

G-aenial Bond Used with Selective Etch Technique

With a large number of researchers completely dedicated to dental materials, GC America prides itself on its singular focus and leadership in this area. “We have a reputation for incredibly high-quality materials,” says Kelley Reinfelds, product manager. “Believing that *customer needs define quality*, we truly want to make products that dentists need, that are going to help them provide better care for their patients.”

“GC America was founded as a cement company, back in 1921,” says Mark Heiss, DDS, director of regulatory and academic affairs. “We are really well known for our chemistry—especially glass ionomer—and we’ve been able to marry our strengths with what the market wants and needs, which is a resin-type technology. We’ve taken the components of glass ionomer and kind of combined them, if you will, with resin technology.

“If you think about it, the first self-etching, self-adhesive cement was actually glass ionomer, not resin cement,” Heiss continues. “So, in effect, GC America launched the first self-adhesive cement with Fuji™ Glass Ionomer Cement. From the beginning, the uniqueness of our products has come from our ability to combine our areas of expertise to provide leading-edge materials.”

The recently launched G-aenial™ Bond is the company’s innovative one-step, self-etch adhesive that improves upon the excellent history of their previous seventh-generation adhesive, G-BOND. G-aenial Bond has exceptional handling characteristics, a very thin bonding layer for esthetic and easy-to-clean restorations, as well as an quick application with 30 seconds from start to finish. It is also specifically designed to be used with the *selective etch* technique. “For those doctors who prefer to

etch-and-rinse, this is a seventh-generation that is compatible with that technique also. It has exceptional bond strength to uncut enamel in self-etch mode; however, if the doctor chooses to etch-and-rinse on enamel, this product works with that technique as well,” Heiss explains. An independent study on G-aenial Bond has demonstrated that—unlike other adhesives—if the etching accidentally exceeds the dentin, the bond strength does not decrease. This third-party data, generated by an outside laboratory with participation by GC researchers, will be presented at the March IADR meeting.

To help clinicians get the most from these new adhesive technologies, GC America offers a range of educational venues. Sales representatives do “lunch and learns” on a local, individual level through which they communicate with all the dentists in their areas. In addition, all sales and customer service representatives receive in-depth technical training on these products, so that when dentists have questions, they can call the company directly and get the answers.

All these efforts lead back to GC America’s primary focus. “The philosophy of our company is what we call *IPR*,” Heiss concludes. “It means *Identify, Prevent, and Restore*. Ideally, we want to be the company that prevents or reverses decay. It’s obvious in today’s environment that if a patient winds up with true tooth decay, we as dental professionals have failed the patient, because basically all caries is preventable. Therefore, our goal is to provide the tools necessary to identify, prevent, and then—if necessary—restore, using effective, biomimetic, advanced materials.”



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