

**SS WHITE CELEBRATES 175 YEARS IN DENTISTRY AT IDS 2019**

■ SS White is looking for new dealers to represent its 175-year-old brand and its differentiated restorative and endodontic products. Dealers interested in partnering with SS White on branded or private-label products should stop by its IDS booth.

Founded in 1844 by a dentist named Samuel Stockton White, SS White Dental is the oldest dental instrument manufacturer in the world, with a long list of dental industry firsts to its credit.

The company began as a porcelain tooth manufacturer in Philadelphia in the US, but quickly produced new innovations based on the growing needs of the dental profession. In 1871, the company introduced the first adjustable dental chair, and in 1872, sold the first electric-powered drill. Samuel S. White's sharing of education among clinicians served as the seeds of the early dental schools and the first dental journal, called Dental Cosmos and now known as the Journal of the American Dental Association.

Today, SS White is a family-owned company that uses the acronym C.O.R.E. to ensure it remains focused on its mission. "C.O.R.E. represents the continuation of our founder's guiding principles to improve dentistry through better patient outcomes and improved dental practices," SS White CEO Tom Gallop said in a statement. The letter "C" stands for "Conservation of healthy tooth structure", the "O" is for "Organisation", the "R" is for "Referrals", which in turn means practice

growth, and the "E" stands for "Efficiency".

In terms of conservation, the company has worked with clinicians to develop numerous products that help conserve healthy tooth structure, such as the Fissurotomy bur and the SmartBurs II. In endodontics, the EndoGuide Burs and V-Taper2 files help achieve access to the pulp

and Jazz one-step polishers help dentists be more efficient by saving tooth preparation time and enable them to use fewer instruments per procedure. Living by these C.O.R.E. principles ensures that SS White continues to be a true partner to dental clinicians and a positive contributor to dentistry as a whole.

"I'm proud of SS White's legacy of significant contributions to the dental profession over the past 175 years," stated Gallop. "As we look to the future, SS White will continue to focus on helping endodontists and general dental practitioners do better and more minimally invasive restorations and endodontic procedures, making minimally invasive the new norm by creating better outcomes and saving teeth."



**About SS White Dental**

As a dental manufacturer, SS White has always striven to bring high-quality dental products to market, to enable practitioners to work more accurately to conserve healthy tissue, to be more efficient to save chair time, and to maximise comfort and quality to create better patient outcomes and grow their practices through patient referrals. The company proudly bears the name of its founder and continually maintains its original objective: better products for better dentistry. ◀

**SS White Dental, US**  
www.sswhitedental.com  
**Hall 4.2 Booth L098**

and obturate the canal without over-preparation. To help dental practices with better organisation, SS White is piloting a human resources consulting service to help dental practices be better organised and legally compliant in their employment documentation and training. In addition to conserving healthy tooth structure, the Fissurotomy and SmartBurs II can also be used without anaesthesia, increasing patient satisfaction and resulting in more patient referrals. Lastly, the company's well-known Great White burs

**OMNICHROMA: 1.000 FARBEN WEISS IN 1 SPRITZE**  
**OMNICHROMA: 1,000 SHADES OF WHITE IN ONE SYRINGE**

■ Kevin M. Brown, DDS (Bellevue, Washington), weiß, dass seine Patienten das Beste erwarten. Von der qualitativ hochwertigen Versorgung bis hin zu hervorragenden Ergebnissen. Aber, wie er ebenso gut weiß, kann die Investition in Produkte und Materialien von höchster Qualität kostspielig sein. Als Brown zum ersten Mal von OMNICHROMA erfuhr, war er fasziniert von der Verwendung von struktureller Farbe als Hauptfarbmechanismus, welche es dem Komposit ermöglichte, sich an jede Zahnfarbe anzupassen. OMNICHROMA kann sich in eine A1, D3 oder eine andere Farbe verwandeln, die der jeweilige Zahn gerade hat. „Nachdem ich das OMNICHROMA seit einiger Zeit getestet habe, kann ich sehen, dass die Vielseitigkeit nur einer der vielen Vorteile ist, die es bietet“, erklärt er. „Aus praktischer Sicht ist OMNICHROMA ein Wendepunkt. Ein Komposit, das für über 90 Prozent meiner Patienten geeignet ist,

■ Dentist Dr Kevin M. Brown from Bellevue in Washington in the US knows his patients expect the very best, from quality care to outstanding results. But, as he knows very well, investing in the highest quality products and materials can be costly. When Brown first learnt about OMNICHROMA, he was fascinated by its use of structural colour as the main colour mechanism, enabling the composite to adapt to any tooth shade. OMNICHROMA can transform to an A1, a D3 or any other shade the tooth happens to be. "Having evaluated the OMNICHROMA composite for some time now, I can see that versatility is just one of the many benefits it offers," he explained. "From a practicality standpoint, OMNICHROMA is a game changer. One composite that can work for over 90 per cent of my patients is a dream come true. After OMNICHROMA was officially launched in February 2019, we are now able to limit our order to one



ist ein Traum, der wahr wird. Nach der offiziellen Einführung von OMNICHROMA im Februar 2019 können wir jetzt unseren Auftrag auf ein einziges Komposit beschränken und unsere Kosten werden deutlich reduziert“, betont er. Die meisten Kompositmaterialien hängen heute von der chemischen Farbe der zugesetzten Pigmente ab, um bestimmte Farbtöne menschlicher Zähne nachzuahmen. Diese Kompositmaterialien sind in ihrer Fähigkeit, sich der Echtzahnfarbe anzupassen, eingeschränkt. Die Smart Chromatic Technology von OMNICHROMA ist die erste Anwendung in der Historie der Komposite, die strukturelle Farbe als Hauptfarbmechanismus nutzt. Wenn Umgebungslicht durch die kugelförmigen Füllstoffe in OMNICHROMA strömt, erzeugen sie eine rote bis gelbe Strukturfarbe, die natürlichen Farben aller menschlichen Zähne. Das Ergebnis ist eine beispiellose Farb Anpassungsfähigkeit in Kombination mit hervorragenden mechanischen Eigenschaften und hoher Polierbarkeit. Für die Zahnarztpraxis bedeutet das: Vereinfachte Bestandsführung, Reduzierung von Sonderfarben (die nur gelegentlich verwendet werden), Verringerung von abgelaufenem Komposit und immer die richtige Farbe zur Hand! OMNICHROMA wird empfohlen für direkte Front- und Seitenzahnrestorationen, direkte Veneers, Diastema-Verschluss und die Reparatur von Porzellan/Komposit. ◀

composite and our overhead will be decreased significantly," he pointed out. Most composites today depend on the chemical colour of the dyes and pigments added to the resin material to emulate certain shades of human teeth. These composites are limited in their ability to shade match. OMNICHROMA's Smart Chromatic Technology is the first use of structural colour in composite dentistry as the main colour mechanism. As ambient light passes through the spherical fillers in OMNICHROMA, they generate red to yellow structural colour, the natural colours found in all human teeth. The result is an unprecedented shade matching ability combined with excellent mechanical properties and high polishability. For the dental practice, that means simplified inventory management, reduction of composite shades (particularly those that only see incidental use), reduction of unused composite, and never being short-stocked on a shade. OMNICHROMA is recommended for direct anterior and posterior restorations, direct bonded composite veneers, diastema closure and the repair of porcelain/composite. ◀

**Tokuyama Dental, Germany**  
www.tokuyama-dental.de  
**Hall 10.1**  
**Booth A038-B039**

AD

**Various Flexibility**  
**Great Versatility**



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