

The 2012 Townie Choice Awards

Ten years after its inception, do the Townie Choice Awards (TCAs) even need an introduction? You know the significance of the TCAs. You know what it means when, on a product, you see the gold-dunked statue hoisting the “Townie Choice” logo: It means you can trust it.

With so many dental products to choose from, deciding on the right one for your practice can be grueling. Enter the TCAs: A compass pointing the way to the dental industry product aces – as chosen by your colleagues, not industry salesmen. If utilized, the TCAs can serve as a shortcut to excellence.

To celebrate the 10th year of the TCAs, we’ve stepped it up and asked some of you to tell us exactly why you voted for certain wide-margin-winning products. Laced throughout these pages you’ll find testimonials from Townies on specific products they voted for, and how they might help you in your practice. So without any further ado, we proudly present to you your version of the Oscars – and, if we do say so ourselves, the finest Townie Choice Awards issue yet.

Congratulations to Our \$1,000 Winner

Voters of the Townie Choice Awards were automatically entered into a drawing to win \$1,000. This year’s winner is Dr. Jeremy Thiel of Ohio.

You might know Dr. Thiel by “shotblockin,” his name on the Dentaltown message boards. Thiel completed his undergraduate degree in dental hygiene and attended dental school both at Ohio State University. He’s been practicing in Ohio for the last six years. Currently he practices at Signature Dental, located in Worthington. “My favorite part of dentistry is the technology, but at

the end of the day, it is the people.” He mentions specifically his team who works diligently to make the practice a success. Out of the office, he says it’s all about his family: wife, Molly, and daughter, Adelynn.

Thiel believes in the TCAs’ purpose. “They’re important because they give dentists like me a way to learn about a wide range of products, and to see those that are being used successfully by our peers.”

Dr. Thiel says Dentaltown has been an integral part of making him a better dentist. “No price tag can be placed on the wealth of information that has been shared by my colleagues. For that alone, I say thank you.”



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Anesthetics: Local (Injected) Septodont: Septocaine

Septocaine is consistently the number-one branded product in the U.S. Septocaine is indicated for local, infiltrative or conductive anesthesia in both simple and complex dental procedures. It's available in two formulations so you can decide which epinephrine concentration is right for the patient and the procedure. For more information, call 800-872-8305. (Votes: 540 of 846)



We asked Townies from all over the world,
"Why do you like it?"

"I use Septocaine because it strikes quickly and has an exceptional penetration/infiltration capability in both tissue and bone."
– leifbjorn • Arvika, Sweden

"It has a very fast onset time, the most predictable in providing profound anesthesia, and saves me money by needing less anesthetic."
– drholtzclaw • Simpsonville, South Carolina

"I've never seen any single adverse effect due to this anesthesia. It is very effective."
– kookoo • Islamabad, Pakistan

Anesthetics



Anesthetics: Technique System DENTSPLY Maillefer: X-Tip Intraosseus Anesthetic Delivery System



The X-tip is a patented delivery device designed to quickly and easily deliver instant and profound anesthesia. The unique guide sleeve makes intraosseous injections simple. Comes in a starter set of 10 with an instruction video or refill packs of 50. (Votes: 77 of 846)

Anesthetics: Topicals Sultan Healthcare, Inc.: Topex

Topex is a fast-acting, 20 percent Benzocaine topical anesthetic. It can be used to comfort patients with ulcers, wounds and other minor mouth irritations, and eliminates the gag reflex when performing radiographs, periodontal and prosthetic impressions. Available in seven patient-pleasing flavors. Visit www.sultanhc.com. (Votes: 151 of 846)



Syringes Hu-Friedy: Aspirating Anesthetic Syringe

Hu-Friedy's Aspirating Anesthetic Syringe is ergonomically designed with proportional finger and thumb grips, which increase control and adds comfort during aspiration while reducing hand fatigue. Hu-Friedy's syringes are available in two styles, a Type A and Type CW. For more information, visit www.hu-friedy.com. (Votes: 208 of 846)



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Cosmetic Bleaching: In-Office System

ZOOM!: Philips Consumer Lifestyle

Philips Zoom is not only proven to whiten teeth up to eight shades, it's also safe. While other whitening products can harm teeth and gums, using Philips Zoom with Relief ACP actually gives you greater luster and protects enamel. Philips Zoom is only available in-office to ensure optimum safety, and comes in different treatment types and strengths to fit patients' lifestyle and sensitivity. For more information, visit Zoomwhitening.com. (Votes: 163 of 688)

Cosmetic Bleaching: Over-the-Counter Products

Procter & Gamble: Crest 3D White Intensive Professional Effects Whitestrips

Crest 3D White Intensive Professional Effects Whitestrips, launched in December 2011, work to whiten as well as a \$500 in-office professional treatment. Additionally, they are Crest's most powerful whitening system, providing visible results after just one use. Further, they contain the same clinically proven and enamel-safe ingredients dentists use, providing professional-level whitening, satisfaction guaranteed.

(Votes: 345 of 847)



Cosmetic



We asked Townies from all over the world, "Why do you like it?"

"Ease of use and price point." – Latchley • Columbus, Georgia

Cosmetic Bleaching: Take-Home System

Ultradent Products, Inc.:

Opalescence/Opalescence Treswhite Supreme

Opalescence is available in a carbamide peroxide and hydrogen peroxide formula for superior whitening. The sticky and viscous consistency prevents the gel from leaching when placed. It's combined with potassium nitrate and fluoride for strengthening enamel, caries prevention, decreased sensitivity and is available in a variety of concentrations, flavors and kit configurations to meet all whitening needs. (Votes: 332 of 847)



Laboratory: Veneer & High Aesthetic

Glidewell Laboratories

Thank you, Townies, for your continued support and vote of confidence! We appreciate your business and will continue working hard to provide products and services that live up to your expectations.

(Votes: 259 of 847)



Dental Floss: Coated

Oral-B: Glide Pro-Health Clinical Protection Floss

Oral-B Glide Pro-Health Clinical Protection Floss is clinically proven to help reverse gingivitis in two weeks as part of a comprehensive dental health routine. This shred-resistant floss invigorates gums and slides up to 50 percent more easily in tight spaces versus the leading floss, while protecting against cavities and bad breath.

(Votes: 310 of 927)

Dental Floss: Floss Threaders

Sunstar Americas, Inc.: GUM

GUM Eez-Thru Floss Threaders assist patients in threading their favorite string floss through spaces where most other products cannot reach: under bridges and implants, around orthodontic appliances and between connected crowns.

(Votes: 337 of 927)



Dental Hygiene



Dental Floss:

Pre-strung Flossers

Johnson & Johnson Healthcare Products: REACH ACCESS Flosser

The REACH Access Flosser makes flossing as easy as brushing. Convenient, disposable snap-on heads are filled with shred-resistant floss, and the toothbrush style handle with comfortable, easy-to-hold grips and an angled neck, reaches back teeth where most problems begin. Fits into toothbrush holders to serve as a daily reminder. (Votes: 169 of 927)



Dental Floss: Unwaxed

Johnson & Johnson Healthcare Products: REACH

From Johnson & Johnson, REACH is available in an unwaxed, unflavored floss. It is accepted by the American Dental Association (ADA). Daily flossing has been clinically proven to remove plaque between teeth to help prevent gum disease. For more information, visit www.jnj.com. (Votes: 258 of 738)

In-Office Sensitivity Products (non-fluoride varnish)

Heraeus: Gluma

Gluma has been proven for 10 years as an effective desensitizer. It is indicated for use with all direct and indirect restorative procedures as well as treatment of cervical hypersensitivity. Studies show using Gluma prior to adhesive placement can increase the bond strength of most adhesives. Visit www.heraeus-kulzer-us.com or call 800-431-1785.

(Votes: 171 of 927)



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In-Office Topical Fluoride: Foam Procter & Gamble: Oral-B Minute-Foam

Oral-B Minute-Foam is a leading fluoride topical available to dental offices. Its light, airy foam consistency provides excellent coverage and clears easily and quickly from the mouth. Oral-B Minute-Foam's low pH (3.5) ensures a fast, effective fluoride uptake in 60 seconds. Available in seven flavors. Visit www.oralbprofessional.com. (Votes: 165 of 669)



In-Office Topical Fluoride: Rinse

DENTSPLY Professional: NUPRO Fluoride Rinse

NUPRO, formally All Solutions, Fluoride Rinse is a 2% neutral sodium fluoride rinse oral solution. These ready-to-use fluoride rinses are ideal for clinicians who want the best performance and comfort for patients. The rinse is available in four flavors: tropical, mint, peach and berry-cherry. Visit Dentsply.com. (Votes: 55 of 674)



In-Office Topical Fluoride: Gel Sultan Healthcare: Topex

Topex Neutral pH Fluoride Gels are ideal for patients with cosmetic restorations or intolerance to acidic fluoride. The four-minute application provides optimal fluoride uptake. Clearly Strawberry Gel contains no dyes, which means it is ideal for use after whitening procedures and for patients who are intolerant of colors and dyes. The fluoride gel is also available in mint and pina colada. (Votes: 66 of 679)



In-Office Topical Fluoride: Varnish 3M ESPE: Vanish 5% NaF White Varnish

Vanish 5% Sodium Fluoride White Varnish from 3M ESPE contains an innovative tri-calcium phosphate (TCP) technology that delivers fluoride, phosphate and calcium, offering more protection to the teeth and sensitivity relief. The varnish also stays fluid longer and continuously flows from treated to untreated areas that traditional varnishes might miss. (Votes: 205 of 927)

Interdental Devices: Brushes

Sunstar Americas, Inc.: GUM Proxabrush

Available in a variety of sizes to meet every patient's needs, GUM Proxabrush Go-Betweens cleaners are recommended by dental professionals to clean tight spaces, including around braces and bridges. Clinical testing showed Proxabrush Go-Betweens cleaners to be as effective as string floss in removing plaque between teeth. An anti-bacterial coating keeps bristles cleaner between uses, and a nylon-coated wire prevents galvanic shock. (Votes: 261 of 927)





Interdental Devices: Sticks/Picks
Sunstar Americas, Inc.: GUM Soft-Picks

Patented design features a tapered pick with 76 soft flexible bristles that massage gums, stimulate blood circulation and remove plaque. Clinical testing showed Soft-Picks remove plaque between teeth and reduce gingivitis as effectively as string floss. GUM Soft-Picks are effective, convenient and great for on-the-go use! (Votes: 238 of 927)

Mouthrinses: Alcohol Free
GlaxoSmithKline: Biotène Oral Rinse for Dry Mouth Symptoms

Unlike some harsh mouthwashes that can leave patients with a burning sensation, alcohol-free Biotène Oral Rinse cleans gently while soothing minor irritation caused by dry mouth. (Votes: 234 of 927)



Mouthrinses
Johnson & Johnson Healthcare Products: Listerine Antiseptic

Listerine kills the germs that cause bad breath, plaque and the gum disease, gingivitis. Listerine offers 24-hour protection against plaque and gingivitis germs and has the American Dental Association (ADA) Seal of Acceptance for helping to prevent and reduce gingivitis and plaque. For more information, visit www.listerine.com. (Votes: 350 of 927)



Oral Irrigators
Water Pik, Inc.: Water Flosser

The Waterpik Water Flosser is clinically proven to be an effective alternative to traditional dental floss for removing plaque and reducing gingival bleeding and inflammation. The Waterpik Water Flosser removes plaque biofilm both subgingivally and interproximally, and massages and stimulates gingival tissue. (Votes: 307 of 701)



Oral Cancer Screening
LED Medical Diagnostics: VELscope Vx

The VELscope Vx is used in combination with traditional head and neck exams to detect abnormal mucosal areas that might not be visible to the naked eye, including oral cancer and premalignant dysplasia. For more information, visit www.velscope.com. (Votes: 109 of 717)

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Pit & Fissure Sealants

Ultradent Products, Inc.: UltraSeal XT Plus

UltraSeal XT Plus is a light-cured, radiopaque, pit and fissure sealant, making it stronger and more wear-resistant. Because it is a 58 percent filled resin, UltraSeal XT Plus has less polymerization shrinkage than competitive products. When used in conjunction with Ultradent's PrimaDry (the priming and drying agent), microleakage is virtually eliminated. (Votes: 272 of 927)

Prescription Fluoride: Daily Use

Colgate-Palmolive Co.:

PreviDent 5000 Booster/Dry Mouth/Sensitive (Rx)

The PreviDent 5000 line all contains 1.1% sodium fluoride. PreviDent 5000 Booster is for patients with medium to high caries risk and orthodontic decalcification. PreviDent 5000 Sensitive is for patients with dentin hypersensitivity and/or root exposure. PreviDent 5000 Dry Mouth is for patients with high caries risk/rate due to dry mouth. (Votes: 567 of 927)



Prophylaxis: Propy Paste

DENTSPLY Professional: NUPRO

The leading propy paste, NUPRO provides everything you need for excellent stain removal and polishing. With a truly splatter-free formula, it rinses cleanly and easily. Choose from four grits and 10 great tasting flavors with 1.23% fluoride ion. Select flavors are also available without fluoride. Visit www.denstply.com. (Votes: 282 of 927)



Prophylaxis: Handpieces

DENTSPLY Professional: MIDWEST

Midwest RDH hygiene handpiece was designed with one specific goal in mind: a hygienist's comfort. The light-weight, ergonomic design provides a balance of weight, equilibrium and size for reduced hand and wrist fatigue. A smooth finger-tip swivel provides free-flowing access, greater maneuverability and control and less paste splatter. (Votes: 289 of 927)



Prophylaxis: Propy Angles

Young Dental:

Young Classic and Contra Disposable Propy Angles

The bend in the Contra propy angle delivers easier posterior access, while also reducing fatigue by keeping the wrist in a neutral position. The Classic, noted as the marker's number-one disposable propy angle, provides reliability and stability for a smooth performance. (Votes: 103 of 927)



Tongue Cleaners

Philips Oral Healthcare: BreathRx

Odor-causing bacteria hide deep in the crevices at the back of the tongue – the prime breeding spot for Gram-negative bacteria. BreathRx tongue cleaners lift these bacteria and food debris off the tongue. Get your patients in the habit of proper tongue hygiene care with BreathRX tongue cleaners. (Votes: 110 of 682)



Toothbrushes: Manual

Procter & Gamble: Oral-B

Oral-B, a leader in the brushing market, has pioneered many technologies commonly seen today and continues to develop exceptional products, like their newest manual – the Oral-B Pro-Health Clinical Pro-Flex Toothbrush with innovative flexing sides. It's just one of the reasons Oral-B is the brand more dental professionals use. (Votes: 360 of 927)



Toothbrushes: Power

Philips Oral Healthcare: Sonicare/Sonicare FlexCare

The Philips Sonicare Elite e9000 Custom Care System comes with two brush head sizes, allowing patients to reach posterior teeth and interproximal spaces. The new compact brush head is clinically proven to remove more plaque than the standard brush head in posterior areas. Exclusive offer for dental professionals, visit www.sonicare.com. (Votes: 474 of 927)

Toothpaste: Desensitizing

GlaxoSmithKline: Sensodyne

With over 50 years of expertise, Sensodyne is the number-one trusted and recommended brand for dentin hypersensitivity. The Sensodyne advanced potassium formulations work within the tooth to target the source of the pain, soothing the nerves and protecting against sensitivity. (Votes: 552 of 927)

Ref: 1. GSK data on file



We asked Townies,
"Why do you like it?"

"Potassium Nitrate... Fluoride ... [and] over-the-counter availability at a reasonable cost."

– drjames • Warren, Michigan

"Personal clinical observation for more than three decades is proof enough. What else can prove better than my own observation?" – agowda • Diamond Bar, California

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Toothpaste

Colgate-Palmolive Co.: Colgate Total

Colgate Total is the only toothpaste that is FDA-approved (approved through the New Drug Application process) and ADA-accepted to fight gingivitis. Colgate Total works better than ordinary non-antibacterial toothpaste to help prevent and treat gingivitis by providing 12-hour protection from live plaque bacteria.

(Votes: 375 of 927)



Toothpaste: Whitening

Ultradent Products, Inc.: Opalescence Whitening Toothpaste

Opalescence Whitening Toothpaste is excellent for patients who want to preserve the shade of their whitened teeth. Its fresh flavor and unique formula maximize fluoride uptake into enamel while removing surface stains at the lowest abrasion levels. For more information, visit www.ultradent.com. (Votes: 165 of 927)



Xerostomia Products

GlaxoSmithKline:

Biotène OralBalance Gel for Dry Mouth Relief

Biotène OralBalance Gel provides instant and long-lasting dry mouth symptom relief, soothing and protecting a dry mouth. The small, portable tube is easy and discreet to use. Biotène OralBalance Gel helps maintain the oral environment, soothing and protecting the oral tissues from minor irritations. (Votes: 427 of 927)

Xylitol Products

Xlear, Inc.: Spry Dental Defense System 100% Xylitol-Sweetened Gums, Mints, Candies, Toothpaste & Mouthrinse

Research has shown reduced plaque and dental caries with three to five daily exposures to 100 percent xylitol-sweetened products. Spry gums, mints and candies come in a variety of flavors. Strive for five Spry xylitol exposures each day is the message from Xlear, Inc. For more information on the complete line of Spry Dental Defense Products by Xlear, visit www.xlear.com. (Votes: 174 of 718)



Gloves: Latex Glove Club

The Glove Club offers a comprehensive line of high-quality gloves with unique features to meet the needs of the entire office. All Glove Club brand gloves have been designed specifically to address the concerns of health-care workers, such as latex sensitivity, powder levels, and inconsistent sizing and fit. Visit www.gloveclub.com. (Votes: 62 of 813)



Gloves: Non-latex Kimberly-Clark

Kimberly-Clark Purple Nitrile Exam Gloves are a latex-free high fluid protection glove perfect for root canals and dental extractions. They're powder-free with textured fingertips to enhance instrument control in both wet and dry situations. Other Kimberly Clark options, which cater to those with latex sensitivities, include the Sterling Nitrile Exam Gloves and Lavender Nitrile Exam Gloves. (Votes: 80 of 813)

Infection Control



Gloves: Powder-free Cranberry Silkcare/Sigma/Contour Plus Nitrile: Pro2 Solutions, Inc.

Cranberry Powder-Free Gloves are a leader in comfort and protection. Through commitment to improved skin health and ultimate infection control, Cranberry continues to have the number-one selling (by volume) branded latex glove: Silkcare. Boasting proprietary Lanolin and Vitamin E micro-coating, both Silkcare Powder-Free Latex and ContourPlus Powder-Free Nitrile gloves are the clear winners in skin health protection for dental professionals. Along with our Sigma Powder-Free Latex, these gloves are designed to decrease latex allergen exposure, through minimal latex protein rating, and increase user comfort and protection. (Votes: 82 of 813)



Masks Crosstex International

Crosstex masks meet the new ASTM performance classifications. Levels 1, 2 and 3 are all made in the USA and are latex-free. The Maskenomics filtration guide makes it easy to select the right mask for the right task. Whatever your mask need – Crosstex has you covered. Visit www.crosstex.com for more information. (Votes: 231 of 813)

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Presterilization: Ultrasonic Units

Coltène/Whaledent, Inc.: BioSonic

BioSonic UC300 has a three-gallon-tank capacity, with multiple basket and beaker arrangements, adjustable basket dividers for sorting instruments and racks to accommodate popular cassette systems. The unique design of the bezel and lid reduces noise levels for quiet operation and also limits airborne contaminants, providing a quiet and safe working environment. Visit www.coltenwhaledent.com. (Votes: 306 of 813)



We asked Townies from all over the world, "Why do you like it?"

"I voted for the BioSonic by Coltène/Whaledent because it is the unit I use in my practice. The unit came with the practice I purchased three years ago and is 10 years old at this time and still running great."
— mwgdm • Louisville, Kentucky



Protective Eyewear

Gargoyles

Gargoyles Safety Glasses Classic/85s, are optically correct protective safety glasses. ANSI Z87.1 and NATO approved. Unique wrap-back design provides 210 degrees of peripheral protection, exceeding OSHA requirements for splash and splatter. Side shields are also available with every model and 100 percent UV protection lifetime warranty. (Votes: 68 of 813)

Sterilization Pouches

DUX Dental: PeelVue+

PeelVue+ Sterilization Pouches offer the highest quality dental pouch. When you use PeelVue+ you are meeting CDC recommendations. The pouch features built-in internal and external indicators and user-friendly color identification that makes ordering and grabbing the right size pouch easy. (Votes: 126 of 813)



Sterilizers

Midmark

The Midmark family of sterilizers is an all-inclusive solution for your sterilization needs. Combine the capacity of the Midmark M11 and M9 UltraClave Automatic Sterilizers with the simplicity and speed of the M3 UltraFast to create the most efficient workflow for your office. (Votes: 294 of 813)

Surface Disinfectants

TotalCare: CaviCide Spray/CaviWipes

CaviCide and CaviWipes are tuberculocidal, bactericidal, virucidal and fungicidal surface disinfectants. CaviCide is ideal for dental operators, instrument-processing rooms and dental labs. Also effective against HIV, HBV and HCV and a reliable means of preventing cross contamination. Visit www.kerrtotalcare.com. (Votes: 300 of 813)



Unit Waterline Treatments

A-dec, Inc.: ICX

A-dec's ICX waterline treatment tablets offer a unique and effective way to maintain clean dental unit waterlines. As the tablet dissolves, it releases ingredients that help prevent deposits and contaminant buildup. ICX continues working after each treatment to help protect waterlines against contamination. For more information, call 800-547-1883 or visit www.a-dec.com. (Votes: 107 of 813)

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townie meeting planet hollywood • las vegas april 17-20 2013



Don't Miss
a Minute
of the Action

Townie Golf Extravaganza

Wednesday, April 17

- Buses depart Planet Hollywood Resort at 11 a.m.
- Cost: \$200
- Includes 18 holes of golf, cart and greens fees, round-trip transportation and lunch.

Townie Texas Hold'em Poker Tournament

Friday, April 19

- Cost: \$225
- Includes a lunch buffet and special bar and appetizers provided during play at the Exhibitor Happy Hour.

Register Now at TownieMeeting.com

or e-mail Marie at marie@farranmedia.com to add it to your existing registration.

Antioxidants/Nutraceuticals

Space Maintainers Lab: Perio Protect

Perio Protect is a comprehensive method that is a customized tray system made by Space Maintainers Laboratory for individual patients to manage biofilms, growing in the spaces or pockets between teeth and gum tissue. The overall goal of the Perio Protect Method is to manage oral biofilm with minimally invasive dentistry for lasting oral health. For more information, visit www.appliancetherapy.com or contact your nearest Space Maintainers Lab. (Votes: 35 of 583)



Hand Instruments: Currettes & Scalers

Hu-Friedy: NEVI 4

Hu-Friedy's Nevi 4 posterior sickle scaler features tapered, dual-cutting blades that provide effective removal of burnished, heavy and tenacious deposits and precise access for effective deposit removal – made with revolutionary EverEdge technology, which allows the edge to stay sharper longer. Increased shank rigidity provides powerfully effective strokes with less effort and fatigue for the clinician. (Votes: 215 of 868)

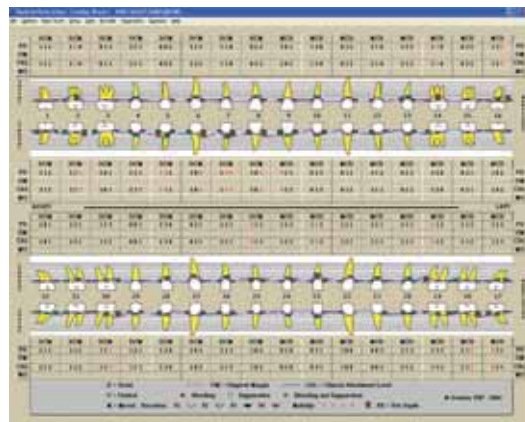
Instrument Sharpening Devices

Hu-Friedy: Sidekick Sharpener

Hu-Friedy's Sidekick Sharpener helps you maintain sharper instruments with less effort. Our easy-to-use Guide Channels and Vertical Backstop guide you and your scaler to sharp, consistent results time after time. This routine maintenance will actually extend the life of your instruments and protect your investment. The Sidekick is compact, cordless and requires minimal counter space. (Votes: 117 of 868)



Periodontics



Periodontal Charting

Henry Schein Practice Solutions: DENTRIX

The DENTRIX Perio Chart is widely recognized as one of the most comprehensive periodontal charting software programs available, enabling you to record standard perio measurements. Data can be compared from multiple visits and viewed and printed numerically or graphically using the graphic chart. For more information, visit www.dentrix.com. (Votes: 212 of 868)

We asked Townies from all over the world,
"Why do you like it?"

"The periodontists I work with feel it is
the best product in its class for
a localized chemotherapeutic."
— mlwdmd • Cherry Hill, New Jersey



Periodontal Adjunctive Therapies

OraPharma, Inc.:

ARESTIN (Minocycline Hydrochloride) Microspheres, 1mg.

ARESTIN (minocycline hydrochloride) Microspheres, 1mg. is indicated as an adjunct to scaling and root planing procedures for reduction of pocket depth in patients with adult periodontitis. ARESTIN may be used as part of a periodontal maintenance program which includes good oral hygiene, scaling and root planing. (Votes: 399 of 868)

Periodontal Probes

Hu-Friedy: Colorvue

Hu-Friedy's Colorvue Probe provides faster and more consistent results. The vivid yellow tip and black markings provide increased intra-oral visibility and instant readability. The flexible, rounded tip is safe for use around implants and ensures greater patient comfort and acceptability. The convenient twist-on design allows you to use the clinician-friendly ergonomic handle to easily replace worn tips. (Votes: 181 of 868)



Piezo Tips

Parkell, Inc.

Parkell's Piezo Tips are precision-crafted and built to last. They're available in four models, including the Perio, Universal Straight, Universal Arched and popular Burnett Power-Tip, to cover everything from low-power procedures up through serious calculus blasting. Parkell's Piezo Tips are easy to work with and compatible with most EMS-brand scalers. (Votes: 81 of 868)

Power Scalers: Sonic

DentalEZ Group: StarDental

The newly launched StarDental Titan BlisSonic Ergonomic Sonic Scalers are portable, air-powered sonic scalers available in 4-line swivel and fixed backend configurations. The scalers come equipped with five exclusive StarDental-patented scaling tips. For more information, call 866-383-4636 or visit www.dentalez.com. (Votes: 60 of 679)



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Power Scalers: Ultrasonic Magnetostrictive **DENTSPLY Professional: Cavitron**

Cavitron Sustained Power System (SPS) technology provides scaling efficiency and patient comfort by maintaining power when the insert tip encounters tenacious deposits. The Cavitron JET Plus scaler/air polishing unit and Cavitron Plus scaler offer a 360-degree wireless foot control with hands-free boost. Visit www.dentsply.com. (Votes: 391 of 868)



Power Scalers: Ultrasonic Piezo **Zila, a TOLMAR Company:** **Pro-Select/Pro-Select Platinum**

The Pro-Select family of scalers is easy on clinicians. The unit is compact, portable and performs both scaling and heated irrigation in a single, ergonomic unit. The multi-fluid system offers choices of purified water, chlorhexidine and fluoride. Its scratch-resistant surface improves aesthetics and durability. It is equipped with a foot pedal for hands-free control, and is the only scaler with a universal straight tip, which means there is no need for multiple tips. The unit is easy on your patients, too – less noise, comfortable and efficient. Visit www.zila.com for more information. (Votes: 56 of 868)

Ultrasonic Inserts **DENTSPLY Professional**

Increase productivity with Cavitron Inserts for better access and adaptation during subgingival and supragingival scaling. Cavitron Bellissima Inserts have a soft grip for clinician comfort and reduced hand fatigue. Water delivery with Cavitron Focused Spray Inserts enhances clinician visibility and patient comfort. Visit www.dentsply.com. (Votes: 287 of 868)





Consultants & Advisors

Jay Geier's Scheduling Institute

The Scheduling Institute (SI) is a results-focused program that helps dentists grow their practices by leveraging existing resources – mainly staff. Through subsequent training and coaching groups, SI teaches how to leverage new-patient growth to increase production and net income while working less and making more money. Call 866-470-7203 or visit www.schedulinginstitute.com. (Votes: 279 of 1,240)

Dental Marketing

Demandforce

Demandforce, a leading online marketing and communication software service, helps dentists thrive in the Internet economy using e-mail communications, text messaging and online services. Demandforce combines an award-winning communication platform with best-in-class reputation and networking tools into one powerful web-based application that seamlessly integrates with existing practice management systems to help build practices' a strong online reputation and leverage local network marketing. For more information, please visit www.demandforce.com. (Votes: 432 of 1,523)

Demandforce

Practice Management



Equipment Finance

GE Healthcare Financial Services

Adapting to change is a must in today's health-care market. GE Capital, Healthcare Financial Services, focuses on delivering the optimal financing solutions to help health-care providers acquire the capabilities they want today while maintaining the financial and operational agility they need. GE Capital combines deep financial acumen, health-care industry expertise and product flexibility to craft financial solutions to make state-of-the-art technology accessible. Visit www.gehealthcarefinance.com for more information. (Votes: 72 of 1,149)

Internet Marketing & Web Services

Demandforce

Demandforce, a leading online marketing and communication software service, helps dentists thrive in the Internet economy using e-mail communications, text messaging and online services. Demandforce combines an award-winning communication platform with best-in-class reputation and networking tools into one powerful web-based application that seamlessly integrates with existing practice management systems to help build practices' a strong online reputation and leverage local network marketing. For more information, please visit www.demandforce.com.

(Votes: 423 of 1,523)

Demandforce

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Patient Finance

CareCredit

A big thank you to all Townies for again choosing CareCredit as your preferred patient financing program. As our way of saying "thank you," Townies who have yet to add CareCredit can call 800-300-3046 x4519 for a special get-started offer. If you already offer CareCredit, call 800-859-9975 to get your free custom practice performance review. (Votes: 1059 of 1,523)

CareCredit

We asked Townies from all over the world, "Why do you like it?"

"Of all the patient financing options for dental care, CareCredit has been the most consistent. CareCredit is a long standing company of which we can be certain that the patient's experience is professional; and once the patient is approved, his or her financing transactions and invoicing are predictable."

— DrSamCan • Sherman, Texas



Practice Finance

Wells Fargo Practice Finance

Wells Fargo Practice Finance provides customized financing solutions supported by business planning tools and resources to help dentists acquire, start and expand their practices. We're here to help you achieve your goals and are the only practice lender endorsed by ADA Business Resources. Call 888-937-2321 or visit www.wellsfargo.com/practicefinance. (Votes: 96 of 1,523)

Software: Patient Communication Systems

Demandforce

Demandforce, a leading online marketing and communication software service, helps dentists thrive in the Internet economy using email communications, text messaging and online services. Demandforce combines an award winning communication platform with best-in-class reputation and networking tools into one powerful web-based application that seamlessly integrates with existing practice management systems to help build practices' a strong online reputation and leverage local network marketing. Visit www.demandforce.com. (Votes: 453 of 1,523)

Demandforce



Software: Patient Education

Patterson Dental: CAESY Education Systems

CAESY Patient Education Systems is a multimedia patient education software highlighting preventive, restorative and aesthetic treatment options. CAESY presentations help dental practices educate their patients and grow their practices. With full-motion video, full-color graphics and dynamic 3-D animation, CAESY Patient Education is available in the greatest variety of delivery formats in the industry – online/cloud-based, server-based and by DVD viewing. Visit www.pattersondental.com/appstore. (Votes: 352 of 1,523)



Software: Practice Management Henry Schein Practice Solutions: Dentrix

Dentrix is a leader in dental practice management systems with more than 30,000 customers. With the release of Dentrix Mobile, dentists can now use their smartphones and mobile devices to access current information about patients, appointments, medical alerts and prescriptions. Dentrix also provides powerful new tools to increase profitability with Practice Advisor and Profitability Coaching. (Votes: 500 of 1,523)

Software: Practice Management Enhancements Henry Schein Practice Solutions: Dentrix Mobile

Dentrix Mobile makes sure you're never more than a tap away from the crucial information that powers your practice – by making it safe and easy to access patient information, interact with your practice and get things done no matter where you go or what kind of device you use. Whether on your smartphone or tablet, you can quickly access patient information any time, verify patient prescriptions and insurance eligibility, and view appointments. In addition to these features, the iPad and Motorola Xoom deliver even more advanced capabilities like appointment notes. Visit www.dentrix.com/mobile. (Votes: 161 of 1,523)



continued on page 27

Why search for the 3.5 x 9 pouch when you can just look for **Orange** or **Red** or **Blue**...

All 12 PeelVue⁺ Sterilization Pouches are color-coded by size to ease ordering and identifying.

PEELVUE⁺ ORANGE
8.5" x 15"

PEELVUE⁺ RED
3.5" x 5.25"

PEELVUE⁺ BLUE
5.25" x 6.5"

PEELVUE⁺ GREEN
2.75" x 9"

PEELVUE⁺ PINK
3.5" x 5"

PEELVUE⁺ 4.25" x 12"

PeelVue⁺ Sterilization Pouches; the best choice for your practice

- Color identification makes ordering and grabbing the right size easy
- Internal and external multiparameter chemical indicators meet CDC recommendations
- The only pouch with closure validators giving you assurance your pouch contents remain sterile.
- A used PeelVue⁺ can be thrown in the trash because they do not meet the definition of hazardous waste*

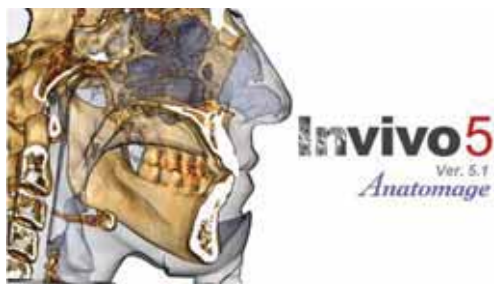
* PeelVue⁺ Sterilization Pouches do not meet the definition of a HAZARDOUS WASTE as defined by 40 CFR 261.241 when tested using the Toxicity Characteristic Leaching Procedure, EPA Publication SW-846.

Contact your preferred dealer to order.
For more information contact DUX Dental
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For a multiple size sample pack of pouches, e-mail us at: PeelVue@DUXDental.com or call 1-800-833-8267.

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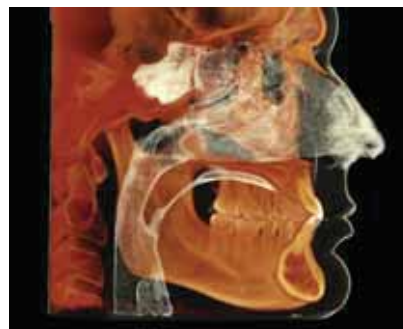


X-Ray Equipment: 3D Imaging Software
Anatomage, Inc.: Invivo5 3D Imaging Software

Invivo5 3D imaging software is a comprehensive 3D treatment planning software. With Invivo5, doctors can treatment plan implants and restorations directly onto their CBCT scans and order custom surgical guides. Advanced applications are available for orthodontics as well, including full 3D cephalometrics, digital study models and treatment predictions. (Votes: 24 of 647)

X-Ray Equipment: Conebeam CT Scanner
Imaging Sciences International, Inc.: i-CAT

Six-year Townie Choice winner, i-CAT Next Generation 3D plus pan, appropriate for orthodontics and oral and maxillo-facial surgery, offers comprehensive treatment tools with Tx Studio, the fastest 3D workflow and more clinical control with i-Collimator's adjustable scan size and low-dose scan options. (Votes: 46 of 610)



Radiology



X-Ray Equipment:
Digital Image Management Software
DEXIS, LLC: DEXIS Digital Imaging Software

The user-friendly DEXIS software provides easy integration with major practice management programs, digital panoramic systems and cameras to create a true dental "imaging hub" where the practitioner can capture, store and access all intra- and extra-oral clinical images for maximum productivity. (Votes: 219 of 997)



X-Ray Equipment: Digital X-Ray Sensors
DEXIS, LLC: DEXIS Intra-oral Sensors

The DEXIS Platinum intra-oral sensor features a direct USB connection, new image capture technology and enhanced ergonomic design to provide dentists with the best image quality, the most comfortable sensor and fast workflow. (Votes: 233 of 997)

X-Ray Equipment: Intra-oral Machines

Gendex Dental Systems: GX-770, expert DC, 765DC

The first of Gendex's DC intra-oral units, the 765 DC, has the smallest focal spot available for maximum resolution, DC output for consistent results and Quickset tubehead controls. Following the 765 DC's reputation of dependable technology, Gendex now offers its successor, the expert DC. (Votes: 148 of 997)

We asked Townies from all over the world, "Why do you like it?"

"It is cost-effective, easy to use and performs its intended function perfectly." – Mike Rice, DMD • Johnstown, Pennsylvania

*"The GX-770 is a solid workhorse. They consistently give good images and require little to no maintenance. The image quality is superior over all our other units."
– DENTIST • Lancaster, Pennsylvania*



X-Ray Equipment:

Panoramic/Cephalometric Machines (Digital)

Planmeca: ProMax/ProOne S2 & S3

The ProMax Digital Panoramic/Cephalometric X-ray has all the great features of the ProMax Digital Pan, plus the added benefits and imaging programs of a ceph. These are available as a single transportable sensor system or dual-fixed sensor system, and utilize the latest in CCD technology. Call 630-529-2300 or visit www.planmecausa.com. (Votes: 75 of 997)

