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tooth Express® News

OXNARD, CALIFORNIA
SUMMER/FALL 2012

Volume 1 #41

Published by American Tooth Industries to promote Justi, Pozzi, Leone, Major, and Regal Dental Products to Dental Specialists throughout the world.

X-Rite FM 100 Hue Color Vision Tester

by Luca Tubbini

Shade Quality Assurance Using the X-Rite Farnsworth-Munsell 100 Hue Color Vision Tester

In a discussion of dentures, a patient's utmost concern is appearance. There are other decision factors but appearance is key. Correct denture esthetics help restore the individual character and appearance of the patient. An important aspect of tooth esthetics is the natural relationship of tooth color or shade to age and complexion. Correct patient tooth shade matching must consider these relevant esthetic-based relationships. A tool in the quest for correct shade selection is the Justi Imperial expanded shade guide which offers

an "aged based" tooth shade system that allows a patient's age, build and facial characteristics to be assessed when selecting a tooth shade.

Tooth manufacturing by necessity employs many overlapping quality control processes. From one production run to the next tooth characteristics that include shade must be consistent and free from defects. Product handling, testing, packaging and shipping must be done by qualified trained personnel.

Story continued on page 5



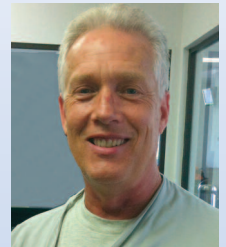
Quality Control processes by qualified trained personnel, to ensure that each tooth card meets our high standard.



From the CDT to the CEO

Dear Mr. Pozzi,

I am writing to you to express my gratitude for your Justi Blend® denture teeth. I have used these outstanding hardened plastic teeth in six blended layers for many years in my laboratory.



Sandi Davis, CDT
Dixieland Dental Lab, Alabama

The Justi Blend® anterior teeth create the vitality of natural dentition. Centrals, laterals and cuspids have the same shade hue but different tonal values. It is this combination of tones blended together that make the end result a life natural looking denture.

The Justi Blend® posteriors visually match as close as possible to the cuspids, left and right. It does not match the centrals or the lateral teeth. They are made with the same HUE but have different Values or Tones. This is done to match the fact that natural posteriors are darker than the centrals and laterals. It is great that you have chosen to follow this characteristic in manufacturing your teeth.

I also really appreciated the newly revised and expanded Justi Blend® mold chart booklet. The mold chart additional booklet features include; specialized shade guides, Lingualized Occlusion Combos™ and denture accessories kit.

Story continued on page 3

tcs® Representatives Give a FREE Class to Make the Unbreakable RPD.

Today, More Dental Practitioners are Relying on Nylon-Based Removable Partial Dentures (RPDs) for Their Patients.

The tcs® unbreakable partials are fabricated from a strong and durable biocompatible nylon thermoplastic. tcs® unbreakable may be used whenever you are considering a removable

partial denture for your patient. tcs® unbreakable gives you the option of offering your patients a restoration with flexibility, strength, and esthetics.

Story continued on page 4



Justi Blend upper mold A4, shade 200

ATI Receives A+ Accreditation from Better Business Bureau

ACCREDITATION

In this tough economy, ATI wanted to reassure and reiterate our commitment to making the highest quality brands in the field, giving us our long-standing manufacturing leader status, and to serving our customers. To accomplish this, earlier this year ATI voluntarily submitted an application to the Better Business Bureau for accreditation and were approved with an A + rating.

READ WHAT BBB WROTE

"Upon verifying the information submitted to the Bureau at the time of your interview, your firm has shown to meet or exceed our rigorous standards, thereby earning you the prestigious distinction of BBE Accredited Business."

"The decision you made to voluntarily submit your firm to BBB scrutiny and accountability, and agreeing to abide by our high standards is not only commendable, but also makes a compelling statement about your business to the public."

"We are confident that you will do your utmost to

conduct your business in a manner consistent with BBB principles of honesty, integrity and transparency."

OUR HISTORY OF MORE THAN 30 YEARS

American Tooth Industries was founded in Los Angeles, California in 1971 as Bruno Pozzi Dental Products. The company moved to Oxnard, California in 1975 and incorporated under the name American Tooth Industries in 1985.

Since April 2008, Emilio Pozzi has become the President/CEO of the company. American Tooth Industries is privately owned.

American Tooth Industries is comprised of five product brand divisions, each recognized as a world leader in the field. Whether you are interested in synthetic resin teeth, acrylic specialty items, abrasives or orthodontic products, we have the quality items you're looking for. ATI is an ISO and CE certified company.

At American Tooth Industries, we believe that you

should have the opportunity to purchase only the finest quality dental products at prices you can afford!

ATI MISSION STATEMENT

Our family of brands: Justi, Pozzi, Major, Leone and Regal carries an old motto of our company **"Simple inventions last forever."** Using the tools of their forebearers, the human eye and hand, our craftsmen carry on the American Tooth Industries' tradition of excellence. We are delivering quality products at a fair market value and we shall continue to do so. ■



ATI Carries New Tooth Forms and Releases New Major® Plus Comp Mold Chart

To continue our quest to provide unique products to the Denture Specialists of North America, we are distributing the anterior line of our Major Plus Comp(osite) teeth. These newly designed anterior teeth are made in three layers. Dentine and cervical in acrylic, enamel in composite material.

Some Overdentures which are now also called Hybrid dentures may require Anterior teeth which are tubular in shape, especially in the neck and upper body. This is done mainly to fill the interdental space, eliminating the non esthetic black triangle.

This product competes head to head with the Anterior

composite teeth made by the following brands :

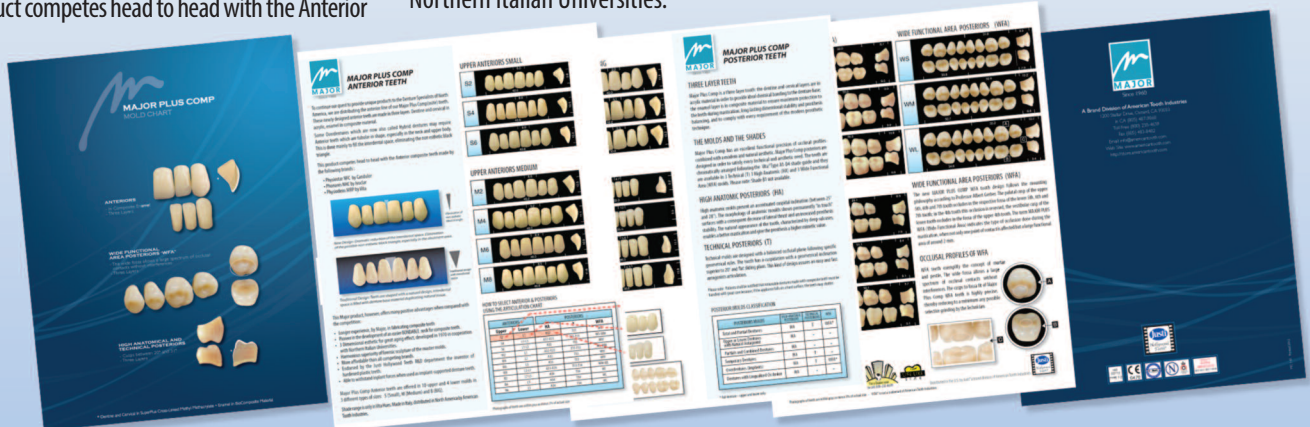
- Physiostar NFC by Candulor
- Phonares NHC by Ivoclar
- Physiodens MRP by Vita

This Major product, however, offers many positive advantages when compared with the competition:

- Longer experience, by Major, in fabricating composite teeth
- Pioneer in the development of an easier BOND-ABLE neck for composite teeth.
- 3 Dimensional esthetic for great aging effect, developed in 1970 in cooperation with Northern Italian Universities.

- Harmonious superiority of forensic sculpture of the master molds.
- More affordable than all competing brands.
- Endorsed by the Justi Hollywood Teeth R&D department the inventor of hardened plastic teeth.
- Able to withstand implant forces when used as implant-supported denture teeth.

Major Plus Comp Anterior teeth are offered in 10 upper and 4 lower molds in 3 different types of sizes: S (Small), M (Medium) and B (BIG). Shade range is only in Vita Hues. ■



From the CDT to the CEO

Story continued from page 1

I make a great use of the Justi Blend® Customized Shade Guides. This outstanding marketing tool allows me to build name recognition for my laboratory and make more money selling Justi Blend® teeth in my denture, overdenture and partial cases.

Please keep up the good work and continue to manufacture the Justi Blend® tooth line. This line has by far the best orthochromatic anterior & intercuspal-occlusal designed posterior teeth for today's demanding cosmetic industry. ■



Justi Blend lower mold 4, shade 200

Justi Blend® Customized Shade Guide



“Now you can improve shade communications, by providing an outstanding marketing tool to dental labs and clinics”

Go to page 6 for more details

JUSTI BLEND®

ORTHOCROMATIC ANTERIOR & INTERCUSPAL-OCCLUSAL POSTERIOR

Manufactured by American Tooth Industries



The structure of Justi Blend® anterior hardened plastic teeth creates the vitality of natural teeth. The centrals, laterals and cuspids are manufactured with the same HUE, but each type has a different tonal VALUE. It is this combination of tones blended together in one set that give that natural look.

The semi-translucent body creates the look of depth within the tooth and reflects color from within, as dentine does in a natural tooth.

Justi Blend® Posteriors visually match as closely as possible the cuspids, left and right. It does not match the centrals or the lateral teeth. It is manufactured with the same HUE but has different VALUES or TONES. Following the studies of U.S. Universities, it was concluded that natural posteriors are darker than the centrals and laterals. American Tooth Industries is following this characteristic.

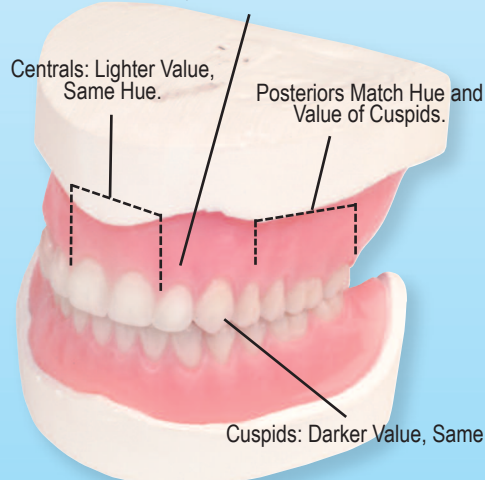
Justi teeth are not only of the highest quality, they represent a real value to you and your business because of this unique feature.

The posterior teeth are available in 18 articulating upper and lower molds in 0°, 10°, 20° and 33°. They are available in anatomical medium, large and long shapes.

For additional information please email us at info@americantooth.com and we will respond promptly. Please include your phone number so a representative can contact you.

We appreciate your continued loyalty.

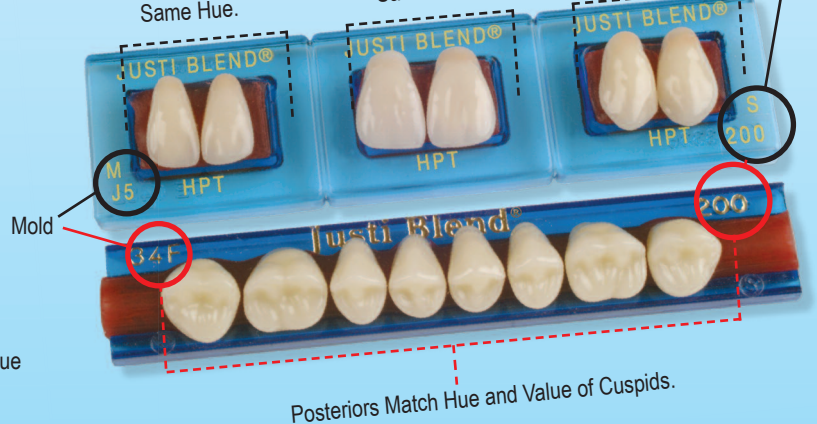
Laterals: Medium Value, Same Hue.



Laterals: Medium Value, Same Hue.

Centrals: Lighter Value, Same Hue

Cuspids: Darker Value, Same Hue.



Posteriors Match Hue and Value of Cuspids.

ATI & tcs® Host FREE Class to Make the Unbreakable RPD.

Story continued from page 1

On February 11th 2012, Alex Posca, Technical Advisor for tcs® held a hands on workshop at American Tooth Industries in the Justi Educational Center/laboratory. The tcs workshop was given in groups for optimal one-on-one time with the trainer. The purpose of the workshop is to equip technicians with the ability, as well as the background knowledge to offer Dentists and their patients a supreme tcs® product. Techniques covered enable technicians with time saving tips and step-by-step processes to properly fabricate tcs® products.

Introduction to Fabricating a RPD

Class began at 9:00 am with instructor Alex Posca giving a slide show of the various steps it will take to properly fabricate an unbreakable removable partial denture for your patient. One of the main issues Alex covered was that the impression taken had to be precise to get an optimal fitting partial. Be sure to have tcs products to enable yourself a virtually mistake-free process. At 10:00 the class was split into two small groups to receive a better one-on-one, hands on with the trainers. Each student had their own workstation with all the tools to commence their project. Most students were ready to apply their model to the tcs aluminum flask for the injection of the tcs material by 11:00. (A note by instructor Alex about the tcs flask was that its extra smooth finish facilitates in the de-flasking process). Some of the students had started to apply the mix to the flask and wear ready to place their hardened model into the boiling bath to boil-out the wax. (Be sure to have a boil-out strainer that is easy to use and has a catcher bottom to collect those teeth that fall out.)

Boil Out

Boil out using usual boil out technique. Wash with soap and water. The diatoric retention on each tooth should already be drilled. It is important that no wax remain in the diatorics.

Most students finished the boiling process by noon and the next step was the injection process, but before that, the students took a lunch break from 12:00 to 1:00. At this time most students asked questions of the instructor to clarify the steps and

to be made aware of issues they had with their projects.

Before going on to the injection phase instructor Alex Posca made sure all flasks and models were very clean and detailed. (A clean model will give you a very detailed unbreakable model.)

Apply tcs® E-Z Flow Paint heavily on both halves of the flask. The coat should be thick and should cover all areas including the teeth. There is no need to worry about the tcs® E-Z Flow getting into the diatorics as it will flow out during injection.

Alex spoke a little about the tcs automatic air injector with its built-in furnace and that this furnace provides equal pressure needed for those consistent and accurate results. One of the many benefits is the design of the easy cleaning and maintenance of the unit. Additionally, this unit has a self-purging system, eliminating the need for hammering out cylinders.

Inject

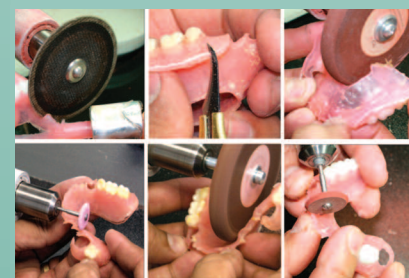
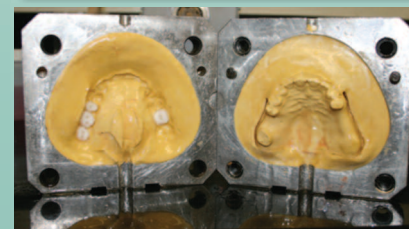
Close flask securely and process using regular injection method.

Ready for Finish

Once the tcs Partial was opened and removed directly out of the flask after injection, everyone noticed how clean and shiny the partial came out. Alex replied that depending on the case and your technical level, finishing and polishing a tcs restoration normally takes from 20 to 30 minutes. With a Thin Cut-Off Disk remove the sprues. Save the sprues, as they can be used for the hot-air method of repairs. (Note: be sure to round the edges of the wheel with a trueing stone when the wheel is new. Use this wheel to smooth all surfaces that were trimmed by the knock-down wheel.) Smooth the borders of any sharp edges. Once the models were trimmed and smooth it was polishing time and then the process was complete. ■

American Tooth Industries is a distributor of tcs® Dental Supply Products

Call 805-487-9868 for more details



Shade Quality Assurance Using the X-Rite FM 100 Hue Color Vision Tester

Story continued from page 1

To ensure that tooth shades are properly handled throughout the production and product delivery cycles, color testing of shade evaluators and tooth card handlers is a necessary quality control requirement. The shade ordered must be the shade delivered without exception.

To meet these needs American Tooth Industries has employed for many years a color-matching aptitude tester. We recently evaluated and are currently using a color tester from x-rite.

The x-rite FM 100 Hue Color Vision Test is based on the Farnsworth-Munsell 100 Hue Test published by

Dean Farnsworth. The test consists of four trays containing a total of 85 removable color reference caps (incremental hue variation) spanning the visible spectrum. Each tray falls into one of four hue test ranges. It was found that a test with 100 hues was too difficult, 85 hues yielded the best test results. Color vision abnormalities and aptitude are detected by the ability of the test subject to place the color caps in order of hue. The test must be administered under daylight or equivalent lighting conditions. The object of the test is to arrange the caps for each of the trays in order according to hue. The tray end cap colors are fixed, the test subject

will start from one end and arrange the test caps according to hue. The stated time to arrange each tray is two minutes, however the subject is allowed to take as much time as is necessary to complete the test. The included scoring software provides tabular and graphic displays of a subject's color discrimination ability.

American Tooth Industries has had excellent results with the x-rite FM 100 Hue Color Vision Tester. Doctors and laboratories looking to test or certify color acuity of their staff should investigate the x-rite FM 100 Hue Color Vision Tester. ■



The X-Rite Farnsworth-Munsell 100 Hue Color Vision Testing kit, consists of four trays containing 85 color caps to test the subject.



Isabella takes the x-rite Farnsworth-Munsell 100 Hue Color Vision test.

EDUCATIONAL CALENDAR

Step-by-Step Hands-On Workshop, Learn to Fabricate an Unbreakable Partial

This course is ideal for technicians that are new to flexible partials. Everything will be covered from design and waxing, to finishing and polishing.

Class given by

American Tooth Industries and tcs®

In our Oxnard California Justi Educational Center
1200 Stellar Dr., Oxnard CA 93030



PROGRAM OFFERED

Course: Fabrication of a tcs® Unbreakable Partial - Step-by-Step Hands-On Workshop

Instructor: Alex Posca

Class Time: 9:00 a.m. to 6:00 p.m.

Class Dates: Saturday, Sept. 29, 2012

Location: American Tooth Industries
1200 Stellar Dr., Oxnard, CA 93033

Class Size: Class will be limited to 10 participants

To attend this course please call:
(800) 235-4639 or (805) 487-9868 extension 146

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American Tooth Industries Mission Statement • Quality Policy

Our family of brands: Justi, Pozzi, Major, Leone and Regal carries an old motto of our company "Simple inventions last forever." Using the tools of their forebearers, the human eye and hand, our craftsmen carry on the American Tooth Industries tradition of excellence. We are delivering quality products at a fair market value and we shall continue to do so.

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MARKETING OPPORTUNITY / PERSONALIZE!

PERSONALIZING YOUR JUSTI HOLLYWOOD TEETH® WITH CUSTOMIZED SHADE GUIDES

When you choose Justi Hollywood Teeth as your “House Brand,” you have the unique opportunity of marketing your lab by listing your name, address, phone number and your own marketing message along with your logo on special customized shade guides.

To improve shade communications, and to provide an outstanding marketing tool to dental labs and clinics, Justi has invented the Customized Shade Guide which features the Justi Eterna® Shield.

Justi Imperial, Justi Blend, Justi ViForm, and Dymon-Hue HPT Shade Guides can now be imprinted with a lab or clinic name, address, phone number and a marketing message, in batches of 30, at our regular shade guide price. Get your marketing message out there for no more than the regular cost of a Justi Shade Guide!

Our Customized Shade Guide department can produce custom shade guides with less shade tabs than the standards listed below, or produce up to 24 custom shade tabs in one piece.

For Special Orders we can make shade guides with 36 or 48 shade tabs

CUSTOMIZED SHADE GUIDES

By Justi Products



Justi Imperial®, Justi Blend®, ViForm®, Dymon-Hue® HPT, Vita-Type Customized Shade Guides

To improve shade communications, and to provide an outstanding marketing tool to dental labs and clinics, Justi has created the Customized Shade Guide featuring the Justi Eterna Shield. Now you can retain the loyalty to your doctors' customers and make more money selling Justi teeth in your denture, overdenture and partials cases.

**FREE
CUSTOMIZING!**

GROUP/ITEM #	DESCRIPTION
084-51-0413	Justi Imperial Maxillary Centrals Shade Guide in 12 shades
084-51-0425	Justi Imperial Shade Guide w/Kroma Tab in 18 shades
084-51-0425TS	Justi Imperial Teen and Young Adult Shade Guide in 4 shades
084-59-0026/C	Justi Blend Maxillary Centrals Shade Guide in 9 shades
084-50-0125	Justi ViForm Shade Guide in 12 shades
084-19975	Dymon-Hue HPT Maxillary Centrals Shade Guide in 12 shades
084-04-0165	Vita-Type Shade Guide with 12 shades
084-04-0166	Vita-Type Double Sided Shade Guide in 16 shades



Call today to find out more about customized shade guides and the “House Brand” program.
Call Tooth Express Customer Service and Order Desk: (800) 628-1437

Providing Teeth to the World Since Inception

For Beautiful Smiles you expect the best, Justi Hollywood Teeth is your perfect choice for all your Dental Needs ...

At ATI, it is our humble opinion that purchasing teeth and dental products made in the U.S.A. by our dedicated labor force and creative minds is a very patriotic thing to do. Support our National Economy and benefit your pocket as well, buy Justi Hollywood Teeth .



ATI Quality Certificates

Since its inception in 1976, American Tooth Industries has adhered to GMP, FDA, ANSI and ADA guidelines for the maintenance of a quality system and the delivery of certified dental specialties. Since 1998 we have implemented and maintain a Quality and Risk Management System for the design and manufacture of artificial teeth, dental materials for crowns and bridges and dentures and materials used in orthodontics (brackets, attachments, wires, screws, space maintainers, bonding agents). Our Quality System is ISO #13485 certified and in compliance with Annex II of the Council Directive 93/42/EEC concerning Medical Devices. In addition, the State of California Department of Public Health Food and Drug branch awarded American Tooth Industries a Device Manufacturing License.

Justi Hardened Plastic Teeth comply with ANSI/ADA Specification #15 Published in 2008, identical adoption of ISO Standard #22112:2005



MedCert Certificate EN ISO 13485:2003



MedCert EC certificate of Conformity Annex II



DQS GmbH Quality Management System ISO 13485:2003

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- Tooth Express Service is available for all of our product lines.
- No order is too small for us.
- Orders received by 12:00 noon PST (3:00 EST) will be shipped the same day.
- New accounts will have FREE freight charges for their stocking order.
- FREE 800# for Service in California and Nationwide. (800) 628-1437.
- FREE Technical Consultation.
- Monthly sales promotions.
- Invoice is included in the package.

ADDITIONAL ADVANTAGES WHEN ORDERING TEETH

- 1/3 to 1/2 the price of Dentsply teeth for all tooth products that utilize the same molds and colors.
- ADA data on teeth is supplied - most other manufacturers do not.
- Full sets and broken sets are accepted for credit/exchange - see tooth policy.

- Most teeth are manufactured in the U.S.A.
- FREE or at-cost accessories - please request an order form.
- House Brand marketing package is available to labs.
- FREE Full Service can be arranged. A representative will come to service your cabinets.
- House Brand marketing package is available to labs.
- You can fax or e-mail your orders 24 hours a day: Fax #805-483-8482 e-mail info@americantooth.com.
- Shop at our online store - <http://store.americantooth.com>
- Most of the time you speak with a person in the U.S.A. not with a recording or electronic voice.
- We accept payments from Visa, Master Card, American Express and Discover.
- We have the largest tooth inventory ready for sale in the U.S.A.

TOOTH EXPRESS SERVICE Call TOLL FREE TO ORDER (800) 628-1437 • FAX (805) 483-8482

Try Justi[®] Mastix[™] Allows the Perfect Mastication

Mastix allows the perfect mastication by the cutting shape of the maxillary bicuspids, the first and second molars, left and right. The cusps are positioned to allow an effective lingualized occlusion, making this arrangement the most powerful for the edentulous patient. This design ensures comfort, functional performance, and aesthetic values without undue wear on the opposing plastic teeth.



Hard Copolymer No Metal!



Comes in 22 Imperial[®] and 7 Popular Vita[®] Shades: A1-A2-A3-A3.5-A4-B2-B3
Vita Shades[®] is not a trademark of American Tooth Industries.

GROUP/ ITEM #	DESCRIPTION
083-54-0005	Hard copolymer blended cusps combo 1x16

CALL
Tooth Express Service
1-800-628-1437
For Latest Pricing



Denture Reliner 3 Textures: Semi Rigid, Soft and Very Soft

An ethyl methacrylate-type material that can be heat cured traditionally or processed in the microwave oven, using the Justi Miracleflask system. The material is tissue tolerable and will improve mouth comfort from spiny ridges or other causes of chronic soreness. Doctors, technicians, and patients will all be exceptionally pleased with this high quality, long lasting material.



GROUP/ITEM #	DESCRIPTION
072-14-0001	Kit - Semi-rigid
072-14-0002	Kit - Soft
072-14-0003	Justi Kit - Very soft
072-14-0004	8 oz. Liquid - Semi-rigid
072-14-0005	8 oz. Liquid - Soft
072-14-0006	8 oz. Liquid - Very Soft
072-14-0007	1 lb. Powder

Justi[®] Imperial Block Teeth Special

Made from highly cross-linked blended acrylic material, these block teeth are four posterior teeth joined together on a flat plane. The zero degree teeth are a time saving factor in articulation and mounting of the blocks in a denture wax up. The cusplless carvings eliminate much of the lateral stress during use. Available in Imperial shades 20, 25, 45, 59, 62, 65, 66, 67, 69 and 77; and in upper and lower mold 30M only.



GROUP/ITEM #	DESCRIPTION
084-50-0701U/Shade #	Justi Imperial Block Teeth-Uppers (1x8)
084-50-0701L/Shade #	Justi Imperial Block Teeth-Lowers (1x8)

Justi Denture Base Kit

A high grade methacrylate polymer combined with a cross-linked, solvent-resistant monomer; has advantages not found in ordinary denture base materials. It has a short setting and long working time. It is hard, dense and structurally strong, having good model adaptation and high color fidelity. The high quality cross-linked monomer prevents crazing from solvents such as ether; alcohol, monomer; acetone, etc. This material will bond with any of Justi's tooth lines.



GROUP/ITEM #	DESCRIPTION	GROUP/ITEM #	DESCRIPTION
072-04-0001	Regular pink powder	072-04-0018	Clear powder
072-04-0006	Dark powder	072-04-0033	Ethnic Natural
072-04-0009	B Shade powder	072-04-0037	Ethnic "A"
072-04-0012	Regular fibered powder	072-04-0041	Ethnic "B"
072-04-0015	Dark fibered powder	072-04-0045	Regular Orig. Fibered

