

The logo consists of a dark brown background. A thick, yellow rope with a black outline is coiled into a rectangular shape with rounded corners, framing the central text. At the top center of the rope, there is a knot. In the center of the rope frame is a horizontal oval with a yellow fill and a white outline. The text "XCEL SEMINARS" is written in a bold, black, sans-serif font across the middle of this oval.

XCEL SEMINARS



5th Annual Comprehensive Dental Skills Series

Knott's Berry Farm Resort Hotel

Oct. 27: Modern Ceramic Restorations—Work Smarter, Not Harder

(Lecture) *Dr. Foroud Hakim is Vice Chair of the Department of Restorative Dentistry at University of the Pacific and also maintains a private practice. He discusses complex rehabilitations to conservative single tooth restorations.*

Nov. 10: Enriching your Restorative Dentistry with the Latest Materials and Techniques (Lecture)

Dr. Jeff Brucia is in private practice, an Associate Professor at the University of the Pacific and is the Present Chair of the California Dental Association Board of Managers.

Nov. 24: Hands-on Pediatric Dentistry

Dr. Fred Margolis is a pediatric dentist, an expert on Pediatric care, lectures internationally and has been named a "top clinician in continuing education" by Dentistry Today Magazine.

Dec. 8 & 15 (Consecutive Sundays): Intro to Dental Sleep Medicine (This Hands-on Course is two days and 14 total CEs)

Dr. Marty Lipsey teaches how to develop a patient and physician friendly dental sleep medicine practice, including all aspects of private pay and Medicare insurance billing.

Knott's Berry Farm Resort Hotel, 7675 Crescent Ave, Buena Park, CA

(Beach Blvd. exit of the 5, 405 & 91 Fwys)

ALL COURSES ARE ON SUNDAYS & 7 CA & AGD CEs EACH

\$139 PER LECTURE, \$329 EACH FOR

THE HANDS-ON SLEEP AND PEDO COURSES OR

\$449 FOR BOTH THE OCT. 27 & NOV. 10 LECTURES PLUS

THE 2-DAY SLEEP MEDICINE COURSE (28 TOTAL CEs)

COURSE SERIES
SPONSORED BY:



Doxa



COURSE TOPICS

Modern Ceramic Restorations (Lecture): With the explosion in ceramic material choices in today's indirect restorative arena, practitioners often find themselves puzzled about what type of crown to prescribe for a given indication. Special emphasis will be placed on strategies and techniques that lead to optimal outcomes with regards to quality, while increasing speed and productivity. Real strategies will be provided to the audience to maximize the efficiencies in their crown and bridge practice while delivering long lasting and beautiful restorations that increase patient satisfaction! The course aims to demystify the selection criteria. The audience will learn: current ceramic classes ♦ selection rubric ♦ indications across anterior, posterior, single and multi-unit ♦ preparation design ♦ full-proof impression techniques ♦ cementation vs. bonding rational ♦ modern supportive armamentarium and gadgetry

Restoratives Update (Lecture): It is estimated that more than 80% of restorative failures are due to clinical error. This lecture course provides an overview of the restorative options and a comprehensive discussion of the ever-changing world of dentinal adhesives, guiding you through the collection of materials and techniques available for both direct and indirect restorations, including: The options available in adhesive systems including the new advancements in Glass Ionomers ♦ Eliminating the frustration of post-operative sensitivity and restorative failure ♦ The materials and techniques for Class I, II & V restorations ♦ Techniques and materials for repairing porcelain fractures ♦ Achieving predictable esthetic results with anterior implants ♦ Techniques for the preparation, impressions, temporization, lab communication, material selection and cementation of indirect restorations.

Hands-on Pediatric Restorations: Today's parents demand the best restorations of their children and teen's teeth for function and esthetics. Discussions will include: Glass ionomers, resinomers, composites, and various types of crowns ♦ Esthetic facings for stainless steel crowns and chairside/laboratory steps ♦ Esthetic space maintainers and their easy fabrication ♦ Enamel microabrasion, direct-bonded and porcelain veneers for teenage patients. **Hands-on will include:** Class I and II primary molar prep ♦ Class I and II primary molar restoration ♦ Pulpotomy prep and use of dentin replacement materials ♦ Stainless steel crown preparation ♦ NuSmile crown preparation- molar

Sleep Medicine (2-Day Hands-On Course): **Dec. 8 Topics include:** Introduction to sleep - sleep stages, disorders ♦ Prevalence - why is there a need for treatment? ♦ Sleep apnea signs/symptoms/clinical issues ♦ Treating snoring and sleep apnea in a dental office - protocol review ♦ Patient education; addressing key issues and getting a snoring patient to convert to a sleep apnea treatment case ♦ Prepare Embletta X100 home sleep study for course attendee(s) **Dec. 15 Topics include:** Download previous week's Embletta X100 study, review study data and sleep report with class ♦ Hands on with Pharyngometer / Rhinometer ♦ Working with popular oral appliances like the TAP, Respire, EMA and more! ♦ Appliance review - pro's and con's of all of the major sleep appliances ♦ Medicare and Dental Sleep Medicine. What's it all about and how can this be a benefit to my practice? ♦ Medical insurance billing "From A to Pay" with a review of the latest codes, fees, procedures and recommendations, covering protocols for both private pay medical insurance and Medicare.

REGISTRATION

TUITION	3 COURSE SERIES 2 Lectures + Hands-on Sleep	EACH INDIVIDUAL COURSE
More than 14 days before an event	Dentist: \$449 , Staff: \$279	Dentist: \$139, Staff: \$119 \$329 Each for Sleep or Hands-on Pedito Course
Less than 14 days before an event	Dentist: \$469, Staff: \$299	Dentist: \$159, Staff: \$139 \$349 Each for Sleep or Hands-on Pedito Course

Fees include continental breakfast, CE credits and free hotel parking. Registration is at 7:30am, the course is 8am-3:30pm. It is an extra \$20 fee for all onsite and walk-in registrations.

Last Name _____ First Name _____ Email _____ Phone _____
 Address _____ City _____ State _____ Zip _____

Cancellation Policy: Series registration is non-refundable. For individual courses, with written cancellation at least 14 days prior to a seminar, a refund will be issued less a \$50 cancelation fee. No refund or credit less than 14 days from an event.

Additional registrants _____ Course Dates: _____ Total Amount _____

Register online at www.xcelseminars.com

Mail checks to: Xcel Seminars, PO Box 441745, Aurora, CO 80044 • If you have any questions please call Erin at 310-663-4055

Although Xcel Seminars does have sponsorship relationships with dental manufacturers and suppliers, we are dedicated to providing only evidence-based information in our courses.



Approved PACE Program Provider FAGD/MAGD Credit Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. (10/01/11) to (09/30/2015) We are a California Board Approved provider, permit #4536, Valid until 7/31/15

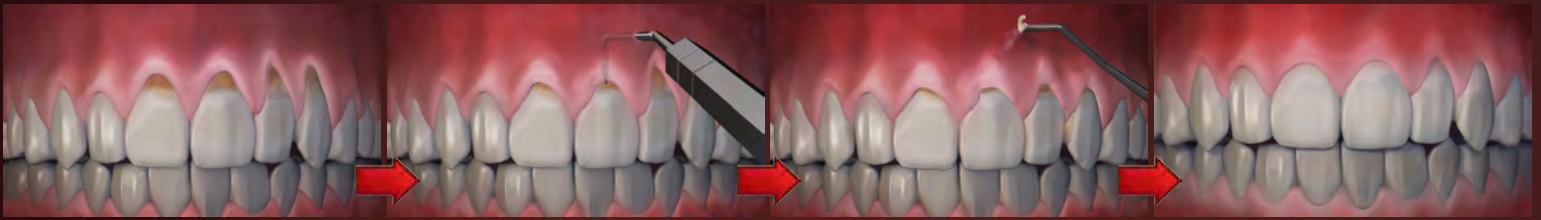


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Ben Mandel DDS, Periodontist, La Mesa, CA

"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

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Friday - Saturday	August 23-24, 2013	FULL	8:00 am - 5:00 pm
Friday - Saturday	September 20-21, 2013	FULL	8:00 am - 5:00 pm
Friday - Saturday	October 11-12, 2013		8:00 am - 5:00 pm
Friday - Saturday	November 8-9, 2013	FULL	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

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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

The logo features the word "DENTIMAX" in a bold, black, sans-serif font, centered within a yellow oval. This oval is surrounded by a thick, yellow rope border that forms a rectangular shape with rounded corners. The rope has a detailed braided texture and is set against a solid brown background. At the top center of the rope border, there is a small knot or loop.

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AAFE



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AMERICAN ACADEMY
OF FACIAL ESTHETICS

Botox® and Dermal Filler
Training for Every Practice

Frontline TMJ, Headache,
and Facial Pain Therapy

2013 COURSE CATALOG
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



TABLE OF CONTENTS

PRESIDENT'S MESSAGE	1
ABOUT THE AAFE	2
FRONTLINE TMJ, HEADACHE, & FACIAL PAIN	3
BOTOX THERAPY	4
DERMAL FILLER THERAPY	5
TESTIMONIALS / PRICING	6
MEMBERSHIP INFORMATION	7
MEMBER ACCREDITATION	8
DVD SERIES/CONTINUING EDUCATION	9
SIGN UP & CONNECT	10



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 1ST & 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.

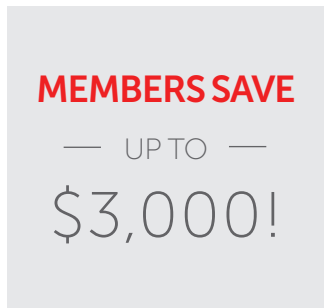
As a member of the American Academy of Facial Esthetics, you will have access to all of the tools and resources you need to become a leader in esthetic and therapeutic care within your community.

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 1ST 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.

For more information about membership, contact Rachel Josef @ 800-952-0521 / ext. 708 or 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

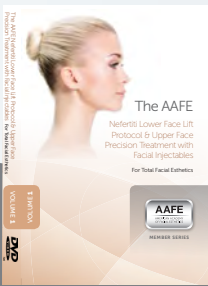
Build on your foundational esthetic skills with advanced facial esthetics precision placement techniques.

Upcoming Advanced Courses

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

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

DEC 17-18 / CHICAGO (LEVEL II)



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AAFE Library	\$2,964	\$1,797

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

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SignUp

NAME _____ TITLE _____ AGD# _____

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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 _____

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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

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REGISTER TODAY!
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[SCAN FOR DETAILS]

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YOUR PATIENTS WILL LOOK & FEEL BETTER THAN EVER!

The image features a dark brown background. A thick, yellow rope with a black outline is coiled into a rectangular shape, with the ends crossed at the top. Inside this rope border is a light yellow oval with a white outline. Centered within the oval is the text "RUIZ DENTAL SEMINARS" 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

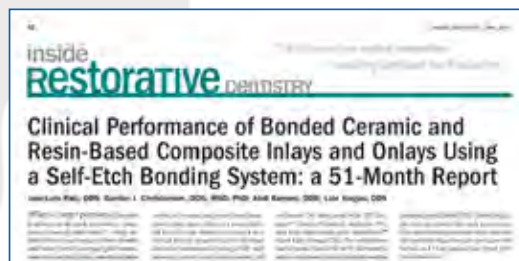
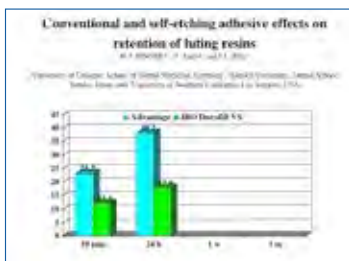
Evidence Based Curriculum & LA Institute Commitment To Research



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

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

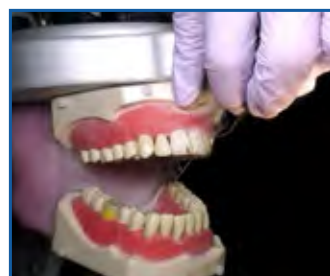
"Excellent course, very small and intimate allowing for lots of questions and lots of time for doing the exercises, instead of feeling rushed. Very hands on which is great!"

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



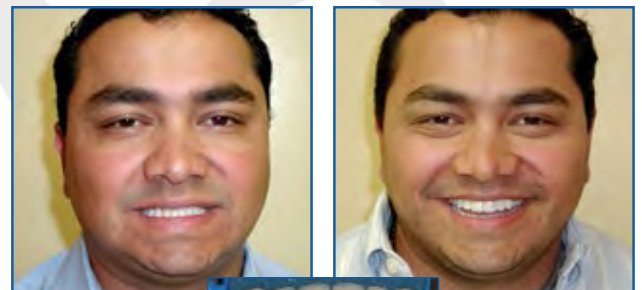
Two Day Workshop • 14 CE Hours (Completion of "Occlusal Disease Management Workshop" is a prerequisite.)

"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