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**Icon debuts in *Reader's Digest* magazine—news about the revolutionary treatment for dental caries and white spot lesions reaching a global readership base of over 16 million in May 2010**

ENGLEWOOD, NJ – *Reader's Digest*, known as 'the world's best-read magazine', featured Icon, the caries infiltrant system by DMG America, in the Next Big Things section of its May 2010 issue. *Reader's Digest* publishes 50 editions and is the world's largest paid-circulation magazine. "It's truly an honor to be featured in such an incredibly reputable and well read publication," says Tim Haberstumpf, DMG Director of Marketing. "First we were on The Doctors, then Fox News, and then featured in Popular Science. More and more people are hearing about how dental professionals using the Icon system can, in many cases, potentially help them avoid drilling and anesthesia to arrest early dental caries. It's exciting to say the least."

Introduced by DMG America in September 2009, Icon<sup>®</sup> uses micro-invasive technology to fill and reinforce demineralized enamel without drilling, anesthesia, or sacrificing healthy tooth structure. Icon, which stands for Infiltration Concept, is a true breakthrough in restorative dentistry indicated for the treatment of white spot lesions and incipient decay that has progressed up to the first third of dentin. Icon<sup>®</sup> enables dentists to treat incipient lesions upon discovery, effectively removing white spots and arresting the progression of early carious lesions. It works by capillary action and is light cured to harden the resin after placement. Previously, it was necessary for dental professionals to "wait and watch" early caries until they were big enough to justify drilling and filling, and they had only more invasive options for treating discoloration such as white spot lesions that could not be eliminated by tooth whitening.

"Icon is the first micro-invasive dental product that can be used in just one patient visit to arrest caries progression, remove white spot lesions, and increase the life expectancy of treated teeth," says Haberstumpf. "All this recent press coverage has introduced millions of patients to the concept that this type of treatment avoids the pain of the drill that comes with a traditional restoration and, most importantly, it saves tooth structure immediately and in the long run. Patients really appreciate that!"

To view the complete *Reader's Digest* article,  
[http://www.rd.com/content/openContent.do;jsessionid=A5B6CDBB1B916507B6A40353DAD8D1E8.app1\\_rd2?friendlyPath=/your-america-inspiring-people-and-stories/25-ideas-inventions-and-gadgets-that-will-improve-your-life-/article177213-3.html&contentId=177213&pageIndex=3](http://www.rd.com/content/openContent.do;jsessionid=A5B6CDBB1B916507B6A40353DAD8D1E8.app1_rd2?friendlyPath=/your-america-inspiring-people-and-stories/25-ideas-inventions-and-gadgets-that-will-improve-your-life-/article177213-3.html&contentId=177213&pageIndex=3)

To view full clips from the television shows, complete product descriptions and treatment steps, a training video, and an overview of the international studies currently being conducted with Icon, visit the Drilling No Thanks! website at [www.drilling-no-thanks.com](http://www.drilling-no-thanks.com).