One-take impression material can save time, material, costs

By Kettenbach Staff

Purchasing impression material in bulk from your supplier? No reason to change because everything is working fine? What if you could buy a premium product, shipped directly from the manufacturer? This can be achieved with Kettenbach, which according to the company provides high-quality performing materials that will reduce the number of retakes because accuracy is achieved the first time.

Impressions done in one take use less material and cost less. To enjoy the Kettenbach “Advantage, performance and price, sold direct to you,” call (877) 532-2123 to save hundreds or maybe even thousands on your annual purchases.

About Kettenbach

Kettenbach LP is based in Huntington Beach, Calif., and is the exclusive U.S. distributor for Kettenbach GmbH & Co. KG, based in Eschenburg, Germany. Founded in 1944, the company is a leading international producer of impression materials for dental use and is also known in other surgical areas of medicine.

For more information about Kettenbach LP products, you can call (877) KEBA-123 or visit www.kettenbach.com.

According to Kettenbach, the Panasil family of high-quality performing materials reduce the number of retakes because accuracy is achieved the first time — and impressions done in one take use less material and cost less. Photo/Provided by Kettenbach

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Crosstex International Inc. and its subsidiary Accutron Inc. have launched the AXESS™ Mask, a single-use, lightweight and low-profile nasal mask that is contoured to form fit comfortably over the patient’s nose. AXESS Mask and scavenging circuit are constructed of slender, lightweight tubing to reduce drag that can lead to mask displacement. The mask and circuit combined are designed to provide patients with a comfortable experience while offering clinicians easy and unobstructed access to the oral cavity. Neither the mask nor the scavenging circuit contains natural rubber or latex.

“Crosstex is excited to be able to offer new, innovative solutions that address patient comfort as well as patient safety. The AXESS Mask and scavenging circuit offer relaxation for the patient while giving the clinician better access to the oral cavity,” said Gary Steinberg, president of Crosstex International.

“Patient safety has always been the cornerstone of the Crosstex mission,” said Jackie Beltrani, vice president of Global Marketing for Crosstex International. “The growing emphasis on patient comfort and nitrous oxide/oxygen sedation correlates with an increase in positive patient experiences. For dental professionals, that has the potential to mean more referrals and more opportunities to grow their practices.”

For more information about AXESS Masks or for free mask samples, call (800) 531-2221 or go to accutron-inc.com.

**About AXESS Masks**

AXESS Masks offer visual assurance to the clinician because fogging appears in the translucent mask when patients breathe through their nose. The contour around the mask perimeter provides a nasal/facial seal that minimizes ambient nitrous oxide in the operatory and gas flow into the patient’s eyes — all without the use of tape or uncomfortable cannula protruding into the patient’s nostril.

The accompanying low-profile scavenging circuit easily retrofits to most scavenging circuits and can be steam-sterilized and reused, making it both cost-effective and environmentally friendly. AXESS Masks are available in three sizes and two scents — mint and bubblegum. A clear, unscented version is available for scent-sensitive patients.

**About Crosstex**

Crosstex International, a Cantel Medical company, manufactures infection prevention and compliance products for the global health care industry. Founded in 1953 and headquartered in Hauppauge, N.Y., Crosstex is widely known for its portfolio of waterline treatment, biological monitoring, sterility assurance packaging and personal protection equipment (PPE). Sold in more than 100 countries, the range of products distributed to medical, dental and veterinary practices and facilities includes the award-winning (five consecutive years) SECURE FIT® technology face masks,

**DENTAPURE®** waterline treatment cartridges and LIQUID ULTRA® waterline treatment, SURE-CHECK® sterilization pouches with internal/external multi-parameter indicators, Tyvek pouches with 510K approval, SteamPlus Type 5 chemical integrators, CONFIRM® and PASSPORT® Plus in-office and mail-in biological indicators, and RAPICIDE® OPA/28 high level disinfectant. For more information about the full line of Crosstex infection prevention, patient safety and compliance products, please contact Crosstex at (631) 582-6777 or visit www.crosstex.com.

**About Cantel Medical**

Cantel Medical products include specialized device reprocessing systems for endoscopy and renal dialysis, advanced water purification equipment, sterilants, disinfectants and cleaners, sterility assurance monitoring products for hospitals and dental clinics, disposable infection control products primarily for dental and GI endoscopy markets, dialyzer concentrates, hollow fiber membrane filtration and separation products. It provides technical service for all products. For more information, visit the Cantel website at www.cantelmedical.com.
Nasal spray is first FDA-approved, needle-free, regional dental anesthesia for maxillary arch

**From St. Renatus: Kovanaze (tetracaine HCl and oxymetazoline HCl) Nasal Spray**

By St. Renatus Staff

St. Renatus recently announced that Kovanaze™ (tetracaine HCl and oxymetazoline HCl) Nasal Spray, the first FDA-approved, needle-free, regional dental anesthesia for the maxillary arch, is available for order. At the American Academy of Cosmetic Dentistry Annual Scientific Session in Las Vegas, you can visit booth No. 525 to place an order.

Approved by the U.S. Food and Drug Administration (FDA) on June 29, 2016, Kovanaze is indicated for regional anesthesia when performing a restorative procedure on teeth #4-13 and A-I in adults and children who weigh 40 kg or more.

“It is a significant moment in dentistry as a new delivery method for pain management is now available,” said Steve Merrick, chief executive officer of St. Renatus. “For decades, needles have been the mainstay for delivering dental anesthesia; now dentists have the option to offer patients a regional anesthesia via a nasal spray for restorative procedures in the smile zone.”

For full prescribing and important safety information, visit www.kovanaze.com. To learn more or to place an order, you can visit booth No. 737 in the exhibit hall at the AAACD Scientific Session in Las Vegas, contact your dental dealer or call the Kovanaze Support Line at (800) 770-9400.

Additional prescribing information

These highlights do not include all information needed to use Kovanaze safely and effectively. See the package insert for full prescribing details.

- **Indications and usage:** Kovanaze contains tetracaine HCl, an ester local anesthetic, and oxymetazoline HCl, a vasoconstrictor.
- **Dosage and administration:** Kovanaze is for intranasal use only. Administer Kovanaze ipsilateral (on the same side) to the maxillary tooth on which the dental procedure will be performed.
- **Dosage forms and strengths:** Nasal spray is first FDA-approved, needle-free, regional dental anesthesia for maxillary arch.

Approved by the U.S. Food and Drug Administration in June, Kovanaze is indicated for regional anesthesia when performing a restorative procedure on teeth #4-13 and A-I in adults and children who weigh 40 kg or more. Photo/Provided by St. Renatus

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**INDUSTRY NEWS**

Dental Tribune U.S. Edition | April 2017
Rhein83, which produces attachments for removable prosthesis, describes its OT EQUATOR as being the smallest dimensional attachment system on the market. The system employs a reduced vertical profile of 2.1 mm with a 4.4 mm diameter. According to the company, the attachment is compatible with all implant systems and brands and provides superior stability and retention for the prosthesis.

Features include:
• The smallest dimensional implant abutment available on the market.
• Manufactured to be compatible with all implant brands and platforms.
• Available in eight different gingival heights.
• Titanium coating procedure used to increase the attachment’s hardness and durability.
• Variety of elastic retentive caps available.
• Smart Box system now available to enable corrections of more than 50 degrees in implant divergence.
• Single castable and threaded titanium attachment systems available.
• Customized ordering based on implant brand, diameter and gingival height.
• ISO 9001 – ISO 13485 valid certificates.
• Patent validated by FDA, CE, Russia, Canada, Japan, Korea and other countries.

For additional information, you can visit www.rhein83.com, send an email to marketing@rhein83.it or telephone internationally at 003 (905) 124-4510.

Smart Box
Rhein83 also has developed Smart Box, which can be used with the OT Equator in cases of extreme divergences between the implants. The Smart Box has an inner tilting mechanism that enables a passive insertion with divergent implants up to 50 degrees.

An expert’s opinion
Roberto Scrascia, DDS, is a prosthodontist specializing in bone regenerative surgery. He has written numerous clinical articles for publications in Italy and throughout the world (Roberto.scrascia@gmail.com). Following are his comments about his use of the OT Equator attachment system and the Smart Box:

In the implant prosthetic rehabilitation with an overdenture, the choice of the retentive systems is a crucial moment; it is fundamental to analyze and evaluate carefully the options provided by the market in order to avoid problems that may occur at an early stage or during the treatment. Before the Smart Box, there was little chance of being able to take advantage of the performances of the OT Equator when there were severe divergences of the implants due to the lack of bone because of resorption in the jaws of older patients. In situations like these, a low-profile attachment is often the preferable solution, because it provides good stability and all the space for an esthetic denture.

Thanks to the innovative and original mechanism of the Smart Box, we can extend the limit of usability of the OT Equator attachment without losing any of its performances and qualities. The Smart Box, with its tilting mechanism, allows and facilitates the smooth insertion of the prosthesis, a positive feature of the OT Equator by Rhein83. Smart Box is a new product that provides us a good opportunity to enhance the solutions we can offer to our patients in our everyday work.
10 do’s and don’ts for generating and monitoring online reviews

By Travis Rodgers, RecordLinc

DO:

1. Claim your online business listings: There are several review sites for potential customers to find information about you or your competitors. Claim your listings on as many of these sites as possible. Make sure all information is accurate and consistent across all sites and edit your listings to include a brief business profile, photos, office hours and list of services.

2. Routinely ask your customers to write reviews: If past customers have articulated how pleased they are with the service you provide, ask them to submit an online review that speaks to their positive experience. The most trusted reviews are the ones that provide details. Both customers and search engines want to see if you’ve earned accolades for your service over a period of time.

3. Make your review request personal: However you request reviews — by snail mail or email — let your customers know you value their honest feedback. Ultimately, it will help you improve your operations and customer service.

4. Monitor your reviews: Online reviews tell you a lot about what customers think about the quality of your service. Without continual and thorough monitoring, you’re left with a serious blind spot. You can mine this wealth of data to uncover and address recurring service or operational issues — such as difficult parking or personnel challenges.

5. Mention reviews in your customer facing sites: Add those positive reviews to your own website and social media pages. Link reviews back to their original sources. Loyal customers who read these reviews may be inspired to add their own. You can also put tablets or kiosks in your reception area to collect new reviews.

DON’T:

6. Send out review requests all at once: It’s important to generate reviews on a scalable and scheduled basis, not all at once. The power of reviews is cumulative.

7. Solicit or publish fake reviews: Never offer your customers an incentive to write a review or create testimonials. This is unethical and will lose credibility for your company. In fact, review sites are becoming more savvy about false reviews and may remove them.

8. Ask disgruntled customers to review your organization before you’ve resolved their issues: It’s wise to resolve issues prior to requesting a review. Once the issue is resolved, you can request that the customer write a review about how you addressed the problem. Often your fiercest advocates are initially unhappy customers whose problems you’ve solved.

9. Ignore negative reviews: Negative reviews can put your reputation on the line. But you can control the outcome. Your best defense is a good response. Customers want to see how you handle the situation when things go wrong. If appropriate, offer to handle the issue offline.

10. Try to remove negative reviews: If you can’t resolve a customer’s issue and turn a negative review into a positive one, let it go. Attempting to remove a negative review can aggravate the situation and lead to additional negative comments. Focus instead on building a wealth of positive reviews.

To learn more about how you can improve your business’s online reputation and drive revenue, email Travis Rodgers at RecordLinc at travis@recordlinc.com.