



**FOR IMMEDIATE RELEASE**

## **DMG Celebrates 10th Anniversary of a Dental Icon**

*Breakthrough Icon Caries Infiltrant treats early caries and white spot lesions without drilling or anesthesia*

**Ridgefield Park, New Jersey – May 6, 2019** – DMG, a leading manufacturer of dental restorative materials and preventive products, is celebrating ten years of helping dental professionals treat incipient caries and white spot lesions with its revolutionary Icon Caries Infiltrant.

Prior to the caries infiltrant's inception, clinicians had only two options upon discovering incipient caries: using fluoride and other treatments in an often-futile attempt to remineralize enamel, or simply waiting until it became time to drill and fill. With the advent of Icon, they could now immediately and micro-invasively fill and reinforce demineralized enamel without drilling or anesthesia.

For the last 10 years, Icon has offered dental professionals and their patients a significant advantage over fluoride therapy, which is not always effective when caries have advanced to the stage of discovery. Equally important, Icon has made it unnecessary to sacrifice healthy tooth structure with drilling. Instead, it is now possible to arrest the progress of early enamel lesions in up to the first third of dentin in one simple procedure.

Soon after its 2009 launch, numerous clinical studies confirmed that Icon is also effective for the cosmetic treatment of cariogenic white spots on smooth surfaces. Lesions infiltrated by Icon take on the appearance of the surrounding healthy enamel, thereby providing a highly esthetic, single-treatment alternative to micro-abrasion and restorative treatments of cariogenic white spots.

According to Timothy Hess, DDS, "White spots are a major issue for my post-orthodontic patients. Icon enables me to remove them in one simple, painless treatment. It's a 'wow' moment for the patient, and a significant source of growth for my practice."

Dental professionals interested in learning more about Icon may view an on-demand webinar titled "Resin Infiltration: A Minimally Invasive Treatment Option for Enamel Caries and Cosmetic Defects." The free webinar, which is conducted by Jeanette MacLean, DDS and offers 1 CEU credit, is available for viewing at [http://www.vivalearning.com/member/classroom.asp?x\\_source=DENTREK&x\\_classID=3640](http://www.vivalearning.com/member/classroom.asp?x_source=DENTREK&x_classID=3640)

For information about DMG and its category-defining products, please visit <https://www.dmg-america.com/>.

### **About DMG**

DMG America LLC manufactures and distributes market-leading restorative materials and preventive products that are internationally recognized for their quality and innovation. Known for breakthrough

material technology, including flagship products Luxatemp, LuxaCore Z Dual, and the revolutionary Icon resin infiltrant, DMG is committed to helping the dental profession meet its materials needs through innovation, collaboration and dedication. For more information about DMG products, or to find a sales representative, visit them online at [dmg-america.com](http://dmg-america.com), or call (800) 662-6383.

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