



**AAFE**



**AAFE**

AMERICAN ACADEMY  
OF FACIAL ESTHETICS

Botox® and Dermal Filler  
Training for Every Practice

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Frontline TMJ, Headache,  
and Facial Pain Therapy

**2013 COURSE CATALOG**  
[WWW.FACIALESTHETICS.ORG](http://WWW.FACIALESTHETICS.ORG)

## President's Message



The secret to success in any profession is investing in yourself and learning new skills to expand your practice. Having been involved in private practice and as a clinical educator for nearly 35 years, there has never been a more exciting time and more opportunity for every practice.

The fastest growing areas of dentistry are new and effective TMJ/myofascial pain treatments and Botox and dermal fillers for esthetic and therapeutic uses. The American Academy of Facial Esthetics (AAFE), with its over 7000 members, is the leader in facial pain and dental and facial esthetics live patient training and has trained more dental and medical professionals than any other educational institution in the world.

Professionals choose AAFE courses because the outstanding training is equal to and most often exceeds the education taught in academic communities and medical and dental residencies. One of the many reasons the AAFE is so special is our world renowned faculty, who are all practicing clinicians, offer post course support to our members through online forums and have created the most supportive and positive online community in dentistry and medicine. We are here to help you expand your practice and change your patient's lives forever.

Kindest Regards,

Dr. Louis Malcmacher, DDS  
AAFE President



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## About Us

### HOW ARE WE DIFFERENT?

The American Academy of Facial Esthetics (AAFE) is the premier live patient training organization for Botox and dermal fillers for dental esthetic and pain therapeutic uses in the oral and maxillofacial areas. The AAFE provides the most comprehensive training to achieve the best esthetic and therapeutic outcomes within the scope of state dental practice acts. Our outstanding post-course support will ensure successful procedure integration into your practice and is only available through the AAFE.

### OUR RENOWNED FACULTY:

Louis Malcmacher DDS MAGD  
 Kristine Krever MD DABFM  
 Peter Harnois DDS  
 James Jesse DDS  
 Tony Feck DMD DDOCS  
 Lisa Germain DDS  
 Gigi Meinecke DDS  
 Jill Lezaic MD  
 David DeJongh, DDS  
 Anthony Scarcella MD  
 David Kimmel DDS  
 Shannon Gunderson RN BSN  
 Lisa Reyna PA  
 Jami Larsen RN  
 Maria Becker RN



### EARN UP TO 24 PARTICIPATION CE CREDITS!

CE credit provided by Common Sense Dentistry which is designated as an approved PACE Program Provider by the Academy of General Dentistry. The formal continuing education programs of this program provider are accepted by the AGD for fellowship, mastership, and membership maintenance credit. Attendance in any of the courses in this brochure will provide 8 hours of participation credits per day and 24 hours total for all three days.



# Frontline TMJ, Headache, and Facial Pain Therapy

## ONE ON ONE MENTORED LIVE PATIENT TRAINING COURSE

Many of your friends, family, and patients suffer from some form of headaches, migraines, stress, occlusion, and TMJ. This course is the missing link that will teach you how to comprehensively and systematically evaluate, diagnose, and treat those who suffer from TMJ syndrome, headaches, and myofascial pain.

## Upcoming Course Dates

OCT 17 / COLUMBUS / SEATTLE

OCT 31 / LOS ANGELES / PORTLAND

NOV 7 / SAN FRANCISCO / DENVER

NOV 14 / SAN DIEGO

DEC 5 / ATLANTA W/ GDA (LEVELS I, II)

DEC 5 / SALT LAKE CITY

DEC 12 / FT. LAUDERDALE

DEC 12 / NEW YORK CITY

JAN 16 / CHICAGO

JAN 16 / NEW ORLEANS

JAN 23 / HOUSTON

JAN 30 / NEW JERSEY

## COURSE HIGHLIGHTS

- How to quickly identify and diagnose headache and facial pain patients in your practice
- Learn why you should not initially spend a dollar on expensive equipment for facial pain diagnosis and treatment
- Understand the anatomy and pain pathways that will immediately give you the best patient outcomes
- No more "occlusion confusion" when it comes to TMJ treatment
- Learn on live patients how to precisely identify and inject trigger points for instant and long term pain relief
- Learn when to treat and when to refer myofascial pain patients
- Understand the use of chemotherapeutics such as ethyl chloride, lidocaine and Botox for simple and effective pain management and differential diagnosis
- Change your patient's lives with a systematic and effective protocol for treating myofascial pain
- This course is most often taken together with Botox training. Most participants attend all 3 days together.

# Botulinum Toxin (Botox®) Training for Every Practice

## THE BEST COMPREHENSIVE LIVE PATIENT TRAINING AVAILABLE

The use of Botox in dentistry has been around for over 20 years in the treatment of TMD and myofascial pain and is well known for its esthetic uses in the oral and maxillofacial areas. Nearly everyone knows the benefits of Botox – it is about time your office offers these highly desired patient services – your office team will want them too! The course objective is to enable dental professionals to offer practical concepts, techniques and new dental services, and be proficient with the materials, techniques, and instrumentation of Botox treatment.

## Upcoming Course Dates

OCT 18 / COLUMBUS / SEATTLE

OCT 25 / BETHESDA

NOV 1 / LOS ANGELES / PORTLAND

NOV 8 / SAN FRANCISCO / DENVER\*

\*course held in conjunction with MDDS

NOV 15 / SAN DIEGO

DEC 6 / ATLANTA W/ GDA (LEVELS I, II, III)

DEC 6 / SALT LAKE CITY

DEC 13 / FT. LAUDERDALE

DEC 13 / NEW YORK CITY (LEVELS I, II)

JAN 17 / CHICAGO (LEVELS I, II)

JAN 17 / NEW ORLEANS

JAN 24 / HOUSTON

JAN 31 / NEW JERSEY

## COURSE HIGHLIGHTS

- In depth instruction of anatomy, neurophysiology and musculature of the oral and maxillofacial areas for the best patient outcomes
- Learn the physiology and pharmacology of oral and maxillofacial injectable treatment
- Detailed patient evaluation for the best esthetic and therapeutic treatment possible
- Live patient hands-on training including diagnosis, treatment planning, and proper dosing and delivery of botulinum neurotoxin
- Learn the AAFE protocols and treatment techniques including anatomical muscle sites, muscle depths, proper preparation and dilution for the best oral and maxillofacial esthetic outcomes
- Proper fee structures for Botox treatment
- All the customizable office forms and informed consent needed to begin treating patients immediately
- One on one comprehensive mentored instruction as you treat your patients
- This course is most often taken together with the Frontline TMJ/Facial Pain course and the dermal filler course

# Dermal Filler Training for Every Practice

## THE BEST COMPREHENSIVE LIVE PATIENT TRAINING AVAILABLE

Dermal fillers are used to correct soft tissue volume deficiencies in the oral and peri-oral areas and are now considered essential to every anterior dentistry case. A great looking smile involves the teeth and all the surrounding soft tissue which can be volumized with dermal fillers. The course objective is to enable dental professionals to offer practical concepts, techniques and new dental services, and be proficient with the materials, techniques, and instrumentation of dermal filler treatment.

## Upcoming Course Dates

OCT 19 / COLUMBUS / SEATTLE

OCT 26 / BETHESDA

NOV 2 / LOS ANGELES / PORTLAND

NOV 9 / SAN FRANCISCO / DENVER\*

\*course held in conjunction with MDDS

NOV 16 / SAN DIEGO

DEC 7 / ATLANTA W/ GDA (LEVELS I, II, III)

DEC 7 / SALT LAKE CITY

DEC 14 / FT. LAUDERDALE

DEC 14 / NYC (LEVELS, I, II)

JAN 18 / CHICAGO (LEVELS I, II)

JAN 18 / NEW ORLEANS

JAN 25 / HOUSTON

FEB 1 / NEW JERSEY

## COURSE HIGHLIGHTS

- Volumizing the midface and lower face using AAFE specific protocols for a more esthetic and youthful appearance
- Treat lower face folds to create and support proper lip and smile lines
- Beautiful lip enhancements as part of every esthetic dental case
- Learn how to treat deficient lip and peri-oral volume for therapeutic cases such as angular cheilitis
- Detailed patient evaluation for best dento-facial esthetic outcomes
- Live patient hands-on training including diagnosis, treatment planning, and proper dosing and delivery of dermal fillers
- Proper fee structures for dermal filler treatment
- One on one comprehensive mentored instruction as you treat your patients
- This course is usually taken together with the Botox course on the previous page with most attendees taking all 3 course days together.



## Testimonials

*"As dentists, it's time to educate our patients on the shape of their lips and the fine lines around the perioral area of the mouth. The use of fillers and botox in a minimally invasive way can completely WOW a Smile!"*

- Dr. Monique Mabry

*"I'm so glad to have attended this course! In just one day of learning I feel as if I can confidently and competently treat the many TMJ and facial pain sufferers in my practice. It's exciting to know that without a doubt, I can bring them relief from their pain. Let me at 'em!"*

- Dr. Kelly Elward

*"The course is one of the most user-friendly, fun, relevant, hands-on courses I've been to in 30+ years of dentistry. It gives a new lease on life to your dental career!"*

- Dr. Richard L. Lepard

## Course Tuition

### SIGN UP BY NOVEMBER 1<sup>ST</sup> & SAVE MORE!

Tuition for Any **One Day** ..... \$1797.

Tuition for Any **Two Days** ..... ~~\$3497~~ \$2997.

Tuition for All **Three Days** ..... ~~\$5497~~ \$4497.

**Non-AAFE Members:** Team members add \$395 / day.

**AAFE Members:** Receive the best tuition discount and bring a team member for free! Additional team members \$395/day.

**AACD / AGD Members** - Call for your special discounts.

**Save Over \$3000 with the AAFE Course Bundle!** Sign up for all three days, AAFE membership, and bring two team members for FREE! All for only \$4797

# Become a Member

The American Academy of Facial Esthetics (AAFE) is the only professional society dedicated exclusively to the field of facial esthetics and TMJ, headache, and facial pain therapeutics with non-surgical minimally invasive options for best patient treatment outcomes. Enjoy outstanding benefits and rapidly expand your practice by joining over 7,000 of the most committed and caring dental and medical professionals as an AAFE member.

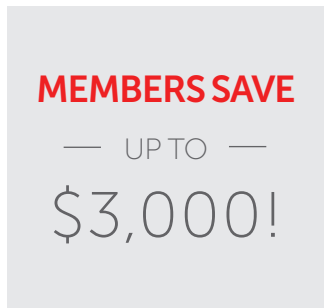
As a member of the American Academy of Facial Esthetics, you will have access to all of the tools and resources you need to become a leader in esthetic and therapeutic care within your community.

Look for the  
member badge!



## MEMBERSHIP BENEFITS INCLUDE:

- ≡ Exclusive incentives on products and seminars
- ≡ AAFE Accreditation
- ≡ AAFE Advanced Hands-on Training Seminars
- ≡ Use of the AAFE Logo
- ≡ Consumer Online AAFE Member Provider Search
- ≡ Exclusive AAFE Member Marketing Materials
- ≡ Exclusive Member Videos
- ≡ Monthly Newsletter
- ≡ Discussion Forums and Case Presentations
- ≡ Mentoring & Advocacy
- ≡ Member Exclusive Online Educational Programs
- ≡ Financial Incentives from Business Partners



## MEMBERSHIP SAVINGS:

- ≡ Sign-up before November 1<sup>ST</sup> and Save \$100! - \$597 \$497
- ≡ Membership saves you up to \$3,000 on course tuition and you can bring up to 2 team member for free.

## JOIN ONLINE @

[www.facialesthetics.org/membership](http://www.facialesthetics.org/membership).

For more information about  
membership, contact Rachel Josef  
@ 800-952-0521 / ext. 708  
or [Rachel@FacialEsthetics.org](mailto:Rachel@FacialEsthetics.org).

# Member Accreditation

## WHO WE ARE

We are members of The American Academy of Facial Esthetics — dedicated to providing the most advanced non-surgical minimally invasive techniques for beautiful total facial esthetics, frontline TMJ and myofascial pain therapy.

## LEVELS OF ACCREDITATION

- ≡ General Member
- ≡ Associate Member
- ≡ Accredited Member
- ≡ Fellowship
- ≡ Mastership
- ≡ Diplomate

**Stand Out** among your colleagues by demonstrating your dedication and expertise in the field of minimally invasive total facial esthetics.

Accreditation awards are based on exceptional initiative, leadership, progress and service.

Accredited members achieve recognition as emerging leaders in the field of facial esthetics and therapeutics. These professionals have the knowledge and expertise to transform their practice using the most advanced techniques. AAFE accredited members have unique opportunities for mentorship within the organization.



## NEW! Advanced Training Courses

### Frontline TMJ & Orofacial Pain Level II

Expand your treatment options with advanced trigger point techniques, low level laser therapy, and new neuralgia treatments.

#### Upcoming Course Date

DEC 5 / ATLANTA

### Facial Esthetics Levels II & III

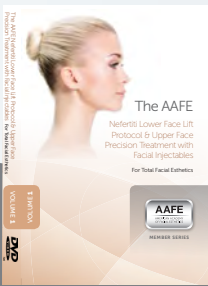
Build on your foundational esthetic skills with advanced facial esthetics precision placement techniques.

#### Upcoming Advanced Courses

DEC 6-7 / ATLANTA (LEVELS II & III)

DEC 13-14 / NEW YORK CITY (LEVEL II)

DEC 17-18 / CHICAGO (LEVEL II)



# AWARD-WINNING DVD EDUCATIONAL - SERIES -

NEW! MEMBERS ONLY  
EDUCATIONAL SERIES



## BOTOX® AND DERMAL FILLERS FOR DENTISTRY



## THE COMPLETE MASTER SERIES



## BOTOX THERAPEUTICS / FACIAL PAIN SERIES

### DVD Pricing

Single DVD	\$247	\$197
Series of 3	\$741	\$561
AAFE Library	\$2,964	\$1,797

- ≡ Order before November 1<sup>ST</sup> and Save!
- ≡ Two hours of CE credit for each DVD
- ≡ Call (800) 952-0521 or visit FacialEsthetics.org
- ≡ AAFE Members Save Even More!

SyncUp

FOLLOW, FRIEND & CONNECT!

**TWITTER:** @FACIALESTHETICS

**EMAIL:** FEEDBACK@FACIALESTHETICS.ORG

**FACEBOOK:** FACEBOOK.COM/FACIALESTHETICS

SignUp

NAME \_\_\_\_\_ TITLE \_\_\_\_\_ AGD# \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

E-MAIL \_\_\_\_\_ DENTAL LICENSE # \_\_\_\_\_ STATE \_\_\_\_\_

PHONE \_\_\_\_\_ MOBILE \_\_\_\_\_

DATES ATTENDING FRONTLINE TMJ AND FACIAL PAIN COURSE \_\_\_\_\_

DATES ATTENDING BOTOX® AND DERMAL FILLER TRAINING COURSE \_\_\_\_\_

DATES ATTENDING DERMAL FILLER TRAINING COURSE \_\_\_\_\_

HOW DID YOU HEAR ABOUT THIS COURSE? \_\_\_\_\_

PAYMENT IN THE AMOUNT OF \_\_\_\_\_ TO BE PAID BY \_\_\_\_\_

VISA  MASTERCARD  DISCOVER  AMERICAN EXPRESS

CARD NUMBER \_\_\_\_\_ EXP. DATE \_\_\_\_\_ CVV\* CODE \_\_\_\_\_

Submit

SEND IN BY NOVEMBER 1<sup>ST</sup> & SAVE UP TO \$1,000!

**FAX:** 216.395.0110

**EMAIL:** SALES@FACIALESTHETICS.ORG

**CALL:** 1.800.952.0521 TO REGISTER

**HURRY!**

Courses Sell  
Out Quickly!

## TERMS & CONDITIONS

**Model Patients:** It is recommended that each participant bring a model patient to treat and will need to purchase one vial of Botox® and one syringe of dermal filler material for the appropriate course from the course sponsors. Additional vials and syringes will be available for purchase at the course if participants would like additional practice.

**Cancellation Policy:** Fully refundable no later than 5pm same date one month before course minus \$775 handling fee. No refunds after same date one month before course. We reserve the right to cancel a course and cannot be responsible for hotel deposits or non-refundable airline tickets or any other associated fees. We take no responsibility regarding state board requirements. Participants are responsible for determining whether they are able to perform these procedures. Please refer to our website for complete policies.

**California:** CA dentists can now place Botox/Dermal Fillers as defined by the CA B. & P. Code section 1625. The American Academy of Facial Esthetics is a CE register provider #5032 by the Dental Board of California.

**NJ & GA:** 21 Hour AAFE Board Approved Courses in NJ and GA additional \$300 tuition.

ORDER TODAY / ONLINE OR BY PHONE!



**AAFE**

AMERICAN ACADEMY  
OF FACIAL ESTHETICS

2120 South Green Road  
South Euclid, OH 44121

WWW.FACIALESTHETICS.ORG  
800.952.0521

REGISTER TODAY!  
LIMITED AVAILABILITY!



[SCAN FOR DETAILS]

**SIGN UP BY NOVEMBER 1<sup>ST</sup> & SAVE UP TO \$1,000**

**YOUR PATIENTS WILL LOOK & FEEL BETTER THAN EVER!**



The logo features the word "DENTIMAX" in a bold, black, sans-serif font, centered within a yellow oval. This oval is framed by a thick, yellow rope with a black outline, which is set against a brown background. The rope is styled to look like a thick, braided nautical rope, with frayed ends at the top and bottom.

**DENTIMAX**

**DentiMax**

# Dream Sensors



**Amazing Over the Top Show Specials**

Must purchase by end of show!

Save  
**\$1500**

**Off** Each Sensor!



**FREE**  
iPad  
Mini

with purchase of two or more sensors.

**(877) 987-8444**

# DentiMax

## Dream Practice Management Software



**Amazing Over the Top Show Specials**

**Must purchase by end of show!**

**20% off**

Any Practice Management Purchase.

Take Another  
**\$1000**

**OFF** with Training Purchase.

Must purchase Practice Management Bundle with the Complete DentiMax Training System.

**(877) 987-8444**

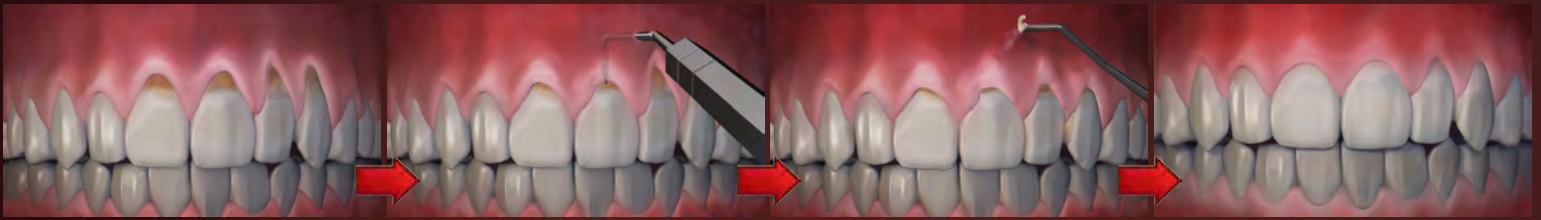


**PINHOLE SURGICAL TECHNIQUE**

# Skyrocket Your Practice Revenue

**Chao PINHOLE SURGICAL TECHNIQUE™® (PST)\***

*Incision-Free, Suture-Free, Graft-Free*



Gingival Recession

Patented PST instruments  
Raising and advancing flap

Collagen placed with  
PST Chao pliers

Flap stabilized  
without sutures

- **Seen by Millions of Viewers**

- On KABC and 16 other TV stations
- On the Dr. Steve Show Sept. 15-22 in 16 major cities

- **Viewers are looking for doctors trained in the PST.**

- **Be the doctor they are looking for!**

- **REGISTER NOW and SKYROCKET YOUR PRACTICE!**



"I am a periodontist who has practiced over 20 years. I can say this is really a breakthrough... It's simple, painless...reliable and repeatable."  
**Ben Mandel DDS, Periodontist, La Mesa, CA**

"PST makes me excited to go to work in the morning. Thank you."  
**Rudolph Gamarnik, DDS, Periodontist, Cypress, CA**

"...a truly revolutionary solution to an age-old problem!"  
**Bruce Fine, DDS, Wayne, New Jersey**

"I found Dr. Chao's article in the library in Spain. I am excited to bring this back to my practice in Barcelona."  
**Jordi Olive, DMD, Barcelona, Spain**

## **THE PINHOLE SURGICAL TECHNIQUE™®\***

**Patented by John Chao, D.D.S.**

**[www.PinholeSurgicalTechnique.com](http://www.PinholeSurgicalTechnique.com)**

**Call (888) 705-1390**

Friday - Saturday	August 23-24, 2013	<b>FULL</b>	8:00 am - 5:00 pm
Friday - Saturday	September 20-21, 2013	<b>FULL</b>	8:00 am - 5:00 pm
Friday - Saturday	October 11-12, 2013		8:00 am - 5:00 pm
Friday - Saturday	November 8-9, 2013	<b>FULL</b>	8:00 am - 5:00 pm
Friday - Saturday	December 6-7, 2013		8:00 am - 5:00 pm

2014 Schedule by request (ATTN: Registration fee will be \$3,000 in 2014)

**Course Fee: \$2,500 • 14 CE Units for California Licensees**

**Hands-on Porcine Workshop with Live Surgeries on 20 Teeth**

**Register Now! (888) 705-1390**

Registration code: DT2013

**100 S. First Street, Alhambra, CA 91801 (Los Angeles)**

\*Method Patent No. US 8,202,092 B2 \*\*Instrument Patent No. US 8,007,278 B2

A decorative banner with a rope border and a central oval containing the text "RUIZ DENTAL SEMINARS". The banner is set against a brown background. The rope border is yellow with a black outline and is knotted at the top. The central oval is yellow with a white outline. The text is in a bold, black, serif font.

**RUIZ DENTAL SEMINARS**

LA INSTITUTE OF  
CLINICAL DENTISTRY  
& RUIZ DENTAL SEMINARS



# THE MOST PROGRESSIVE INSTITUTE IN DENTISTRY

Established 2005



*Join Our Family  
2,000 Dentists Strong and Growing*

MINI  
2014 COURSE  
CATALOG

# Purpose

The Los Angeles Institute of Clinical Dentistry & Ruiz Dental Seminars stands out as the most progressive institute in dentistry. An alternative to the over-priced and over-complicated institutes, we teach a clinically practical, scientifically-based approach to clinical dentistry, focusing on tooth preservation, using Supra-gingival restorative dentistry, implants with sound occlusal principles. This is achieved by utilizing proven techniques and systems, which are both practical and methodical, developed and used by Dr. Ruiz and the faculty. The Los Angeles Institute is located in the heart of the movie industry in California.

## What Previous Participants Say About Our Courses:

*"Anyone wanting to become more adept at esthetic adhesive dentistry should take Dr. Ruiz's exceptional course. He cuts through the marketing hype and gives you the rationale for the most appropriate materials in different clinical situations."*

**Charles F. McQuade, DMD, MAGD, Vice President of the New England Masters Study Club**

*"This course has changed the way I practice dentistry. It has had the most positive influence on me and how I treat plan cases."*

**Dr. Richard Jenson, Brigham City, Utah**

*"Every time I come to a course I become more motivated about dentistry in general and knowledgeable."*

**Dr. Danielle Samm-Plisky, Scottsdale, AZ**

*"Dr. Ruiz gives a very practical and efficient system of diagnosis and treatment planning that can be implemented immediately in one's office."*

**Robert Matiasevich DDS, Santa Cruz, California**

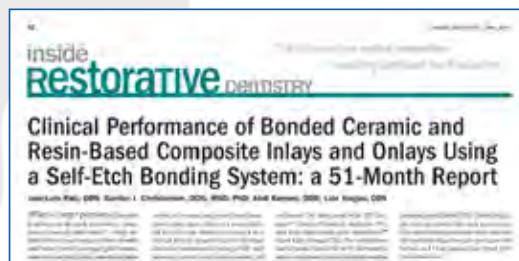
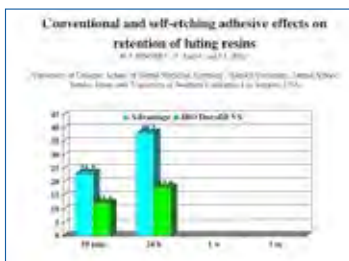
## Evidence Based Curriculum & LA Institute Commitment To Research



For the past 13 years, Dr. Ruiz has promoted the implementation of cutting edge techniques based on solid clinical experience combined with available in-vitro and/or clinical research.

Dr. Ruiz has performed many research studies on adhesion and dental materials, many have been presented at The International Association of Dental Research and American Association of Dental Research as well published research articles in journals like Compendium, Inside Dentistry and others. Dr. Ruiz has partnered on clinical and laboratory research with some of the leaders in dentistry, Dr. Gordon Christensen, Rella Christensen PhD, Dr. Werner Finger (inventor of Gluma, iBond, etc.), Al Kabashigawa PhD (inventor of Herculite & Optibond FL) as well as John Powers, PhD.

Following the same philosophy the LA Institute Research department directed by Dr. Gutierrez and overseen by Dr. Ruiz is actively involved in clinical and in-vitro research and has invested heavily in the purchase of bond and fracture strength testing machines (Ultradester), microscopes, etc. The research is focused on clarifying dentistry's most confusing clinical issues... stay tuned.





# Evidence-Based Implementation of Simple and Practical Implant Dentistry



## Using Short, Narrow, Platform and Mini Implants for the General Dentist

Three Day Workshop • 21 CE Hours

*"I have taken several implant courses and I learned more in two days about doing easy, predictable, implant dentistry than any other course I have attended — even a four month long implant course!"*

**Charles Scholler, DDS, Somis, CA**

*"Dr. Ruiz backs up everything with research and extensive experience. You have NO DOUBT that when he explains something; it is of the highest standard."*

**Victor Khatchaturian, DDS, Los Angeles, CA**

**Yes! With this course, you will be ready to place and restore simple implants in three days! More than 60% of cases are simple, and you should be placing them on Monday! Stop wasting valuable time and money with expensive courses, which teach unpredictable bone grafting techniques and unnecessary tests for simple implants. Learn the logical approach to implant dentistry.**

### Learning Objectives:

- 2010 provisions of the Academy of Osseointegration.
- How to choose between regular, narrow and mini-implants.
- Perform four simulated, yet realistic implant placements using correct surgical protocol.
- Perform four simplest and predictable restorative procedures!
- What x-rays and records are really necessary.
- When and how to use surgical templates.
- Simple surgical procedures to ensure safe and predictable results.
- When it's better to refer.
- Detailed equipment and supplies list will be provided for immediate implementation.
- Assistants are encouraged to attend to help implement systems.
- A system to keep implant parts costs down! Charge less to patients and have higher profits.



### Schedule

May 29 - 31  
Los Angeles, CA

October 23 - 25  
Los Angeles, CA

**\$3,490 or \$3,290**  
for early registration  
(30 days prior to event)

# Our Curriculum

## WORKSHOPS



**ADVANCED  
OCCLUSAL  
THERAPY**



**OCCLUSION:  
RESTORING THE  
WORN DENTITION**



**IMPLANT  
DENTISTRY**



**SUPRA-GINGIVAL  
VENEERS**



**SUPRA-GINGIVAL  
ONLAYS**



**DIRECT  
COMPOSITE**

## TEAM WORKSHOPS



**ASSISTANT  
BOOTCAMP**  
WITH  
*DR. PATRICIA RYAN-MARTIN*



**DENTO-FACIAL  
PHOTOGRAPHY**  
*DR. AMIR ESFANDIARI*

## TRAVELING TEAM OCCLUSION LECTURE



**OCCLUSAL DISEASE  
MANAGEMENT  
PRACTICE  
IMPLEMENTATION**

## SPECIALTY LECTURES



**21ST CENTURY DENTISTRY:  
LAUNCH YOUR PRACTICE  
INTO THE NEW GENERATION**

## Team and Practice Building

### Assistant Boot Camp

*Two Day Workshop for  
Assistants and Dentists • 14 CE Hours*

#### Schedule

February 14-15 **Los Angeles, CA**

**\$699 or \$599**

for early registration  
*(30 days prior to event)*

### Dento-Facial Photography and

### Treatment Presentation: A Team Driven Approach

*One Day Workshop • 7 CE Hours*

#### Schedule

June 27 **Los Angeles, CA**

**\$599 or \$499**

for early registration  
*(30 days prior to event)*



## Occlusal Disease Management System Team Implementation Workshop

*One Day Workshop • 7 CE Hours*

#### Schedule

March 21 **Chicago, IL**

July 11 **Los Angeles, CA**

July 25 **Austin, TX**

**DENTIST \$399**

**TEAM \$299**

**\$100 OFF PRE-REGISTRATION**

*(30 days prior)*



# MODERN DENTISTRY CONTINUUM

## “LAUNCHING DENTISTRY INTO THE 21ST CENTURY.”

These series of workshops are designed to update the new graduate and the seasoned dentist with the most up-to-date techniques to provide patients with minimally invasive supra-gingival dentistry. These techniques are not only more biocompatible, healthier and better for the patient, they are also more predictable and enjoyable for the dentist. In order to properly serve our patients and thrive in practice in today's environment, the modern clinician must be skilled in multiple areas: diagnosis, patient motivation, restorative dentistry (direct and indirect), occlusion and simple implants. This continuum track builds with each course taken and offers systems to implement all of the above skills. This will lead to a more prosperous and enjoyable professional life.

**This continuum track includes the following six workshops which form our core curriculum.**



**DENTIST**  
**\$14,990**  
(Save \$3,500)

**TOTAL COST FOR  
RECENT GRADUATES**  
Three years or less **\$11,250**  
(Over \$7,000 savings)

**FINANCING IS  
AVAILABLE!**  
Two sessions to  
choose from!

## Predictable Success with Porcelain Veneers, PJs & All Ceramic Crowns Using Supra-gingival Dentistry Principles

Three Day Course • Live Patient Demonstration & Workshop • 21 CE Hours



*“Dr. Ruiz breaks down a complicated subject into real world dentistry, not pie-in-the-sky stuff. He presents things in a clear and concise manner. I would recommend this course to anyone who wants to learn the skills necessary to do predictable supra-gingival dentistry.”*

Dr. Charles Scholler, Somis, CA

## Easy, Predictable Porcelain Veneers, PJs & All Ceramic Crowns

### Workshop Objectives:

- Understand how to record patients' unique esthetic perspective and goals and how to blend it with our own and perform a smile design.
- Prepare and cement several veneers using learned techniques.
- Understand how proper diagnosis and smile design dictates proper tooth preparation and restorative material selection.
- Learn and perform easy and predictable techniques for temporization.
- Adjust the occlusion after porcelain veneers or JVCs and their relationship with longevity.
- What restorative materials and porcelains to use for long term stability?
- What bonding systems and techniques will yield better longevity and low sensitivity?
- Step by step techniques and much, much more...



Call **818-729-9121** to reserve your seat or visit [www.RuizDentalSeminars.com](http://www.RuizDentalSeminars.com)

# Easy, Predictable Porcelain Onlays, Full Crowns, etc. Using Supra-gingival Dentistry Principles



Two Day Course • 14 CE Hours

*"Not only did the course meet my expectations, it was fun! I will not hesitate in taking another one of his seminars."*

**Claudia Navarro, DDS, Inglewood, CA**



## Learning objectives for this live patient workshop:

- Understand the benefits of Supra-gingival dentistry by observing a live procedure and performing, onlay and crown preparations on a very realistic simulator.
- Understand and perform simple, predictable impression techniques.
- Learn how to choose the correct type of restorative material and translucency that will allow for Supra-gingival dentistry.
- Participants choose which bonding systems and cements are most esthetically appropriate to achieve good margin blending and allow for supra gingival dentistry.
- Understand and perform sensitive-free and easy cementation techniques specific to posterior onlays.
- Participants will learn and perform, margin elevation, and enamel preservation techniques.
- And much, much more...

### Schedule

March 14 - 15      **Los Angeles, CA**  
September 12 - 13      **Los Angeles, CA**

**\$2,599 or \$2,399**

for early registration  
(30 days prior to event)

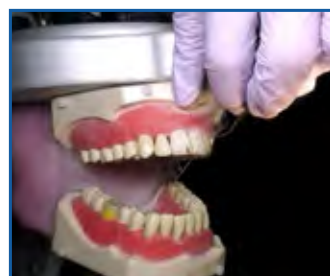
# Practical, Predictable and Beautiful Direct Anterior and Posterior Composite Restorations Including Full Mouth Composite Rehabilitation



Three Day Workshop • 21 CE Hours

*"Excellent course, very small and intimate allowing for lots of questions and lots of time for doing the exercises, instead of feeling rushed. Very hands on which is great!"*

**Jay Kansal, DMD, Atlanta, GA**



## Learning Objectives:

- Learn and perform predictable techniques for posterior composite restoration placement.
- Identify the different types of composite resins and their appropriate use.
- Identify and correctly use the latest in bonding systems.
- Identify and put in to practice: principle of form, texture and color necessary to perform beautiful composite restorations.
- Recognize when and how to use opaquers, modifiers and tints.
- Describe the latest in finishing and polishing techniques.
- Learn how and when to use different matrix systems.
- Learn the principles and rationale on when and how to do a full mouth rehabilitation with direct composite.

### Schedule

January 23 - 25      **Los Angeles, CA**  
July 17 - 19      **Los Angeles, CA**

**\$2,999 or \$2,799**

for early registration  
(30 days prior to event)

# Advanced Occlusal Therapy Workshop



## Using the Occlusal Disease Management System

Three Day Workshop • 21 CE Hours

*"Excellent course, as good as the Frank Spears course I took at half the price and you simplify it a lot more."*

Dr. Jay Kansal, DMD, Atlanta, GA

### Learning Objectives:

- Perform an 11 point comprehensive occlusal & TMJ clinical evaluation to assess TMJ health and improve restorative longevity.
- Learn how and when to use night guards and splints.
- Perform diagnostic cast study evaluation and trial equilibration, additive or subtractive.
- Perform several recordings of CR bite, load testing, face bow records and other indispensable skills needed for occlusal diagnosis and therapy.
- Perform an occlusal and TMJ examination of yourself with a full treatment plan.
- Education and motivation for patients and a comprehensive system to implement these methods on Monday.



### Schedule

February 6 - 8      **Los Angeles, CA**  
June 12 - 14      **Los Angeles, CA**  
November 13 - 15      **Los Angeles, CA**

**\$3,490 or \$3,290**  
for early registration  
(30 days prior to event)

## Restoring the Worn Dentition and Complex Cases: Applied Occlusion & Diagnosis



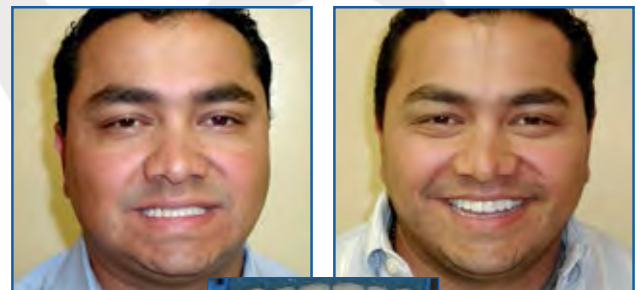
Two Day Workshop • 14 CE Hours *(Completion of "Occlusal Disease Management Workshop" is a prerequisite.)*

*"I have been to a lot of CE Courses but none like Dr. Ruiz's. His lectures and hands on techniques make the learning easy and fun. Most importantly, he makes it easy to implement back at the office."*

Richard Potter, DDS, Helotes, TX

### In this course you will:

- Learn the steps for full mouth rehabilitation diagnosis.
- Perform two simulated rehabilitations: one opening VDO and one without.
- Perform several diagnosis exercises.
- Prepare & temporize using a wax up.
- What to provide and how to accurately communicate to the lab.
- Learn how to take bite records during different stages.
- Learn how to stage a case over time.
- Final bite adjustment and proper follow up protocol.
- Learn minimally invasive full rehabilitations.
- Learn how to open the bite using direct composite.



### Schedule

June 19 - 20      **Los Angeles, CA**  
December 4 - 5      **Los Angeles, CA**

**\$2,890 or \$2,690**  
for early registration  
(30 days prior to event)

# Products



## A Semi-Precision Articulator & Facebow System

“The Director” is a simple, yet robust articulating and diagnostic system designed by Dr. Ruiz. It features a well integrated system of articulator, facebow and diagnostic plate which can easily allow to diagnose occlusal disease case, esthetic case or a full mouth rehabilitation case, etc. (full kit) **\$1,750**



## Occlusal Disease Educational Brochures

Explain occlusal disease to your patients: the signs, symptoms, treatment and an occlusal disease self evaluation. **\$59.99 for pack of 50**



## LA Institute Composite Instruments

Designed by Dr. Ruiz, this set of two instruments is all you need for anterior and posterior direct composites. **\$129**



## Ruiz/LA Institute/ Brasseler Bur Kit

The most complete versatile and logical bur kit in dentistry. This bur kit has everything you need to do direct and indirect restorations including onlays, veneers and direct composite. **\$119**



## Dental Digital Camera

The simplest intra-oral camera ever! The camera is capable of accomplishing the full range of dental photography with ease from the 1:1 extreme close-up of a posterior quadrant to anterior, lateral and all mirror photos including occlusals and linguals. **\$795**

## Jose-Luis Ruiz, DDS

### Founder and Director of the Los Angeles Institute of Clinical Dentistry

**Dr. Ruiz** is the Director of the Los Angeles Institute of Clinical Dentistry and course director of numerous CE Courses at the University of Southern California (USC). He is an honorary clinical professor at Warwick University in England and member of the editorial board for *Dentistry Today*. He is also an associate instructor at Dr. Gordon Christensen PCC in Utah and an independent evaluator of dental products for CR (CRA). Dr. Ruiz has been named as one of the top clinicians in CE from 2006-2014 by *Dentistry Today*.

**Dr. Ruiz** has published several research papers as well as many clinical articles on adhesive dentistry, occlusion and esthetic dentistry. He regularly lectures at all major dental meetings, nationally and internationally.

**Dr. Ruiz** has been practicing in the studio district of Los Angeles for over 20 years and enjoys a clientele of many stars and entertainers. His focus is on treating complex cosmetic, rehabilitation, and implant cases.

**Dr. Ruiz** has made numerous television appearances highlighting his esthetic dental makeovers including NBC Channel 4 News, ABC's News, Good Morning America & Vista La, VH1 and Channel 52's Telemundo and 34 Univision.



**For a full catalogue contact us at (818) 729-9121**