

Gendex options help create an imaging innovation

T rue innovators know no limits. New technologies at Gendex are all about options and pushing the limits so the dentist can make the most informed diagnosis, the staff can work most efficiently and the patients can make the best decisions regarding their dental care.

“Our biggest responsibility is to give our dentists the most detailed, clearest images that offer the most information that you can get in radiology,” says Chuck Ravetto, vice president of marketing for Gendex.

The amount of data that can be accessed through quality imaging allows clinicians to expand procedure offerings with more confidence in their success. To continually serve dentists’ needs in the rapidly changing world of technology, “our representatives delve into the dentists’ vision for the future,” says Ravetto, “to prepare for their future requirements.”

With the development of the GXCB-500 HD™, a unique CBCT, Gendex has transformed future hopes into present possibilities. Leveraging i-CAT® technology, the GXCB-500 HD is appropriate for the greatest number of practicing dentists because it covers the area where most dentists work.

This well-appointed system, which yields three-dimensional views of the mouth that take the guesswork out of diagnosis, offers fast, efficient workflow and allows dentists to offer more services to

Here at CDA

Visit the Gendex booth (No. 2118) to see all the options, including the new GXCB-500 and the GXS-700, for yourself.



The GXCB-500 HD offers more radiographic options.

their patients. Options abound with the 500 HD, from a myriad of scan sizes to its many resolutions.

In addition, the option of taking Section 179 for up to \$31,000 in savings, Ravetto also notes, “makes 2010 the year of 3-D.”

Not just relying on its 3-D capabilities, the 500 HD exceeds other imaging systems’ limits. Besides 3-D scans, the machine also functions as a traditional 2-D panoramic — not a reconstructed pan, “but the real deal,” says Ravetto.

“The dedicated, high-definition panoramic is still a traditional low-dose, high-end pan, not just a 3-D rendering of a pan,” adds Matthew Reintjes, vice president of sales



The GXS-700 offers options in sensor sizes plus the latest technology. (Photos/Provided by Gendex)

for Gendex. “This is very valuable to offices that want and need to take panoramic X-rays, and that want the lowered dose that comes with it. We are all about giving dentists radiographic options that will help them better care for their patients.”

Reintjes also points out that the 500 HD’s scan sizes range from as large as 8 x 14 cm to as small as 2 x 8 cm, allowing for even more flexibility for treatments ranging from TMJ and endodontics to implants and CAD/CAM integration.

Another new Gendex innovation launched here at the CDA is the GXS-700™ — high performance intraoral sensors that also expand dentists’ imaging horizons.

Besides the advanced sensor technology that delivers brilliant high-resolution images, the new sensor also comes in two sizes that comfortably accommodate both children

and adults. These sensors should be popular with the staff because they are always ready to travel between busy operatories — and only the sensor needs to move because of the 700’s direct USB connectivity. There’s absolutely no fiddling with adaptors or control boxes.

“The numerous clinical benefits of our products speak for themselves,” says Henrik Roos, president of DANAHER’s Worldwide Imaging Group. He says he is confident that Gendex will continue to help dentists exceed their dental goals by building on the company’s 100-plus years of experience in serving the dental community.

“We are dedicated to quality and service,” he says, adding that with a focus on the dentist and a penchant for research and development, Gendex promises to continue delivering products that produce limitless possibilities. ■

Crest Pro-Health supports Team USA

Company was the official toothpaste sponsor

E ven though the Olympic Winter Games ended weeks ago, Crest®, the official toothpaste sponsor of the 2010 U.S. Olympic Team, is proud to note that Crest was behind some of the winning smiles that the U.S. saw on the podium.

World-class athletes are known to stick to detailed training regimens in order to become elite competitors, and when it comes to their health — including their oral health — many don’t want to cut any corners.

That’s why Crest Pro-Health™ — the first and only leading toothpaste to offer sensitivity protection along with comprehensive oral care for all the areas dentists check most, including cavities, gingivitis, tartar, plaque, fresh breath and whitening — is a great choice for competitors.



2010 U.S. Olympic Team members brush for the gold with Crest Pro-Health. (Photo/Provided by Procter & Gamble)

This level of protection is especially relevant for athletes who train in cold weather and experience distracting teeth sensitivity. Consumers can use Crest Pro-Health at home and brush like champions to achieve

their own winning, healthy smiles.

“I spend eight hours a day on and off the ice training with my team, and since using Crest Pro-Health, I’ve noticed a significant difference in the way my mouth looks and

feels,” says Julie Chu of the U.S. Olympic women’s ice hockey team. “Sensitivity is no longer an issue for me, and I’m happy I don’t have to trade off any of the other oral health benefits.”

“Crest was a proud partner of Team USA at the 2010 Olympic Winter Games,” says Andrea Zahumensky, assistant brand manager, Procter & Gamble.

“Crest Pro-Health products offer preventive solutions that can easily be integrated into daily routines, even those as rigorous as ones Olympians keep.” ■

Here at CDA

For more information on the Pro-Health system, please visit www.virtuallyplaquefree.com or stop by the Crest, Oral-B and Procter & Gamble booth, No. 1702.