

# AMERICAN TOOTH INDUSTRIES

WEB ISSUE

CONTAINS HIGH QUALITY SPECIALTY ITEMS  
FOR DENTISTS, LABORATORIES, ORTHODONTISTS  
MASTER TECHNICIANS & SPECIALISTS

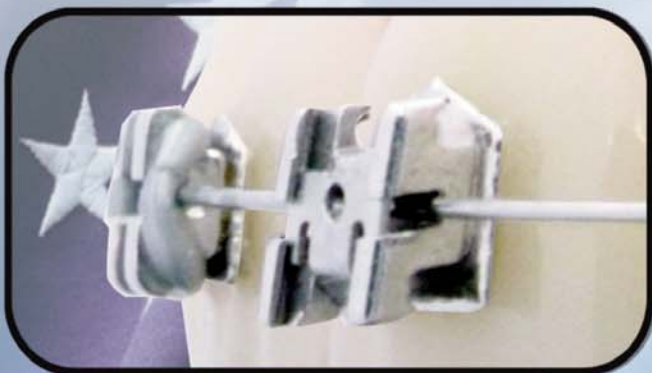


**Justi**  
SINCE 1864



GENERAL DENTAL  
**PRODUCT  
CATALOG**  
2012 EDITION

**Leone**  
SINCE 1935



**MAJOR  
DENTAL**  
SINCE 1960



**Pozzi**  
SINCE 1971

ATI Products are available from leading dental  
supply dealers in the USA, Canada, Europe  
and throughout the world.

See inside for ordering information

# AMERICAN TOOTH INDUSTRIES

## H I S T O R Y



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!



Emilio Pozzi  
President & CEO

ISO Certified

# Pozzi

Since 1971

The Pozzi Dental Products Division is a direct descendant of Bruno Pozzi Dental Products. The Pozzi product line is recognized as a world

leader in abrasives, stainless steel crowns and bands, laboratory diamonds and specialty items.

ISO Certified

# REGAL

Since 1965

The Regal Company was founded by Mr. Arthur Schepp in New York in 1965. The company was acquired by American Tooth Industries in 1980 and merged into American Tooth Industries in 1985. The Regal product line features the Regal-D-Blend® which is a blended anterior tooth which matches Dentsply's Bioblend® line of teeth. Until 1985 Regal was the sole distributor of the Dymon-Hue Hardened Plastic Tooth line which was manufactured in Oxnard by American Tooth Industries. Since 1987, the Dymon-Hue® HPT line has been marketed under the Justi Products Division.

ISO Certified

# Justi

Since 1864

H.D. Justi Dental Manufacturing was founded in Philadelphia in 1864. In September of 1940 Justi introduced the first plastic tooth line at the ADA convention in

Cleveland, Ohio. In 1980 Justi manufacturing was transferred to Oxnard, California.

The company merged with American Tooth Industries in 1986. The Justi Products Division now manufactures five lines of hardened plastic teeth (Imperial, Justi Blend, ViForm, Dymon-Hue and Triplex) as well as a wide range of chairside and laboratory products. Since 2005 the tooth lines are marketed under the Justi Hollywood Teeth banner.

ISO Certified

# Leone

Since 1935

Under the Leone brand, we are selling only one product line. The Orthodontic line is sold through a sales division called Leone America with its

National sales office in Phoenix Arizona. This product line is distributed from our centralized warehouse in Oxnard, California. Leone was founded in 1935 by Mario Pozzi, the first in Italy to produce stainless steel crowns for prosthetic applications and later succeeded by Alessandro Pozzi. Today the Leone company is under the leadership of Elena Pozzi and it manufactures orthodontic and dental implant products. Leone has been a member of OMA (Orthodontic Manufacturers Association) since 1993. Leone S.p.A. is privately owned by the Pozzi family in Italy.

ISO Certified

MAJOR  
DENTAL

Since 1960

Major is a brand Division of American Tooth Industries operating in the USA and Canada. The Major company is a manufacturer located in Torino, Italy that offers an extensive selection of dental operator and laboratory products including hardened plastic teeth, alginate, silicones and many different other materials. The Major company was founded in 1960 by Adriano Renaldo. In addition to his responsibilities as the President of the company, Mr. Renaldo has been president of UNIDI, the Italian Association of Dental Industry for over 14 years. Major Prodotti Dentari S.p.A. is privately owned by the Renaldo family.

# ABOUT THIS CATALOG & AMERICAN TOOTH INDUSTRIES

For the first time in our long history, we have produced a catalog which features the products which we manufacture, repackage, or distribute under all of our different brand names: Justi, Pozzi, Regal, Major, and Leone. For information about the full line of Leone products, please request the full color Leone Catalog from us or view the Leone web catalog (see main menu).

This catalog is a grouping of essential products, devices, instruments and tools for laboratory and chairside applications which have become "classics." While many new innovative products have surfaced and disappeared in the dental market in recent years, our line of specialties has remained an important asset to the Prosthodontist, General Practitioner, Certified Dental Technician and other dental specialists. Our lines of hardened plastic teeth are the most beautiful in the world!

American Tooth Industries is a United States manufacturing company. We are proud of the fact that our products meet and exceed federal and ADA standards for quality. American Tooth Industries is an ISO and C.E. Mark Certified Company with a unique mission statement:

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*"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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For additional information regarding this catalog, as well as the Leone full Orthodontic Line Catalog, please call our Literature or Customer Service Department at 800-235-4639 (outside California) or 805-487-9868 (from within California). You may also contact us via fax at 805-483-8482 or email us at [info@americantooth.com](mailto:info@americantooth.com).

Miscellaneous Information: All orders accepted for future delivery will be billed as per Proforma Invoice duly signed by you and our company authorized representative. Only current prices are stored in our computer daily. Please ask for confirmation of pricing at the time of placing your order. Terms are subject to change without notice. Prices are quoted in U.S. Dollars.

Due to continuing product improvements, A.T.I. reserves the right to discontinue products, or change design and materials of products without notice. Our products are intended for dental use only.



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