

Get 'wowed' by Midwest Stylus

By Sierra Rendon, DTA Editor

“Wow!” DENTSPLY is back to “wowing” the crowds with the relaunch of its popular handpiece, the DENTSPLY Midwest® Stylus™ ATC.

“This is technically a ‘relaunch’ with new features and upgrades,” said Kevin Gladstone, regional sales manager. “The response has been great. People say, ‘Wow! This is amazing!’ Sometimes they just sit there with their mouths open; it’s almost as if they can’t believe it.”

The Midwest Stylus ATC is a revolutionary, high-speed, air-driven handpiece that offers the user an experience so smooth, powerful and efficient, it barely feels like work, he said.

The product is the world’s first air-driven handpiece to employ speed-sensing intelligence (SSI), which automatically adjusts speed in response to load, offering superior performance and precision and eliminating all stalling and the need to feather or make constant adjustments.

Darren Chu, a dentist from Anaheim Hills, Calif., stopped by the DENTSPLY Midwest booth on Friday to check out the Midwest Stylus ATC



Dr. Darren Chu of Anaheim Hills, Calif., tests out the DENTSPLY Midwest Stylus ATC at booth Nos. 1306/1406. (Photo/Sierra Rendon, DTA Editor)

Here at CDA

Today at the CDA, attendees can demo the Midwest Stylus ATC at the Midwest Section of the DENTSPLY Professional booth (Nos. 1306/1406) and after doing so, enter to win a free ATC starter kit. The winner of Friday’s sweepstakes is Masha Mirkin of San Diego.

because he had read a review of it. “I wanted to come by and try it out, and I really like it,” he said. “I really want to give it a try in my office.”

And that is exactly what DENTSPLY is going to do for Chu, said Bradley Unamboowe, product manager for Midwest Stylus ATC.

“We’ll have a rep bring it in to his office so he can try it out for a day or two and really get a feel for it,” Unamboowe said. “This is available to other dentists who would like to test it out.”

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Art reveals the mouth as construction site

Art 4 Your Practice offers handmade 3-D art for dentists

By Robin Goodman, Group Editor

Dental Tribune sat down with Cathy Howard of Art 4 Your Practice, which makes 3-D art specifically for dentists, on Friday during the CDA to get the lowdown on the company.

How did Art 4 Your Practice get its start?

The owner of the company, Mark Sanford, who is an audiologist, was at an audiology convention and met the German people who make this art for the hearing world and promote it worldwide, and he really liked the art. They were new in promoting and had done quite a bit in Europe, but had no representation in the United States. Mark said that he wanted to promote this for them in the U.S. because he was already attending the major hearing shows.

I worked for Mark full-time as his bookkeeper, as we have five audiology offices in the Bay Area. He asked me to help with the project because he wanted to expand into the dentistry art because there are so many dentists. So that’s how we started in the dental business and I started going to all these dental events, and I’ve been having a fabulous time.

When I was in Chicago, our Ger-

man partner joined us there, spent a lot of time with me and taught me a lot of how they do things over there to produce the art. He explained that they have an artist — his name is Dittmar Hellmann — who makes the shadowboxes for the showcase pieces.

How long have you worked with Mark then?

It’s been 10 years already, and I still do the bookkeeping. So this is so much fun for me to get out of my little office and meet with people.

How would you describe this art to a dentist who might say, “Why would I want 3-D art in my practice?”

It’s completely different than what most people would call dental art, specifically because it’s 3-D. You have your shadowboxes, which you can hang on a wall, or your showcase pieces that can go on a counter or shelf or table. The theme of this artwork is the mouth as a construction site, which is why there is scaffolding, men working and the plans or blueprints of the worksite. Thus, it’s akin to the dentist being the construction worker on someone’s teeth.

What I think makes it most unique is that it takes the dental



Cathy Howard of Art 4 Your Practice at her booth, No. 1764. (Photo/Robin Goodman, Group Editor)

business, which can be rather scary for some people, and makes it more consumer friendly, fun and light. They’re very well made, and there is a considerable amount of detail in each one, which draws people to the piece and makes it easy to spend a lot of time looking at just one piece.

General dentists and specialists buy them for their offices and homes, and dental labs buy them as well. They are also a memorable gift and they can be personalized to a certain degree. For example, we can make these into business card

holders and add a brass plate with the dentist’s name.

Do you have any specials for the show?

Yes, during the show we are offering a 15 percent discount on any orders that are shipped directly to the purchaser. Also, there is a 20 percent discount on any pieces that I have brought to the show.

Stop by Art 4 Your Practice at booth No. 1764 for more information. [M](#)

Superior turbine suspension provides precision, control in Midwest Stylus ATC

The DENTSPLY Midwest® Stylus™ ATC high-speed air-driven handpiece employs ground-breaking technology to address a significant problem that has faced previous handpieces: bur deflection and chattering that occur at high speeds, affecting accuracy and precision.

Superior turbine suspension (STS), an exclusive feature of the Midwest Stylus ATC, allows the handpiece to operate at speeds of 330,000 RPM under load without noticeable bur deflection or chattering. This provides outstanding



The Midwest Stylus ATC. (Photo/ Provided by DENTSPLY Professional)

AD

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- And more!

The 2010 ODA Annual Session offers many opportunities for the entire dental team, including an expansive exhibit hall, many hands-on continuing education courses, unique special events and more!

Visit www.oda.org for more information!

Here at CDA

To find out more about the revolutionary Midwest Stylus ATC, DENTSPLY invites dental professionals to visit the DENTSPLY booth, Nos. 1306 and 1404, or you can schedule a free in-office demonstration by calling (800) 989-8825.

control, every time.

STS also creates a greater, more consistent transference of power from the handpiece to the bur, for the absolute maximum in cutting efficiency. No other handpiece on the market today allows dentists to create this degree of precision at 330,000 RPM, according to DENTSPLY Midwest. This smooth, precise control is especially beneficial for margin refinement and fine restorative procedures.

In fact, Midwest Stylus ATC offers dentists an entirely new cutting experience. DENTSPLY Midwest reports the user experience is so smooth, powerful and efficient, it doesn't feel like work anymore. The Midwest Stylus ATC allows the dentist to be fully engaged in procedures, as they no longer face distractions due to inconvenient handpiece operation.

The Midwest Stylus ATC is also the world's first handpiece to employ speed-sensing intelligence (SSI), which automatically adjusts speed in response to load. SSI optimizes the delivery of power, delivering consistent cutting speeds for unmatched efficiency and the fastest removal of material.

There's also improved visibility, access and maneuverability with mini- or mid-sized heads, along with enhanced access to posterior surfaces with standard- and short-shank bur compatibility. The low pitch and tone relaxes both the patient and the dentist, and a fiber-optic light produces superior illumination.

In addition, because it weighs less than similar handpieces, the Midwest Stylus ATC offers all-day ergonomic comfort. 