

GENERAL DENTAL
**PRODUCT
CATALOG**
WEB EDITION
Contains Latest Updates

POZZI®



LEONEAMERICA®



MAJOR AMERICA®



REGAL®



JUSTI®



AMERICAN TOOTH INDUSTRIES

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

ATJ Products are available from leading dental supply dealers in the USA, Canada, Europe and throughout the world.
Quantity Discounts available upon Request. See inside for ordering information.

1700 Stellar Drive • Oxnard, CA 93033-2404 USA • In CA (805) 487-9868 • Nationwide Toll Free (800) 235-4639

Fax (805) 483-8482 • E-mail: info@americantooth.com • Web site: www.americantooth.com



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®

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 abra-

sives, stainless steel crowns and bands, laboratory diamonds and specialty items.

ISO Certified

REGAL®

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®

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®

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 Pheonix 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 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:

“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.”

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.

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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Ordering Information

**TO EXPEDITE YOUR ORDERS, PRODUCT INFORMATION AND CUSTOMER SERVICE CALLS
THE FOLLOWING OPTIONS ARE AVAILABLE:**

General Ordering & Technical Hot Line

Our products are available from licensed Tooth Express Stores and other leading dental supply dealers in the USA and Canada as well as all over the world. If there is not a dealer in your area or if your dealer is temporarily out of stock, write us or call our Order Department. For Orders Only (All Products).



NATIONWIDE
TOOTH EXPRESS LINE
800/628-1437

1200 Stellar Drive
Oxnard, California
93033-2404 USA

Technical questions? Please use the following numbers:

In California

805/487-9868

Nationwide OUTSIDE CA

800/235-4639

FAX

805/483-8482

E-mail

info@americantooth.com

GENERAL DENTISTS, PROSTHODONTISTS & DENTAL LABORATORIES: HOW TO PLACE AN ORDER

- Send a fax directly to American Tooth Industries Central Order Desk in Oxnard, California at 805-483-8482.
- Telephone your order to American Tooth Industries Central Order Desk in Oxnard California to either of our Order Desk numbers: (national) 800-235-4639 or (national and within California) 800-628-1437.
- Mail your orders to: 1200 Stellar Drive, Oxnard, CA 93033-2404 U.S.A.
- E-mail your order to: info@americantooth.com.

PRODUCT INFORMATION CALLS: Call 800-235-4639 ext. 25

CUSTOMER SERVICE CALLS: Call (national) 800-235-4639 ext. 46 or 36 or (California) 805-487-9868 ext. 46

ORDERS FROM ORTHODONTISTS FOR ORTHO PRODUCTS & PREWELD SERVICES: HOW TO PLACE AN ORDER

- Send a fax directly to the LeoneAmerica National Sales Office in Arizona at 623-925-2342.
- Telephone your order to the LeoneAmerica National Sales Office in Arizona at 800-242-9986 (national).
- Mail your orders to: 501 West Van Buren #S, Avondale, AZ 85323 U.S.A.
- E-mail your order to: leoneamerica@americantooth.com

PRODUCT INFORMATION CALLS: Call 800-242-9986

CUSTOMER SERVICE CALLS: Call 623-925-2094

When ordering please refer to the group number and then the item number plus description.

Example for Tooth Orders: (group# 079), (item# 58-0001) Justi Blend Anterior Card 1x6 also specify mold and shade numbers.

Example for Specialties Orders: (group# 070), (item# 01-0699) Justi Wax Solvent No. 20, 1 gallon.

Example for Leone Product Orders: (item# R4409-00) Spray Nozzle for Liquid. "R" is the group number.



Our Facilities

In California, we manufacture a variety of laboratory consumable products in a modern facility consisting of 28,000 square feet including Sales and Marketing, Research & Development, strict quality assurance, and fast, efficient shipping procedures. Our LeoneAmerica Sales Office is located in Avondale, Arizona.

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Justi...the Inventors of Hardened Multi-layered Plastic Teeth.

Justi is the only tooth manufacturer in the world to produce such a large variety of maxillary and mandibular anterior molds in six unique tooth lines. We manufacture only multi-layered, parallel, opalescent hardened plastic teeth. Justi teeth are made with an Intersectional Polymer Network, are highly cross-linked, wear and stain resistant, fluorescent, photogenic and no diatoric retention is necessary. 100% bondability is possible with methyl methacrylate denture base materials. Justi hardened plastic teeth comply with ANSI/ADA Specification #15 published in 1999, identical to ISO 3336:1993.

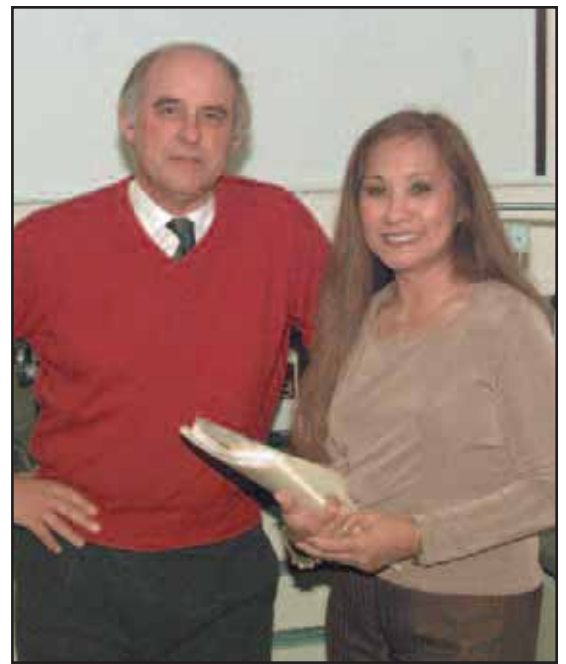


Justi...the Originator and World Leader in Acrylics

Our powder and liquid manufacturing facility has been formulating acrylic polymers and monomers specifically for dental, clinical and laboratory use for more than 55 years. Our expertise at adjusting cure times and matching colors makes Justi the unique source for materials to fabricate dental prosthetic cases. In addition, all of the specialty items listed in this catalog are manufactured with the same craftsmanship and quality of Justi polymers and Justi teeth.



Using the tools of their forebears, the human eye and hand, our craftspeople carry on the Justi tradition of excellence.



TOOTH EXPRESS® SERVICE

ADVANTAGES OF WORKING WITH TOOTH EXPRESS® SERVICE

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



ADDITIONAL ADVANTAGES WHEN ORDERING TEETH

- (9) 1/3 to 1/2 the price of Dentsply teeth for all tooth products that utilize the same molds and colors.
- (10) Most teeth are manufactured in the U.S.A.
- (11) ADA data on teeth is supplied - most other manufacturers do not.
- (12) Full sets and broken sets are accepted for credit/exchange - **see tooth policy**.
- (13) FREE Full Service can be arranged. A representative will come to service your cabinets.
- (14) FREE or at-cost accessories - please request an order form.
- (15) House Brand marketing package is available to labs.



TOOTH EXPRESS SERVICE
Call TOLL FREE to Order (800) 628-1437
FAX (805) 483-8482