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Large Direct Composites  
Is This the Best Treatment for Your Patients?

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Millions of patients avoid  
dental care because of fear...

**Are You Ready**  
for the new feel of 'no-fear' dentistry?

BIOLASE CEO Jeffrey Jones visits the company's newly expanded production facilities in San Clemente, California

## Townie Clinicals

An all Empress Gnath Case  
Curtis L. Pontynen, DDS

Preserving Contact to Ensure  
Tight Class 2 Contact  
Ken Whelan, DDS

Immediate Bridge with Ribbond  
Ara Nazarian, DDS

# The Biggest Advancement in Fifty Years?

By John Bernhard, Clinical Coordinator

*According to the ADA, millions of people fear a visit to the dentist*

*The Waterlase® YSGG laser is removing the fear from dentistry*

*Are you ready for the 'new feel' of no-fear dentistry?*

Lasers in ophthalmology, cosmetic surgery, general surgery, and other medical specialties have dramatically improved the quality of life for patients and medical professionals alike. Laser vision correction and laser cosmetic makeovers were rare only a few years ago. Lasers have dramatically improved patient comfort, recovery times have been slashed, with reduced swelling and pain for the patient.

Now, an even more disruptive, beneficial technology is being experienced by thousands of dental practices and their patients throughout the world each day. In the past, dental lasers were limited to a few soft tissue procedures. Now, laser applications on hard tissue, soft tissue, dentin, and even bone with no shots, no drills, and no pain in most cases is a reality.

The catalyst of this exciting, revolutionary era in dentistry is BIOLASE Technology, Inc., which currently offers the Waterlase® YSGG laser, the world's best-selling all-tissue dental laser, and several other laser systems including the LaserSmile™ and DioLase™ Plus.

## **An Introduction to BIOLASE**

Founded as a research technology group in 1987, BIOLASE was engaged primarily in the research and development of the use of water-and-laser technology. In 1998, the company received its first marketing clearance for hard tissue from the U.S. Food and Drug Administration (FDA). The company introduced the Millennium™ all-tissue laser, and followed it up with the next-generation Waterlase YSGG all-tissue laser, the first dental laser in the world cleared for cutting osseous tissue, apicoectomy, expanded laser root canal therapy, and expanded periodontal procedures. The company also introduced the LaserSmile for soft tissue and whitening procedures in 2000. Most recently, BIOLASE launched the DioLase Plus, which combines the company's LaserSmile technology platform with the American Dental DioLase formula for well-featured value resulting in an entry-level cosmetic, soft tissue, and periodontal laser.

BIOLASE's laser systems are designed from the ground up for dentists, periodontists, endodontists, pedodontists, oral surgeons, and other specialists to perform a broad range of dental procedures. These include cavity preps and soft tissue, periodontal surgery, endodontics, and cosmetic applications such as gum lifts, bone grafts and osseous crown lengthening. The Waterlase YSGG is the only dental laser currently on the market that offers patented technology designed exclusively for the dental profession.



## What is Waterlase Dentistry?

The Waterlase all-tissue dental laser features a spray of water with YSGG laser energy, which work together to create a powerful, gentle tool with broad and dramatic clinical capabilities -- a process BIOLASE trademarked as "HydroKinetics." This patented technology allows dental professionals to treat a variety of hard-tissue and bone procedures precisely and safely, and in most cases, without anesthetic. High volume hard-tissue and osseous procedures in many dental offices include osseous crown lengthening, Class I-V cavity preps, and pits and fissures.

At the touch of a button, the Waterlase also effectively cuts and coagulates soft tissue, including gingival recontouring, frenectomies, and troughing with minimal trauma and virtually no tissue regression. The Waterlase is also excellent for lesions such as aphthous ulcers, herpetic lesions, and excision of fibromas.

The Waterlase's ability to be used for all types of oral tissue makes it a truly unique dental or medical laser. The end result: an attractive return on investment combined with improved patient outcomes.

## Why is the Waterlase #1?

There are many reasons why the Waterlase is the top-selling and most widely used all-tissue dental laser in the world:

- The Waterlase and the "no-shot, no-drill, no-pain" message it brings to a dental practice addresses one of dentistry's biggest challenges: the millions of patients who fear a visit to the dentist. Currently, 70-80% of dentists who embrace Waterlase Dentistry are solo practitioners and general dentists. That's good news for the general public since it correlates with national demographics; the likelihood of a patient's dentist adopting the technology is very good.
- As a result of media coverage at all levels (including newspaper features, television news segments, and radio coverage), awareness among consumers is growing and will continue to grow at a rapid rate. More and more patients are hearing about Waterlase dentistry and requesting it as part of their dentist's armamentarium. A recent article in the Journal of the American Dental Association indicated that 31 percent of adults consider it "very important" for a dental practice to have a laser. Another 30 percent consider it "important," and 21 percent consider it "somewhat important."
- BIOLASE recognizes its customers are #1, a commitment that is visible in a nation-wide network of direct customer service technicians. Also, BIOLASE formed the customer-centric World Clinical Laser Institute (WCLI), acquired PAClive, and has implemented a training program that includes hundreds of educational seminars, over-the-shoulder training sessions, and lunch-and-learns each year.
- The Waterlase is currently used by thousands of dental offices in 25 countries around the world and more than 25 dental universities and institutions.
- With more than five years of proven clinical results, BIOLASE has led the way with new and historical clinical breakthroughs, including clearances for expanded laser endo, expanded laser periodontal

## the clinical capabilities

The Waterlase is cleared by the U.S. FDA for dozens of dental procedures, including:



### hard tissue

Class I, II, III, IV, and V cavity preparation, caries removal, hard tissue surface roughening or etching, enameloplasty, excavation of pits and fissures for placement of sealants.



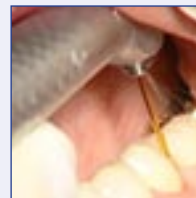
### soft tissue

Gingival troughing for crown impressions, gingivectomy, hemostasis, implant recovery, incision and drainage of abscesses, leukoplakia, operculectomy, oral papilllectomies, treatment of cold sores, and much more!



### bone

Cutting, shaving, contouring and resection of oral osseous tissues (bone), osteoplasty and osseous recontouring, ostectomy, and osseous crown lengthening.



### laser perio NEW!

Sulcular debridement, flap elevation, laser soft tissue curettage of the post-extraction tooth sockets and the periapical area during apical surgery, removal of granulation tissue from bony defects, and much more.



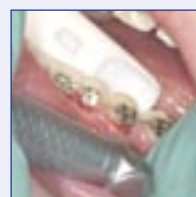
### laser endo

Tooth preparation to obtain access to root canal, root canal preparation including enlargement, pulpotomy, pulp extirpation, pulpotomy, root canal debridement and cleaning, plus many more.



### oral surgery

Flap preparation, including full-thickness flap, split-thickness flap, operculectomy, apicoectomy, vestibuloplasty.



### ortho

Reduction of gingival hypertrophy, soft tissue crown lengthening, treatment of canker sores, herpetic and aphthous ulcers of the oral mucosa, removal of bony defects (tori), and much more

# BIOLASE Corporate Profile

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surgery, apicoectomy, osseous applications (bone), and expanded laser applications for cosmetic dentists.

- The Waterlase also offers an excellent return on investment, which is achieved with expanded clinical procedures, the ability to complete more procedures in a single visit, along with the reduced use of anesthesia, saving both time and money in the dental practice. Waterlase dentists also experience improved treatment plan acceptance by patients because of the Waterlase's ability to complete most, if not all, of a complicated treatment plan without referral to a specialist. Plus, lasers have a proven marketability to consumers, which can lead to a steady influx of new patients.

## Education, Fellowship and Fun

BIOLASE recognizes that a new, industry-changing technology like the Waterlase requires a major commitment to training and education of its customers. As a result, the company founded the World Clinical Laser Institute, now the largest medical/dental laser teaching organization in the world. Several clinical laser symposiums are held each year in some of the world's most beautiful and diverse locations. Recent symposiums were held in locations such as Phuket, Thailand, Sardinia, Italy, San Diego, California, Nice, France, and Ft. Lauderdale, Florida. Symposiums in 2004 are scheduled for New York City, Vail, Colorado, Orlando, Chicago, and Munich, Germany.

The WCLI's educational and laser certification programs are supplemented by shorter seminars and over-the-shoulder training sessions with highly trained and experienced Waterlase dentists.

Also, with cosmetic dentistry gaining widespread acceptance and popularity, thanks to television shows such as *Extreme Makeover*, BIOLASE acquired PAClive, one of dentistry's premier cosmetic dental teaching organizations. This important acquisition achieves a synergy between exciting technology and proven, educational programs – a demonstrated commitment by BIOLASE to advancing dentistry and providing dentists with an exemplary, well-rounded educational experience.

More than just education, these venues also provide Waterlase dentists a forum for fellowship with other laser owners through a collegial, friendly atmosphere that encourages sharing of ideas, techniques, and successes achieved through Waterlase dentistry.

## Why BIOLASE?

When surveying the dental laser marketplace – or any dental product market – it is important to take into consideration a company's stability, financial health, and ability to sustain itself well into the future. What does the future hold for BIOLASE? The company's impressive year-after-year growth (averaging more than 60% three years running), and its commitment to its customers tells the story.

With record operating and financial performance for 2003 and Q1 of 2004, coupled with the benefit of a recent secondary equity offering which resulted in no debt, a cash position in excess of \$50 million, creating a very strong balance sheet, BIOLASE is

now the strongest it has ever been and continues to grow at a rapid pace. As it continues to develop and introduce products into dental markets around the world, the company has become even more dedicated to its existing customers by bolstering infrastructure, and creating exemplary customer service programs.

BIOLASE has established momentum and is well positioned to offer the very latest in laser technology to dentists. The impressive sales growth experienced by the company in 2003 is just the beginning of the potential possibilities; hundreds of thousands of dental professionals worldwide have yet to experience the profound benefits of Waterlase dentistry in their practice. Every new dental office that implements Waterlase dentistry is yet another highlight of what has become a long-term, sustainable growth story driven by growing acceptance and implementation of BIOLASE's laser technology.

Operational highlights in the last year include:

- In May 2004, BIOLASE opened the doors to second production facility adjacent to its San Clemente, California offices (pictured on the cover). As more and more dentists support Waterlase dentistry, the expanded production capacity will help meet this demand.

- In April 2003, BIOLASE was ranked 8th fastest growing technology company by Forbes.com, a web site of Forbes Magazine.

- In October 2003, BIOLASE was ranked in the top five of the 50 fastest growing technology companies in Orange County, California by Deloitte & Touche's "Technology Fast 50" program, the company's fourth consecutive year of being ranked on the prestigious list. The last two years, BIOLASE also appeared on the Fast 500, which ranks the top 500 fastest growing companies in the United States and Canada.

- In 2003, BIOLASE was granted additional U.S. patents, which augmented an already-strong patent portfolio that includes many patents acquired in the 2003 purchase of American Dental Laser. By further strengthening its intellectual property portfolio, the company is taking important steps to support its industry-changing technology. Also, the purchase of American Dental Laser allowed BIOLASE to reach out to the first laser dentists who recognized the importance of laser dentistry.

- In 2003, BIOLASE received additional FDA clearances, including clearances for apicoectomy and flap preparation indications, as well as clearances for comprehensive periodontal procedures, which cleared the way for Waterlase dentists to treat patients for periodontal disease, a condition that plagues millions of potential patients. Also, BIOLASE obtained FDA clearances for periodontal procedures (including laser curettage) related to the LaserSmile™ system. BIOLASE is committed to advancing clinical and laser dentistry through new applications, which allows dentists to provide the latest and best treatment for their patients.

- BIOLASE also added several key members to its management team in 2003, resulting in a group of seasoned professionals with a proven track record of introducing new technologies into medical

## laser townies *Speak Out*

DentalTown "Townies" participate in the Laser Dentistry forum at [www.dentaltown.com](http://www.dentaltown.com). Some of their comments on Waterlase dentistry include:

"...it is the most painless method of doing fillings that has ever been invented, short of the needle of course..." - **cerecdod**

"...lasers are the next tool for your dental toolbox..." - **norman cheng**

"... have been using my Waterlase for mostly tissue and osseous stuff...this is cool!" - **miguel**

"I removed two dime-size mandibular tori with the Waterlase. Absolutely no post operative swelling or pain. Try that with a handpiece."  
- **whitehouse**

"...once you understand how laser dentistry works, you realize that every day you DO NOT have a laser, it's COSTING you money." - **rod**

"...at twice the price, I'd still just buy two Waterlases." - **phoneycutt**

"...you will love your Waterlase. You will also love the referrals it generates all by itself. It will pay for itself without any question and it will put your practice in front of the community in a very positive light." - **topper**

"...Patients are amazed and truthfully I am still astounded at what you can do with the laser..."  
- **whiterth**

"...I think the Waterlase will give you a better return on investment than anything that's ever come into dentistry. I know that's a bold statement but I think I can back it up with hard facts from my own and many, many other offices."  
- **srosenberg**

"...I love my Waterlase and use it every day on almost every patient." - **smileagain**

markets similar to dentistry, educating customers and emphasizing the benefits of these new technologies to both professionals and consumers alike.

In 2003, BIOLASE added several top universities and institutions to its growing list of alliances with leading educational organizations. This important strategy will further accelerate the market acceptance of Waterlase dentistry. With more than 20 universities and institutions using the Waterlase for ongoing projects and initiatives, and another 12 currently underway, BIOLASE continues toward its goal of making Waterlase technology available in every dental school.

### Outlook for the Future

BIOLASE is in the strongest position in its history and continues to build on the foundation and momentum created by the growing number of dentists supporting Waterlase technology. Every employee at BIOLASE is committed to surpassing customers' expectations, attracting new business, developing new products and opening new markets.

Now more than ever, BIOLASE's prospects are bright. The company has the necessary infrastructure in place and a market-leading presence across the globe enabling the company to offer world-class dental laser solutions coupled with the best customer service in the business.

### Conclusion

Is the Waterlase the biggest advancement in dentistry since the advent of the high speed drill? Consumers who have experienced "no shot, no pain, no drill" Waterlase dentistry think so, and so do the thousands of dentists around the world who have seen the Waterlase transform their practice, reinvigorate their love of practicing dentistry, and adding an entirely new dimension of exemplary care for their patients.

Is Waterlase dentistry the biggest advancement in the profession in 50 years? Will it have an even more profound effect on patients than LASIK? You can find out for yourself what other dentists are discovering every day. BIOLASE invites you to attend a local Waterlase dentistry course, schedule a lunch and learn appointment in your office with your local laser specialist. Or, to find out more, visit [www.learnlasers.com](http://www.learnlasers.com), or we invite to contact us directly at (888) 424-6527.

## learn more *about lasers*

**World Clinical Laser Institute**

 <b>Chicago</b> July 24-25	 <b>Vail, Colorado</b> Aug. 7-8	 <b>Orlando</b> Aug. 20-21
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Click [learnlasers.com](http://learnlasers.com) or call **888-424-6527** to register today.

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