



**FOR IMMEDIATE RELEASE**

## **DMG's Icon® Partners with an Iconic Dental School**

USC's Ostrow School of Dentistry adds non-invasive early caries infiltration to its curriculum

**Ridgefield Park, New Jersey** – June 20, 2019 – DMG announced today that its Icon caries infiltrant is being incorporated into the preclinical education curriculum at the Herman Ostrow School of Dentistry of USC.

[Learn more about Icon caries infiltration](#)

When introduced 10 years ago, Icon created an entirely new category of dentistry: caries infiltration. It was developed to treat incipient carious lesions by micro-invasively blocking the progression of early interproximal caries while preserving healthy tooth structure to prolong the life expectancy of natural teeth. Prior to Icon, a clinician identifying incipient caries had two options: treat them invasively with drilling and anesthesia, or, take a “wait-and-see” approach that required even more invasive treatment if the incipient caries transitioned into advanced caries. With Icon, the clinician can immediately treat the incipient lesion without the use of drilling or anesthesia. The caries infiltrant has also been shown to be highly effective in treating white spot lesions.

DMG and the Ostrow School of Dentistry have a long history of collaboration. Jin-Ho Phark, DDS, DMD, Associate Professor of Clinical Dentistry in the school's Division of Restorative Sciences, has been instrumental over the years in the research and development of Icon. Dr. Phark is one of dentistry's leading authorities and advocate regarding the importance of offering minimally invasive treatment to patients, particularly regarding the treatment of caries.

Dr. Phark incorporated Icon into USC's cariology curriculum for first year students beginning in the fall of 2018. Each student receives an Icon Proximal patient pack that treats two lesions and includes:

- One 0.30ml Syringe of Icon-Etch
- One 0.5ml Syringe of Icon-Dry
- One 0.45ml Syringe of Icon-Infiltrant
- Six proximal tips
- Four dental wedges

DMG's Research, Clinical Affairs, Special Markets and University Relations teams are working collaboratively to pursue similar initiatives with other leading dental schools across the country.

DMG also announced that it will be launching Icon-Etch Refill etching gel to its Icon Smooth Surface product line on July 1. The launch is part of the company's ongoing commitment to responding to customer requests.

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

### **About DMG**

DMG 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<sup>®</sup>, LuxaCore<sup>®</sup> Z Dual, and the revolutionary Icon<sup>®</sup> caries infiltrant, DMG is committed to helping the dental profession meet its materials needs through innovation, collaboration and dedication. For more information about DMG, its products, or to find a sales representative, please visit online at <http://www.dmg-america.com>, or call (800) 662-6383.



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