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Orthodontic

PRACTICE • US

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DISCUS DENTAL® LAUNCHES NEW IN-OFFICE WHITENING PRODUCT

New Dash™ Requires No Mixing or Refrigeration

Discus Dental®, LLC recently released Dash™ - a new in-office, non-light activated whitening product. Dash is an affordable and easy to administer whitening procedure that provides immediate whitening results.

The Dash procedure kit reflects Discus's commitment to offer a wide range of whitening options to dentists, empowering them to respond to their patients' specific needs. As the newest addition to the Discus whitening product portfolio, Dash directly caters to dentists who want an affordable, whitening alternative.

"Discus wants to provide dentists with a variety of professional-strength whitening options to meet all types of lifestyles and patient needs," said Steve Semmelmayr, CEO, Discus.

Dash has several features and benefits allowing for easy administration. These include:

- Unique 30% hydrogen peroxide formula eliminating the need for any syringe-to-syringe mixing or refrigeration;
- Single-barrel syringe with a flocced tip applicator allowing for easy gel application directly from the syringe onto the teeth;
- Comprehensive single whitening procedure kit containing everything needed to whiten a patient's teeth in about an hour;
- Pictorial "quick reference" guide on the kit packaging that highlights the steps for immediate referral just prior to or during the procedure;
- Syringe of Relief ACP, well known for the patented technology of Amorphous Calcium Phosphate (ACP) in combination with Potassium Nitrate and Fluoride, providing patients with maximum sensitivity relief.

With today's economic pressures on both patients and clinicians, Dash has been priced so that dentists can offer their patients in-office whitening as an alternative to other more expensive cosmetic dental procedures. Dash is available in the United States now and in Canada in mid December, 2009. Availability in Europe will begin in February of 2010.

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Free Facts circle (53) on card

Planmeca USA introduces a new SingLED Operatory Light that minimizes eyestrain for the dentist while promoting infection control

Performing hundreds of dental procedures in poor lighting has been proven to create long-term negative effects on the dentist's vision and the heat generated from typical quartz-halogen lights increases patient and operating team discomfort.

SingLED Operatory Light provides a hands-free solution to infection control for turning the light on or off as well as providing adjustable settings throughout the color temperature range.

For more information, contact your authorized Planmeca dealer or call 1 630-523-2300. Or visit www.planmecausa.com for more information.



Free Facts circle (55) on card

Planmeca's New Dental Chair offers unique features and controls for dentists

Planmeca's new dental chair and ambidextrous left/right dental unit offers dentists unprecedented control of instruments while providing a custom fit with exceptional comfort for patients in the new PM 272 dental chair.

The PM 270 Dental Unit and Chair has a unique feature that allows dentists to operate several dynamic instruments, the dental chair trim functions and programming, all from a single dual function foot control.

For more information, contact your authorized Planmeca dealer or call 1 630-523-2300. Or visit www.planmecausa.com for more information.



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VECS™

The VECS™ rapid palate expander is a patented device that has been developed to provide the orthodontic industry with an innovative solution for maxillary expansion that is quick, safe and easy to use. The safe and practical application of the VECS™ is a cost effective solution for the doctor because of the savings in chair-side instructional time.

The VECS™ rapid palate expander is an appliance that the orthodontic profession will find revolutionary. It is a modern, ergonomic device that Doctors appreciate because of the cost efficiency and customizing features, while both the office staff and patients alike will appreciate being given an appliance that is easy to understand and simple to use.



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KODAK 8000C Digital Panoramic and Cephalometric System

PracticeWorks, LLC, the exclusive maker of KODAK Dental Systems, announces new updates to the KODAK 8000C Digital Panoramic and Cephalometric System, including reduced footprint, simplified cephalometric positioning and improved temporal clamp positioning for panoramic radiography. The width of the KODAK 8000C System has decreased by more than a

foot and a half, reducing the dimensions to 7' 8.51" (W) feet. The previous KODAK 8000C System required a space of 9' 2.23" (W) feet for installation. Additionally, the redesigned cephalometric head is smaller, simplifying the positioning and image acquisition process. For more information, visit www.kodakdental.com.



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