

Ask your dentist  
about Icon®...



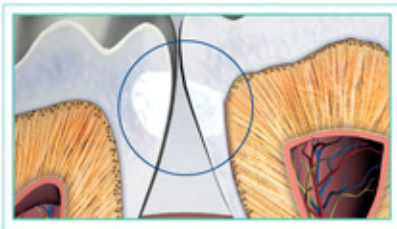
A new way to treat early  
cavities and remove white  
spots *without drilling!*

Exclusively from DMG America

## How a cavity becomes a cavity. . .

What causes you to get a cavity? Bacteria that live in your mouth thrive on sugars and starches, producing acids as a result. These acids eat away at the enamel on your teeth, creating tiny holes or pores.

This eventually weakens the structure of the tooth, often appearing as a chalky white spot on the surface of the tooth. As the process progresses, a cavity is formed that your dentist traditionally treats by drilling and filling the tooth.



Icon gently and painlessly treats early stage cavity formation in between teeth, without drilling.



Early stage cavity formation on the smooth tooth surface can be treated in as little as 15 minutes!

## The no-drilling, no-pain solution: Icon!

Icon is a new way your dentist can stop the progression of an early cavity before it needs to be treated using a needle or drill. This breakthrough treatment fills and seals the tiny holes and stabilizes the tooth, offering many unique advantages:

- The treatment does not require drilling the tooth or shots of anesthesia
- Healthy tooth structure is preserved
- The treatment is completed in just one visit to your dentist
- The treated surface of the tooth looks like healthy enamel – no more white spot!
- By treating cavities early, the life expectancy of the tooth can be prolonged



## How Icon works... Quick and easy treatment of early-stage cavities.



Icon is a new way to treat early cavities. It penetrates into the tiny holes in tooth enamel created by acids in your mouth, then fills and reinforces the enamel. The cavity is prevented from progressing any further! Here's how the treatment works. . .

Early stage cavities between the teeth are detected using an x-ray or other diagnostic tool. To treat these with Icon, your dentist will first use a tool to separate the teeth slightly. The affected tooth will be gently and painlessly prepared with a gel. The dentist will then use an ultra-thin applicator to fill the early cavity with Icon.

**The entire Icon treatment process takes only about 15 minutes – with no shots and no drilling!**

# How Icon works... Removal of white spots in one visit with no drilling!

Early-stage cavities on the smooth surface of a tooth are usually detected visually. They often appear as chalky white spots that can mar the appearance of your teeth. White spots also commonly appear on teeth after orthodontic treatment.

Icon provides a fast and easy cosmetic treatment for these type of white spots. The affected tooth will be gently and painlessly prepared with a gel. The dentist will then fill the affected area with Icon. White spots treated with Icon take on the appearance of the surrounding healthy enamel, restoring the natural look of the tooth.

No drilling or shots of anesthetic are needed to cosmetically remove white spots with Icon. And, unlike other treatments, you only need to make one visit to the dentist!



White spots before Icon treatment.



Icon removes white spots in one simple treatment, restoring the beautiful, natural look of the teeth!



# Are you a good candidate for Icon treatment?

Icon is a breakthrough treatment that can . . .

- Stop an early cavity before it needs to be “drilled and filled”
- Cosmetically remove white spots caused by early cavities or orthodontic treatment

However, Icon is only appropriate for treating cavities in early stages. Cavities that have progressed beyond the early stage will need to have a conventional filling or other treatment.

**Ask your dentist if you are a candidate for treatment with Icon!**

[www.drilling-no-thanks.com](http://www.drilling-no-thanks.com)

The logo for DMG America, featuring a stylized square icon to the left of the text "DMG" in a large, bold, sans-serif font, with "AMERICA" in a smaller, spaced-out font below it.

**DMG**  
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