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Introducing Icon - the revolutionary treatment for incipient caries and white spot lesions...without drilling!

ENGLEWOOD, NJ – DMG America introduces an entirely new, revolutionary approach to treating incipient caries—Icon, a caries infiltrant. Until now, dental professionals had only two options for treating caries: fluoride and other remineralization therapies, if caries were not too advanced; or the “wait and see” until it was time to “drill and fill” approach. Caries infiltration is a major breakthrough in micro-invasive technology that fills, reinforces, and stabilizes demineralized enamel without drilling or sacrificing healthy tooth structure.

“Icon represents a new category of dental products,” says Tim Haberstumpf, DMG America Director of Marketing. “It is the first product to bridge the gap between prevention (fluoride therapy) and caries restoration. Icon’s micro-invasive infiltration technology can be used to treat smooth surface and proximal carious lesions up to the first third of dentin (D-1). In just one patient visit, Icon can arrest the progression of early enamel lesions and remove white spot lesions.”

When a dentist discovers incipient caries that are beyond preventive therapies though too early for restorative treatment, Icon offers a simple alternative to the “wait and see” approach. With Icon, the dentist can offer immediate treatment without unnecessary loss of healthy tooth structure. Icon prevents lesion progression and increases life expectancy for the tooth. Icon also provides a highly esthetic alternative to microabrasion and other restorative treatments for cariogenic white spot lesions. White spot lesions infiltrated by Icon take on the appearance of the surrounding healthy enamel.

“The Icon infiltration system is simple and user friendly,” Haberstumpf says. “Total treatment time is about 15 minutes, so it saves patients time and frees up additional chairtime.”

After isolating the tooth with a rubber dam and placing wedges to separate the teeth, the tooth surface is prepared with a 15% HCL gel to open the pore system of the lesion body. Next, the surface is rinsed, dried with ethanol, and further dried with air. The Icon Infiltrant resin, which has a high penetration coefficient, is applied onto the lesion, excess material is removed, and the material is light cured. The manufacturer recommends applying a second layer of the infiltrant, followed by additional light curing.

For complete information, detailed product descriptions and treatment steps, a training video, and an overview of the 12 international studies currently being conducted with Icon, visit the Drilling No Thanks! website at www.drilling-no-thanks.com. Icon will be available in the US by September 2009 in Proximal and Smooth Surface kits. The Icon kits provide everything necessary for treatment except the rubber dam, including specially designed dental wedges, patented perforated applicator tips for the materials, individual syringes filled with Icon-Etch, Icon-Dry (ethanol), Icon-Infiltrant, and both written and diagrammatic instructions. All syringes come in a special screw-type applicator to ensure the materials are gently and slowly extruded onto the tooth.

Icon Proximal is available in a Mini-kit with two treatment units, or a package of seven units. Each proximal treatment unit contains enough material for two proximal lesions. The Icon Smooth Surface Mini-kit includes two treatment units and is also available in packages of seven units, enough material for two or three smooth surface lesions per unit.

DMG America LLC manufactures and distributes quality restorative materials and prevention products. For more information, contact 1-800-662-6383, or visit www.dmg-america.com.