

townie
choice
2016

Summer VOTING Season

townie choice awards

PRODUCT

'16

SHOWCASE

VOTE
& WIN



JULY 17

Bose Soundlink Bluetooth
Speaker (color may vary)



JULY 31

FitBit Blaze Watch

FLIP-FLOPS, SUMMER, SUNSHINE AND VOTING!

IT'S THAT TIME OF YEAR.

Townies everywhere are enjoying fun in the sun this summer. At Dentaltown, we've been working on something for you under the cover of shade (because seeking shade is what you do all summer when you live in Phoenix)—the 14th annual Townie Choice Awards! The Townie Choice Awards are equivalent to the annual Gear Guide for the dental profession, and we want you to be a part of it.

These awards are a great way to make a difference in your profession by letting your voice be heard through voting. Every year the ballot is filled with the companies and products that you use in your operatories and on your trays. You vote for your favorites, and we tally those votes. The winning products and services get the title of Townie Choice Award winners and are highlighted in the December issue of *Dentaltown* magazine.

Voting begins July 6!

Voting is as easy as spray-on sunscreen. Just head to dentaltown.com/TCA after July 6 and cast your ballot. You can do it from your computer, phone or tablet, wherever you may be this summer!

What's in it for you? A chance to win five different prizes, with a grand prize of \$1,000 and your picture on the cover of *Dentaltown* magazine! Sound like a good reason to vote? We thought so. The winners get the props; you get prizes—really cool prizes. Don't delay, because the earlier you vote, the more prizes you're eligible to win.

IF YOU VOTE BY JULY 17, YOU'LL BE ELIGIBLE TO WIN EVERY PRIZE!

Ready. Set. Vote! Let your peers know what products and services you can't live without.



AUG. 14

\$500 Amazon Gift Card



AUG. 28

Townie Meeting 2017 Tuition



SEPT. 6

Cover Photo on the
December 2016 issue of
Dentaltown magazine, and \$1,000



GLIDEWELL LABORATORIES

Restorations ... reimagined

New and exciting technologies have dramatically changed the way that dental prostheses are made in the laboratory. In the same way that the proliferation of computer-controlled mills ushered in a wave of industry-changing monolithic materials, other technologies, including 3-D printers and selective laser sintering machines, are now positioned to provide exceptional bilayered restorations and computer-designed dentures.

Despite their numerous benefits, monolithic restorative materials have limitations, especially for cases that require translucent aesthetics yet offer little room for reduction. In addition, patients often prioritize the aesthetics garnered from PFMs over the strength brought by monolithic options, regardless of the fact that PFMs are prone to chipping and fracturing. In an effort to better align the material desires of clinicians and patients, Glidewell Laboratories examined the question: Is it possible to apply cutting-edge technologies to the proven PFM to create an improved, modern solution that is ideal for a wide range of indications?

After more than seven years of research and development and an investment of more than \$7.5 million, Glidewell Laboratories has released Obsidian Lithium Silicate Ceramic Pressed to Metal restorations as the answer to that question.

In order to reimagine the PFM from the coping outward, Glidewell Labs started by creating a superior metal understructure through the process of selective laser sintering. With this technology, lasers fuse metal particles together into a computer-requested, 3-D shape with exacting precision, resulting in the finest metal understructures ever created in dentistry. The existing casting techniques and equipment garner acceptable margins measuring 50 microns on average, which satisfies the ISO requirement of 75. However, the laser-sintered copings and understructures used with Obsidian pressed-to-metal achieve margins of 20 microns. The reduction in size provides for a better bacterial barrier and a margin that helps prevent cement wash-out.



Beyond the improved margin, this exciting laser-sintering technology allows for the creation of a metal understructure that has more surface area and a higher degree of micromechanical retention between the ceramic material and the coping, a feat not possible with traditional casting methods.

The Obsidian lithium silicate ceramic material has an impressive flexural strength of 397 MPa. That's up to five times stronger than the flexural strength exhibited by the most popular feldspathic porcelains used in the industry. Further, tests performed at Glidewell Laboratories show that Obsidian pressed-to-metal restorations achieve double the chip resistance of traditional PFMs.

In addition to the performance of Obsidian pressed-to-metal, the material is beautiful and has translucency that matches that of natural dentition. Obsidian matches shade guides closer than any material Glidewell Laboratories has ever tested with a colorimeter. The company's dream of having a superior material for usage on metal has been met. Obsidian pressed-to-metal crowns are without question the next step in the evolution of PFMs.

Obsidian pressed to metal

Obsidian Lithium Silicate Ceramic Pressed to Metal restorations are state-of-the-art PFMs for today's clinician. By pressing lithium silicate ceramic (rather than traditional porcelain) to metal, the clinician can provide finished restorations that achieve far greater strength than that of their predecessors.

These natural-looking, chip-resistant restorations may be used for cases where monolithic restorations are contraindicated, such as in areas that demand translucent aesthetics yet have discolored preps or offer limited room for occlusal reduction. With an average flexural strength five times stronger than conventional ceramics, Obsidian is a modern reimagining of trusted PFM technology.



Obsidian all-ceramic

Obsidian lithium silicate ceramic is also available as a monolithic glass ceramic material that's indicated for the fabrication of full-contour crowns, inlays and onlays. Because the Obsidian material is available for both pressed-to-metal and all-ceramic indications, cases that demand multiple types of restorations can have aesthetic continuity from unit to unit.

Obsidian all-ceramic restorations are available in the 14 most popular VITA shades and can be used anywhere in the mouth. They follow traditional all-ceramic prep requirements and can be conventionally cemented or adhesively bonded.

Simply Natural Digital Dentures

Glidewell Laboratories applied cutting-edge manufacturing technologies, including 3-D printing and digital design, to develop an improved, patented method of creating dentures. The new Simply Natural Digital Dentures service features a 3-D-printed try-in appliance that results in a smoother, more straightforward delivery of the final prosthesis.

Applying CAD/CAM technology to denture fabrication means that fine adjustments to the prosthesis design are captured digitally, ensuring a more accurate fit for the definitive restoration. This precise production process supports a reduced number of appointments, saving both the clinician and patient valuable chair time.

The included try-in appliance features a 3-D-printed base and the final anterior denture teeth set in wax. Due to the precision inherent in the digital design process, the trial denture exhibits an accurate fit in a majority of cases. If changes are necessary, the clinician can alter the denture teeth on the try-in appliance and return it to the laboratory to inform the digital production of the final prosthesis. Essentially, this means that the design of the finished denture has been verified by the clinician prior to fabrication, ensuring an accurate restoration that meets expectations.



The CAD/CAM design and 3-D printing processes involved in the production of Simply Natural Digital Dentures are at the leading edge of digital dentistry. For the first time, clinicians can send the lab a traditional or digital impression and receive dentures fabricated with precision using CAD/CAM technology. Clinicians do not have to invest in any new technique, impression materials or trays to take advantage of this groundbreaking technology.

Furthermore, the digital design file is saved at the lab for five years, providing clinicians the opportunity to request additional prostheses in the future, including implant-retained fixtures. There is no need to take a new impression for any replacement appliances, so patients do not have to go without their existing denture while the new restoration undergoes fabrication. ■



For more information,
call (800) 854-7256 or visit
glidewell dental.com.

**GLIDEWELL
LABORATORIES**





NEW PATIENTS, INC.

Evidence-based dental marketing

New Patients, Inc. keeps expanding. Since 1990, New Patients, Inc. has been creating, deploying and managing marketing budgets for hundreds of dental practices in five countries.

As a result, it has amassed a huge library of market-tested advertising that communicates the benefits of today's dentistry *without relying solely on price incentives.*

NPI founder and CEO Howie Horrocks says, "We've seen it happen over and over. Dentists will fall into the trap of trying to compete against what they perceive as 'corporate dentistry.' It's a trap because they get drawn into competing on price. Corporations have far larger marketing budgets and therefore have already won that battle."

The answer, according to NPI President Mark Dilatush, is to stop competing on price and instead focus on promoting the benefits of modern dentistry.

"Our result-tracking and independent consumer research has made it clear; the dental market is split in half," he says. "Health care decision-makers are overwhelmingly female. About half of them would never choose a health-care provider for their family based *primarily* on price. The other half will. We focus our client's advertising on the top half. Corporate dentistry tends to focus on the bottom half."

"More than half the battle in marketing is content," says Horrocks.

"What are you going to say to your target market? How do you most effectively reach them?"



DENTAL WEB CONTENT

A Division of New Patients, Inc.

Growth fuels innovation

NPI has experienced strong growth over the last two decades. As demand for its services grew, dentists demanded one company to handle all of their marketing needs. There is nothing worth doing—online or offline—that NPI doesn't build, deploy, and manage for its clients.

"We are a full-service marketing agency for dentists," says Horrocks. "But we realized not every practice needs or wants an agency to do all of their marketing for them. Maybe they don't have the budget for that. Maybe all they need is content for their Facebook page, or just a postcard mailing or a single-topic webpage."

As a result, an NPI expansion was necessary—essentially a whole new division to deliver tested and successful marketing content to dentists in an efficient and affordable manner.

This led to the development of Dental Web Content.

What is Dental Web Content?

"Simply put, DWC is a subscription-based online service allowing dentists to access and use a vast library of content so they can attract high-quality new patients into their practices. You can think of it as an Amazon.com for dental marketing content," says Dilatush.

The content library includes: print ads, social media content, flyers, animated web videos, radio spots, blog content, email promotions, video scripts, on-hold scripts, office brochures, press releases, newspaper articles, single-topic webpages, emails and letters to the patient base, social media postings and articles, PPC campaigns and more.

The content covers all dental-related services, amenities, technologies, conveniences and public-relations assets.



Horrocks gives an example: "Say you want to promote your new soft-tissue laser for periodontal treatment. You might need some social media postings about it; you may need an electronic or print communication to the patient base. You might also want animated videos for your website, maybe even a print ad or press release or postcard mailing on the subject. It's all right there in Dental Web Content."

Dilatush adds, "If the piece needs customizing, we will do that for you, or in some cases it is easy for you to do. If you need printing and/or mailing services, our vendor is connected to the



"Our content has undergone 26 years of field testing," notes Dilatush. "Using already-successful content is better than 'trying this, trying that.'"

customers of DWC. In short, just about anything you might need to promote the benefits of your practice to your demographic is all available to you in DWC."

NPI + Dental Web Content = dentistry wins

Horrocks and Dilatush maintain that using Dental Web Content is fast, easy and very affordable for any dental practice.

"Our content has undergone 26 years of field testing," notes Dilatush. "Using already-successful content is better than 'trying this, trying that.' You don't have to create a concept, storyboard it, write it, review it, proofread, then test it. We've already done the hard work for you."



For more information, call NPI at (866) 336-8237 and Dental Web Content at (855) 578-6516, or visit newpatientsinc.com and dentalwebcontent.com.



NEW PATIENTS INC.

The Marketing Firm Exclusively
for Dentists



A-DEC

A-dec 500 dental chair: a proven solution

Superior performance. Unmatched access. No compromises. The A-dec 500 dental chair was designed to help patients rest comfortably, and doctors maintain a healthy working position—legs under the patient, elbows at sides. And with sleeker upholstery, the A-dec 500 is more compact than ever.



Exceptional dental-team access

An ultra-thin flexing backrest leaves room for the doctor to tuck his or her knees under the chair, maintaining a healthy, natural posture. A 60-degree swivel with brake allows 30-degree rotation on each side of center to get even better ergonomic access to the oral cavity (and makes it easy for the patient to enter and exit the chair).

The delivery system also accommodates both sides of the chair, easily gliding and rotating up and down for precise placement. With the patient comfortably in place, the chair's adjustable height range from a low base point of 13.5 inches (343mm) to 31.5 inches (800mm) accommodates dental team members of all heights.

Ultimate patient comfort

Through the science of pressure mapping, A-dec engineers reduced pressure points and streamlined support across the entire chair for ultimate patient comfort. Even with a thickness of less than 1 inch (25mm) in some areas, the cushioning delivers support across the patient's entire body. Plush luxury memory foam covers the back and headrest, adding to the experience.

Since motion is just as critical to patient comfort, A-dec synchronized the movement of the chair with the anatomy and movement of the patient. A virtual pivot, for example, keeps the patient from having to readjust when the chair seat and back are in motion, while an innovative headrest glides with the patient as the chair back is raised or lowered. Combine these with a hydraulic lift system that enables gentle starts and stops, and you have a dental chair that offers one of the smoothest rides ever created in patient seating.

Made for the life of the practice

A-dec is known for creating innovative, feature-rich products that are intuitive for the dental staff. That means innovative, USA-made and engineered components that use fewer parts, which leads to fewer service calls and less downtime.

A-dec 500 is built to last, backed by a 5-year warranty, and proven reliable. ■



For more information about the A-dec 500 Dental Chair and other A-dec solutions, call (800) 547-1883 or visit a-dec.com.

a dec
reliablecreativesolutions™



ANUTRA MEDICAL

Revolutionizing local anesthetic delivery

For over a century, clinicians have gone to mind-numbing lengths to identify a way to anesthetize their patients. From whiskey to cocaine, Novocaine to lidocaine, medicine has tried everything.

The biggest pain point in dentistry, for both patients and practitioners, is the same—the local anesthetic. Patients will avoid the dentist altogether because of the pain of the shot and the long wait times in the chair. Local anesthetic is also a pain for the office staff as it's the reason for inefficient scheduling. It is the one thing that can throw off your whole day: a single patient who won't get numb. It is what makes accepting emergency patients challenging and what makes moving a patient from hygiene to restorative in the same day next to impossible.

Anutra Local Anesthetic Delivery System

Buffered anesthetic eliminates all of those pain points. Anutra Medical has created a revolutionary way to simply buffer local anesthetic. The Anutra Local Anesthetic Delivery System leverages a closed-mixing dispenser and an intricately engineered, precision mixing cassette. Using Anutra to buffer truly revolutionizes the patient experience and transforms a practitioner's efficiency.

Time savings—even on those hard-to-numb patients

Buffering is a process that neutralizes bases and acids. Lidocaine is extremely acidic. In fact, it is more acidic than citric acid. No wonder it hurts! By adding a precise amount of sodium bicarbonate to lidocaine, lidocaine's pH is raised to the body's pH. When this happens, the anesthetic crosses the nerve membrane more readily, thus reducing the time it takes for a patient to get numb.

With Anutra, patients get numb in two minutes or less, even on nerve blocks. Additionally, buffered lidocaine is more reliable than your traditional anesthetic. This means those hard-to-numb patients have a 95 percent chance of reaching pulpal anesthesia the first time, without the need to reinject.



Pain reduction

Not only is it better for practitioners—buffered anesthetic is also great for patients. In fact, it is one shot that patients love. By buffering, we are reducing the acid in local anesthetic, thus making the injection virtually painless. Additionally, the process of buffering sodium bicarbonate with lidocaine creates a CO₂-rich solution. When dripped on the tissue prior to injection, the solution also acts as a profound topical.

The Anutra Syringe

Have you ever wondered why the dental industry is the last industry to use that stainless steel syringe and 1.8 mL carpule? Anutra has solved that problem with the first and only-known FDA-approved feedback aspiration syringe that can hold multiple doses. Dentists are no longer limited to a fixed amount of anesthetic. They can get anywhere from the equivalent of half a carpule to three carpules in a single Anutra Syringe. This reduces the potential of needle sticks, as well as reduces patient anxiety that was traditionally fostered by constantly coming in and out of the mouth while switching carpules.

Anutra has truly revolutionized local anesthetic delivery. What are you waiting for? Enhance your workflow and your patient experience today! ■



For more information, call
(844) 268-8721 or visit
anutramedical.com.





CARECREDIT

Making care possible ... today.

For nearly 30 years, the CareCredit health care credit card has helped patients get the care they want and need. Today, CareCredit is accepted at more than 195,000 locations, including more than 100,000 dental practices, and is used by patients an average of 38,000 times a day.

Often patients who have an out-of-pocket investment appreciate being able to use special financing to conveniently pay over time and get the care they need and want without delay. Many people also may like having a financial resource they can use for their family's dental-care needs as credit becomes available.

Top of the charts

According to a recent survey, 95 percent of patients with CareCredit rated it as a "good," "very good," or "excellent" value. In addition, 66 percent indicated they are "likely" or "very likely" to use their CareCredit card again.*

And now, letting patients know that you accept the CareCredit credit card as a financing solution is even easier. Introducing CareCredit Direct, the next generation of the patient financing experience. CareCredit Direct is an all-in-one digital financing experience that allows your patients to directly apply for CareCredit through a self-guided, user-friendly interface on their own, right there in your practice.



Incorporating it into the office

CareCredit Direct can be installed on any patient-dedicated tablet or PC that has an internet connection. Patients can learn about CareCredit, calculate estimated payments, apply directly and receive a credit decision in seconds for their care. It's the patient financing experience designed for today's digitally driven, on-demand world, and it can save your team time since they no longer need to collect the patient's information and communicate credit decisions. ■

*Cardholder Engagement Study, Q2 2015, conducted for CareCredit by Chadwick Martin Bailey.



For more information on how you can include this turnkey digital financing experience in your practice and to get connected to even more ways to make the financial conversation easier, contact your CareCredit Practice Development Team. Call (800) 859-9975, option 1, then 6. Have yet to add CareCredit as a financing solution? Get started today by calling (800) 300-3046.



CareCredit®
Making care possible...today.



DENMAT

Superpower...unplugged

DenMat has launched its newest addition to the PeriOptix line of magnification products, the Firefly Cordless Headlight System. The Firefly is the first cordless headlight system designed to fit on existing loupes, allowing users the freedom to focus on what matters most—their patients.

Since its founding in 1999, PeriOptix has introduced numerous innovations and cutting-edge products. PeriOptix was the first loupe company to offer a portable LED-based headlight source, a unique locking mechanism to maintain loupe alignment, and multiple unique designer frame styles. Now, the first PeriOptix product from DenMat, the Firefly, is shaping up to be another promising new product to add to this list.



A universal problem—a unique solution

Before Firefly's release, DenMat had great success selling award-winning LED headlights to customers around the globe. Despite this success, it was clear there was a better solution than using clunky battery packs and cables to supply power.

Cables can frequently become caught on the clinician or on furniture and get extended, yanked, pulled, stripped and frayed, leading to inconvenience for the user and eventual product damage. Also, the cable can be flat-out annoying! There had to be a more elegant solution to this problem without compromising the positive attributes of previous headlights like power, weight and run time.

In 2014, DenMat began to work on a collaborative development project aimed at designing and delivering a cordless headlight system that would be specific to and optimized for dental professionals. The main areas of consideration that went into the product's design and engineering were weight, brightness, and run time. These three features are extremely interdependent, and the slightest change in any one feature drastically affects the other two.



Using a custom-designed, high-end lens, extremely powerful diodes, and the latest developments in lithium-ion battery technology, DenMat was able to deliver the optimal combination of all three features.

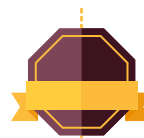
The Firefly Cordless Headlight System includes:

- Weight less than 28 grams per light pod
- Light output capable of reaching 32k lux at 14 inches
- Battery life of more than 2.5 hours

Ultimate performance, ultimate portability, ultimate freedom

The Firefly attaches magnetically, allowing it to be easily removed from loupes and placed onto the charging station without unhooking or unscrewing anything. The aluminum housing keeps the unit from overheating while also allowing for easy clean-up with a simple disinfectant wipe. Each Firefly unit comes with two light pods so you never need to worry about running out of light halfway through your day.

Since the Firefly's launch in November, there has been extremely positive customer feedback. Nothing on the market compares or comes close to the elegance, the ergonomics and the performance the Firefly has to offer. ■



For more information or to schedule an appointment with a DenMat representative, call (800) 4DENMAT (800-433-6628) or go to denmat.com.





DENTSPLY SIRONA

Schick 33

Dentsply Sirona's Schick 33 is redefining digital dental diagnostics by combining the industry's highest theoretical resolution (33 line pairs/mm) and powerful enhancement software in one easy-to-use system.

For practices contemplating the switch to digital intraoral radiography or those already experiencing the benefits, here are some of the biggest advantages of using a Schick digital system.

Improved diagnostics

Schick 33's unsurpassed image quality and controls make diagnosing and explaining problematic areas to patients a much simpler task so they feel more confident about making the right treatment decisions. This intraoral sensor brings an unprecedented level of clarity, sharpness and detail to digital radiography.

Paired with a powerful image-enhancement system, Schick 33 can help take diagnostics to an unprecedented level of personalization and control. You can view images from a variety of specific clinical perspectives: general dentistry, endodontics, periodontics and restorative dentistry.

A dynamic image enhancer lets you quickly and easily adjust image contrast and sharpness with simple preset buttons, based on specific diagnostic needs and personal preference.

Schick 33's image quality features bold bone trabeculation, crisp lamina dura, and a clear, clean DEJ.

Enhanced practice lifestyle

Schick 33's image enhancement system allows users to create, edit and save personal settings to ensure that clinicians and practices have instant access to the appropriate settings. With options to save and view, store and share high-quality images as JPEGs, ZIP files or postcards, clinicians can provide information to colleagues and insurers in whatever format is preferred.



Modularity

Schick 33 is built on a modular platform with choices of sensor size, cable lengths, connectivity options and positioning systems. All of the Schick 33's platform components are designed for compatibility and easy integration with industry-standard technologies, including CDR DICOM, SIDEXIS and EagleSoft. This enables you to keep up with changing requirements as they arise without having to change your entire system, protecting your investment for years to come.

Service and support

Product reliability is critical to keeping a dental practice running at top efficiency. Sirona Dental's Research & Development teams have worked tirelessly to deliver digital sensor technology that provides proven performance and usability.

Through Sirona's exclusive partnership with Patterson Dental, Schick 33 users have access to Patterson's advanced technical support infrastructure. Starting with installation, Patterson experts are available through the training process and long after a system is up and running. With 75 local

U.S. branches, staffed by highly-trained, knowledgeable technicians, support is never far away.

Schick also offers a comprehensive warranty program and highly customized in-office training from local, certified technology advisors across the United States. ■



For more information,
visit godigital.schickbysirona.com.

schick
by **sirona**



DENTSPLY SIRONA RESTORATIVE

The Dentsply Sirona Restorative (r)evolution!

Levin D. Caulk, a Delaware dentist who gained popularity for the dental products he designed and manufactured, started the LD Caulk Company in 1877. LD Caulk became a global force in restorative dentistry, with many “firsts” over the years. The company became part of the Dentsply International team in 1963, and continued to provide clinically effective product solutions to the dental industry. The team is now known as the restorative division of Dentsply Sirona, with the continued mission of providing clinical solutions that provide excellent patient outcomes and practice efficiency.

As the restorative categories and products have evolved in complexity, the Dentsply Sirona Restorative team has continued to search for ways to simplify your practice and your procedures. By understanding the key issues that impact your profitability



and patient satisfaction, the company is able to provide unique solutions that give you predictability in your most common restorative procedures.

The cost of crowns

Did you know that 48 percent of your office's restorative revenue can be attributed to single-unit crown restorations?¹ Did you also know that repairs and remakes of provisional crowns can cost you \$900 or more per month in lost production?¹ The single-unit crown procedure can get complicated—but it doesn't have to be. The Dentsply Sirona Restorative Single Unit Crown Total Practice Solution provides the products and education to ensure enhanced procedure reliability and restoration longevity.

The importance of Class II restorations

Class II restorations are more important to your practice than you might think. In fact, they account for almost half of



all direct restorations, and having to redo a failed Class II restoration can cost you \$292.¹ It doesn't take too many of these to negatively impact your office revenue. However, the Dentsply Sirona Restorative team has a unique, comprehensive Class II approach for your practice, with products that are designed to maximize successful outcomes and reduce inefficiencies.

With so many patient variables and technique decision points in your most common restorative procedures, it's essential that all of your practice's staff members continue to expand their knowledge. Dentsply Sirona is committed to supporting continuing education and technique development in your practice. From the company's customer service to its expert clinicians and restorative specialists, Dentsply Sirona is focused on servicing your practice and helping it succeed, just as the company has for the past 139 years. Dentsply Sirona continues to focus its efforts on providing solutions that will give you optimal procedure outcomes and patient satisfaction. ■

1. Data on File



For more information, visit
singleunitrestorations.com and
class2restorations.com.

**Dentsply
Sirona**



DRYSHIELD

Transform your practice

"I can't imagine someone not having a DryShield, just like not having a high-speed handpiece. What are you doing?"
—Dr. Samuel Yee, DDS

It's 2016, and it's time that technology serves dentists, rather than the other way around. Modern dentists want flexibility and efficiency, and the ability to chart their own lives and craft their desired lifestyles.

DryShield solves the isolation headache—finally

DryShield was designed by a practicing dentist to solve a problem he and his colleagues faced—the need for an all-in-one



isolation device that was autoclavable, comfortable and simple to use. DryShield performs the tasks of the multitude of tools most dentists currently juggle—high-suction evacuators, cotton rolls, bite blocks, and rubber dams.

How DryShield is designed for dentists by a dentist

The patented, autoclavable DryShield mouthpieces are made of a soft, flexible silicone that contours comfortably to a patient's mouth. It is available in four sizes to accommodate every patient, including children, and is designed to hold the tongue back while retracting the cheek to improve visibility and provide trauma protection. The sides create a safety seal with the palate and floor of the mouth to protect the airway from debris.

Each DryShield mouthpiece size features a matching interchangeable bite block, giving the patient a firm place to rest while letting the dentist customize for all mouths. Insertion is simple too—just fold, insert and adapt the mouthpiece to the mouth. Patients love DryShield because it efficiently removes water, saliva and debris from the mouth, and they get to go home sooner.



Imagine how your practice would transform with isolation in seconds

Imagine excellent isolation within seconds, so you can immediately focus on what you do best. It can be hard to imagine after all those cotton rolls and dry angles. The oral cavity presents so many challenges—the battle with the fighting tongue, staying clear of the tissues, managing the saliva and water, all the while maintaining the patient experience. We know how exhausting the never-ending battle can be. DryShield changes everything—it installs in seconds, inserts in seconds, and keeps the area dry and visible. Many of our customers, like Dr. Yee, have told us that it has transformed how they practice dentistry.

Dentists love DryShield

DryShield puts you back in control, allows you to run your schedule more efficiently, and lets you rediscover your love of dentistry again. Our customers are enjoying the two-quadrant dentistry and report a 20–30 percent reduction in chair time per procedure. Many are using DryShield on virtually every procedure, including cleanings, sealants, fillings, crowns, bridges, implants and extractions.

Associates can't live without DryShield and are taking the portable system from office to office. DryShield gives you back more of your time—to see more patients, do better dentistry, run stress-free operations on time, spend time with your family, or just enjoy being a dentist again. What would you do with that extra hour and a half every day? ■



See what the excitement is about—watch testimonials and read reviews at dryshield.com or call (888) DRY-0300.





ISOLITE SYSTEMS

Dental isolation technology

When asked about the biggest challenge of any dental procedure, there is one resounding answer on which many clinicians agree—the tongue. It pushes against your instruments, compromises the prepared area by pushing in saliva and debris, and invades your workspace at the most critical of times. Cotton rolls and rubber dams can't contain it, and assistants can't control it. The tongue is an interference that, put simply, makes dentistry harder.

Isolite Systems is here to help you take back the oral environment from the tongue. Our dental isolation technology delivers an isolated working field as dry as the rubber dam, but with better visibility, dual-quadrant access, and superior patient safety and comfort—all while retracting the tongue, keeping it securely out of your way and out of the working area. How? The secret is in the mouthpieces.

Comfort, safety and ease

Isolite mouthpieces have been designed to give clinicians full access to the workspace and give patients comfort and safety during any dental procedure. Made from semitransparent material that is softer than gingival tissue, hypoallergenic, and BPA- and phthalate-free, the economical, single-use mouthpieces ensure no cross-contamination. This gives your patients peace of mind, knowing what is being used on them is just for them.

The integrated bite block provides relief from jaw strain, gently holding the mouth open, which allows your patients to remain relaxed and cooperative throughout a procedure. Clinicians experience less stress, knowing the tongue is tucked behind the tongue guard, and patients experience enhanced safety, knowing their throat and airway are protected.

Available in multiple sizes to fit every patient, Isolite mouthpieces eliminate the constant fighting of the tongue and give you the access you want and need, all while providing a more enjoyable dental experience.

Because of growing demand for consistent clinical results for every dental procedure, Isolite Systems recently introduced Isolite



Sterile Mouthpieces. You can now enjoy benefits and functionality for implants, bone grafting and other surgical procedures for which a sterile field is required.

How mouthpieces work

To get started, Isolite Systems offers three options for adding oral control into your operatories:

- Isolite, illuminated dental isolation system
- Isodry, non-illuminated dental isolation system
- Isovac, dental isolation adapter.

Designed to be fully compatible, the Isolite mouthpieces quickly and easily attach to the Isolite, Isodry or Isovac, providing continuous hands-free suction for control of oral humidity, moisture and debris. You can control how much or how little suction is administered with the dual ergonomic control levers, providing precisely the suction you need in both the upper and lower quadrants. Isolite's

isolation systems create a positive experience—your patient no longer has the sensation of drowning in saliva or water during a procedure, all while you reduce airborne aerosols and spatter.

Honored with 11 consecutive Townie Choice Awards, Isolite Systems is the most trusted dental isolation system used by Townies. Isolite continues to make advancements in its products and technologies in an effort to make dentistry easier and more enjoyable, while helping you fight the tongue and take back the oral environment. ■



For more information about Isolite mouthpieces, visit isolitesystems.com.

isolite SYSTEMS

Better Isolation = Better Dentistry®



IVOCLAR VIVADENT

Lifelike aesthetics in an efficient procedure

Tetric EvoFlow Bulk Fill is an innovative, high-performance posterior flowable composite that's ideal for use as the initial layer in a Class I or Class II restoration.

Tetric EvoFlow Bulk Fill is a nano-hybrid composite indicated for use as a volume replacement base/liner material in direct posterior composite restorations. It can be placed in increments up to 4mm, self-adapts to preparation walls and opacifies during light-polymerization. It is the perfect complement to the successful Tetric EvoCeram Bulk Fill, or any sculptable resin composite used as the final occlusal layer. By launching this new product, Ivoclar Vivadent becomes one of the only dental manufacturers to offer a complete, high-performance posterior composite solution.

No compromise

Ivoclar Vivadent had both the dentist and the patient in mind when it developed Tetric EvoFlow Bulk Fill. While some materials self-level and others claim to have better adaptation due to special placement protocols, they tend to give something up in the process. That may be aesthetics, due to higher levels of translucency, or it may be the increased risk of secondary caries, due to a lack of polishability—which may lead to plaque/bacteria formation on the surface.

Tetric EvoFlow Bulk Fill offers a combination of attributes that sets it apart, because there is no compromise when it comes to using this flowable composite as the initial layer in a Class I or Class II restoration.

The science behind natural aesthetics

Tetric EvoFlow Bulk Fill is available in three shades, reducing inventory levels in the practice while still matching the tooth structure of the vast majority of patients. IVA (Ivoclar Vivadent A) is a “universal A” shade that falls between A2 and A3. IVB is a “universal B” shade that falls between B1 and B2. IVW is a medium bleach



THE SCIENCE WITHIN TETRIC EVOFLOW BULK FILL

FEATURE	BENEFIT
Self-adapting technology	Adapts without instrumentation to the prep to eliminate gaps or voids Provides a level base for the subsequent occlusal composite layer
Opacifies during curing	The ONLY composite that starts at 28 percent translucency and cures to a dentin-like opacity of <10 percent Matches opacity of natural dentin, making restorations more lifelike and aesthetic Masks minor staining
Low shrinkage stress	A patented isofiller lowers the level of shrinkage stress, resulting in a tight marginal seal
Ivocerin (light-initiator)	Ensures a complete depth of cure up to 4mm in just one 10-second curing cycle (curing-light intensity 1,000 mW/cm ²) Eliminates the need to place multiple layers due to increased depth of cure Photo initiator developed for bulk-fill technology; other bulk fills use 40-year-old technology to ensure their depth of cure
Refractive index technology	Filler particles match the matrix, allowing light to pass through the restoration unhindered. This results in an aesthetic advantage commonly referred to as the “chameleon effect.”

shade ideal for treating deciduous teeth or patients who whiten. Ivoclar Vivadent incorporates refractive index technology, so there is a real science behind the product's chameleon effect.

With 75 percent of dentists using a flowable composite to line Class I and II restorations, it simply makes sense to use Tetric EvoFlow Bulk Fill for that indication. It not only makes the procedure more productive, but the opacity shift to mimic dentin also enhances the aesthetics of the restoration in the process. Simple, predictable, dependable and aesthetic—with added efficiency to enhance your dental practice—Tetric EvoFlow Bulk Fill can add ease and excellent results to your restorations. ■



For more information, call
(800) 533-6825 or visit
ivoclarvivadent.com.

**ivoclar
vivadent**
passion vision innovation



KEATING DENTAL ARTS

Creating smiles every day

A Townie favorite, Keating Dental Arts (KDA) has been voted one of the best full-service laboratories in the Townie Choice Awards, year after year. The Keating family has built their business on delivering value through outstanding products and services to all their Townie clients.

"We know your time is valuable," says Shaun Keating, CDT, Keating Dental Arts president. "Our clients know we'll provide them with five-star service, and consistently deliver appointments with minimal adjustments on their crowns and bridge cases."

KDZ Bruxer Aesthetic

In keeping with KDA's commitment to provide its clients with the latest in restorative technology, Keating introduced the latest in advanced, high-translucency monolithic zirconia crowns for the anterior—KDZ Bruxer Aesthetic, new to the KDZ Bruxer family. This highly aesthetic restorative material is designed specifically for the anterior region of the mouth. Exhibiting an average flexural strength of 650 MPa, it incorporates high translucency and color that matches natural dentition.

The KDZ Bruxer Aesthetic is a strong, aesthetic solution for all of your anterior cases. It is kind to the opposing dentition and requires less reduction than other all-ceramic materials.

Translucent like lithium disilicate; strong like zirconia

The KDZ Bruxer Aesthetic zirconia crown meets and exceeds the predefined criteria as specified in ISO 6872 strength requirements, making this material 60 percent stronger than lithium disilicate (400 MPa) materials. This highly biocompatible material reaches 49 percent translucency at the sintering temperature of 1450° C.

It is ideal for:

- Anterior and premolar crowns
- Three-unit anterior bridges with one pontic
- A more conservative preparation than lithium disilicate: 0.8mm required, but 1.25mm is ideal



Your new dental resource—Dental Up

Keating Dental Arts has formed an alliance with Dr. David Hornbrook to provide you with the latest educational information through video vignettes, podcasts and blogs for the dental industry.

Shaun Keating is the driving force behind this new concept. As a part of KDA's commitment to providing its clients with the best resources, Mr. Keating has incorporated a "one-stop" media source site that covers topics from chairside products and services to restorative materials.

This new source is Dental Up. Need to know how to block out a dark tooth? Want to catch a quick tip on intraoral photography? Which cement is best for zirconia restorations? See over 135 videos on today's latest materials and techniques. Experience it all free of charge at dentalup.xyz.

Partner with KDA

Today's clinician needs support, service and great products that deliver. KDA has built a reputation delivering on that commitment time and time again.

KDA offers:

- A signature approach—seven-step quality assurance protocol
- Proactive communication and live 24/7 customer portal
- Five days or less fabrication turnaround time on crowns and bridge cases
- No outsourcing or offshoring—all cases are fabricated at KDA in Irvine, California.

KDA stands ready to help you meet the restorative needs of your practice with exceptionally value-priced materials, and invites you to experience the difference. ■



For more information, call
(800) 433-9833 or visit
keatingdentalarts.com.





LSK121 ORAL PROSTHETICS

Chairside Shade Guide System

The Chairside Shade Guide (CSG) system is a revolutionary new level of excellence in the art and practice of cosmetic shade matching and communication. CSG is a system of porcelain shade tabs that provides doctors with an adequate set of tools to properly record and succinctly communicate tooth shade and characteristic information with laboratories.

By utilizing the revolutionary new CSG system, doctors have the ability to record and communicate tooth shade, contour, transparency, translucency, mamelon, prep color, gum color and many other detailed tooth characteristics. This information is communicated using a numbered tab format similar to existing systems that doctors are already familiar with. The additional capabilities provided by the system effectively close the communication gap that exists between doctors and laboratories when using traditional shade systems.



More than a shade better

CSG shade tabs are made of beautiful, lifelike porcelain ceramic and are designed to closely mimic the shades and characteristics of natural teeth. Unlike traditional shade systems, CSG ceramic shade tabs are handcrafted utilizing the same techniques that will be used in fabricating restorations. Therefore, CSG tabs are true representations of natural teeth and the restorations that the laboratory makes. This eliminates the information gap left by traditional shade tabs that requires laboratory technicians to guess the characteristics needed to add realism to their fabrications.

The CSG system utilizes a broader range of porcelain colors, giving doctors more shade options to choose from when matching patients' teeth. This expanded color palette is not a part of traditional shade tab systems.



It's about time

The CSG system is designed around the changes that occur in teeth over time. As we age, dentin and mamelon decrease, affecting the translucency and transparency of teeth. These physical changes alter the overall appearance of natural teeth in ways that opaque, traditional shade tabs do not account for.

The system provides three sets of ceramic tabs to address these changes. CSG 3.0 represents the bright, translucent, high-opacity appearance of younger patients' teeth and contains six additional tabs for cosmetic shade selection. CSG 4.0 represents the 20-30 percent reduction of color in enamel that is typical in middle-aged patients and includes options to communicate lowered enamel, heightened translucency and white calcification that is common in this age group. CSG 5.0 shade tabs are representative of adults in their later years and incorporate heightened transparency and intensified color, utilizing shades of brown, orange, gray and yellow that are typically visible in teeth in this age group.

The system also contains two sets of tabs (6.0 and 7.0) that provide tools to communicate information about gum color, after-prep color, molars, pre-molars and occlusal stain. ■



For more information, visit
chairsideshadeguide.com.





NUSMILE

Smiles ahead

It was no surprise when NuSmile, the global leader in aesthetic pediatric crowns for the past 25 years, was the winner of the inaugural Townie Choice Award for Pre-Formed Primary Esthetic Crowns in 2015. As the category leader, NuSmile has built a rock-solid scientific foundation supporting its state-of-the-art lines of both NuSmile ZR Zirconia and NuSmile Signature pre-veneered aesthetic pediatric crowns.

NuSmile Signature pre-veneered aesthetic crowns are by far the most popular and trusted aesthetic pediatric crowns in history, having been selected for use in more than four million restorations worldwide. The tooth-colored coating of these remarkably durable crowns provides lifelike aesthetics with full-coverage protection, and are far less technique sensitive than composite strip crowns.



The world's most trusted aesthetic pediatric crown

NuSmile Signature crowns provide exceptional ease of use for the dentist and exceptional value for the patient and the patient's parents. In fact, nine out of ten parents say they would choose NuSmile Signature crowns again for their child's next restoration.¹ These crowns are widely covered by Medicaid and insurance plans across the U.S.

When NuSmile decided to also give its customers the option of a preformed zirconia pediatric crown, they were determined to provide a solution that would offer the highest aesthetics and durability. The company also wanted a crown that would be quick and easy to use, and most importantly, would also address the fact that blood and saliva will contaminate any zirconia crown during intraoral trial fitting. Studies have proven that contamination significantly impairs cement-to-crown retention and that simply rinsing the zirconia crown with water, isopropanol or even phosphoric acid after trial fitting is ineffective.²



Beyond innovation, pediatric crown perfection

NuSmile's unique solution: NuSmile ZR Zirconia pediatric crowns have identical matching, reusable, autoclavable, pink try-in crowns included within each crown kit. The try-in crown eliminates the need to place the actual zirconia crown in the mouth prior to cementation, thus preventing saliva/blood contamination. As a result, the first time a NuSmile ZR Zirconia crown enters the patient's mouth is also the last time. The unique try-in crowns are included in NuSmile ZR crown kits at no additional charge.

NuSmile's focus on preventing saliva contamination by offering a complete zirconia system appears to be very well-founded. Eighty percent of pediatric zirconia crown users consider it important to prevent saliva contamination. Additionally, 83 percent of dentists surveyed are interested in a complete restoration system. To provide its customers a "one-stop" complete zirconia solution, the company also offers NuSmile BioCem Universal BioActive Cement as well as burs recommended for tooth preparation and crown adjustment.

Any parent whose child needs one or more teeth restored wants the most aesthetically pleasing outcome possible. With NuSmile, dentists have two great options to choose from, NuSmile ZR Zirconia and NuSmile Signature pre-veneered aesthetic pediatric crowns. ■

References

1. Champagne, DDS / J MacLean, DDS / W Waggoner, DDS, MS University of Nevada School of Medicine, *Pediatric Dentistry* V 29/#6, Nov./Dec. 2007
2. Kern et al., *Influence of saliva contamination on zirconia ceramic bonding*, *Dental Materials* 24, 508-513 (2008).



For more information, visit
nusmile.com.





PLANMECA USA

ProMax 3D Mid: All-in-one 2-D/3-D imaging unit

The Planmeca ProMax 3D Mid imaging unit is your complete CBCT (cone-beam computed tomography) unit featuring 3-D imaging, optional 3-D photo, digital 2-D panoramic and cephalometry, all in the same unit. This combination makes the Planmeca ProMax 3D Mid, with Planmeca's proprietary Ultra-Low Dose protocol, ideal for clinicians who require flexibility, want a safer alternative for their patients, and are looking to "step up" and improve their return on investment.

Diagnostic freedom

The Planmeca ProMax 3D Mid offers a multitude of diagnostic options for implantology, endodontics, periodontics, orthodontics, maxillofacial surgery, TMJ and other clinical needs.

Volume is up—doses are down

The Planmeca ProMax 3D Mid provides volume sizes for most clinical applications, giving the clinician the ability to adjust the volume and position based on region of interest. Optimized imaging modes provide flexibility and may enhance patient care.

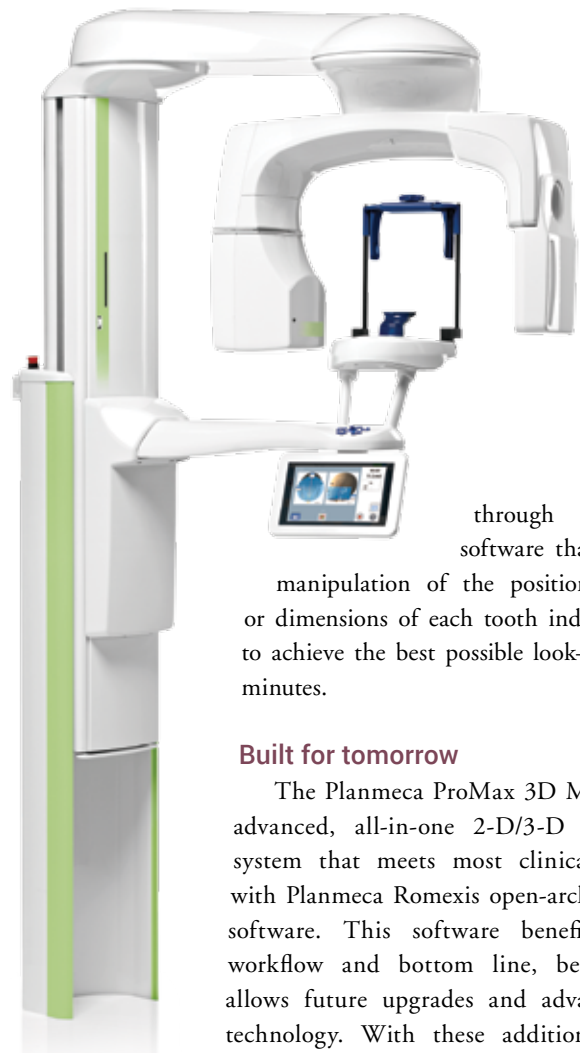
The Ultra-Low Dose protocol for Planmeca's ProMax 3D devices achieves an average 77 percent reduction in radiation dose compared with standard imaging protocols, without compromising image quality.* This allows for greater patient safety.

Planmeca Romexis changes the game

One of the many reasons to add a Planmeca ProMax 3D Mid to your practice is Planmeca's Romexis software. Compatible with Apple Mac OS and Microsoft Windows, Planmeca Romexis allows Planmeca products to sync seamlessly at your clinic.

Additional benefits of the Planmeca Romexis software suite include mRomexis for iOS and Android mobile operating systems, which allow remote access to patient data.

Romexis Smile Design does just that: It designs better smiles



through design software that allows manipulation of the position, shape or dimensions of each tooth individually to achieve the best possible look—in just minutes.

Built for tomorrow

The Planmeca ProMax 3D Mid is an advanced, all-in-one 2-D/3-D imaging system that meets most clinical needs with Planmeca Romexis open-architecture software. This software benefits your workflow and bottom line, because it allows future upgrades and advances in technology. With these additions, your ProMax 3D Mid unit will continue to be one of the most productive parts of your practice for years to come. ■

*According to "Dosimetry of Orthodontic Diagnostic FOVs Using Low Dose CBCT Protocol" by JB Ludlow and J Koivisto. For a copy of this study, contact Planmeca USA.



For more information on the Planmeca ProMax 3D Mid and other Planmeca solutions, call (855) 245-2908 or visit planmeca.com.

PLANMECA



THE SCHEDULING INSTITUTE

Customized training to leverage new-patient growth

Would you like to work less, make more money, and have more fun practicing dentistry than ever before? It might sound far-fetched, but with a steady stream of new patients coming into your practice, these results are actually well within reach—just ask one of the thousands of doctors working with Jay Geier and the Scheduling Institute.



Over the last 30 years, Geier, founder and president of the Scheduling Institute, has been helping practices worldwide with a simple money-back guarantee: The Scheduling Institute will show you how to increase your new patients by 10-40 percent in less than 90 days without additional marketing spend.

How? By implementing the New Patient Generation and Practice Expansion Program that Geier created more than 30 years ago—the first program of its kind.

An innovative solution

While working for an Atlanta-based practice, Geier discovered the one area that was completely overlooked in the new-patient attraction process. His innovative patient program provided the solution to this problem, and to this day it is one of the most widely recommended and highest-performing new-patient generation programs in the industry.

Today there are plenty of copycat companies that have tried to replicate Geier's program, but none of them come close to producing the extraordinary results of dentistry's original New Patient Generation Program. Geier and the Scheduling Institute protect their formula for attracting new patients, which involves leveraging dentists' teams to achieve new-patient growth that ultimately catapults a practice to record-breaking highs in every area—far beyond just new patients. This is why Dentaltown and Orthotown Townies around the world have awarded the Scheduling Institute nine Townie Choice Awards in the last six years.



And worldwide reach

The Scheduling Institute employs 60 dedicated certified training specialists who are knowledgeable about practice growth. These trainers travel the world, transforming practices all across North America, and as far away as Latvia and New Zealand. To date, these specialists have trained in more than 13,000 offices, averaging more than 350 trainings a month.

The training specialists play a vital role in the success of the program. They are experts at educating, engaging and focusing the dental team on the value of new patients and how to produce bigger and better results. This takes the work off the doctor and puts it on the staff to execute, with an expert guiding them every step of the way. It's a true done-for-you solution that's already been tested and proven to be successful by more than 10,000 other offices.

Join the thousands of dentists who have already doubled, tripled or quadrupled their new patients using the Scheduling Institute's New Patient Generation Program. ■



Find out more and request a free CD revealing Jay Geier's New Patient Generation strategy by calling (855) 314-1344 or visiting schedulinginstitute.com/dentaltown.

**SCHEDULING
INSTITUTE**





SOLUTIONREACH

Deliver the right message to the right patient
at the right time

Every dentist knows the truth about a patient missing an appointment: not only is it impacting that patient's health, but it's also impacting your bottom line. According to some estimates, the figure could be as much as \$150,000 a year per practice. Multipractice and specialty practices could see even higher losses as a result of patients who fail to show. One estimate places the cost at \$150 per appointment, while another finds the cost in labor, time, and resources at nearly \$10,000 a year. These costs are enough to place newer or smaller practices in financial jeopardy.

Don't let them get away

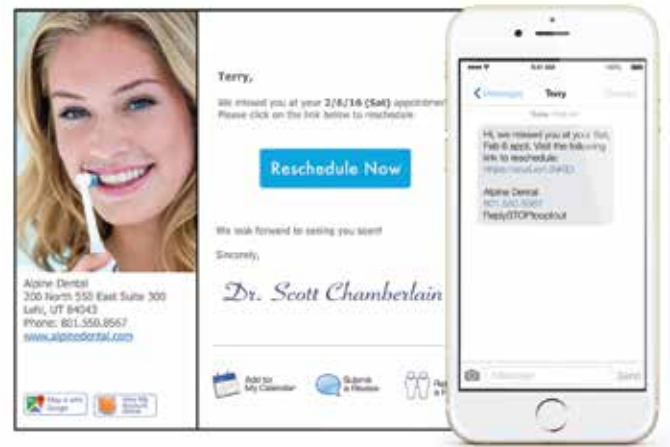
This is clearly a significant problem, and many providers have simply shrugged their shoulders and tried to accept it as a cost of doing business. But what if you could recoup a significant portion of these losses without adding staff or putting added responsibility on existing staff?

Every year, your staff spends hundreds or even thousands of hours trying to contact patients or remind them of appointments in an effort to keep your patients and schedule on track. These manual reminders are not just time-consuming, but they are only moderately effective.

Using an automated appointment reminder system is significantly more efficient and saves you both time and money. An automated reminder system can reduce no-shows by 40–80 percent, according to research by the *Internet Journal of Healthcare Administration*. Implementing an automated system can save valuable work hours, representing a considerable savings to your practice and ensuring patients are more likely to arrive on time.

Set up new appointments...automatically

In addition to automated appointment reminders, Solutionreach now offers automated missed appointment notifications to help get patients back on track quickly and smoothly. You can now send



no-show patients an automated notification when they miss their appointment. You control what the message will say—whether you want to simply notify patients of their missed appointment, or invite them to reschedule. It's important that patients understand that their missed appointment can impact their health adversely. It's equally important that they understand the impact on your practice.

By notifying patients automatically of their missed appointment, you reinforce the importance of responsibility and the importance of their health. There are any number of reasons why patients miss a scheduled appointment. Using an automated reminder is a convenient and economical means of redirecting patients to take the appropriate action.

By reminding patients to reschedule a missed appointment, or even helping them by providing a "reschedule now" option, you are helping to provide important care to your patients while also ensuring the financial success of your practice. This creates a win-win situation that positively impacts everyone. ■



For more information, call
(866) 605-6867 or visit
solutionreach.com.





TOKUYAMA DENTAL AMERICA

Estelite Sigma Quick—universal composite resin

Finding the perfect shade for every restoration with one composite line doesn't have to be a challenge. Utilizing Tokuyama Dental's proprietary supra-nano spherical filler technology, doctors can use one shade of Estelite Sigma Quick to match with up to ten different tooth shades.

Uniquely shaped fillers for ideal results in any class

Developed by the Tokuyama research and development team in Japan, the supra-nano filler used in Estelite Sigma Quick was the solution to bridge the gap between the microfill and the nanofilled composites.

Supra-nano can be defined as smaller than a micron, but bigger than a nanometer (between 100nm and 1000nm). Each particle is sized at about 0.2 μm (200nm) and 100 percent spherically shaped to achieve the aesthetics of a microfill and the strength of a hybrid.

Recreating nature ... effortlessly

Most microfill and hybrid composites contain particles with a range of shapes and sizes. These particles refract and diffuse light irregularly—thus the shade of the composite is limited to one tooth shade.

In contrast, the rounded surface of Estelite Sigma Quick's spherical particles uniformly refracts and diffuses light. These two properties allow the material to absorb the color of the surrounding dentition and to evenly distribute the color across the tooth surface.

Strength in the round

Everyday wear can take a toll on composite restorations. From brushing habits to eating habits, these daily activities can cause composite fillers to pluck and disintegrate over time, leading to increased shrinkage stress and decreased polish. Due to the rounded shape of its particles, Estelite Sigma Quick surpasses the standards set for composite wear. The uniform shape and size of the particles allows for lower polymerization shrinkage, greater resistance to abrasion, and a lasting polish.

Key indications for Estelite Sigma Quick:

- Anterior and posterior restorations
- Composite veneer
- Diastema closure
- Composite/porcelain repair



Supra-nano sized particles allow for:

- 82 percent filler weight (71 percent volume)
- Low 1.3 percent volumetric shrinkage rate for tougher resistance against marginal leakage.
- Lower shrinkage stress for decreased post-op sensitivity and lasting patient comfort.

The 100 percent spherically shaped particles allow for:

- Low composite wear over time—tighter packability creates a harder surface for better wear resistance
- Exceptional polishability and long-term polish retention—spherical shape of the particles resist plucking
- Uniform diffusion and refraction of light for a superb blend to surrounding teeth
- Creamy, non-stick handling—spherical fillers “roll off” each other for optimal shaping
- Availability in 20 shades—the only restorative resin that can match one composite shade with up to 10 different tooth shades. No need to stock multiple composites for one restoration.

Molecular chemistry at its finest

A proprietary initiator system allows the material to polymerize quickly for:

- Very minimal shade shift over time
- Extreme resistance to slump for accurate anatomical creation

With excellent wear, handling, blendability and polish, Estelite Sigma Quick is the preferred aesthetic choice for the practical doctor. ■



For more information, call
(877) 378-3548 or visit
tokuyama-us.com.





VOCO

Admira Fusion and Admira Fusion x-tra: The world's first all-ceramic-based direct restorative materials

In the modern world of cosmetic and restorative dentistry, the all-ceramic crown restoration is considered the pinnacle of quality as an indirect restoration for strength, aesthetics and longevity.

Today, Voco presents an evolutionary step forward in the realm of direct restorative dental materials with the introduction of Admira Fusion, the world's first all-ceramic-based universal, direct restorative material.

A product of research

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.

Nano-hybrid technology was first introduced to the dental industry in 2003, when Voco successfully launched Grandio, the world's first nano-hybrid composite. Ormocer technology,



developed by the Fraunhofer Institute for Silicate Research ISC, has been embraced and implemented by many other industries with much success for its beneficial optical properties, scratch resistance, antistatic and antimicrobial behaviors. These benefits have created new levels of quality for industries utilizing medical technologies, electronics, optics, sensors and surface refinements.

Today, Voco has brought these two successful technologies together as a nano-ormocer in Admira Fusion to create new levels of quality within the dental industry. Admira Fusion's chemical 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 remarkable advantages that include 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.

Further physical properties enhanced by Voco's nano-ormocer technology include extremely high color stability, elevated aesthetics in translucency and opacity that allow it to adapt and blend well to surrounding tooth structure, and high surface hardness and edge strength.



Excellent biocompatibility

The ormocers used in the manufacturing of Admira Fusion make it highly biocompatible, as it contains none of today's classic monomers (e.g., BisGMA [BPA], TEGDMA, UDMA). The light-curing, radiopaque Admira Fusion has an 84 percent (by weight) inorganic filler content, giving it excellent wear resistance. When combined with Admira Fusion's particularly high color stability, this allows for its universal use, meeting the highest demands in both the anterior and posterior regions. This very homogeneous material offers outstanding non-sticky handling and is compatible with all conventional bonding materials.

Further value is realized with Voco's ISO-pak packaging of Admira Fusion capsules that offers airtight, individually sealed foils to maximize infection and humidity control. Available in 18 shades in unit-dose capsules and syringes, Admira Fusion's nano-ormocer technology truly represents the next generation in the world of universal direct-restorative materials.

To complement this new innovative product, Voco also created Admira Fusion x-tra, a bulk-fill posterior restorative material with a 4mm depth-of-cure for fast and long-lasting restorations. The single universal shade has a true chameleon effect with all the nano-ormocer properties of Admira Fusion, and is compatible with all conventional bonding agents. The non-sticky, easy-to-handle material is available in syringes or unit dose caps. ■



For more information, call
(888) 658-2584 or visit vocoamerica.com.

VOCO
THE DENTALISTS



ADENNA

MIRACLE Nitrile Glove - Best Product

Adenna supplies high-quality disposable gloves and infection-control products to dental professionals. Adenna's Miracle nitrile exam glove was awarded the Best Product of 2014 and 2015 by the Clinicians Report, published by the CR Foundation, the oldest, independent non-profit dental-education and product-testing foundation.

The Miracle gloves are powder-free and offer extra softness and stretchiness to maximize comfort and minimize hand fatigue. The "skin-like" fit and feel provides superb tactile sensitivity, and they are 100 percent synthetic and rubber latex free.

The Dental Advisor (TDA) clinician consultants also gave the Miracle glove a "4+" out of 5 approval rating. The consultants appreciate the flexibility and durability of the glove, as well as the ease in dispensing the gloves. These gloves are packaged 200 pieces per box (180 for XL) to save packaging material and time from frequent refilling.

Other innovative Adenna products include saliva ejectors that are free of DEHP and are packaged in a box of 100 pieces for easy

dispensing and storage; barrier films with 1,500 sheets per roll, which are 25 percent more than most on the market and are packed in decorative designed boxes; ASTM Level 2 and Level 1 barrier earloop facemasks; sterilization pouches with both internal and external indicators; patient bibs and more. Adenna products are available from national and regional dental and health care distributors across North America. ■



For free samples and more information, call (888) 323-3662 or email samples@adenna.com.

ADENNA®
Protection and Comfort for Your Life

C NOTES

Your note-taking is covered

The C Notes app was created to reduce the pain of note writing. C Notes is ideal for practitioners who want to spend less time writing patient-centered notes, and instead spend more time in the clinic without sacrificing clarity or note completeness.

Dental practitioners find that it's often a struggle to maximize the number of patients seen in a day. Waiting until the end of the day to write notes can lead to errors in memory and errors/omissions due to end-of-day fatigue. Writing notes is not a billable part of the job, but it is nonetheless important to document a procedure for future visits in the event of a malpractice lawsuit or insurance audit.



C Notes solves the problem of how to quickly produce notes without the use of note-writing templates, dictation software, or unwieldy medical software—all of which require a lot of manual text entry upon editing. The app creates a narrative note that doesn't sacrifice clarity for convenience or speed.

This app gives practitioners the peace of mind of knowing that their notes are well-documented, and provides them extra hours a week for seeing more patients, building their practice, taking CE courses, reclaiming personal time or spending time with family. ■



For more information, visit centricnotes.com.





PREMIER DENTAL

Traxodent Hemodent Paste Retraction System

Traxodent is a retraction and hemostatic system for use prior to impression making, cementation, bonding procedures or wherever hemostasis and retraction is required. Traxodent paste contains 15 percent aluminum chloride—a proven, effective hemostatic agent.

Traxodent can be dispensed directly from the ergonomic syringe into the sulcus, or can be used in combination with a Premier Retraction Cap, Knit-Pak or Retraction Cord for maximum tissue deflection. The absorbent paste displaces soft tissue and works synergistically with the astringent properties of aluminum chloride to create retraction. Fluid is absorbed while Traxodent occupies the sulcus. After two minutes, Traxodent is rinsed away, leaving an open, retracted sulcus.

Traxodent provides predictable tissue management for accurately detailed impressions with less retakes. Each Traxodent

kit comes with prefilled syringes packaged in individual foil pouches for maximum freshness, and applicator tips. Available through your authorized dealer in a seven-syringe starter pack and 25-syringe value pack. ■



For more information, visit premusa.com.



FIND THE MISSING MONEY HIDDEN IN YOUR PRACTICE



Experience a new kind of networking, training and mentoring to help achieve your professional goals **faster & less expensively**.

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- **Easy to implement** team development training
- Management techniques to **simplify and streamline your back office**
- Location expansion strategies, **without risking your own money**
- **Simple ways to add more** income opportunities



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"CEO Space is THE business forum where I learned to grow my business, meet the business gurus of our time, extend my network, leverage my contacts, create multiple streams of income, and become part of an international family of CEO's."



Dr. Emily LeTran, DDS
Los Angeles