BEAUTIFIL Flow Plus now available in B1, B2 and C2

BEAUTIFIL Flow Plus restorative is ‘changing dentistry for the better’

Shofu will be demonstrating its revolutionary product BEAUTIFIL Flow Plus during the Academy of General Dentistry Annual Meeting at booth No. 319 this year. The flowable injectable hybrid restorative is now available in three new shades — B1, B2, and C2 in both viscosities, giving dentists even more esthetic treatment options at their fingertips.

The product combines mechanical properties that rival leading hybrids, with the superior adaptation that can be achieved only with a flowable delivery. Approved for all indications (Class I–V), this new concept avails new clinical techniques that promise to revolutionize how restorations are performed. Adhered to the tooth, without interruptions, it provides a host of benefits and advantages over traditional hybrid layering techniques.

All-in-one base, liner and restorative

Traditional methods of filling and packing hybrids can be time consuming, presenting technique-sensitive issues that may result in post-op sensitivity and/or failure of the restoration.

With BEAUTIFIL Flow Plus, material can be syringe-delivered where needed and cured in 2 mm increments all the way up to the occlusal surface. See Figures 2 and 3. Class I restoration, before and after. Using a single material not only simplifies the steps to perform restorations, it also reduces inventory needs and helps facilitate both setup and cleanup — making for a more productive office.

Flowable adaptation with the strength of a hybrid

The flowable consistency of BEAUTIFIL Flow Plus provides superior adaptation to tooth structure when compared with hydros. Flow Plus provides superior adaptation to the occlusal surface and marginal ridge, according to the company. High filler content and other chemical properties ensure that clinicians have all of the material strength during an eight-year period. A 13-year Florida study found that restorations containing S-PRG fillers showed no failures, no secondary caries and no post-op sensitivity during an eight-year period. A 13-year recall of these patients is under way.

Many competitive restoratives release fluoride initially, but deplete their charge within a matter of weeks. With S-PRG technology, fluoridated products, such as toothpaste and mouthwash, recharge the filler material, providing sustained preventative benefits over the life of the restoration.

Numerous independent clinical studies show S-PRG fillers to display biomimetic properties that help protect the restoration and surrounding tooth structure from harmful bacteria. Studies on BEAUTIFIL Flow Plus’s sister product, BEAUTIFIL II, a hybrid restorative, highlight these results. As published in JADA, a University of Florida study found that restorations containing S-PRG filler showed no failures, no secondary caries and no post-op sensitivity during an eight-year period. A 13-year recall of these patients is under way.

Quality and durability

For decades, Shofu’s “Brownies,” “Greenie” and other polishing pastes have been synonymous with quality and durability in dentistry. While many companies would be complacent as the “go-to” polishing company, Shofu has been on a mission to change dentistry for the better with innovative chemical restoratives such as BEAUTIFIL Flow Plus. Exceptional strength, handling and unique bioactive filler technology make it a product worth seeing for yourself.

Coming soon: pit-and-fissure sealant

Building on the GIOMER line of products, and coming soon from Shofu, is BeautiSealant Pit and Fissure Sealant. BeautiSealant is a tooth-colored, fluoride recharging, pit-and-fissure sealant that reduces treatment time by completely eliminating the need for phosphoric acid etch and rinse steps. Using an advanced, self-etching primer, BeautiSealant is gentle on teeth, yet delivers superior shear and tensile bond strength compared with leading phosphoric acid etched systems.

(Source: Shofu)
When Expert Dental CE says it is international, it means it. With 25 percent of its course scholars from outside of the United States and past course takers from countries such as India, Spain and Egypt, Expert Dental CE walks its international talk.

“We are not internationally oriented because it is trendy, but because it allows us to bring to our customers, in the United States and elsewhere, the best educators we can find, wherever they may be,” says Bill Martin, managing director and chief operating officer of Expert Dental CE.

As for whether this international focus also translates into serving dentists worldwide, Martin said: “We have found that dental professionals from around the world, particularly in developing countries, are searching for high-quality C.E. that is independent from commercial sponsorship, focused exclusively on the teaching of practical and sustainable skills, and that includes highly-skilled educators from the United States and beyond, well-known or not. That fits nicely with the Expert Dental CE approach and mission.”

Below is a list of some of Expert Dental CE’s international educators and their courses:

- **Peter Cathro (New Zealand):** “Instrumentation: The Science and Art” and “Solutions, Energization & Delivery Systems.”
- **Markus Troeltzsch and Matthias Troeltzsch (Germany):** “Successful Treatment of the Diabetic Patient” and “Management of Pregnant Patients in the Daily Office.”
- **Catalina Mendez (Colombia):** “Obturation: Basis, Objectives and Techniques.”
- **Geoffrey Heithersay (Australia):** “Endodontics and Trauma Management in the Age of Implants.”
- **Ahmed Hashem (Egypt):** “Perforations: The Endodontic Dilemma.”
- **Stefan Fickl (Germany):** “Management of the Extraction Site.”
- **Federico Brugnami and Alfonso Caiazzo (Italy):** “Buccal Plate Preservation: A Predictable Solution to Anterior Aesthetic Management.”

To view more information about the scholars above or their courses — or to explore Expert Dental CE’s 110-plus-hour course library — you can visit [www.expertdentalce.com](http://www.expertdentalce.com).

(Source: Expert Dental CE)
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AAP Perio Meeting - Philadelphia, 28 Sept-Oct-1, Booth #110
ADA - New Orleans, 31 Oct - 2 Nov
Greater New York Meeting, 1-4 Dec

Call us at 949-276-6650
Aribex adds a color, upgrades features on NOMAD Pro 2

Aribex, manufacturer of the newly released NOMAD Pro 2 handheld X-ray system, has introduced a new color option, black with gray trim, of the NOMAD Pro 2 into the U.S. dental and veterinary markets. The traditional white with light blue trim Pro 2 model will continue to be available, and both models can be purchased from most major dental equipment dealers.

"Dental offices are adding more color and variety to their practices," said Ken Kaufman, general manager of Aribex. "The NOMAD Pro 2 is the future of intraoral dental radiography, and, as such, our customers deserve an additional sleek choice of color to best match the décor of their practices. Although the addition of the black model is new, the acceptance of hand-held, battery-powered, untethered X-ray is not," Kaufman said. "Upholding a market void of significant improvements for decades, the NOMAD is now preferred over traditional wall-mounted intraoral X-ray machines. It is more economical, improves workflow, reduces FMX time and just flat-out makes sense."

The Pro 2 features a newly designed charging cradle, an upgraded communication system using infrared technology, an increased scratch- and moisture-resistant screen and several other improvements to electrical and industrial components. According to company officials, the Pro 2 is not a completely new device, primarily offering superior battery performance and improved reliability and durability when compared to earlier versions.

(Source: Aribex)

New from DENTSPLY Caulk: Palodent Plus EZ Coat Matrices

Palodent® Plus, DENTSPLY Caulk’s newest sectional matrix system, is designed to make contact creation easier and more predictable by utilizing optimized ring, band and wedge technology to consistently provide accurate contacts. The Palodent Plus EZ Coat Matrices have a micro-thin, nonstick finish that, according to the company, makes matrix removal easier. Also, greater matrix curvature helps to improve the anatomical accuracy of the restoration and avoid interference with the ring during placement.

For more details, you can visit www.palodentplus.com or call (800) 532-2855.

(Source: DENTSPLY Caulk)
Dental marketing in 2013: Your website is your smile

By Patrick Goodness, CEO
The Goodness Company

In a recent survey conducted by www.match.com, more than 5,000 American single adults, both male and female, were asked how they judge members of the opposite sex for attraction and compatibility. Seventy-one percent of women and 58 percent of men rated the smile as the most important attribute for measuring attractiveness.

For those in the dental marketing industry, this report comes as no surprise. Additional support for the importance of a beautiful smile comes to us from a survey by the American Academy of Cosmetic Dentistry (AACD).

This survey concludes that nine out of every 10 adults in the United States consider an attractive smile to be an important social asset and eight out of 10 believe that an unattractive smile makes a person less appealing to the opposite sex.

Is your website’s first impression attracting the right patients?

It is clear that a beautiful, white smile is critical to overall attraction and to making a successful first impression. But in the world of dental marketing, how important is your dental clinic’s website in making the critical first impression and to attracting the right patient?

According to Dr. Hong Sheng, who conducted an in-depth eye-tracking research study at Missouri University of Science and Technology, it takes a website user less than two-tenths of a second to form a first impression when viewing a website and only 2.6 seconds for a user’s eyes to land on an area of a website that impacts his or her first impression.

What draws the most attention on websites?

According to the study (Science Daily, Feb 15, 2013), the website locations that drew the most attention of study subjects were as follows:

- **Logo:** Subjects viewed the logo for about 6.44 seconds before moving on.
- **Main navigation menu:** Subjects viewed the main navigation menu for an average of 6.44 seconds.
- **Search box:** Subjects viewed the search box for just over 6 seconds.
- **Facebook and Twitter links:** Subjects spent about 5.95 seconds viewing these links.
- **Main home page image:** Subjects’ eyes fixated on the main home page image for an average of 5.94 seconds.
- **Written content:** Subjects spent 5.59 seconds viewing written content.
- **Bottom of a website:** Subjects spent about 5.25 seconds viewing this area of the home page.

According to an in-depth eye-tracking research study at Missouri University of Science and Technology, it takes a website user less than two-tenths of a second to form a first impression when viewing a website and only 2.6 seconds for a user’s eyes to land on an area of a website that impacts his or her first impression.

Invest in your online smile

Time and again I hear dentists telling their patients the importance of quality dental work and the value of investing in the best dental care for future health and happiness. Yet, a cursory review of thousands of dental practice websites across the U.S. reveals a surprising lack of investment in quality dental website design, dental branding and informative dental procedure content.

In short, the dental industry’s online smile is a bit stained and missing a few teeth.

As a dentist or dental clinic owner, your success in the increasingly competitive dental marketplace is predicated on your ability to communicate with potential patients about what makes you different and most importantly what makes you better than your competitors. This is a valuable element of results-driven dental practice marketing.

Build a patient base that knows you, likes you and trusts you

An investment in quality branding and website development for your dental practice is critical to building patient base that knows you, likes you and trusts you. That’s the foundation of health care relationship marketing.

The AACD reports that nearly half of all participants surveyed said they would like to make some improvement in the appearance of their smile.

If your dental practice is not rated as one of the best, you need a makeover. It’s never too late to rethink your marketing approach, seek the advice of a professional dental marketing agency to help you craft a dental marketing plan that delivers results and will prepare your practice for years of success.

If you’re not convinced that this article applies to you, please take an honest look at your logo, website and marketing materials and ask yourself, “Would I be impressed with my first impression?” It’s never too late to make an improvement to your online smile.

‘In short, the dental industry’s online smile is a bit stained and missing a few teeth.’

The Goodness Company

The Goodness Company is a global health care and medical tourism marketing organization.


‘The Goodness Company’ is one of the most recognized names in the global health care and medical marketing industry. Health care organizations from around the world rely on Goodness for insightful marketing consultation, marketing planning and international public relations services.

The results-driven approach to marketing that Goodness delivers has helped hospitals, medical centers, medical practices, dental offices and medical organizations around the world transform their brands and increase their sales and profitability.

As CEO of The Goodness Company, Global Healthcare & Medical Tourism Marketing, Goodness has earned the confidence and repeat business of some of the world’s top health care organizations. Goodness offers a wide spectrum of marketing and public relations consulting services focused on building powerful brand and increasing sales. His health care marketing expertise, global network of clients and colleagues and ability to build and deliver valuable marketing concepts and tools that generate significant results are the reason for his popularity and his leadership in global health care marketing.

Goodness is recognized globally for his work in the following areas:

- **Health care marketing**
- **Health care destination branding**
- **Medical tourism marketing**
- **International health care public relations**
- **Social media marketing**
- **Relationship marketing**

You can contact Goodness via email at patrick@goodnesscompany.com.