Live dentistry sessions are an AACD Scientific Session first

‘Education in the Round’ presented in exhibit hall in partnership with American Dental Association

For the first time ever, live dentistry will be offered at AACD 2014 in Orlando, the annual scientific session of the American Academy of Cosmetic Dentistry.

In a partnership with the American Dental Association (ADA), the AACD will present “Education in the Round,” a live dentistry experience located in the AACD exhibit hall and open to all attendees.

The goal of live dentistry is to provide attendees with a real-life demonstration of the procedures for which AACD dentists are highly recognized.

Here’s the presenter lineup Thursday, Dr. Wynn Okuda, AACD accredited member and AACD past president, direct composite veneers; Friday, Dr. John Weston, AACD accredited fellow, preplex veneers; and Saturday, Dr. Brian LeSage, AACD accredited fellow, bonding.

The live dentistry exhibit is expected to draw large numbers of dental professionals to the conference and is of interest to dentists and all members of the dental team.

“Live dentistry will be a huge draw for our attendees to visit the AACD Exhibit Hall,” said Jeff Roach, AACD director of strategic partnerships. “Education in the Round will inspire our attendees and motivate them to take their own work up a notch. Also, the debut of live dentistry at our 30th anniversary meeting just proves how far cosmetic dentistry has come.”

AACD launched the ‘Your Smile Becomes You’ website

The American Academy of Cosmetic Dentistry (AACD), the world’s largest nonprofit membership association dedicated to the art and science of cosmetic dentistry, has launched a new consumer website, www.YourSmileBecomesYou.com.

With the launch of this site, AACD is embarking on a new campaign aimed to help educate consumers about cosmetic dentistry, encourage them in their pursuit to improve their smiles, and to raise awareness of the importance of seeking out an AACD accredited or member dentist for treatment.

“There are currently many different cosmetic dentistry treatment options for patients, and this website enables the consumer to learn more about these procedures through a less intimidating, more consumer-friendly fun way,” said Dr. Jack Ringer, DDS, AAACD, AACD president 2013-2014. “We hope that the ‘Your Smile Becomes You’ website provides consumers with foundational information that will help them to have more informed conversations about their oral health with the right cosmetic dentist in their area.”

The website educates consumers on the types of cosmetic dental procedures that can improve their smiles. The website’s content includes:

- What Does Your Smile Say About You? – A personalized smile analysis tool that uses Facebook to determine what your smile says about your personality.
- A Share Your Smile gallery – A photo gallery where users can upload their smile personality and view the personalities of other users that have also used the analyzer.
- “Your Smile IQ” Quiz – A step-by-step quiz to help consumers determine the procedures that could improve their smiles.
- Explore Cosmetic Procedures – An educational section with consumer-friendly videos showcasing cosmetic dentistry procedures available to patients, such as bonding, veneers and whitening.

The website also features a “Find a Cosmetic Dentist” locator that enables the user to quickly find an AACD accredited dentist or an AACD member dentist practicing near them. “A recent study conducted by Kelton Research (confirms) the importance the public places on an attractive smile. More consumers are willing to pay to fix their teeth than to pay for weight loss,” said Barb Kachelski, AACD executive director. “Knowing this, we built the ‘Your Smile Becomes You’ website to help consumers understand steps they can take to improve their smiles and to showcase the clinical excellence of our AACD member dentists.”

(Source: Digident and AACD)
Strength, esthetics drive selection of restorative material in unusual case

The patient was not interested in orthodontic treatment but wanted as much improvement as could be created with restorative treatment

By Drake Laboratory Staff

In the esthetic restorative material arena, Ivoclar Vivadent once again has found an ideal niche with its IPS e-max® lithium disilicate product. The application as a full contour restorative material provides improved strength and cementability that compares to the original, extremely successful, pressed Empress formulation.

Designed with simplicity and versatility in mind, e-max is available for both the PRESS and CAD/CAM techniques. When utilizing the PRESS technique, two different types of ingots are available: IPS e max Press, a high-strength glass-ceramic, and IPS e max ZirPress, an esthetic glass-ceramic that is pressed onto zirconium oxide in a fast and efficient procedure. Pressed flexural strength is 400 mpa.

For CAD/CAM applications, either the highly esthetic IPS e max CAD ceramic glass blocks or the high-strength IPS e max ZirCAD zirconium oxide can be selected, depending on the case requirements (Fig. 1).

The nano-fluorapatite layering ceramic IPS e max Ceram completes the all-ceramic system. This material is used to veneer all IPS e max components, no matter if they are glass-ceramic or zirconium oxide. Milled flexural strength is 360 mpa.

Case study

The patient presented with a desire to improve the appearance of her smile. She is an early-40s female in excellent general health. The overall patient desire was a bright and white smile with as many improvements to gingival outline and occlusal relationship as possible. The patient was not interested in orthodontic treatment and wanted as much improvement as could be created with restorative treatment. The entire upper arch was in need of restorative treatment, so a full arch plan was developed (Fig. 2).

Following standard procedure with cases involving anterior guidance, the procedure began with facebow-mounted cases involving anterior guidance, the plan was developed (Fig. 2).

Final impressions were taken, and the die model. A labial incisal matrix was developed, into which the permanent restorations could be built.

The case was developed by Drake Laboratory, Charlotte, N.C., and delivered. Post-op visits consist of minor occlusal modifications and production of an occlusal splint to be worn at night.

The patient was very pleased with the overall patient desire was a bright and white smile. The patient was very pleased with the final result.

The Ivoclar IPS e max material selected, depending on the case requirements.

Fig. 1: For CAD/CAM applications, either the highly esthetic IPS e max CAD ceramic glass blocks or the high-strength IPS e max ZirCAD zirconium oxide can be selected, depending on the case requirements.

Fig. 2: The entire upper arch is in need of restorative treatment, so a full arch plan is developed.

Fig. 3: The case is developed by Drake Laboratory, Charlotte, N.C., and delivered. Post-op visits consist of minor occlusal modifications and production of an occlusal splint to be worn at night.

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The Ivoclar IPS e max material selected, depending on the case requirements.

Fig. 4: Final outcome is deemed a success by the restoring dentist and patient. The patient was very pleased with the final result.

Fig. 5: The entire upper arch is in need of restorative treatment, so a full arch plan is developed.

Fig. 6: The entire upper arch is in need of restorative treatment, so a full arch plan is developed.
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Cosmetic Tribune U.S. Edition | April 2014

Party with a purpose at Gaylord Palms

Are you looking for a fun way to spend your Thursday evening at AACD 2014 in Orlando?

Bring your entire dental team, spouse or family to the Give Back a Smile (GBAS) Lawn Party. The party will take place on the Coquina Lawn on the property of AACD 2014’s host hotel, the Gaylord Palms. Partygoers will receive appetizers, one drink ticket and the chance to win some prizes. Music and lawn games will also be available.

Proceeds from the party will benefit GBAS, which restores the smiles and lives of domestic violence survivors who have sustained dental injuries as a result of abuse from a former intimate partner or spouse. With the help of volunteer dentists and their teams, GBAS patients receive a chance to smile again and ultimately improve their self-esteem and chances for professional success.

Attending the party is a great way to support GBAS while celebrating its many successes. While the AACD celebrates 30 years of cosmetic dentistry excellence, GBAS celebrates its 15-year anniversary this year. To date, GBAS has restored more than 1,400 smiles for a total dollar value of more than $14 million. Currently, GBAS is helping more than 250 patients throughout the United States smile again.

Your support will enable GBAS to help many more patients. Tickets are $40 and can be purchased through the AACD conference registration system. Visit www.aacdconference.com for more information.

Also, be sure to stop by the GBAS Silent Auction, which will take place in the AACD exhibit hall. A wide variety of auction items have been donated, providing attendees lots of opportunities to support GBAS — while also taking home a gift. Auction items range from dental products to celebrity memorabilia. The silent auction will take place on Thursday from 11 a.m. to 7 p.m. and Friday from 11 a.m. to 2 p.m.

Are you interested in becoming a GBAS volunteer? Or are you interested in spreading awareness about GBAS to patients who might be able to benefit from the program? For more information on how to get involved, you can visit www.givebackasmile.com.

(Source: AACD)
LVI Core I three-day course enables dentist and team to learn together

By Mark Duncan, DDS, FAGD, LVIF, DICOI, FICCMO
Clinical Director, LVI

As a patient, I expect the best care I can find. As a doctor, I want to deliver the best care possible. That takes us to the power of continuing education, and as doctors we are faced with many choices in continuing education.

As a way to introduce you to the Las Vegas Institute for Advanced Dental Studies, or LVI, I want to outline what LVI is about and what void it fills in your practice. The alumni who have completed programs at LVI were given an independent survey, and unlike the typical surveys, 99.7 percent said they love practicing dentistry, and of those surveyed, 92 percent said they enjoy their profession more since they started their training at LVI. That alone is reason enough to go to LVI and find out more.

While the programs at LVI cover the breadth of dentistry, the most powerful and life-changing program is generally reported as Core I, “Advanced Functional Dentistry: The Power of Physiologic-Based Occlusion.”

This program is a three-day course that is designed for doctors and their teams to learn together about the power of getting their patients’ physiology on their side. In this program, doctors can learn how to start the process of taking control of their practice and start to enjoy the full benefits of owning their practice and providing high-quality dentistry.

Whether he or she works in a solo practice or in a group setting, every doctor can start the process of creating comprehensive care experiences for his or her patients.

We will discuss why some cases that doctors are asked to do are actually dangerous cases to restore cosmetically. We will discover the developmental science behind how unattractive smiles evolve and what cases may need the help of auxiliary health care professionals to get the patient feeling better.

The impact of musculoskeletal signs and symptoms will be explored and how the supporting soft tissue is the most important diagnostic tool you have — not simply the gingiva, but the entire soft-tissue support of the structures not just in the mouth but also in the rest of the body.

Comprehensive care
A successful restorative practice doesn’t need to be built on insurance reimbursement schedules.

An independent business should stand not on the whims and distractions of a fee schedule but rather on the ideal benefits of comprehensive care balanced by the patients’ needs and desires. Dentistry is a challenging and thankless business, but it doesn’t have to be. Through complete and comprehensive diagnosis, there is an amazing world of thank-yous and hugs and tears that our patients bring to us, but only when we can change their lives. The Core I program at LVI is the first step on that journey.

That’s why when you call, we will answer the phone, “LVI, where lives are changing daily!”