

# What's Your Opinion?

Every year, Dentaltown hosts the Townie Choice Awards – the dental profession's premier award contest where dental professionals vote for their favorite services and products – the results of which are presented in the December issue of *Dentaltown Magazine*. This month, we're pleased to give you a sneak peak at some of the companies, products and services that are on the ballot for 2011.

To thank you for your participation, everyone who completes the ballot is automatically entered in a drawing to win \$1,000 cash and the option to appear on the cover of *Dentaltown Magazine!* In addition, those who lock in their votes before July 29 will be entered into an early bird drawing for \$500 (all early-bird entrants will still be eligible for the \$1,000 grand prize).

Since several companies last year won their Townie Choice Award by only a few tallies, your vote really does matter. So log on, cast your votes and tell the dental world what's on your mind. Voting begins July 13, 2011.

### 3M ESPE

### Filtek Supreme Ultra Universal Restorative

Townies have long known that Filtek restoratives from 3M ESPE offer the superior aesthetics and versatility they need. With its versatility and wide range of indications, Filtek Supreme Ultra restorative prepares dentists for any clinical situation.

Offering improved physical properties of its predecessor, Filtek Supreme Plus Universal restorative, Filtek Supreme Ultra restorative brings an expanded range of body shades. This delivers more universal options for creating easy, natural-looking, one-shade restorations, while maintaining the composite's versatility for dual- or multi-layering techniques. As the first and only composite system to incorporate true nanotechnology, Filtek Supreme Ultra restorative provides the polish and polish retention of a microfill, while maintaining the strength and wear properties of a

**Unique Formulation** 

modern hybrid.

The performance of
Filtek Supreme Ultra
restorative is made
possible by its unique
nanofiller formulation. As
most dentists know, hybrid
composites contain a broad range
of particle sizes, which allows for high
filler loading, and results in strength and
wear resistance – but diminished polish retention. Designed to be more aesthetic, microhybrid
and nanohybrid composites are made by producing a
glass that is then crushed into a range of sizes. However,
when these hybrid composites are subject to abrasion, they can
lose reflectivity and polish.

While it is common for manufacturers to add nano-sized particles to microhybrid and nanohybrid composites, there is a limit to the amount of nano-sized particles that can be added before the handling of the paste is negatively impacted. In both of the hybrid composite types, the larger ground particles are predominant, ultimately limiting the composite's overall aesthetic capabilities.

#### 100 Percent Nanofiller Technology

Unlike microhybrids and nanohybrids, Filtek Supreme Ultra restorative is a true nanocomposite. It contains 100 percent nanofiller particles. These particles are not the result of a grinding process – they are originally formed in the nano-size range. Additionally, some nano-particles of Filtek Supreme Ultra

restorative are loosely bound into secondary structures called nanoclusters. These nanoclusters have a similar size range as fillers found in the hybrid composites, therefore they provide for high filler loading. This results in optimum physical properties and wear-resistance, making it excellent for posterior restorations.

The significant distinction between Filtek Supreme Ultra restorative and micro- and nano-hybrids lies in its nanoclusters. Unlike the ground filler of micro- and nano-hybrids, nanoclusters wear similarly to the surrounding resin matrix – which means the nanocomposite maintains a smooth surface gloss better than the hybrid composites, giving restorations unsurpassed polish retention for superb aesthetics.

#### **Versatile Formulations**

This superior nanotechnology is also available in a flowable version, Filtek Supreme Ultra Flowable restorative. Indicated for nine different uses, Filtek Supreme Ultra Flowable restorative is a versatile and efficient solution for the multiple restorative situations dentists encounter every day. Whether dentists use a flowable by itself or with a composite material, the product brings simplicity and great performance to any of its multiple indications. With availability in a convenient, unit-dose capsule delivery system as well as the original syringe option, Filtek Supreme

Ultra Flowable restorative gives dentists more flexibility for more indications.

#### Valued by Dentists and Patients Alike

Filtek restoratives don't just benefit dentists. Patients like the way their finished restorations look, and dentists everywhere have stories about how their restorations have changed a patient's life. To learn about how Filtek dental restoratives have helped dentists change lives, and to submit your own story or to learn more about 3M ESPE's one simple shading system, visit www.everyonehasashade.com.



### **MDI Mini Dental Implants**

While becoming certified to place dental implants might seem like an intimidating and time-consuming procedure for many dentists, a simple solution now exists with the MDI Mini Dental Implant system from 3M ESPE. This definitive solution for patients' loose dentures is minimally invasive and easy to learn in affordable seminars that are available nationwide. MDI Certification Seminars are designed for dentists who want to build their practice and expand patient offerings with the innovative implant procedure. In these one-day, hands-on courses, dentists learn from some of the most experienced small diameter implant clinicians in the nation, while earning seven CE credits. Seminars teach successful case selection and treatment planning, as well as the implant placement and protocol for stabilization of lower dentures, nuances of maxillary cases, restorative techniques and valuable practicebuilding strategies.

The MDI Mini Dental Implant system from 3M ESPE is FDA-approved for long-term denture stabilization, with human histological data proving that the mini dental implants osseointegrate comparably to conventional implants. The system immediately stabilizes loose dentures, often done in a simple two-hour

procedure. Using this patented, minimally invasive protocol, placement can often be completed without a flap. MDIs are available in 1.8, 2.1, 2.4 and 2.9mm diameters, with lengths of 10mm, 13mm, 15mm or 18mm. After following the simple procedure to place the implants and advance them into the patient's bone, dentists can then fit the patient's denture with retaining fixtures that snap over the ball-shaped heads of the implants. When seated, the denture gently rests on the patient's gum tissue. While the procedure for placing conventional implants requires a full osteotomy, placement of MDIs is quick and time-efficient, making it much more feasible for a general dentist to adopt as part of everyday practice.

#### **Attractive to Patients**

MDIs are appealing not only to dentists, but to patients as





well. Many patients who have ruled out conventional implants due to their high cost or the invasivness of the procedure are excited to learn that a more attractive alternative exists. In most cases, a patient's existing denture can be retrofitted to snap onto the implants, making the procedure even more affordable. Additionally, in many cases, MDIs can be placed in patients who do not have sufficient bone for conventional implants, allowing these patients to avoid the time and expense of bone grafting.

The minimally invasive insertion protocol allows not only for immediate loading, but also for a much shorter recovery time, so MDI patients can enjoy the new function of their dentures very quickly after the implants are placed. With the added retention enabled by the implants, patients can be more comfortable socializing and can eat their favorite foods again without fear of their dentures slipping. The majority of MDI patients are able to begin eating normally within days of placement.

#### **Clinical Support Network**

After becoming certified, MDI dentists gain complete access to 3M ESPE's Clinical Support Network, which helps

them implement the procedure in their practice and supports them as they begin working with patients. Additional training from MDI experts provides dentists with more CE opportunities, and marketing support helps them promote their new service to patients. Dentists have an opportunity to review their case planning with 3M ESPE clinicians on staff, as well as receive chairside support from local implant specialists where available.

With a simple training process and ongoing clinical support, MDIs provide dentists with a cost effective implantology solution to offer to existing patients – and to attract new patients. By offering this life-changing procedure, dentists can experience the rewards and the practice-building benefits of restoring function and confidence to denture patients. For more information and a calendar of upcoming certification seminars, visit www.3mespe.com/implantseminars.

### **Zest Anchors**

**Zest Locator Overdenture Attachments** 

For 40 years Zest Anchors has been in the design and manufacturing of overdenture attachments. Zest pioneered self-aligning attachments to combat the damage done by the improper seating of overdentures.

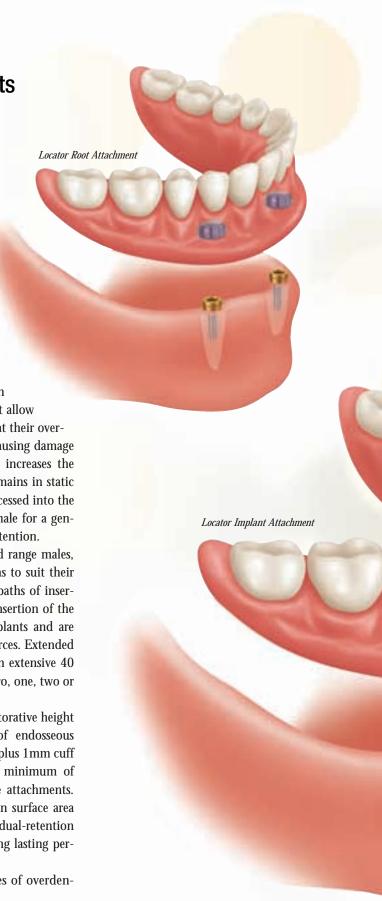
Zest's Locator Attachment is designed with the primary benefits of ease of insertion and removal, customizable levels of retention, low vertical profile and exceptional durability. Its most critical design feature is its innovative ability to pivot, which increases the Locator's resiliency and tolerance for the high mastication forces an attachment must withstand and allows it to compensate for the path of insertion even with up to 40 degrees of divergence between implants.

During seating, while the Locator male pivots inside the denture cap, the system's self-aligning design centers the male on the attachment before engagement. These two actions in concert allow the Locator to self-align into place, enabling patients to easily seat their overdenture without the need for accurate alignment and without causing damage to the attachment components. This self-aligning feature also increases the durability of the Locator Attachment. Once seated, the male remains in static contact with the attachment while the denture cap, which is processed into the overdenture, has a full range of rotational movement over the male for a genuine resilient connection of the prosthesis without any loss of retention.

The Locator System offers both Locator males and extended range males, which provide clinicians with a variety of retention level options to suit their patients' needs and enables clinicians to accommodate various paths of insertion depending on implant positions. Locator males allow for insertion of the overdenture with up to 20 degrees of divergence between implants and are available with one and a half, three or five pounds of retention forces. Extended range males allow for insertion of the overdenture with up to an extensive 40 degrees of divergence between implants and are available with zero, one, two or four pounds of retention forces.

With the Locator Attachment's unique design, the overall restorative height of the overdenture is significantly reduced on all brands of endosseous implants. With a total attachment height of only 3.17mm (male plus 1mm cuff height) for an externally hexed implant, the Locator saves a minimum of 1.68mm of interocclusal space compared to other overdenture attachments. The Locator Attachment also has twice the amount of retention surface area compared to other overdenture attachments available. Its unique dual-retention feature, which includes inside and outside retention, ensures long lasting performance and predictable durability.

Zest offers three Locator Attachments for the various types of overdenture treatments.







Five-time Winner in Restorative Dentistry: Attachments Zest Anchors, LLC: Locator Root Attachment

The Locator Implant Attachment is the premier attachment for implantretained, tissue-supported overdentures and is available for virtually every implant system. When a treatment plan calls for an overdenture bar, the Locator Bar Attachment provides the same self-aligning feature, superb retention, a low-profile design and long-lasting durability. It is also offered in three options for the fabrication of a resilient attachment on an implant-supported cast alloy or milled titanium bar. The Locator Root Attachment is a supraradicular design with a choice of a straight post and 10- or 20-degree angled posts to accommodate divergent roots. A special cast-to version is also available.

Locator has become the overdenture attachment that is embraced by clinicians worldwide. It is currently available for more than 350 different implants produced by more than 70 manufacturers, meaning that almost any implant platform has a compatible Locator Attachment to fit. Now, patients all over the world are enjoying a better quality of life, without the worry of ill-fitting dentures.

For more information, call 800-262-2310 or visit www.zestanchors.com. ■







## Align Technology, Inc.

### Invisalign

In the 11 years since the commercial launch of the Invisalign system, Align Technology, Inc., has continuously worked to innovate and improve Invisalign treatment options to deliver the outcomes patients want and doctors expect. Recently introduced new and improved features in Invisalign products represent a significant leap forward in Invisalign treatment. New aligner features address clinical issues that doctors have traditionally perceived as challenging in Invisalign treatment, such as extrusions, rotations and certain types of root movements.

The result? Today, the Invisalign treatment options can help deliver better outcomes in a wider range of cases – and with a range of features designed to address most treatment issues.

#### **Invisalign Full**

Maximum flexibility to treat a wide range of cases

Invisalign Full is Align Technology's foundation product and the most widely used. Based on a series of removable, virtually invisible aligners that are custom-created utilizing leading-edge computer technology, Invisalign Full offers doctors maximum flexibility and is used to treat the widest range of malocclusion.

#### **Invisalign Express**

Ideal as a precursor to restorative or for minor tooth movements

Invisalign Express, which operates on the same principles as Invisalign Full, is a shorter-duration treatment option for cases that can be addressed in 10 stages of aligners or less (some clinical restrictions apply). Invisalign Express is often used as a precursor to restorative treatment or as a treatment for minor crowding/spacing cases, including orthodontic relapse.

Assist is ideal for doctors who want streamlined treatment planning for their cases, or doctors who are building their Invisalign experience. Key features include:

• The Progress Tracking tool, unique to Invisalign Assist

- The Progress Tracking tool, unique to Invisalign Assist, helps to keep your treatment on track. It identifies teeth not moving to plan and adjusts treatment accordingly. If corrections are required, they're built into your next set of aligners.
- Detailed Appointment Plans are customized and delivered to you for each patient and include clinical guidance for every appointment during treatment.

#### **Vivera Retainers**

Invisalign precision in a series of clear, comfortable retainers

Vivera retainers are manufactured using the advanced fabrication technology behind Invisalign system aligners, resulting in a precise, smooth and comfortable fit. Lab tests show that many leading clear thermoplastic materials from which retainers are made begin to deform in as little as two months of simulated wear.\* This is why Align Technology introduced Vivera retainers as a series of four sets of retainers shipped over time to accommodate each patient's unique retention needs.

The Invisalign family of products is designed to help dental professionals achieve the clinical results they expect utilizing leading-edge technology. Today, with more than one million patients treated, the Invisalign

system enjoys broad acceptance as an effective, in-demand treatment option.

Treatment is flexible, and can be used to treat a wide range of clinical situations. It's an ideal solution for the majority of adults and teenagers – and patients love it. In fact, nine out of 10 patients would recommend Invisalign to their family and friends.

For more information about Invisalign treatment options, call 888-822-5446. ■



invisalign®

Science in Every Smile

#### **Invisalign Assist**

Built-in support and progress checks designed to help achieve the outcomes doctors expect

The Invisalign Assist treatment option is designed for anterior alignment and aesthetically oriented cases, and offers the added benefit of built-in product support and guidance to help keep cases on track. Progress checks and batch shipping of aligners allow doctors to make adjustments as

\*Data on file at Align Technology, Inc.

### The AMD Lasers Experience

AMD Lasers is committed to providing world-class products and services. AMD Lasers believes that its commitment to laser excellence and customer service is what distinguishes it in the dental laser market. AMD Lasers strives to provide a memorable and engaging experience to anyone whether it's over the phone, at a tradeshow or through traditional and digital marketing efforts. Its commitment to this level of service is known as the

AMD Lasers Experience and is comprised of three parts: products, educational solutions and world-class service and support.

Looking first at the products, the Picasso line of soft-tissue dental lasers and accessories enables every dental practitioner to provide state-of-the-art treatment to their patients. The award-winning lasers are considered the gold standard in quality and affordability around the world. The Picasso is the original "flagship" of the Picasso line of products and represents a dramatic revolution in laser technology that has

led to a remarkable breakthrough in price. With this level of affordability, the new multi-functional soft-tissue diode laser offers comprehensive clinical results in surgery, periodontal therapy, endodontic procedures and bleaching. The Picasso's innovative design, seven watts of power, eight programmable presets, color touchscreen, multi-lingual menu, option of disposable tip system or strippable fiber, wireless foot control, standard three-year warranty and low annual operating cost makes Picasso a complete laser solution for dentists who want the flexibility to integrate laser technology throughout their practice.

The Picasso Lite offers 2.5 watts of power, three customizable presets, an icon membrane touchscreen and adjustable volume and aiming beam intensity. The Picasso Lite is the ideal replacement for the electrosurge and scalpel for all soft-tissue procedures and is

designed for the first-time laser dentist and hygienist. The Picasso Lite comes complete

with laser certification options, multiple accessories, world power adapter, wireless foot control, option of disposable tip system or strippable fiber and a two-year warranty. The Picasso Lite's ultra-affordable price point and ease of use has earned this laser widespread recognition and popularity.

The number-one question AMD Lasers receives is what are the differences between the Picasso and the Picasso Lite? Here are four main differences between the Picasso and the Picasso Lite:

- The Picasso has seven watts of power and the Picasso Lite has 2.5 watts of power.
  - Though both lasers can do a wide variety of soft-tissue surgical, periodontal and endodontic procedures, only the Picasso offers laser whitening.
  - The Picasso features a color touchscreen, a multiple language menu with eight customizable presets and the Picasso Lite has an icon membrane touchscreen with three customizable presets.
- With the Picasso you are able to customize the continuous/pulsed modes whereas these modes are preset on the Picasso Lite.

The AMD Lasers Experience also has a wide array of educational solutions. The educational solutions are designed to meet the various learning needs of its customers. AMD Lasers offers online, DVD and hands-on training courses, along with various lectures and seminars across the country. The Masters of Laser Dentistry hands-on training courses are the newest addition to its education solution portfolio. AMD Lasers is also the only dental laser manufacturer to offer an iPad app. With all of these solutions available, AMD Lasers makes it easier and more accessible for customers to be trained on products in the medium that works for them.

Lastly, since the product launch of the Picasso line of soft-tissue lasers in the summer of 2009, AMD Lasers has offered clinicians around the world an effective, practical and affordable soft-tissue dental diode laser. AMD Lasers' success is due to its commitment in developing innovative laser technology, world-class educational solutions, support and customer service. This is what differentiates the AMD Lasers brand against the competition and that is the AMD Lasers Experience. Come experience it for yourself.





Effective, Practical, Affordable, World Class Lasers,

### **Bisco**

### **ACE ALL-BOND TE Total-etch Adhesive**

Faster and Easier Bonding Without Compromising Bond Strength or Durability

At Bisco, adhesion is their passion and they provide clinicians with the materials needed to build a solid, successful foundation from the bottom up. They understand that the bonding agent you select plays a significant role in the retention, maintenance and marginal sealing of the bonded interface. With this in mind, Bisco introduces a total-etch breakthrough, ACE ALL-BOND TE.

ACE ALL-BOND TE is the first universal, dual-cure, total-etch bonding agent in dentistry that allows you to prime and bond in one application. ACE ALL-BOND TE chemistry is based on proven ALL-BOND 3 technology – an ethanol-based, dual-cured, total-etch adhesive. ACE ALL-BOND TE combines outstanding performance, versatility and durability.

ACE ALL-BOND TE is packaged in an innovative cartridge for use in the ACE Dispenser, which proportionately dispenses parts A and B, offering the benefits of a two-component adhesive with the simplicity of a one-bottle system.

#### Adhesion is Our Passion

Most research on permeability of adhesives has shown that two-layer adhesives (both total-etch and self-etch) are more durable. Permeability of most traditional one-layer adhesives requires the use of a second layer of a hydrophobic resin over the adhesive. A well-known example of this research¹ concluded that one-layer, self-etch adhesives are acidic, hydrophilic and permeable, even after polymerization, and a second layer (neutral, hydrophobic resin) applied over single-layer adhesives improved the long-term stability of the bond. It also concluded that threestep, etch-and-rinse adhesives remain the "gold standard" in terms of adhesive durability.

Based on research, Bisco developed ALL-BOND 3 and ACE ALL-BOND SE (self-etch) with the "ideal adhesive" in mind.

Bisco made the adhesive as hydrophobic as possible, incorporating a patented, highly cross-linking monomer to achieve optimal polymerization density, as well as making the adhesive compatible with self-cure materials.





The problem with one-layer adhesives is that they are permeable, allowing water molecules to penetrate through the cured adhesive layer, which interferes with the durability of the bond.

Bisco was able to utilize the resin concept that was created with BisCover, a liquid polish resin that is able to cure without an oxygen-inhibited layer. How? Fundamentally the BisCover chemistry was designed so that the resin would cure faster than oxygen could react with the surface, creating a highly cross-linked cured resin glaze. The same concept was utilized in the development of ALL-BOND 3 (ACE ALL-BOND TE), to inhibit water molecules from flowing through the adhesive to achieve improved durability.

#### **No Resin Layer Needed**

Bisco's six-year study of ALL-BOND 3 (ACE ALL-BOND TE) shows stable, high bond strengths with or without a resin layer. This is explained by the addition of patented, highly cross-linking multifunctional monomers within ALL-BOND 3 (ACE ALL-BOND TE) primers that create instant hydrophobicity upon polymerization, eliminating the need for an additional placement of a resin layer.

Incorporating a highly cross-linking monomer into ALL-BOND 3 (ACE ALL-BOND TE) and ACE ALL-BOND SE adhesives improved hydrolytic stability of the cured adhesive and eliminates the need to apply an additional resin layer. A one-layer adhesive is durable! This provides a significant time savings for the clinician and eliminates concerns of film thickness issues.

#### **Total-etch Simplified**

The incorporation of cross-linking monomers coupled with the innovative ACE dispenser offers a compatible, single-drop, dual-cured, total-etch adhesive with proven Bisco quality. Performance will not be sacrificed with ACE ALL-BOND TE's simplified bonding agent.

For more information, visit www.bisco.com or call 800-247-3368.  $\blacksquare$ 

 DeMunck, et.al. A Critical Review of the Durability of Adhesion to Tooth Tissue: Methods And Results. J Dent Res 84(2): 118-132, 2005.

### **Curve Dental**

### Why Curve Hero Makes Sense

Across every industry and in every market, Webbased technologies are taking the lead in performance, connectivity, quality, efficiency and total ROI. Webbased systems enable you to have a more connected and simplified lifestyle – they put you in control instead of "the IT guy." Somehow, the dental software industry has been left behind without an alternative. The alternative is here and it's called Curve Dental. Here are some key benefits of Web-based Curve Dental.

#### **Always the Latest and Greatest**

Curve installs and upgrades overnight. No disruption to the office, no worry about lost productivity. You wake up, log in and you've got the latest and greatest. You also don't pay extra for the upgrades; they are part of the service fee.

#### **Available 24/7/365**

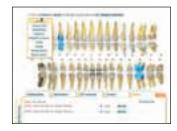
"Our servers are down" will never be an excuse again. Curve guarantees 99.95 percent uptime, equivalent to a typical reboot once a month. To ensure delivery on that promise it provides the industry's most robust hosting solution, boasting business continuity planning and "redundant redundancy." Curve has redundant data centers; if one goes off-line for any reason, the other picks up the slack without missing a beat.

### Say "Goodbye" to Backups and Storage

It's not that you don't *need* a backup — you do. It's just that your backup has a 50 percent chance of failing; plus, it's a hassle to make them every day (and maybe every day isn't often enough). In contrast, Curve backs up your data every hour of every day. And, it's all done in a redundant and HIPAA-compliant structure.

#### No Up-front Software Fees

Just pay monthly as you use the software. You will not see major up-front software license fees or annual software upgrade fees. Have one of the software specialists do an ROI analysis







based on what you are currently spending and you'll quickly become a believer in Curve's Web-based platform.

#### Save Money, Make Money

Like an iceberg, most of the costs of traditional legacy soft-ware are out of sight and below the waterline. That doesn't mean you don't pay for them; you just don't see them. For example, IT service calls, software maintenance, hardware upgrades, staff time in doing backups, or upgrades are just a few of the hidden costs of legacy systems. Whether it's time or money, there's a cost. With Curve, the actual costs are all above the waterline; much more efficient, much less expensive when you add up all the real costs.

#### No More Hardware Hassles

Many a headache is attributable to loading software on every computer in your practice, then configuring every computer in your practice, and then upgrading every computer in your practice to work with the new software. The whole process is much easier (and cheaper) when all you need is an Internet connection.

#### **Support You Can Count On**

Curve's technical support is included with your service and it strives to exceed your expectation. In addition to timely phone support, Curve has an incredible online user community that enables you to access on-line training, Webinars, track support tickets, read what other doctors are saying, and more.

#### Installation and Setup

With Curve Hero, you can start using the system the minute you are provided with a username and password. If you can

open a Web browser and access the Internet then you can access your practice's data. The time required to be "up and running" is really "no time." So, there's "no time" like the present. Call Curve Dental at 888-910-4376 and schedule a demo. ■



### **D4D Technologies**

We are fortunate in our profession to be surrounded by great companies with true vision and focus on great products that allow us to provide even better care for our patients. But not all companies are the same. They might be all good, but I want to take this opportunity to provide a company profile description from the outside in - from a customer's perspective. I'm Dr. Curtis Jansen and I've have been on all sides of the "business of dentistry" from the university side (faculty at USC), from the corporate side (3i) and for the past 15 years chairside (private practice in Monterey, California). I want to tell you a little bit about one company in particular, D4D Technologies, because I'm a customer that relies on their product's performance every day to make me more productive and provide for my family, practice and patients.

Things you should know: D4D Technologies is a vibrant company, started and led in R&D by two geniuses – twin brothers – Mark and Henley Quadling. You can Google the company to find out how these guys

had the dream to change the way chairside CAD/CAM dentistry could be
done. Then you can read more about
how a serial entrepreneur, Basil
Haymann, provided them the
opportunity and funding to make
the dream come true. Or just go
to www.d4d.com and you can
watch some unique podcasts

with dental professionals like you and me.

What I like best is that these are talented people offering their expertise from other areas (engineering and business) to make our profession better. Sometimes as dentists we don't want to do anything different than we've already done before – so it takes brains and vision from outside our profession to push and make us better. D4D Technologies is a strong company, with equity partners Ivoclar Vivadent, 3M ESPE and Henry Schein, making it a force in all areas of dentistry.

The company itself has more than 120 employees and international distribution, but is located just outside Dallas, Texas and everything is done right there – no transatlantic factor. The brothers and their team get input from dental professionals, write the software and design the hardware, and then the systems (E4D Dentist, E4D Studio, E4D Labworks) are manufactured right in the next building!

Additionally, there is a 10,000 square foot education facility (E4D University) where every customer is trained – travel,



Dr. Curtis Jansen Monterey, California

accommodations and education are included in the purchase price. You make one

decision, to integrate digital dentistry into your practice, and they take it from there. Once you have an E4D System, you have access to the most innovative resource and the key to success – SOS (Support on Sight). Dental professionals, hardware and software experts are just a mouse click away from logging into your system and "holding your hand as well as your mouse" anytime you need it! I love that it is made in the USA and it is a company that has a face. The people of D4D are dedicated to the message you read all the time – quality and innovation to make dentistry better – but you actually get to see it happening.

We're a unique profession. We have to see it to believe it (and rightfully so), but the great news is that with this company, you can! Go see them in Dallas or attend one of their regional previews; what do you have to lose? Contact your Henry Schein representative to learn more − it is a great product and a great company, unique in many ways and certainly one that makes my dentistry better every day. − *Dr. Curtis Jansen* ■

### **DDS Lab**

#### **Fierce Mouth Guards**

Summer's here again. August is just around the corner. Football two-a-days. Basketball tryouts. Soccer tournaments. Cheerleading camp. Weight lifting. More weight lifting. Each one is a perfect opportunity to cause unnecessary tooth damage.

The current estimate of lifetime rehabilitation of one avulsed tooth is \$15,000, or nearly 100 times the average cost of a custom mouthguard. Mouthguards are not only beneficial to patients, they are beneficial to a dental practice's bottom line, as they are easy to prescribe and usually lead to subsequent purchases.

#### **Fierce Mouthguards**

Individually designed and fabricated by trained professionals, these mouthguards offer premium protection from a myriad of dental injuries and complications occurring from sports. Although more expensive than traditional methods, these are considerably more comfortable and less inhibiting while in the mouth while providing the absolute maximum protection.

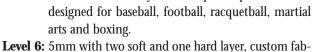
Fierce Mouthguards help prevent:

- Lip, cheek and chin lacerations
- Broken teeth
- · Displaced teeth
- Fractures of the facial bones
- Injury to the jaw joints

### **Layers of Protection**

Fierce Mouthguards come in various layers or levels depending upon what sport is being played and the necessary level of protection required.

- **Level 1:** 3mm with one layer, designed specifically for children with mixed dentition.
- **Level 2:** 3mm with two layers, perfect for wrestling, volleyball, mountain biking and motocross.
- **Level 3:** 3.5mm with two soft and one hard layer, specially designed to provide maximum comfort and protection for all sports.
- **Level 4**: 5mm with two layers, ideal for soccer, rugby, basketball, softball, rollerblading and skateboarding.



Level 5: 5mm with two layers and special power bands,

**Level 6:** 5mm with two soft and one hard layer, custom fabricated for ice, field and street hockey along with kickboxing and other heavy contact sports.

#### **Indications**

Currently the ADA recommends custom mouthguards for the following sports:

Acrobatics	Football	Martial Arts
Skiing	Volleyball	Basketball
Gymnastics	nastics Racquetball	
Water Polo	Boxing	Handball
Rugby	Soccer	Weight Lifting
Discus	Ice Hockey	Shot Putting
Squash	Wrestling	Field Hockey
Lacrosse	Skateboarding	Surfing

Offer your patients the protection they need with the performance you want with Fierce Mouthguards, available in multiple strength levels and 27 colors with unique custom designs.

For more information on DDS Lab's products and services, call 877-337-7800 or visit www.ddslab.com. ■



### **DenMat**

### **Cerinate One-hour Permanent Veneers**

One Appointment. One Beautiful New Smile.

Thousands of patients don't pursue aesthetic restorations because of expense and treatment time. Cerinate One-hour Permanent Veneers dramatically increase the possibilities for smile makeover cases. They're affordable, they're convenient, they're minimally invasive... and they're beautiful.

New Cerinate One-hour Permanent

Veneers make it possible for you to provide your patients beautiful, virtually instant smile makeovers at a price most can afford... all in about one hour. Unlike composite bonding, the process is fast, colorstable and long-lasting. And, due to its affordability, you finally have a viable alternative to

whitening, effectively giving your patients the chance to choose "permanent whitening" in one appointment.



Placement is usually completed in just one treatment session. You take an impression and pour a model. After you and your patient select the preferred size and shade of their new smile, you contour the selected Cerinate One-hour Permanent Veneers to fit precisely on the patient's existing dentition. Then you place the veneers.

#### Here's How Beautiful It Is

You know that porcelain is more beautiful and natural than composite restorations. Cerinate One-hour Permanent Veneers are about much more than revolutionary clinical efficiency, they're about delivering the beauty of porcelain – without the "free-hand" layering techniques required by composites and minimizing chairtime for you and the patient.

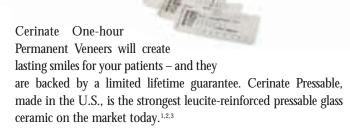
#### Here's How Beautifully Priced It Is

Finally, Cerinate One-hour Permanent Veneers give you an alternative to time-consuming composites and unpredictable whitening procedures... affordably.

At under \$30 a veneer and about 10 minutes prep and placement time, it is a great value. There are no lab fees and you can promise most of your patients same-day delivery.

#### Strong, Beautiful, Clinically Proven

More than 20 years of evidence-based research proves that



### There's Also Cerinate Express Permanent Veneers

For an additional fee, the DenMat Lab can also contour Cerinate One-hour Permanent Veneers for you in our world-class laboratory. Just submit the patient's model and the case will be shipped in 48 hours.

#### Finally, Permanent Whitening is a Reality

When your patients are ready for a change of smile, Cerinate One-hour Permanent Veneers is the revolutionary choice for instant gratification, long-lasting aesthetics and incredible value. Call DenMat, the makers of LUMINEERS and Snap-On Smile, at 800-445-0345 or visit www.denmat.com for more information.

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### **DentiMax**

### A Diamond of Exceptional Quality

Most people can't tell the difference between high and low grade diamonds. That is why the diamond industry established standards for measuring quality. Similar standards can be applied to digital X-ray sensors, helping you make the best, most educated decisions for your digital imaging needs.

#### **Clarity**

With digital sensors, clarity refers to the quality of the digital X-ray and is measured in line pairs and resolution. Don't compare apples to oranges; there are two forms of line pair tests: theoretical and actual. The larger of the two is the theoretical line pair, which can be somewhat subjective. The DentiMax sensor has a 26 theoretical line pairs and greater than 20 actual line pairs per millimeter – a very high standard in the industry.

Resolution is commonly measured in microns (there are about 6.4 microns in a pixel) and some companies now use megapixels, just like the digital camera industry. The DentiMax sensor has a 19x19 microns resolution – another very high rating for the industry.

#### **CMOS or CCD**

CMOS and CCD are the two types of scintillators that digital sensors use to convert an X-ray into a digital signal. The CCD technology is older and requires more power; therefore, CCD sensors require an additional component, commonly known as a box. CMOS is a newer technology that requires less power, and no box. DentiMax uses the newer CMOS technology.

#### Cut

Cut refers to how the sensor is shaped. The shape of the sensor is extremely important for patient comfort. The





DentiMax digital sensor comes with cut corners for maximized patient comfort.

#### Carat

The carat is the size of the sensor. DentiMax offers a true size 1 and a true size 2 sensor. The sensors are the same width and length as #1 and #2 sized film. And, at a mere 5mm thick, DentiMax sensors are among the thinnest sensors on the market.

#### Choice

Your sensor choice might not affect you much now, but it can have a great impact within three to five years after purchase. Many sensor companies limit you to what sensor you can use with their software. If or when your sensor breaks, you will be forced to purchase their sensor at their price – no other options. The DentiMax imaging system frees you to choose whatever sensor, digital pan or digital camera you want to use.

#### Cost

DentiMax provides both size 1 and size 2 sensors for the same price that other companies charge for a single sensor, with

no monthly maintenance fees! DentiMax also offers an extended five-year replacement warranty for less than \$1,000 per sensor.

With high marks in every measurable category, DentiMax sensors set a sparkling standard for digital radiography.

For more information on DentiMax digital sensors or if you would like a free demonstration, visit www.dentimax.com or call 800-704-8494.

### **DEXIS**

### The Gold Standard in Digital Radiography Goes Platinum

While maintaining both the comfort and single-sensor concept of its trusted DEXIS PerfectSize sensor, the DEXIS Platinum Sensor combines direct USB connectivity, TrueComfort design and PureImage technology for a new experience in digital imaging.

#### **Direct USB Connectivity**

DEXIS offers breakthrough connectivity with a direct USB digital X-ray sensor that is an even more durable and even more portable solution for use in multiple operatories and fieldwork. Image capture and processing electronics have been fully integrated into the sensor itself, replacing the need for a separate adapter or docking station. Simply "plug-n-ray."

#### WiseAngle Cable Exit

Located on the sensor's back, the patented WiseAngle Cable Exit helps patients better tolerate the procedure and provides cable flexibility to reduce stress and increase reliability. These features make radiographic procedures easier for patients and staff.

#### **TrueComfort Design**

To maximize both patient comfort and ease of use, DEXIS has enhanced its great sensor housing design by refining the curvatures, redesigning the cable exit, upgrading the materials and

giving it a slimmer profile. Four beveled corners and a smooth, rounded casing ensure there are no sharp edges against the palate or soft tissue. The smaller, angled dome makes precise placement in posterior regions easy.

#### **Purelmage Technology**

Since well-defined subtleties in X-ray images are vital to diagnosis, DEXIS has developed its PureImage technology – a combination of highly sophisticated software and premium-quality hardware components. With 16,000 shades of gray generated

by a 14-bit analog-to-digital converter, clinicians are able to visualize the slightest variations in densities. The sensor's high

resolution provides more than 20 visible line pairs offering remarkable image clarity and virtually no visual noise. With a 2.2-megapixel size, images remain crisp when enlarged. These advancements allow the DEXIS Platinum Sensor to deliver clinically

meaningful images that are extremely clear and highly detailed.

#### **Simple To Use Software**

Easy to learn and simple to use, its "1-Click Full-Mouth Series" makes it possible to reduce a 25-minute FMX processor form start to finish DEXIS investigation.

dure to five minutes from start to finish. DEXIS imaging software serves as a highly effective aid throughout the diagnosis, treatment and treatment planning process. Patients respond favorably to digital X-ray images because the larger, more detailed picture allows a better understanding of recommendations.

With its leading design, DEXIS has raised the bar again. Subsequently, DEXIS Platinum is receiving rave reviews and prestigious awards from the most respected technology writers, thought leaders and independent researchers.

For more information on the DEXIS Platinum Sensor and to learn about DEXIS imaging solutions, visit www.dexis.com.





Best Sensor & Best Imaging Software



### **Evolve Dental Technologies**

The KöR Whitening Deep Bleaching System is the system you might have heard is so effective it can even whiten tetracy-cline-stained teeth significantly in a short period of time. The KöR System was developed by leading whitening science innovator, Dr. Rod Kurthy, whose first clinical investigation in the field of teeth whitening was in 1977.

The KöR Whitening System is available for all types of cases: at-home whitening, at-home whitening followed with an inoffice whitening visit and even a protocol for difficult cases such as tetracycline-stained teeth. After the patients have finished their whitening treatments, the results are permanent with monthly at-home maintenance.

The KöR System starts with a specialized impression to create KöR-Seal Whitening Trays. Studies have shown that at-home whitening gels in typical custom whitening trays are only aggressively active for 25 to 35 minutes. Both saliva and sulcular fluid contain the natural antioxidant enzyme peroxidase. Peroxidase destroys peroxide on contact. KöR-Seal Whitening Trays seal out damaging saliva and sulcular fluid. With KöR-Seal Trays and slow-release KöR-Night at-home whitening gel, patients achieve more than six hours of active whitening during sleep instead of 25 to 35 minutes.

All whitening gels are unstable chemicals – they're supposed to be. This is why they are able to rapidly break down when placed in the mouth. However this instability also

means that the whitening gels start breaking down immediately after manufacture. Most dentists have seen that the effectiveness of whitening gel batches can vary greatly due to degradation of the whitening gel prior to arriving at the dental practice. Evolve Dental Technologies is the only company to refrigerate an entire line of whitening products every instant, from manufacture until it reaches the dental office. Due to this refrigeration, dentists are able

to routinely receive KöR whitening gels at virtually the same effectiveness as the day they were manufactured.

The KöR Whitening System is a low-sensitivity system. The oxygenation phase of all peroxide whitening products results in loss of dentinal tubular smear plugs, causing more sensitivity. Constant refrigeration enables formulation of KöR whitening gels with as low as 1/11th the osmolarity of other whitening gels. This results in less pull on dentinal tubular fluids and lower sensitivity. In addition, all KöR whitening kits include at-home desensitizer that instantly plugs open dentinal tubules. Patients apply KöR Desensitizer at home every day to ensure dentinal tubules remain plugged.

Evolve Dental Technologies offers a 100 percent money-back guarantee. After trying KöR, if you are not convinced it is the most effective whitening system, they will refund the entire purchase price. ■



### Kerr

### SonicFill - Profit from more efficient composite placement

What if you could eliminate incremental layering in posterior composites, achieve excellent adaptation to cavity walls, contour anatomy without handling issues, all while saving 10 to

15 minutes per procedure for a more profitable bottom line? Now you can. SonicFill will change the way you think about posterior composite placement.

#### **An Inspired Approach**

One of the most challenging duties a dentist can perform is to quickly and efficiently restore a posterior tooth with composite. Now SonicFill simplifies this tedious process without compromising quality.

#### **How Does it Work?**

Comprised of a uniquely designed handpiece that attaches to your air/water line and a patented composite material, sonic activation dramatically lowers the composite viscosity making placement

effortless. Special modifiers in the SonicFill composite are incorporated into a highly filled proprietary resin that reacts to sonic energy. As the sonic energy is applied through the handpiece, the modifiers cause the viscosity of the material to drop (up to 87 percent), increasing the flowability of the composite and enabling quick placement and precise adaptation to the cavity

walls. When the sonic energy is stopped, the composite quickly returns to a more viscous, non-slumping state that is perfect for contouring. Light cure, polish and you're done. It is that simple!





#### The SonicFill Difference

A true bulk fill is achieved with specially designed unidose tips that fill up to a 5mm cavity in a single increment. No final capping layer of composite is needed. So you can now go from placement to a polished restoration in less than three minutes making a time-consuming process simple and more profitable. Outstanding mechanical properties including strength, low shrinkage and high depth of cure allow the composite to be placed in bulk increments up to 5mm so that you can use it with confidence.

#### **Kerr and Dentaltown**

Visit the Dentaltown site to see what your colleagues are saying about SonicFill

- then try it for yourself. Experience, first-hand, this practical and efficient technique.

Learn more by visiting www.sonicfill.kerrdental.com where you'll find clinical studies, technique "how to" videos and information about Kerr's Inspired to Innovate CE hands-on events.

Can't find an event in your city – schedule an in-office demonstration by contacting your local Kerr representative or your authorized Kerr dealer. ■



### **OCO Biomedical**

### **Implant Placement and Restoration Courses**

OCO Biomedical Implant Placement and Restoration courses are affordable, comprehensive one-day training seminars that focus on the essentials of implant dentistry. OCO courses are held monthly in locations all around the United States and are instructed by some of the most experienced clinicians in the world. Simply put, OCO Biomedical courses are no-nonsense implant education. They cover the spectrum of implant case possibilities and procedures and give dentists the tools to successfully incorporate dental implants into their practice.



#### **Historical Overview of Implantology**

Brief lecture on early implant patents, subperiosteal implant systems, blade-type implants and endosseous, root form implants and how they affected the development of current generations of dental implants.

#### **Treatment Planning and Case Selection**

New and classic techniques on the fundamentals of case selection and treatment planning, including model/ridge mapping, Cone Beam CT/panograph evaluation and traditional modalities for correct implant diameter, length and types for all placement scenarios.

#### **Selective Loading**

Immediate loading one-stage and two-stage protocols: when, where and how implant loading should be employed. Logically progress from OCO Biomedical's I-Micro to its larger diameter implants with a few easy steps.



#### OCO BIOMEDICAL

#### **Placement and Restoration Lectures**

Placement drilling protocol for conventional and mini implants using the latest techniques for flapless surgery with less drilling steps. Instruction on fundamentals of placing and restoring implants and the basics of initial stabilization for enhanced osseointegration. Lecture also includes techniques for giving your patients superior aesthetic results.

#### **Case Studies**

Well-documented case examples (both photo and video) of denture stabilization, simple single and multiple tooth placements.

#### **Hands-on Workshop**

Courses include a two-hour hands-on workshop on models that covers implant placement with conventional and mini implants, restorative options that include prosthetic abutment selection and direct and indirect impression taking.

#### To Book a Course

Call 800-228-0477 or visit www.ocobiomedical.com/courses. ■



2011 Implant Training Course Schedule			
Date	City/ Metro Area	Course Type	
July 16	Burbank, CA	Simple Implant Placement	
July 23	San Diego, CA	Simple Implant Placement	
August 13-14	Chicago, IL	Advanced Implant Placement & Restoration	
September 10	New York, NY	Simple Implant Placement	
September 23	Philadelphia, PA	Simple Implant Placement   DPS Event	
October 1	Boston, MA	Simple Implant Placement	
October 8	Seattle, WA	Simple Implant Placement	
October 15	San Francisco, CA	Simple Implant Placement	
October 22	Salt Lake City, UT	Simple Implant Placement	
November 5	Phoenix, AZ	Simple Implant Placement	
December 10-11	Miami, FL	Advanced Implant Placement & Restoration	

All dates and locations are subject to change . Visit www.ocobiomedical.com for up-to-date information

### **Officite**

### Web sites and Internet Marketing for Dentists

Potential patients are searching for you online. If you want them to find you and not your competitors, you need to take control with an all-in-one Web presence solution, starting with a professional Web site. Working with Officite, you'll find that launching an integrated, all-encompassing Web site and online marketing plan is both easy and highly effective for growing your practice.



#### **Customizable Web Sites**

Your Web site is the first step in building your online presence. Functioning as a 24/7 storefront for existing and potential patients, a strong online presence also affords an incredible opportunity to market your practice through a variety of Webbased mediums, including search engines, patient education, social networking, blogging and patient reviews. Whether you're starting from the ground up or redesigning an existing site, Officite knows what it takes to craft attention-getting designs and compelling messages that attract new patients and keep your existing ones coming back.

#### **Advanced Search Marketing**

Officite's local search engine optimization (SEO) program combines proven on- and off-page strategies with state-of-the-art techniques and analytics to increase your organic first page rankings on the search engines for sustained, long-term traffic and new patient appointments.

Pay-per-click advertising from Officite allows you to market specific services/specialties, such as teeth whitening or Invisalign, to prospects outside of your practice's physical location, reaching qualified potential patients in a five, 10 or even 50 mile radius of your office. Through a bid and budget process, results are nearly instant, placing your ad in the sponsored listings at the top and the right side of the search engine search results page. Officite is the first Google-authorized AdWords reseller in the dental Web site marketing industry.

#### **Engaging Patient Education**

With an Officite Web site, dentists have the option of enriching their site with engaging, educational resources. You'll show patients that you are an expert in the field, which helps build patient trust. Educated patients are also better equipped to make informed decisions regarding their health, thus increasing awareness for your treatments and services. Officite offers ADA-branded patient education brochures and videos, Guru dental animations and Dear Doctor digital libraries for dental Web sites – all trusted patient educational material from leaders in the industry.



#### **Patient Reviews Management**

Officite's new, technologically advanced patient reviews solution makes the entire online reviews process simple for both the dentist and the patient. Through the dentist's mobile-compatible Officite Web site, patients have the ability to easily review their dentist directly from their smartphone without having to deal with cumbersome QR codes. With a simple click, patients can populate major review sites, such as Google, Yelp and Insider Pages with positive reviews for their dentist. For the less tech-savvy patient, Officite also offers an in-office reviews solution which includes simple step-by-step instruction cards that walk the patient through the quick reviews process from their home computers. Officite supports both the mobile and in-office reviews options with staff training and guidance. Generate five or 10 new positive reviews each month, and over the course of a year, a dentist will have generated enough positive patient reviews to negate any damaging reviews that will undoubtedly appear from time to time.

#### **Social Networking and Blogs**

Officite streamlines the process for building and managing a sound social network, integrating your entire social network with your Web site and blog. If you don't have time to blog, designate a Web-savvy staff member to manage your social media sites, or turn your campaign management over to Officite. Officite can handle all of your blog content creation and post them regularly for you so you don't have to worry about it.

It's no longer a question of whether patients are looking for you online or not. The question is: how many more patients are you going to turn away because you haven't established an online presence? Make sure your Web site is the cornerstone of your practice's marketing plan; the core from which all other communications extend. There might be a lot of elements involved, but Officite can help you launch a complete campaign with measurable results.

### Schick Technologies

Schick's CDR Elite sensors take advantage of next generation of Schick's CMOS-APS technology and combine with design and range of product options that focus specifically on the needs of clinicians in all fields of dentistry and in practices large and small.

#### **Elite Image Quality**

Developed with guidance from a panel of leading dental radiologists and validated by an extensive range of dental practitioners from all fields, CDR Elite takes Schick's commitment to optimum quality for diagnostic imaging to a new level. The next generation CMOS-APS imager combines with high-quality electronics to offer high-resolution, low-noise images that provide outstanding diagnostic capabilities for all dental professionals. By focusing on high contrast levels, CDR Elite images provide bold bone tribeculation for periodontists, crisp lamina dura and periodontal ligaments for endodontists and clear, clean DEJ for easy detection of dental caries by general dentists.

CDR Elite images can be captured using one of four available enhancement options, created by Schick with guidance from leading dental radiologists. The options are designed to allow clinicians to capture images that suit their own subjective preferences, ensuring a diagnostic image to suit any eye.

#### **Elite Product Range**

CDR Elite is available in three different film-like sizes for a sensor solution that fits all patient sizes without sacrificing comfort or diagnostic image area. Size 2 replaces size 2 film, providing maximum diagnostic capability for the majority of adult patients. Size 1 film is perfect for older children, smaller adults and patients with anatomical anomalies such as tori and narrow or shallow palates. Size 0 sensors provide pediatric imaging capability on the youngest of children to ensure that even

the smallest mouths can benefit from the advantages of CDR Elite sensors.

In addition to a sensor for every mouth, CDR Elite also provides options to fit any operatory with three-, six- and nine-foot cable options. The three-foot cables ensure the smallest of operatories are kept tidy, while the nine-foot cable allows access from computer to the patient in the largest of operatories. The six-foot cable will fit the majority of operatories and allows the perfect compromise for offices with varying operatory size.

#### **Elite Design**

The design of CDR Elite focused on two core areas – comfort and durability.

Smooth edges and rounded corners along with a reduced sensor and cable attachment thickness ensure maximum patient comfort, while the vibrantly colored sensor casing ensures maximum visibility within the oral cavity for easy positioning.

CDR Elite is designed to last, with a rugged, durable case design, sturdy cable and Schick's unique Smart Remote Technology for easy troubleshooting.

In addition to this, CDR Elite incorporates Schick's unique removable cable technology on all three sensor sizes ensuring that every clinician and every dental practice can enjoy the simplicity and convenience of a one-step cable-replacement process to maximize return on investment.

#### **Elite Support**

As with all Schick products in the U.S., every CDR Elite system is sold, serviced and supported by Patterson Dental Supply, a leading technology supplier in the U.S. dental market. Patterson and Schick combine to provide a quality sensor support program to ensure that the clinician's investment is protected for the lifetime of the product and beyond.

For more information on the CDR Elite system, please contact your local Patterson representative or branch or call 800-873-7683. ■









### **Sirona**

### **CEREC Software 4.0 Delivers Power and Performance Across the Entire**

**CEREC CAD/CAM Process** 

### More Intuitive, More Powerful, More Productive

Scheduled to ship in September, CEREC Software 4.0 represents the most significant, sophisticated and highly anticipated CEREC software release since CEREC 3D nearly a decade ago. Much more than an upgrade, CEREC Software 4.0 is a major enhancement and redesign of the CEREC software platform that brings power and performance to the CEREC process from start to finish.

For example, a highly intuitive graphical user interface coupled with multi-tooth simultaneous design allows a new level of productivity for the practice, as well as facilitating the smile design. New tools that work direct-on-tooth allow faster and simpler editing of design proposals. Together, the new features of CEREC Software 4.0

and the fresh new interface bring the CEREC experience to a new level.

#### The Evolution from Single-tooth Dentistry to Comprehensive Dentistry

CEREC Software 4.0 enables for the first time, multi-tooth simultaneous design, even in different quadrants. This establishes a new level of productivity for the practice, while facilitating complex anterior smile design never before possible with this level of simplicity and speed.

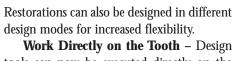
In addition, CEREC Software 4.0 delivers the ability to create multiple image catalogs, in addition to the original preparation, antagonist and occlusion image catalogs of previous generations of CEREC. You are now able to create more image catalogs, whether it is for biogeneric reference, wax-up, etc.

For example: CEREC Software 4.0 has the capability of designing 32 teeth at once. This is perfectly matched with the CEREC AC unit's ability to take an equal number of images, including buccal bite and opposing images, and process them with precision to create accurate, large digital models.

#### The New Digital Dentistry Tool Box

The new features of CEREC Software 4.0 and the fresh new interface bring the CEREC experience to a new level. For example:

**Multiple Restoration Design** – Enables users to work on as many different restorations as they want – and at the same time.



Work Directly on the Tooth – Design tools can now be executed directly on the tooth when performing functions such as adding or removing material, rotating or positioning the restoration or expanding or reducing tooth size. This provides greater control and a more natural, hands-on feel to the design process.

Intuitive Workflow – This feature lets operators know exactly where they are in the design process and alerts them as to what step comes next. This enables switching from one design step to the next without the linear limitations of "Next" and "Undo." What's more, going back to revisit a different design step does not undo the work already completed.

Streamlined Restoration Design - At

the bottom of the CEREC Software 4.0 design window, each step is clearly defined, showing the operator the current step as well as which step came before and which step comes next in the design process. Once again, going back and forth between steps does not undo previous design steps.

#### The 4.0 Upgrade Path

Advanced software like this comes with advanced 64-bit power requirements. Although CEREC 3 Acquisition unit systems were designed under the 32-bit computing environment, they can be upgraded in order to run the new CEREC Software 4.0. There are two upgrade options:

 CEREC 3 owners can keep their CEREC 3 Acquisition units and purchase the 64-bit PC upgrade when it becomes available in early 2012. This upgrade PC will allow every CEREC 3 Acquisition unit owner to enjoy the benefits of CEREC Software 4.0.

For those using CEREC AC powered by Bluecam, the upgrade requires the installation of the CEREC Software 4.0, which will become available in September 2011.

CEREC 3 owners can trade up their CEREC 3
 Acquisition units for a CEREC AC unit powered by
 Bluecam. Sirona and Patterson are offering attractive
 incentives for CEREC 3 Acquisition unit owners.

For more information, contact a Patterson representative at 800-873-7683 or visit www.cereconline.com. ■

### Six Month Smiles

### **Short Term Ortho System**

The Six Month Smiles Short-term Ortho System has taken dentistry by storm as patient demand for streamlined and cosmetically focused ortho treatment has grown. Most general

dentists have stayed away from fixed orthodontics because of the perceived complexity of treating patients with braces. However, the Six Month Smiles Short-term Ortho System provides general dentists with a simple and proven way to predictably treat adult patients with crooked teeth in an average of just six months.

The system is based on the belief that everyone should smile with confidence and every dentist can help. Whether a dentist has no previous ortho experience or ortho experience limited to using aligners, the Six Month Smiles system is easy to learn and implement. With two days of hands-on training, any dentist can become a Six Month Smiles provider and begin treating patients with the system the following week. The system is extensive, including world-class, short-term ortho training, unique short-term ortho materials and quality marketing support.

The concept behind Six Month Smiles is simple. Adult patients are looking for orthodontic options that are more time-sensitive than traditional orthodontics. State-of-the-art orthodontic appliances combined

with a chief complaint-driven treatment philosophy allows for teeth to be straightened in a time frame that is reasonable and attractive. With Six Month Smiles adults are no longer "stuck" if they aren't interested in traditional braces. For adults with crooked teeth, short-term ortho is a much more conservative and realistic option when compared to porcelain veneers. Additionally, there are many benefits for both dentists and patients when compared to orthodontic treatment with aligners. For example, costs associated with treatment are much lower, and tooth movement is faster and more predictable with braces.

Movements that can be incredibly frustrating and difficult with aligners (extruding canines, rotating upper laterals) are simple and predictable with the Six Month Smiles system.

There's a reason why the Six Month Smiles movement is so pervasive. Six Month Smiles providers are offering a fantastic service for their patients and growing their practices significantly while doing so. The freedom and rejuvenation that dentists experience when gaining the ability to effectively deal with tooth position discrepancies in a patient-friendly way is career changing. With Six Month Smiles, dentists and all of their team members can finally present an attractive option to adult patients with crooked teeth. As with aligners, the Six Month Smiles system is not a replacement for traditional orthodontics. It is a realistic and common sense alternative for adults who are thrilled by the opportunity to live a life without crooked teeth. ■



Six Month Smiles Before and After Photobook





Short Term Ortho System

### **Smile Reminder**

Smile Reminder is a patient engagement software service designed to maintain and retain existing patients, while identifying and acquiring new patients. The software service employs the latest automated text and e-mail messaging technologies and social media tools to increase productivity and grow a practice.

Smile Reminder can help clinicians to retain existing patients with a variety of features. Through appointment text reminders, e-mail reminders and confirmations, Smile Reminder can help clinicians to reduce no-

shows and increase patient loyalty. Smile Reminder's one-toone messaging feature allows a practice to reach a specific group or person with a personalized message. It also offers customizable electronic surveys, the SmileDash Patient Portal, which features online bill pay, and the Enterprise Edition for large group practices.

The system also offers features to reactivate patients. Automated recare and recall messages can be sent to patients before their continuing care date. The patient can then click a button to request an appointment. The office is immediately



notified and can then respond to the request. Smile Reminder can also reactivate patients through electronic newsletters, custom messaging and birthday greetings.

To acquire patients, Smile Reminder offers the Active Presence platform. It's the first system to offer hands-free online reputation management as patients continue to voice their opinions about their dental providers. Smile Reminder offers patients the ability to refer friends and family to a practice, record video testimonials and connect through Facebook and Twitter.



# Triodent

The V3 is the go-to sectional matrix system for Townie members. It's been the voter's favorite for the past two years in the Townie Choice Awards, and that standing is reflected in the pile of product awards the V3 has picked up from a range of independent evaluation agencies.

So what's the fuss about? The V3's inventor, Triodent CEO Simon McDonald, says it's simple: dentists love the V3 because it consistently does what they want, hope and expect it to do.

"It comes down to basics – predictably tight contacts, ideal anatomy and wide indications for use. And to achieve that we developed an integrated system of rings, matrices and wedges that combines to produce the highest quality Class II composite restorations."

The V3 Ring was an update of Dr. McDonald's very successful V-Ring. The V-Ring had brought two major innovations to Class II restorations – V-shaped tines and a nickel-titanium (NiTi) spring.

The shape of the tines solved a long-standing problem: how to get compatibility between the retainer ring and the wedge in the interproximal space. With the V-shape, the ring easily accommodated the wedge. At the same time the combination of optimal separation forces exerted by the NiTi spring, and the breadth of the tines meant the ring had much wider indications for use making it effective in situations where other rings could not perform as well, and sometimes not perform at all.

One of the keys to the NiTi spring is its elasticity. NiTi will consistently return to its original shape despite constant flexing. And crucially a NiTi spring exerts optimal separation

force over a wider range of embrasure sizes than springs made from stainless steel.

Great thought went into the shape of the glass-fiber reinforced plastic V3 tines so that their anatomy and force is consistent whether the ring is placed mesially or distally. And by closely fitting to the buccal and lingual contours of posterior teeth, the ring is far less likely to dislodge unexpectedly. That snug fit against the undercuts also minimizes flash and finishing time.

The V3 System is completed with the V3 Tab-Matrix and the Wave-Wedge.



The V3 Ring tines straddle the wedge.

The V3 Tab-Matrix was designed with anatomy as the foremost consideration. It includes a rolled marginal ridge, which cuts finishing time. The matrix's S-shaped vertical contour closely replicates the anatomy of the proximal surface, and allows the matrix to slide comfortably past the gingival margin. The V3 Tab-Matrix also has a tab that when held and bent in Triodent's Pin Tweezers provides a "contra-angle," allowing for easy interproximal placement in an apical direction.

The Wave-Wedge adapts to the interproximal space to seal the matrix against the gingival margin, preventing overhangs. The quality of this seal is one of the outstanding features of the system. The wedge also has a hollow underside that protects the gingival papillae. That concavity makes Wave-Wedges stackable, so they can be inserted easily from both the lingual and buccal sides during the same procedure. Now Triodent has introduced the WedgeGuard, which protects the adjacent tooth and the papilla during cavity prep. The guard can then be removed, leaving you to continue using the wedge.

For Dr. McDonald, the proof of the V3's effectiveness is summed up in the feedback from dentists.

"It's very humbling to hear how valuable the V3 is to them. We don't take that for granted; it just motivates us to make it even better and keep making the dentist's job easier."

For more information, go to www.triodent.com or call the customer service team at 800-811-3949. ■

triodent



The V3 Ring grips well, placed mesially or distally.

Simple Solutions for Smart Dentists

### **Bayshore Dental Studio**

### **Bayflex Partial**

The Bayflex partial takes comfort to a new level. This nylon-based, injected material provides increased flexibility at a lower cost than previously available flexible partials.

It is biocompatible and virtually unbreakable. More notably, Bayflex partials can be relined and repaired. The option to reline or add teeth

to these appliances is a huge plus when it comes to patients' decision making. Bayflex offers the perfect degree of flexibility and is stain-resistant. The Bayflex partial also does not include unsightly metal clasps – only tissue-colored or clear clasps that blend with natural teeth. It is perfect for patients that are allergic to monomer. Aesthetics, comfort and durability are all benefits of Bayflex appliances that serve to benefit your patients and your practice.

For more information call Bayshore Dental Studio at 877-954-6243 or visitwww.bayshoredentalstudio.com.



### **ClearCorrect**

#### Created by doctors for doctors

ClearCorrect serves the dental and orthodontic industries by providing an affordable and doctor-friendly alternative in clear aligner therapy. As a provider, have you ever wondered if clear aligner therapy is worth doing after reviewing your lab bill? Is it profitable? This was just one of the issues ClearCorrect addressed when starting the company more than four years ago. The question we asked was: "How can we make an effective, easy-to-use product that is more affordable?" Lo and behold, this was accomplished by figuring out a simpler way to make the aligners, and a unique business model saving providers up to 40 percent in lab fees. ClearCorrect listens to its providers and continually improves on all aspects of its business which it has been doing since day one. This is why it now has more than 10,000 providers in the U.S.

If you would like to learn more about becoming a ClearCorrect provider call 888-331-3323 or visit www.clearcorrect.com/doctors. ■

#### What doctors are saying about ClearCorrect:

"I switched to ClearCorrect over a year and a half ago, and the change has been wonderful. I've already started more than 140 cases and saved tens of thousands of dollars in lab fees. Having treated over 1,400 cases with your competitor, I felt the transition was quite smooth..."

- Dr. Peter Rivoli, orthodontist



### Jay Geier's Scheduling Institute



Would you like to work less, make more money and have more fun practicing than ever before?

All of this is possible if you have a steady stream of new patients coming into your practice. New patients open the doors to incredible opportunities!

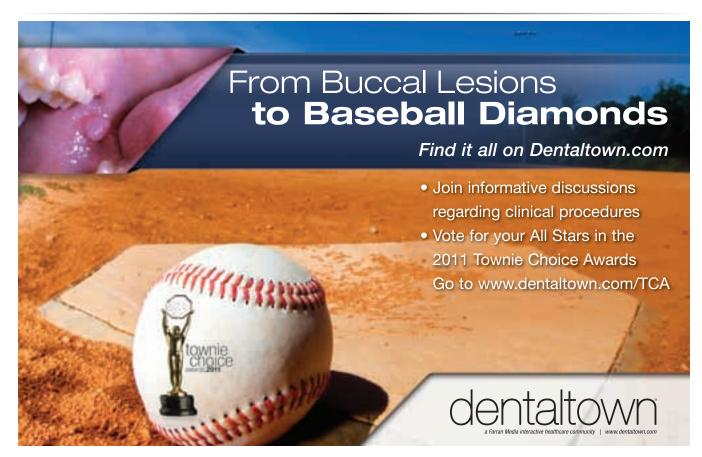
Over the last 25 years Jay Geier has been revolutionizing practices nationwide by increasing their new patients anywhere from 10 to 100 percent (it's not unusual to see increases closer to 300 percent) with his Scheduling Institute program. It doesn't stop there. Through other training programs and coaching groups, Jay is leveraging that new patient growth to help his clients increase their production and net income all while working less and enjoying an exceptional lifestyle.

His training specialists are everywhere! They travel both nationwide and abroad 24-7 teaching Jay's strategies and helping dentists just like you achieve amazing results. Last year they were in more than 800 dental offices and are on track to be in 1,200 this year.

Your staff is one of your biggest expenses, but if trained and leveraged properly they can be your greatest asset. Jay's trainers were taught and groomed by Jay and are the experts at getting your staff engaged, excited and focused on producing results.

For more information call the Scheduling Institute at 877-216-3220 and get on the fast track to increasing your new patients and opening the door to your bigger future!





INCREASE

PATIENTS