



DEDICATED TO OUR TOOTH EXPRESS CUSTOMERS AND TO OUR INDEPENDENT TOOTH EXPRESS DEALER/LICENSEES

TOOTH EXPRESS

News

Published by American Tooth Industries to promote Justi, Pozzi, LeoneAmerica, Major America and Regal Dental Products to Dental Specialists throughout the world.
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PARTNERS FOR PROFITS

The House Brand Concept is as simple as it is age-old. It is based on the idea that small businesses that combine their ideas, expertise and manpower can compete successfully with businesses many, many times their size.

When you choose Justi as your house brand, you reap the benefits of nearly 150 years of experience in the manufacture and fabrication of dentures and partials using hardened plastic teeth. In fact, Justi invented hardened plastic teeth and introduced them to the world at the ADA Convention in Cleveland, Ohio, in September of 1940.

Over the years, the Justi line of products has been expanded to include many other products which are all integral to the art of fabricating dentures and partials.

With the House Brand Concept, the fine line of Justi products are just the beginning. When you choose Justi as your House Brand, you become eligible to reap the benefits of the House Brand Marketing materials which help you to grow and expand your laboratory business with very little expense.

On the following pages, you will get a glimpse of all that lies ahead when you choose Justi to be your House Brand.

JUSTI TEETH YOUR PROFITABLE ALTERNATIVE!

Each time you fill a denture prescription and the doctor doesn't specify a tooth line, you have an opportunity to increase your profits by using Justi teeth. Compared to the high-priced alternative tooth lines, you can save an average of 50% by using Justi teeth! And, you can do this while purchasing teeth of equal or higher quality than those you are currently using.



Imperial.



COMPARE TO BIOFORM® & VITA® & SAVE!

For quality, durability & price, they're the best teeth in the world! Many universities use them as a test standard. Recommended for your "Premium" House Brand Cases.

Premium quality at a moderate price!

Justi Blend®



For the lover of the natural look. Justi Blend molds are similar to Bioblend, Trublend, and Portrait, at half the price. Recommended for all your "Blended Premium" cases.

Premium quality at a medium price!



HIGHLY CHARACTERIZED!

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Published By: American Tooth Industries	Produced By: Florentine Graphics

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MORE TEETH



Dymon-Hue® HPT QUALITY AT A GREAT PRICE!

If you are looking for an economically priced tooth line that is comparable to Bioform and Portrait, then Dymon-Hue HPT is perfect for you!

TRIPLEX™ MSLV SYSTEM

AMERICAN
TECHNOLOGY
WITH EUROPEAN
AESTHETICS



The Triplex MSLV System combines the fully characterized European aesthetics of the anteriors with a full range of cuspal inclination in the American-made posteriors. The Super Lux® V Male Anteriors and the Major Dent® V Female Anteriors, as well as the Justi Triplex MSLV Posterior are all available in 12 Vita-type shades.

A Unique New Concept!



The Imperial Smile Guide

Grp/Item # 083-50-0600 Single Smile Guide

The "three-in-one" Imperial Smile Guide™ allows the patient to be involved in the selection of the shade, size, and shape of the teeth to be used in the denture. It even allows the patient to see how the finished denture will look in relation to the shape and size of their face.

Available in single units; small, medium and large, or in a one shade kit containing 12 different maxillary and mandibular molds, or a 12 shade kit containing 12 different maxillary and mandibular molds.

HELPING YOUR BUSINESS GROW!



CUSTOMIZED SHADE GUIDES

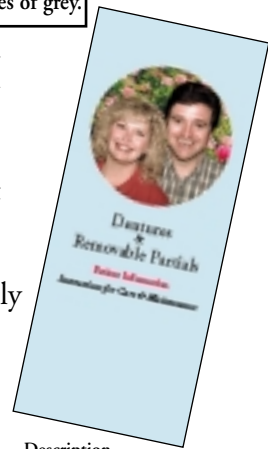
Your single most valuable marketing tool! Keep your name in front of your customers and encourage them to order your House Brand Justi teeth at the same time.

Shade guides may be customized with your name, address, phone number and marketing message. Available for all Justi tooth lines.

Frames are also available in several shades of grey.

RECEPTION ROOM BROCHURE

This unique brochure was designed for display in the Doctor's waiting room. It contains useful information about the use and care of dentures and removable partials for patients. It answers frequently asked questions, and contains an area where the name of the lab or doctor who provides it may be imprinted.



Grp/Item #
077-65-0044
077-65-0066/P

Description
Dentist Reception Brochure - No Imprint
Dentist Reception Brochure - w/ custom imprint

Or you can design your own and we will print it for you!



PRESCRIPTION PADS

Remind your customers about you each time they write a prescription. Customized prescription pads are a simple and effective way to increase your business.

We Print them for You!

KROMA TABS

Justi Products invented this accessory to be used in the patient's mouth as a neutral background for choosing the correct shade from the Justi teeth shade guides. The neutral blue background enables the eye to focus on the shades, and not be distracted by surrounding colors. U.S. Patent #5,257,931.

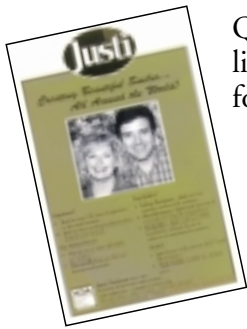
ITEM # 086-51-0415

Kroma Tabs 50 pcs/pkg



ETERNA KROMA TAB
JUSTI EDUCATIONAL DEPARTMENT
ITEM # 086-51-0415
U.S. PATENT #5,257,931
Made in the USA

CERTIFICATE OF AUTHENTICITY



Quality Assurance Inserts for Justi tooth lines. These handy Certificates are available for you to provide to your customers to prove to their patients that the finest quality of teeth have been used in the fabrication of their prosthetic appliance.

ITEM #077-65-0021

Certificate of Authenticity
20 sheets per pack

MOLD CHARTS FOR JUSTI TOOTH LINES



Each Justi Mold Chart has a space for you to imprint the name of your laboratory. Hand them out to your customers to encourage them to specify your Justi House Brand teeth and keep your name in front of them at the same time!

MORE GREAT STUFF!

THE ONLY CHROMATIC-PHASE HYDROCOLLOID ALGINATE FOR ORTHODONTICS, CROWN & BRIDGE AND DENTURES



Twenty three years ago we were the first to introduce a chromatic alginate to the United States and now, in our European facility, we are manufacturing an alginate designed for orthodontics, crown and bridge and dentures, with many unique features including:

- More than 120 hours of dimensional stability
- Chromatic phases make processing easy
- Lead and cadmium-free
- Low dust
- Pleasant vanilla scent, neutral flavor
- Bio-compatible - the impression is complete in just about 2 minutes
- Meets ISO 1563 and ADA 13
- Easy removal - high tear strength.

Group/Item #	Description	Group/Item #	Description
003-2802/1	Alginmax Container w/1 lb. Bag + Cups	003-2803	Alginmax Storage Container
003-2802/4	Alginmax Box of 4 - 1 lb. Bags		
003-2802/CUPS	Vials for Powder & Liquid (1 set)		

UTILITY TEMPLATE

The Justi Utility Template is a quality stainless occlusal plane guide tool specifically designed for the needs of today's productive technician. Perfect for tooth set-up and occlusal bite rim fabrication. A guide relation of 80 degree angled sides are calibrated with a millimeter rule guide measuring 0 to 70 mm with markings at 18 and 22 mm.

Group/Item #	Description
077-65-0041	Justi Utility Template

JUSTI PAPILLA GAUGE



The position of the papilla can provide great diagnostic value in reproducing tooth position in the construction of a denture. The Justi Papilla Gauge will accurately measure the horizontal and vertical plane to define the position of the incisal edges and the central incisors

Grp/Item # 077-65-0013

MOLD SELECTOR

A unique and comprehensive slide chart, which is designed to aid the dentist and laboratory professional in the selection of specific Justi tooth molds. It also allows you to set up a denture or partial case with 100% assurance of accuracy in your mold selection. This one-of-a-kind tool was designed and patented by Justi. No dentist should be without one!



Grp/Item # 077-65-0011

TECHNICIAN'S UTILITY RULER



Grp/Item # 077-65-0012

An invaluable aid to the lab technician.

Fabrication of occlusal rims, verification of the maxillary central incisor position, determination of normal or cross-bite situations, determination of posterior molds, measuring for the six anterior teeth and related information.

EVERYTHING YOU NEED!

When you make Justi your "House Brand," you have access to everything you need to make perfect dentures and partials. From the highest quality hardened plastic teeth, to superior acrylics, waxes, solvents, and even equipment. And, all the while that you are enjoying the quality, you're saving money!





Great New Products & Important Information!

For the Dealer or Tooth Express® Store nearest you, please call us at (805) 487-9868 or Toll Free (800) 628-1437.

- ADVANTAGES OF USING THE TOOTH EXPRESS SERVICE**
- TOOTH EXPRESS SERVICE is available for all of our product lines.
 - No order is too small.
 - Orders received by 12:00 noon PST (3 pm EST) will be shipped the same day.
 - New accounts will have FREE freight charges for stocking order.
 - FREE 800 number for TOOTH EXPRESS 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.
 - Most of our teeth are manufactured in the U.S.A.
 - ADA data on teeth is supplied - most other manufacturers do not.
 - Full sets and broken sets are accepted for credit/exchange - see tooth policy.
 - FREE Full Service can be arranged. An ATT representative will come to service your cabinets.
 - FREE or at-cost accessories - please request an order form.
 - House Brand marketing package is available to labs.

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 Published by:

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