By Shofu Dental Staff

According to Shofu Dental, capturing high-quality clinical photographs in a predictable and consistent manner has been the hallmark of EyeSpecial C-2, the first digital camera designed exclusively for dentistry.

A third-time recipient of the prestigious Cellerant’s Best in Class Technology Award, the EyeSpecial C-2 captures images for case documentation, diagnosis and treatment planning, patient communication and education, insurance verification, legal documentation and dental lab collaboration.

Proprietary to Shofu’s camera are dental-specific, pre-programmed shooting modes that enable clinicians, assistants, hygienists and dental laboratory technicians to navigate through their photography tasks without the need of extensive photographic knowledge or experience.

For instance, in order to record orthodontic photographs with the EyeSpecial camera, an operator will just need to select the button corresponding to FACE MODE to capture extraoral images.

In a similar method, an operator will choose STANDARD MODE to achieve anterior and buccal intraoral photographs, and MIRROR MODE to accomplish occlusal pictures.

For every step of any photo series, the EyeSpecial will automatically set the appropriate f-stop, aperture and focal length to deliver an ideal photograph, leaving an operator with the selection of a pre-programmed mode.

Incorporating intuitive, high-tech functions tailored specifically for dentistry, the EyeSpecial camera is designed to handle dental applications without requiring any retrofitted add-ons. Specifically, one of the more useful features of Shofu’s camera is the ISOLATE SHADE MODE, which instantly grays out the gingival tissue to improve visual perspicacity for accurate shade analysis and communication with a dental laboratory technician.

When combined with a draw/edit function, which allows for making notes directly on images, this attribute may be of a value for an effective treatment evaluation or a discussion about the progress or challenges in a treatment modality.

Equipped with a cropped-frame, high-resolution sensor and ultra-innovative FlashMatic module, a proprietary system of ring and dual-point flashes, Shofu’s camera demonstrates true-color reproduction and an exceptional depth-of-field range, according to the company.

Engineered to provide functionality, the ultralight (weighing ca. 1 lb) EyeSpecial camera complies with the most stringent infection control protocols. The heavy-duty camera’s body is water-, chemical- and scratch-resistant, and it can be swiftly disinfected with a sterilizing towelette, virtually eliminating the possibility of cross-contamination.

The latest model of this smart camera, EyeSpecial C-3, is packed with plenty of milestone upgrades, including a larger sensor, a faster processor, optimized software and a higher resolution LCD screen, all of which will help the entire dental team achieve their photography tasks in a more intuitive, faster and easier fashion, the company asserts.

For a live camera demonstration and to learn how the new EyeSpecial C-3 can improve communication with your dental laboratory and patients, stop by the Shofu booth, No. 945.
Rely on Us for **Practice Care**, so you can focus on **Patient Care**

**Your reliable trusted advisor.**
Practitioners rely on Henry Schein for Integrated Office Design solutions to help manage and grow their business.

Henry Schein’s Integrated Design Studio features a dedicated team of designers focused on building a foundation for functional, creative, and innovative dental office design.

Visit the Integrated Design Studio at Booth #4431 to talk with a designer about how we can meet the unique needs of your practice and help you achieve your goals.

---

**TODAY’S SCHEDULE**

**NEW! IN-BOOTH THEATER PRESENTATIONS**

**11:00AM**  **MARKETING MYTHS & REALITIES FOR DENTISTS**

**GLASS CLASSROOM #5800**

**9:45AM-12:45PM**
**50 THINGS YOU DIDN’T KNOW DENTRIX COULD DO**
By: Miranda Reed

**2:00PM-5:00PM**
**DOUBLE YOUR PRODUCTION TOMORROW**
By: Wendy Briggs

---

**ASK ABOUT OUR CYBER MONDAY DEALS**

**FLASH SALE!**
Ask a Henry Schein Dental Consultant about our Cyber Monday offers!

---

**#SCEINSELFIE**

**LOOK FOR OUR SNAPSHOT GEOMATIC AND TAKE YOUR #SCEINSELFIE**

Take a selfie at the Greater New York Dental meeting and use our “ScheinSelfie” Snapchat filter! Save your selfie and upload to Facebook, Twitter, and/or Instagram with the hashtag #ScheinSelfie.

---

Supplies | Equipment | Practice Management Systems | Digital Technology | Technical Service | Business Solutions

© 2017 Henry Schein, Inc. No copying without permission. Not responsible for typographical errors. 17BS87580
NEW HIGH DEFINITION IMAGING – HDi
Advanced photonic design perfectly images LED for uniform light distribution with 45% more light.

LED WireLess
Mini

Totally WireLess Headlight -
No wires, no battery pack
Lightweight Modular Design -
Weights only 1 oz. and can be worn on your choice of eyewear
27,000 lux intensity
Now available with HDi -
Uniform light distribution with maximum intensity

& NEW LED Micro

High Definition Imaging – HDi
Uniform LED light distribution with maximum intensity
Simple One-Touch operation:
60,000 lux high intensity
34,000 lux medium intensity
Lightest weight power pack (2.5 oz.) with up to 10 hr run time per pack and Robust USB

SAVE $200 when you order both loupes and LED DayLite®

WE’VE EXPANDED – Note our NEW ADDRESS
4000 Veterans Memorial Hwy. Bohemia, NY 11716-1024 1.800.345.4009 1.631.585.3300 info@dvmail.com DesignsForVision.com

Booth #1813
2012
4026

NY DENTAL MEETING 2017
Highly acclaimed product performance –
From impression to resin materials

Greater New York Dental Meeting
See us in two locations:
Booth #3537 & 1221
German Pavilion

Call now 877-532-2123
www.kettenbachusa.com
One of the most popular giveaways in the GNYDM exhibit hall in recent years has been the bone augmentation sample available from J. Morita USA (booth No. 4615). The company’s Foundation collagen-based bone filling augmentation material, introduced in the United States five years ago, has quickly become one of the most sought after on the market.

As a bonus, though, if you listen to a quick overview about the material’s benefits in the booth, you can also walk away with a small but powerful Bluetooth speaker — another highly popular giveaway.

And while the speaker is really cool, it’s details about Foundation that the folks in the J. Morita booth would really like you to listen to.

“There is no other product on the market that grows bone this quickly,” said Walid Wardaki, vice president merchandise sales with J. Morita USA, after affirming one of the material’s most appealing qualities: Clinical studies have repeatedly documented the material’s ability to quickly stimulate new bone growth, enabling implants to be placed as early as eight weeks after an extraction.

But it’s not just the material’s speed that has converted so many users from their prior materials of choice. “It’s far less labor-intensive,” Wardaki said. “There is no mixing and no need to place a membrane, which alone can cost $100.” Wardaki said that means the cost of a Foundation plug is less than the cost of a typical membrane alone — and far lower in cost than human bone and other augmentation materials.

The material was developed by J. Morita researchers in Japan 12 years ago, initially in sheet form to help burn victims. The material was so successful, though, it prompted researchers to investigate how it would perform in dentistry to stimulate bone growth. The results were immediately impressive, and the product quickly claimed 95 percent of the Japanese dental bone-augmentation market.

“The secret behind it, or what makes it so unique,” Wardaki said, “is that the researchers learned that (in the manufacturing), if you heat 100-percent bovine collagen, it will perform much more effectively.” The surrounding cells and capillaries infiltrate into the material much more quickly.

Bone growth in eight weeks
(and a free Bluetooth speaker)

AD

Walid Wardaki, vice president merchandise sales with J. Morita USA, has a free sample of Foundation collagen-based bone filling augmentation material for you in booth No. 4615 — and if you have five minutes to learn more about the material’s benefits, you can also get a Bluetooth speaker. (Photo/Robert Selleck, today Staff)
WHERE STEEL COMES TO LIFE.

Stylish, sleek, visionary. Not the words typically used to describe steel. But the new Synthesis® Casework Collection by Midmark is all these things and more. Unlike the industrial offerings of the past, Synthesis® brings steel to life with more design choices and a modern look and feel that today's dental practices expect. Wrapped inside a contemporary and sophisticated exterior is a durable and functional steel framework that's built to withstand the rigors of a demanding dental environment.

Your practice isn’t cold and clinical, so why should your casework be? Let Synthesis® change your perception of steel forever.

VISIT BOOTH #4609 NOW TO EXPERIENCE THE MIDMARK DIFFERENCE.
Today's dentists can choose between a number of proven restorative materials. There has been a large decline in porcelain fused to metal (PFM) crown restorations in favor of increasingly popular lithium disilicate and zirconia restorations. These newer materials are stronger and more esthetic. However, many practitioners have found that most self-adhesive luting cements do not interact well with these materials and other substrates.

According to Essential Dental Systems, its Envy Self-Etch, Self-Adhesive Cement is a new advancement in multisurface adhesive technology — even solving the problem of adhesion to zirconia. The company describes Envy as a “simple, time-saving, cost-effective, one-step solution.” Envy’s chemistry provides tack curing for easy cleanup and ensures virtually no post-operative sensitivity, the company asserts.

Clinicians such as Steven Richards, DMD, who has placed more than 100 units with Envy, appreciate the versatility of the cement. Richards, of Cedar Spring Family Dentistry in Spartanburg, S.C., said: “Envy provides more consistent bonding with all zirconia and all ceramics. The ‘Tack-and-Wave’ cleanup is easy for both the dentist and patient, and we have had no reports of post-operative sensitivity.”

Complete information about Envy is available at www.edsdental.com/envy.
EPIC Q4 PROMOTION

$1999
PIONEER PRO
Simple yet superior

$2999
PIONEER ELITE
Portable and profitable

Plus - Pioneer is offering a trade-in program – accepting any dental diode lasers and provide additional savings:

- $1,799 with trade-in for the Pioneer Pro
- $2,499 with trade-in for the Pioneer Elite.

pricing valid until 12/31/17

Visit us at Booth #4639 or at PioneerLasers.com
Dentatus Profin system simplifies shaping

Offering safe and precise contouring, finishing and polishing of hard-to-access surfaces

By Dentatus Staff

The Profin Reciprocating System is the instrument of choice for shaping and finishing hard-to-access surfaces.

Modern dentistry emphasizes esthetics and shaping restorations to consistent clinical standards of form and function.

With Profin, a variety of safe-sided diamond-coated Lamineer® Tips, used in a 1.2 mm linear reciprocating motion, can fit into areas without ditching or damaging adjacent surfaces, according to Dentatus.

Depending upon the color-coded grit chosen, the tips are designed to facilitate gross reduction, shaping, finishing or polishing in hard-to-access areas. Tips can either rotate freely to follow natural contours or be fixed for controlled detailing and shaping of all restorative materials: enamel, dentin, cementum, composite, porcelain, ceramics, amalgam and metals.

When used in place of finishing strips, in the free-floating mode, the tips provide delicate control to shape and polish both the curved and flat surfaces to optimize esthetic form in the gingival, interproximal, facial and incisal areas.

The many benefits and features include:

- Anatomical shaping for esthetics and function — interproximals, contacts, overhangs, embrasures and occlusal adjustment.
- Tooth preparation for inlays, onlays and crowns — crisper and sharper shoulders, chamfers, inlays and margins.
- CAD/CAM — prepare and refine vertical walls, boxes, margins.
- Interproximal reduction for orthodontic treatment and safe removal of residual ortho and luting cements.
- Periodontics — root planning, debridement, scaling.

Here in New York: A daily giveaway

Daily at the Greater New York Dental Meeting at 10 a.m., 2 p.m. and 4 p.m., the first three dentists to visit Dentatus’ booth, No. 1714, will get a Profin By Hand Starter Kit.
→ Outstanding polishability and gloss retention
→ Brilliant single-shade restorations simplify color management
→ Ideal handling properties
→ Highly flexible system for all indications

GNY Show Specials!
BUY 3 BRILLIANT EverGlow syringe or tip refill, GET 3 of any shade  Promo code: MT-286
BUY 1 BRILLIANT EverGlow syringe or tip starter kit, GET 1 Alpen® ShapeGuard assortment pack  Promo code: MT-273
BUY 1 BRILLIANT EverGlow syringe or tip system kit, GET 3 refills any shade  Promo code: MT-274

Pairs Perfectly with ALPEN® ShapeGuard Polishers

Strong in Polishing. Gentle on Surfaces.

Visit us at Greater New York Dental Meeting | Booth #4016
Use BRILLIANT EverGlow and ALPEN ShapeGuard for beautiful restorations

By COLTENE Staff

BRILLIANT EverGlow is what COLTENE calls its highly esthetic, universal submicron hybrid composite.

According to the company, EverGlow is distinguished by easy polishability, gloss retention, ideal handling and exceptional blending properties thanks to the duo shade system.

All BRILLIANT EverGlow universal, translucent and opaque shades are available in a 3 g syringe or 0.2 g tip refills or kits.

A starter kit includes an assortment of four commonly used universal and translucent shades.

BRILLIANT EverGlow shows an exceptionally smooth surface and satin shine directly after placing the filling, according to the company. This simplifies the task of polishing, allowing highly esthetic restorations to be performed in minimal time—especially, the company asserts, when used with COLTENE’s ALPEN ShapeGuard Composite Plus polishers.

ALPEN ShapeGuard Composites Plus pairs beautifully with BRILLIANT EverGlow, according to the company.

ALPEN ShapeGuard Polishers are available in Step 1 and Step 2 refill packs as well as assorted packs.

For more information on BRILLIANT EverGlow and ALPEN ShapeGuard, visit coltene.com. Visit the company at booth No. 2137 to try BRILLIANT EverGlow and ALPEN ShapeGuard. Be sure to ask about current promotions for both products.

Here in New York

Alpen ShapeGuard composite polishers offer a simple two-step polishing system for fast, easy and intuitive finishing and polishing, according to the company. Flexible polishing lamellae offer an outstanding advantage when contouring newly formed composite restorations.

ALPEN ShapeGuard Polishers are available in Step 1 and Step 2 refill packs as well as assorted packs.

For more information on BRILLIANT EverGlow and Alpen ShapeGuard, visit coltene.com. Visit the company at booth No. 2137 to try BRILLIANT EverGlow and ALPEN ShapeGuard. Be sure to ask about current promotions for both products.

YANKEE DENTAL CONGRESS

January 24-28, 2018 | Exhibits: January 25-27, 2018 | Boston Convention & Exhibition Center

Free! Education on the Exhibit Hall Floor

Implant Studio
Gain insight in integrating implants into your practice and discover the latest trends. yankeedental.com/implant-studio

Practice Transitions Pavilion
Learn from industry experts how to ensure you are making the best decisions for your practice. yankeedental.com/practice

All Things 3-D
Discover high-tech 3-D technology that will transform your practice and how it can give your patient better results. yankeedental.com/3-d

Dental Office Pavilion
Test drive cutting-edge dental equipment and technology that you can integrate into your practice today. yankeedental.com/office-pavilion

Colgate Pavilion
A wide variety of topics from enhancing patient communication, the new clinical practice guidelines (CPGs), prevalent oral conditions, and much more will be discussed. yankeedental.com/colgate

Benico Pavilion
Discover how to deliver a painless and innovative customer experience that improves the business engine, life balance, and patient care of dental professionals. yankeedental.com/benico

Product Navigator Live
Learn about advancements in restorative materials, adhesives and cements, digital technology, and preventive products from well-respected industry experts. yankeedental.com/navigator

Patterson Pavilion
Participants will learn the latest advances in digital impression techniques, chairside restorations, 3D imaging, and much more. yankeedental.com/patterson

yankeedental.com | 877.515.9071
Presented by the Massachusetts Dental Society in cooperation with the Dental Societies of Connecticut, Maine, New Hampshire, Rhode Island, and Vermont
keep it real

Your patients want to keep their natural teeth.¹ The GentleWave® Procedure can help.

The GentleWave® Procedure is a single-appointment, minimally invasive root canal procedure that helps preserve more dentin structure of the tooth.²,³ Yet it cleans the deepest, most complex portions of the root canal system,³ even reaching into microscopic spaces that standard root canal treatments cannot.⁴

The GentleWave Procedure. Today’s alternative to standard root canal treatment—and something that you and your patients can both smile about.

VISIT US AT
GNYDM 2017!
NOVEMBER 26-29 | NEW YORK | BOOTH #1504

SONENDO.COM
Obsidian® lithium silicate ceramic is a state-of-the-art restorative material that can be used for ceramic fused to metal, all-ceramic and chairside-milled cases. According to Glidewell, the company behind the product, this versatility enables clinicians to prescribe a single material for virtually any indication in the mouth. A simplified workflow can ensue because using Obsidian can facilitate a cohesive appearance across the arch, even when the oral situation demands multiple types of restorations.

According to Glidewell, Obsidian offers more than four times the flexural strength and twice the chip resistance as traditional feldspathic porcelain. Furthermore, the translucency and esthetics of the material match those of dentition, making Obsidian the optimal combination of utility and beauty, the company asserts.

Pressed to metal
The latest release in the product line, Obsidian Pressed to Metal, provides a PFM-like restoration for today’s clinician.

Rather than fusing feldspathic porcelain to cast metal, Obsidian lithium silicate ceramic is pressed to laser-sintered understructures to form modernized ceramo-metal restorations. Each case is designed digitally and fabricated through unique computer-controlled processes for precise restorations.

The understructures are made through a method in which a programmable laser beam strikes metal powder to build the desired shape, layer by layer. The anatomy is formed by heat-pressing lithium silicate ceramic into a 3-D printed mold.

Finished Obsidian Pressed to Metal crowns and bridges can achieve far greater strength than their conventional PFM predecessors.

According to the company, these natural-looking, chip-resistant restorations are ideal for covering dark preps and endodontic posts. Indications include crowns and bridges anywhere in the arch and screw-retained and cemented implant restorations.

All-ceramic
Obsidian All-Ceramic restorations are made from the same lithium silicate ceramic used for the pressed to metal restorations, meaning that monolithic and ceramo-metal pros- theses can be placed adjacent to one another with successful results.

According to the company, these all-ceramic restorations mirror the vitality and translucency of natural dentition and are indicated for individual anterior and posterior crowns, veneers, inlays, onlays and three-unit anterior bridges.