Children’s Oral Health Month: GC America’s MI Paste appears on ‘The Balancing Act’

GC America announced that its MI Paste will be one of the featured products on the Lifetime Network’s daily morning show, “The Balancing Act.”

A special segment was produced in anticipation of Children’s Oral Health Month in February called “Protecting Your Children’s Teeth: The Importance of Good Oral Care for Your Kids.”

The show aired Feb. 16 and will air again on March 2.

Dr. Brian Nový, assistant professor of restorative dentistry and recipient of the ADA’s award for his preventive practice, spoke with one of the show’s host, Danielle Knox, on the many benefits of MI Paste and MI Paste Plus. MI Paste Plus™ is a water-based topical tooth cream containing RECALDENT™, with incorporated fluoride (CPP-ACP; casein phosphopeptide-amorphous calcium phosphate fluoride).

MI Paste and MI Paste Plus:
• Quickly relieve sensitivity
• Help strengthen teeth to aid in keeping them cavity resistant
• Supply calcium, phosphate and fluoride in nature’s correct ratio
• Have a proven clinical success record for many indications, including high caries risk, xerostomia, orthodontic, post-bleaching, oncology, pediatric and high plaque/special needs patients


For more information on GC America and its complete product line, please visit the company’s website at www.gcamerica.com.

“The Balancing Act” airs on Lifetime Television at 7 a.m. (ET/PT) and is America’s premier morning show that is about women, for women and trusted by women.

For more information, visit www.thebalancingact.com.

EMS launches new Piezon

Inventor of the original Piezon method unveils 2 new stand-alone tabletop units

“No pain for the patient.” This is what EMS Electro Medical Systems had in mind when the company developed the new Piezon Master 700.

The result is a treatment that irritates neither teeth nor gingiva, and that delivers extra smooth tooth surfaces without abrading the oral epithelium.

It is a symbiosis of intelligent technology and unequalled precision.

A perfect match between the original Piezon LED handpieces and the i.Piezon module for instrument movements perfectly aligned with the tooth.

An incomparable fit when used with EMS Swiss Instruments made of ultrafine biocompatible surgical steel.

With its modern three-touch panel, the Piezon Master 700 sets new standards for ease of operation and hygiene, according to the company.

Everyone benefits, all feel good: patient, practitioner, the whole practice.

miniMaster goes LED

With the miniMaster LED, EMS offers a stand-alone unit with its own liquid supply. Easy to use, fast and gentle, the miniMaster now comes with a new LED handpiece with circular light emission for even more comfort.

According to the company, the acclaimed benefits of the original Piezon method remain unchanged: absolutely linear oscillations, ultrafine surfaces of EMS Swiss Instruments and continuous feedback control for top performance.

The Piezon Power Pack comes with a sterilizable LED handpiece, three EMS Swiss Instruments each in CombiTorque in their Steri-box, two bottles and a two-step foot switch.

For more information about Piezon Master 700 and miniMaster, please visit www.ems-company.com.