



### 3M ESPE Lava Plus High Translucency Zirconia

3M ESPE recently released Lava Plus High Translucency Zirconia in a disc format for open-source milling. The 98mm-diameter zirconia discs are available in thicknesses of 14mm, 18mm and 25mm, and in formats with and without a step—offering reliability and high performance.

The product's patented shading system offers a wide range of dyeing liquids with 18 shades for a consistent match to the VITA classical A1-D4 shade guide (VITA Zahnfabrik), and two additional 3M ESPE bleach shades. These dyeing liquids can also be used with the Lava Plus High Translucency enamel liquids, which are available in 100ml bottles and in shades of enamel bleach, enamel light, and enamel medium. For more information, visit [www.3M.com/LavaPlus](http://www.3M.com/LavaPlus).

### BISCO CORE-FLO DC LITE

BISCO Dental Products has released CORE-FLO DC LITE, a dual-cured, radiopaque, fluoride-containing core material. CORE-FLO DC LITE is indicated for core build-up, post cementation, and as a dentin replacement material. The product is a self-leveling, low-viscosity material, perfect for cases where a band may be required, lower viscosity is desired, or initial subgingival margins are present and not visible (e.g., fractured cusp). CORE-FLO DC LITE's compressive and flexural strength offers the clinician reliability and durability when fabricating direct restorations.

CORE-FLO DC LITE is available in 8g syringes. For more information, call (800) 247-3368 or visit [www.Bisco.com](http://www.Bisco.com).



# New Products

If you would like to submit a new product for consideration to appear in this section, please send your press releases to [arselia@farranmedia.com](mailto:arselia@farranmedia.com).

[www.dentaltown.com](http://www.dentaltown.com)

### Zipwhip

Businesses can now use their existing landline numbers to field inquiries, schedule appointments and invite their patients to text them back through Zipwhip, a company that adds texting capabilities to landlines. Through Zipwhip's service, business owners don't have to rely on their personal mobile numbers to text their patients and create a two-way conversation.

Dr. Michael Kitsis of Supertooth Dentistry in Seattle, said Zipwhip's service transformed his practice's landline phone number into a powerful scheduling tool and streamlined the entire appointment process for his patients. His dental hygienists encourage patients to text them post-appointment with any questions. For more information, call or text (206) 582-3733 or visit [www.zipwhip.com](http://www.zipwhip.com).



### "Frustration: The Breakfast of Champions"

Author and business coach Vicki McManus Peterson shows you how to turn powerful emotions into career success in her latest book, "Frustration: The Breakfast of Champions." The book reveals strategies to improve relationships by understanding the meaning of your own internal dialogue and offers tips and real-world anecdotes to guide readers through difficult situations with coworkers and demanding bosses.

Chapter titles include: Building Emotional Muscle; Controlling Financial Frustrations; Bypassing Frustration to Land a Promotion; Frustrations of a Boss; and When All Else Fails—Move Along. For a limited time, free chapter excerpts are available through Productive Dentist Academy's website at [www.ProductiveDentist.com/breakfast](http://www.ProductiveDentist.com/breakfast).

