

**Task Force on Design and Analysis, Inc.
Newark Marriot Airport Hotel, Newark NJ**

Reception, Dinner and Board Meeting, *May 7, 2007*

6:00-7:00 PM: Reception

7:00-9:00 PM: Dinner

Scientific Session, May 8, 2007

- | | |
|-----------------|--|
| 7:30-8:30 AM | <i>Continental Breakfast</i> |
| 8:30-8:55 AM | Introduction -Dr. Rick Curro - The Market Value of Tooth Whitening Products and Their Impact on Dentistry - Industry Controversy |
| 8:55-9:35 AM | Agents Used for Tooth Whitening - Limitations and Issues with Peroxide - Dr. Yiming Li, Loma Linda University |
| 9:35-10:15 AM | Tooth Whitening Clinical Studies - Variables Affecting the Clinical End Points - Dr. Brus Matis, Indiana University School of Dentistry |
| 10:15--10:30 AM | <i>Coffee Break</i> |
| 10:30-11:10 AM | Statistical Reasoning: How We Use Data to Make Inferences - Dr. Paul Schmitt, Philips Oral Healthcare, Inc. |
| 11:10-12:00 PM | Applied Statistics in Tooth Whitening Clinical Studies - A Critical Review of the Measured Parameters - Dr. Robert Norman, New York University, Bluestone Center for Clinical Research |
| 12:00-1:00 PM | <i>Buffet Luncheon</i> |
| 1:00 -1:15PM | <i>Business Meeting</i> |
| 1:15-1:55 PM | Stain Removal Clinical Studies - Variables Affecting the Clinical End Point - Dr. Mark Wolf, New York University College of Dentistry |
| 1:55- 2:35 PM | Novel Approaches to Tooth Whitening - Light in the Mouth - Dr. Max Goodson, Forsyth Institute |
| 2:35 -3:00 PM | General Discussion |
| 3:00 | <i>Adjourn</i> |