant.com.

Readers are excited to discover “Healthy Smiles Look Good Up Close” with general oral health messages.

The NCDHM Program Planning Guide offers program coordinators, dental societies, teachers and parents resources to promote the benefits of good oral health to children. The guide includes easy-to-do activities, program planning timetable tips and much more.

Posters are available in English and Spanish. They can be used on billboards, in offices, classrooms, etc.

There are many ways for dentists to publicize oral health messages, events and activities. The ADA is offering the following ideas that can help get messages placed:

• Develop a list of the local newspapers, radio and television stations. Many libraries have media directories (such as Bacon’s), which include addresses, phone numbers, names of editors or producers, and circulation or broadcast information.

• The local phone directory is a good resource for locating news outlets. Don’t forget community news or “free” papers, which often feature community events.

• Press releases are bulletins that provide general information about a specific topic (sealants, mouth guards, early childhood caries, etc.) or an upcoming event, such as a dental health screening.

• News articles should be typed, double-spaced, on organization letterhead or sent by e-mail.

(Source: American Dental Association)
Smarter, better, quicker endodontics

No more separated files and 95 percent successful treatment

By L. Emery Karst, DDS

There are at least three things that should interest and encourage a general dentist to perform more root canal fillings. The first is to reduce the time it takes by 50 percent or more, which makes this procedure the most productive and the one with the lowest overhead. Secondly, no more separated files; and the third is a successful outcome with no symptoms or perapical radiolucency for at least five years from the date of treatment.

Reducing the time by at least 50 percent is entirely possible. However, one must understand how to use hand and rotary files efficiently and safely and know when to refer. Hand files are used to negotiate to the apex. If it takes more than a minute or two to get to the apex, you should have referred the case. Check your radiographs and make the difficult decision whether to send the patient to an endodontist or not. However, in most cases, it is easy to get to the apex in a few seconds.

Next, rotary files are used to do the rest of the reaming. Rotary files that are #25 with a .06 taper are recommended to do most of the reaming (Fig. 1). This file will ream the major portion of one canal to the apex in about 30 seconds. Only the apical 5 mm will need to be reamed wider, and that is done with larger rotary NiTi .02 taper files (Fig. 2).

A cordless reversible endo handpiece (Figs. 3, 4) is essential to preclude file separation as it can be set at the correct rpm and also can be set to provide only so much torque before it reverses. Since using these files and the endo handpiece, I have had no separated files in more than three years.

This protocol has resulted in the cleanest apical 5 mm of any method. It has also resulted in the least post-operative sensitivity of any method, where 50 percent of patients leave the office with no pain ever again and the other 50 percent have only a little tenderness for a day or two.

There are a number of prominent endodontic clinicians such as John Schoeffel, DDS, MMS; Martin Trope, BDS, DM1; F. Steve Senia, DDS, MS; Synguc Kim, DDS, PhD, MD; and William Wildy, DDS, who have stated that the cleaning and sterilization of the apical third of the root canal is the most critical step for a successful endodontic outcome. Success depends on these factors. The first is the removal of all the organic and other debris all the way to the apex. The use of rotary files can accomplish this 100 percent of the time if done in the correct fashion. The rotation draws everything away from the apex. Next, most canals are oval, and making a completely round canal in the apical 5 mm is imperative.

To create a round canal, the canal needs to be filed at least to a #45 (.02 taper) or larger. There should be at least one file used that is larger than the one that engages the walls of the canal at least 2.5 mm from the apex. Because obturators all come in a round configuration, voids might occur if the canal is not round and if the sealer does not fill in the void. In addition, debris is likely left behind in a canal that is not round.

Because there may be remnants of organic materials (which is unlikely in a round canal) and bacteria left in the canal, sodium hypochlorite is necessary to dissolve these and to sterilize the canal.

This takes no more than one minute and then the tapered green plastic broach (Fig. 5), which is made by the Hygienic Corporation and found at Patterson Dental, is slowly rotated to the apex to remove any dissolved organic tissue. EDTA is then used in a similar fashion to remove the smear layer.

Obturation, done correctly, is essential to a complete and successful root canal treatment. According to a peer-reviewed publication written by Cornell H. Pameijer, DMD, DSc, PhD; Frederic Barnett, DMD; Osvaldo Zmemmer, DDS; and Benjamin Schein, DDS, MS: lateral condensation provides the best seal of any method of obturation.

The standard lateral condensation technique, however, involves using a spreader many times over and then placing gutta-percha points into the...
holes created by the spreader. Even though it is reported to be the best seal, there have to be some holes that are not completely filled. In addition, this procedure places a lot of pressure laterally and could crack the root.

A modified lateral condensation technique will provide a far better seal than this. Sealer is always used in this process. Because of the nature of the aforementioned reaming process, the apical 5 mm of a cleaned and shaped canal will have a completely round tapered canal. There is a 5 mm long, .02 taper gutta-percha point that is attached to a removable metal shaft (Fig. 6).

When this plug (one size larger than the last file used) is pushed to the apex, it produces moderate lateral pressure and the best seal possible.

If the tip of the plug doesn’t quite reach the apex, place a #55 .02 taper NiTi file into a handpiece (not rotating) and push the plug to the apex. This process entombs any possible bacteria that may be in the dentinal tubules.

The success rate of this procedure over a five-year period is about 95 percent. This means the tooth is asymptomatic and the radiograph shows no lesion at the apex.

In a classic study of 55 single-rooted teeth done by Sjögren et al., using a similar protocol, complete periapical healing occurred in 94 percent of cases that yielded a negative culture.

A PowerPoint webinar can be viewed online or a DVD is available for this procedure. Both include three hours of AGD continuing education credit. Call (800) 637-6611 or e-mail ItTakesAnArtist@gmail.com to receive the PowerPoint or DVD.

Note: Dr. Karst has received no commercial endorsements in connection to this article.

Dr. L. Emery Karst, a graduate of Loma Linda University School of Dentistry, has practiced the art of cosmetic dentistry for more than 20 years. Although he enjoys cosmetic dentistry the most, he also enjoys engaging in endodontics, implants, crown and bridge and other techniques. His articles on endodontics and cosmetic techniques have been published in “Dentistry Today.” In addition, he lectured on endodontics at the Oregon State Dental Convention in 2010.
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The Chicago Dental Society’s 146th Midwinter Meeting will be held Feb. 24-26 (Thursday through Saturday) at McCormick Place West in Chicago. The theme for the 2011 event is “Great Expectations: A Dental Continuum.”

The Midwinter Meeting is among the top three dental meetings in the United States and one of the top 10 conventions in Chicago. In 2010, the Midwinter Meeting drew more than 51,000 attendees, including nearly 7,000 dentists.

“Each of the 145 Midwinter Meetings preceding the coming 146th Midwinter Meeting shared one great expectation — the advancement of the art and science of dentistry,” said Ian Elliott, DDS, president of the Chicago Dental Society, organizer of the meeting, in a letter to attendees. “I promise you the 146th will add to the dental continuum of outstanding Midwinter Meetings that made the Chicago Dental Society the respected leader in scientific meetings.”

Dr. Terri Tiersky, general chair, Michael Durbin, program chair, and Al Kleszynski, CDS director of scientific programs, have amassed a scientific program that will address every aspect of the practice of dentistry, Elliott said.

In all, there will be 115 speakers, more than 220 lectures and 40 hands-on participation courses. Approximately 60 percent of the courses are free, and there will be courses for all disciplines and specialties of the profession.

Continuing education
As the respected leader in scientific dental meetings, the Chicago Dental Society offers an array of courses at its Midwinter Meeting designed to meet the continuing education needs of all members of the dental team and enhance the art and science of dentistry.

The Chicago Dental Society is an ADA CERP recognized provider. As such, specific continuing education (C.E.) credit may be awarded for courses presented. C.E. certification stations are located in general registration. The CDS will also have generic forms for documenting course accreditation on counters throughout the general registration area.

The State of Illinois has instituted mandatory continuing education requirements for dentists and dental hygienists. Illinois dentists are required to obtain 48 C.E. hours in a three-year period. The current cycle ends in September 2012.

Illinois hygienists are required to obtain 36 C.E. hours in a three-year period and CPR certification in the year of licensure. To verify attendance and obtain C.E. credits, attendees must record the code number announced at the end of each session on the appropriate form. It is the responsibility of the individual to obtain this code, complete the form and retain all C.E. documentation.

Since 2004, all courses, including F courses, are ticketed. Only your registration badge is required to obtain a ticket at the door for admittance to F courses. Those who request tickets to F courses during pre-registration will be seated first if they arrive before the published start time of the course.

Those without tickets will be seated according to available space. When the room is filled, no more people will be admitted because of
fire department regulations. If you have not pre-registered for an F course, please be prepared to select an alternate session to attend.

Hands-on participation courses provide opportunities to handle and manipulate materials, equipment and instruments, and to practice techniques under the supervision of an expert clinician. Participation courses are scheduled for full- or half-day sessions. Some participation courses have a mandatory lecture as part of the presentation (these courses are marked in informational materials with an “M”).

Seats are reserved for those taking the mandatory participation courses; however, as a service to the membership, the remaining seats may be offered without charge or with a ticketed fee. Room capacity is limited and seats are available on a first-come, first-seated basis.

Registration fees vary with each course, depending on the supplies that are necessary, the capacity of the room and the ability of the instructor to give close attention and supervision to the registrants.

There is a $15 surcharge for participation courses purchased on site. Some courses require the participant to bring instruments or materials from the office. Please check schedules and tickets carefully for such information.

Exhibit hall
Nearly 600 exhibiting companies will participate in the meeting, creating one of the largest exhibits of dental products and manufacturers in North America. The exhibit hall is the place for oral health professionals to see the latest products and services that will aid them each and every day in providing the care their patients deserve.

Products and services will be on display from Thursday through Saturday in the West Building, Level 3, Hall F. The hours of the exhibition are 9 a.m. to 5:30 p.m. each day. Exhibit-only passes are available to ADA dentists, international dentists and non-ADA dentists who wish to visit the exhibit hall only. The pass is only sold on site at McCormick Place. Certain rules apply.

Special events
On Thursday, the opening session starts with a reception from 4:30 to 5:30 p.m., featuring refreshments, followed by the awards program and a performance by comedian John Pinette.

Pinette has been entertaining audiences around the world in a variety of ways for more than 20 years, but it is making people laugh that Pinette enjoys most of all. When asked to describe his stand-up, Pinette said, “I talk about my life; it is the funniest thing I can think of. For some reason, people enjoy seeing me lose my cherub-like demeanor.”

Tickets for the opening session and reception may be purchased on site Thursday morning at McCormick Place West at the special events ticket counter in the registration area, Level 3, Concourse, subject to availability.

More good times will come on Friday, starting with “A Touch of Glamour,” the annual fashion show and luncheon at noon at the Hilton & Towers in the Grand Ballroom. ZZAZZ Productions promises a look into the latest in fashion featuring a variety of clothing from a number of Chicago’s stores.

Also on Friday, an evening of entertainment will be offered beginning at 8 p.m. at the Park West featuring Dennis DeYoung, a founding member of the famous Chicago rock group Styx.

For more than four decades, De-
Young has been a singer, songwriter, keyboardist and record producer. He wrote and sang several classics, including “Lady,” “Come Sail Away,” “Best of Times,” “Mr. Roboto,” “Show Me the Way,” “Desert Moon,” “Don’t Let It End” and the 1979 Peoples Choice Award winner, “Babe.”

His singing talents have made his voice one of the most recognizable in the world. DeYoung has recorded seven solo albums, including “Desert Moon,” whose title track achieved top ten status. DeYoung continues to tour with his rock band around the world.

The meeting will end on Saturday at the president’s dinner dance, honoring Dr. Ian Elliott and his wife, Jan. It will be an evening of fine dining and dancing. The Chicago Hilton & Towers will provide cuisine, and High Society Orchestra will provide the music to dance the night away.

Midwinter Meeting awards

Dr. Jeff Brucia is the 2011 recipient of the Gordon J. Christensen Recognition Lecturer Award. Established in 1990, the award acknowledges Christensen’s many outstanding contributions to the dental profession and the Midwinter Meeting. Brucia will receive the Christensen Award during the opening session on Thursday, for his many contributions to the profession.

The 2011 Cushing Award winner is State Rep. David Miller (D-29th District). Throughout his more than 20 years of practicing dentistry, Miller has integrated community activities and dental health.

In an effort to fulfill that desire of giving back to the community, he established a Chicago dental office to treat an underserved population — children, who are the majority of his patients.

He has taken part in, advised and created on-site dental screening programs in the metropolitan Chicago area to benefit children. Miller is in private practice in Dolton, Ill.

(Source: Chicago Dental Society)
Pelton & Crane has been innovating in the dental world for more than 100 years, and 2011 will be no different, according to the company. Just two years after debuting the dental cabinetry Renaissance line, Pelton & Crane is launching the Pelton Classic at this year’s Chicago Midwinter Meeting.

This will be an addition to Pelton & Crane’s extensive product portfolio. Designed with high-quality materials and finishes, Pelton Classic cabinetry is built to provide essential functionality at a price point that will help dental practices everywhere come in under budget.

The Pelton Classic rear cabinet is full of possibilities: choose from 36-inch or 42-inch widths, fixed or gliding countertop on the 42-inch and various delivery options. The fixed countertop rears are designed to accommodate Pelton & Crane’s well-known Spirit 2500 or 2800 delivery systems. The gliding countertop version is prepared to accommodate Spirit 1558 or 1522 delivery systems.

A larger upper module is available to accommodate the most commonly used CPUs, and door or drawer modules are available below to make the most of storage space. There’s also a pull-down door with slide-out shelf option for easy storage of nitrous systems. Pelton Classic lets end-users configure rear cabinets that truly work for their practice.

The center island and side cabinets also prove to be versatile. Choose from 72-inch or 88-inch center island heights, storage or delivery style. For side cabinets, storage style is available in 62-inch, 50-inch and 30-inch widths. The 62-inch side is also available in delivery style. Drawer and door options (with fixed or slide-out shelves) ensure that storage space is utilized effectively.

The theme is the same: Pelton Classic provides the necessary options to optimize operatory workflow across various types of practices.

When it comes to finishes, the Classic line maintains Pelton & Crane’s reputation of high quality. All cabinets come standard with Wilsonart® Gibraltar solid surface countertops. For center islands and side cabinets, stainless steel undermount sinks are standard, as are chrome faucets, soap dispensers and undermount waste drops. Vertical surfaces are finished with high-pressure laminate to ensure durability and resilience.

The Pelton Classic line demonstrates that having a functional, comfortable operatory without breaking the bank is completely achievable.
EDA co-founder Ina Pockrass presents at State of Green Business Forums

The Eco-Dentistry Association (EDA) co-founder Ina Pockrass presented at the prestigious 2011 State of Green Business Forums throughout the month of February. These two-day events were held in San Francisco (Feb. 2, 3), Chicago (Feb. 9, 10) and Washington, D.C. (Feb. 16, 17).

Pockrass gave a presentation at each forum about “One Great Idea: Transforming an Industry Without Pulling Teeth.” Pockrass spoke to her passion for transforming the dental industry into one that honors people and the planet, and to the economic benefits of the green dentistry movement.

She shared her personal journey from intellectual property attorney to green dentist standard-bearer, and how collaboration between patients, dental practitioners and organizations makes the dental industry’s future brighter.

Each year, the State of Green Business Forum series brings together hundreds of advocates of green business to network and share the hottest trends in sustainability. The forum attracts the world’s foremost innovators, thought leaders and business executives from all industries to share sustainability opportunities realized in the prior year, and discuss the challenges ahead.

Attendees are provided with insights from the real world, what has worked and what has not, and a better understanding of how to efficiently incorporate those insights and techniques into their own organizations.

“Green business has gone from niche specialty to mainstream as companies in all sectors see the business value of understanding and reducing their environmental impacts,” said Joel Makower, chairman and executive editor of GreenBiz Group, the organization sponsoring the forums.

“It’s fostering innovation, creating jobs, inspiring employees and improving public health. But such change takes bold leaders to inspire change. The Eco-Dentistry Association has created the standards and is providing the education, inspiration and innovation needed to transform the dental profession.”

The Eco-Dentistry Association combines educational resources with green practice and product standards while connecting dental patients with practitioners who share planetary values and green practice and product standards while connecting dental patients with practitioners who share planetary values and goals. Programs such as the EDA’s GreenDOC™ program, which certifies green dental offices nationwide, and the newly established EDA Accepted Seal, which evaluates green dental offices nationwide, and the newly established EDA Accepted Seal, which evaluates green dental practices based upon their waste, pollution and energy conserving attributes, have set the standard of excellence for green practice throughout the dental industry.

“I am honored to share with the broader sustainability business community the outstanding progress and successes of the dental industry,” said Pockrass. “Like many industries, dentistry has been slow to change, but our experience at the EDA is that as the industry is beginning to understand its environmental impact and the solutions, it is adopting more and more environmentally-sound methods. This is good news for patients, practitioners, product manufacturers and distributors.”

The two-day events prepare attendees for success in the upcoming year through in-depth keynote interviews with industry leaders, insightful hands-on, interactive workshops led by field experts that demonstrate exactly how to apply concepts introduced throughout the forums. Workshop topics include employee engagement, sustainability reporting, life-cycle assessment and many others.

There were also “GreenBiz Guru” sessions, which are one-hour small-group consultations held by experts on a wide range of topics, sessions in Pockrass also participated in these sessions.


For more information about the Eco-Dentistry Association or Ina Pockrass, please log onto www.eco-dentistry.org.

www.dental-tribune.com

What's your specialty? Whichever area of dentistry you practice in, you will find articles of interest at www.dental-tribune.com:

Implantology
Esthetic management of adjacent maxillary central incisors, by Dr. Michael Sonick
www.dental-tribune.com/articles/content/scope/specialties/section/implantology/id/2982

Cosmetic Dentistry
Complex reconstruction changes a patient’s life, by Dr. Jim Arnold
www.dental-tribune.com/articles/content/scope/specialties/section/cosmetic_dentistry/id/3209

Dental Lab
Staying ahead of lab technology: Smart choices reap big benefits, by Kristine Van Cleve
www.dental-tribune.com/articles/content/scope/specialties/section/dental_lab/id/3186
Only her dentist knows.

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Esthet-X® HD Restorative gives you the power to mimic nature. Our TruMatch® Shade Guide offers unmatched ability to predict and control the esthetic outcome of every restoration. And optimized handling and excellent polishability deliver life-like results for a beautiful smile that’s as real as the real thing.

visit www.esthetxhd.com
Isolite Systems, maker of the award-winning Isolite™ and Isodry dental isolation systems, will debut a new small deep vestibule (DV) mouthpiece for its dental isolation systems at the Chicago Dental Society’s Midwinter Meeting in Chicago, Feb. 24–26.

Both dental isolation systems hold the patient’s mouth open, keep the tongue out of the working field and guard the patient’s airway—all while continuously evacuating saliva and excess moisture. Working with Isolite Systems’ dental isolation technology allows dental professionals to perform procedures more efficiently with greater control over the oral environment.

The super-soft Isolite mouthpiece used with the Isolite and Isodry systems makes for a more comfortable experience for the patient, allowing the patient to rest his/her jaw on a soft-bite block versus having to hold it open for the entire dental procedure. With the tongue comfortably retracted by the Isolite mouthpiece, it is kept safely away from the dental procedure and the dental drill in order to avoid unintentional injury of the tongue. Additionally, the Isolite mouthpiece shields the patient’s airway as an added measure of safety to prevent inadvertent aspiration of a foreign body, such as a broken or extracted tooth, crown or implant.

With the addition of the new small DV mouthpiece to its product line-up, Isolite Systems now makes available six distinct super-soft mouthpieces that are designed to fit patients varying in size—from small children to large adults. The new size was developed for patients that need a small bite-block, but have a relatively deeper vestibule compared to other small-mouthed people. For these patient types, the new shape and design of the small DV mouthpiece allows for an even more complete tongue retraction and better fit in the mouth. Its expanded cheek shield shape provides improved suction that goes deeper into the vestibule. The new design also features a more stable bite block that provides for additional suction capacity behind the bite block, insuring saliva does not pool behind the mouthpiece.

The new small DV mouthpiece was developed based on customer feedback. “We had such a positive response to the medium DV mouthpiece that we introduced, we wanted to bring those advantages to our smaller-sized mouthpiece,” said Dr. Thomas Hirsch, Isolite Systems co-founder and director of clinical relations.

The small DV mouthpiece will be demonstrated, along with the company’s award-winning Isolite and Isodry dental isolation systems, beginning Feb. 24 at the Chicago Dental Society’s Midwinter Meeting at McCormick Place. Isolite Systems will exhibit at booth No. 445.

For more information about Isolite Systems and its products, including a video tour and clinical videos, please visit www.isolitesystems.com or call (800) 560-6066.
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Air-Flow kills biofilm

Subgingival application of the Air-Flow method allows smooth, efficient removal of bacteria in the periodontal pocket.

Biofilm is a dirty word

Thousands of bacteria strains deep down in the periodontal pocket are responsible for the development of various diseases. The magnitude is enormous and so is the need for periodontal disease management.

No need to mention the increased risk factor on systemic diseases such as diabetes, stroke or premature birth.

Swiss-based Electro Medical Systems (EMS) is well known for Air-Flow®, the original method for supragingival air polishing. Yet, too few dental professionals are aware of the unique subgingival application of this mix of powder and air.

“Air-Flow goes subgingival,” says EMS, and brings the point home. A unique nozzle delivers the air-powder mixture deep into the pocket where rinsing water washes out the eliminated biofilm.

The device and consumables go hand in hand for extraordinary results without any stress or risk for the patient.

The patented single-use Perio-Flow nozzle has been especially designed for use in deep periodontal pockets (up to 10 mm). According to EMS, it creates optimum but gentle turbulence in subgingival areas and prevents soft-tissue emphysema via three horizontal nozzle outlets for air-powder mixture and one vertical nozzle outlet for water.

Abrasive — a bad idea?

There is also the Perio Flow Method, and the company’s has specific features for its periodontal use. The glycine-based grain is extra-fine (25 µm). In addition, the grains have a particularly low specific density (d 50).

As a result, the original Perio Flow Method is highly effective when it comes to abrading harmful biofilm, but will not do any harm to the tooth surface or dentin, explains the company.

According to EMS, it is important to lay this misconception to rest: abrasion is not wrong, as long as, from the gingival crest to the deepest periodontal pockets, it has no adverse effects on the tooth.

A representative from EMS said that the company is very enthusiastic about the growing market acceptance of the Perio-Flow Method and that the company is proud to go beyond the boundaries of conventional periodontal disease management.

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More honors for NOMAD Pro handheld X-ray
Aribex CEO receives Utah Governor’s Medal

Recognitions continue to accumulate for the advances in radiography brought about by the innovative NOMAD® handheld X-ray system.

On Jan. 19, D. Clark Turner, PhD, president and CEO of Aribex®, was awarded the Utah Governor’s Medal for Science and Technology in a ceremony in Salt Lake City. Utah Governor Gary Herbert made the presentation to Turner and six others for providing distinguished service in technology.

The award was presented in recognition of Turner’s creation and development of the NOMAD handheld X-ray system, which filled the need for a truly portable, lightweight dental X-ray. Unlike the bulky wall-mount systems dentists have traditionally used, the NOMAD X-ray is lightweight, rechargeable and can go anywhere.

“The NOMAD Pro has forever changed the way that dental radiography is performed,” said Turner. “It has become a staple in dental offices everywhere.”

The revolutionary handheld design of the NOMAD Pro allows the dental technician to remain chairside during the radiographic procedure.

This offers greater efficiency, reduces retakes and decreases the time the patient has to sit still with film or a sensor in his or her mouth. The device’s rechargeable battery gives hundreds of diagnostic-quality radiographs with a single charge.

NOMAD Pro is designed for general purpose dentistry but has additional benefits for use with children, sedated patients or special needs patients. Weighing just 5.5 pounds, one NOMAD Pro can serve multiple operatories in an office and then be taken to a hospital, nursing home or any location for treatment at the point of care.

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 proven the NOMAD Pro safe for both the operator and the patient. Thousands of NOMAD devices are now in use in numerous professional offices.

Because it is so easily transported, Turner’s invention has also made access to dental care possible in countless humanitarian clinics around the world.

Hundreds of thousands of peo-
Dental Tribune | February 2011

Keystone Industries: more than a lab supply manufacturer

Keystone’s history dates back to as early as 1900 and is one that the company is extremely proud of. Keystone Industries is composed of several dental and medical manufacturing and distribution subsidiaries, which include:

• National Keystone, founded in 1930;
• Tri-Dynamics founded in 1977;
• Mizzy (which includes 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 located in Myerstown, Pa., was acquired in March of 2003.

Keystone also merged with Deepak Products in 2008 with manufacturing in Miami.

Keystone Industries is a leading manufacturer in denture acrylics, thermal forming materials and machines, AF fluoride gels and foams, prophylactic paste, high-volume evacuators and packaging material.

In addition, Keystone runs the gamut from abrasives, carbides, chemicals, brushes, crucibles, Fleck’s cement, PIP paste and the Syrijet for the dental industry.

The company’s capabilities are only bound by its clients’ imaginations. The company has the ability to manufacturer 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, according to the company.

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Fig. 3: Implants are a poor investment without regular periodontal disease management.

* German Oral Health Survey, 2006

People in the most remote locations have benefited from improved dental health care made possible by the NOMAD.

Aribex and NOMAD have received numerous honors, including The Wall Street Journal technology innovation awards for 2010 and the Pride Institute “Best of Class” Technology Award.

“It’s all been very gratifying,” said Turner, “to see the efforts of our company change lives so profoundly.”

Immune system, often with dramatic effects on the body as a whole.

Four out of five patients suffer from a form of periodontitis (30 percent severe).*

If they knew that periodontitis is the most common cause of tooth loss, wouldn’t they ask for a way to prevent it?

Implants, too, come loose with the withdrawal of bone tissue. According to EMS, regular prophylactic treatment with the original Perio-Flow Method is proven to prevent peri-implantitis and its costly aftermath.

Thus, the implant patient is and continues to be a patient, too.  

* German Oral Health Survey, 2006
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