



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

# TOOTH EXPRESS

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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# News



## A PASSION FOR PERFECTION

Justi® products are made in the United States with a passion for perfection that laboratory and denture clinicians demand.



Our philosophy of... "Using the tools of their forebearers, the human eye and hand, our craftspeople carry on the Justi® tradition of excellence," has not changed since we first introduced hardened plastic teeth at the ADA convention in Cleveland, OH in 1940!

While the introduction of sophisticated computer systems has streamlined our manufacturing capabilities, the underlying passion for perfection remains unchanged.

## ANNOUNCEMENT

Beginning with this issue of the Tooth Express News, we will use this column to announce the latest postings to our web site. We believe that the internet is a valuable tool for communication and the sharing of knowledge about our profession. Postings on our web site include: **NEW! MSDS Sheets.**

- Catalogs & Price Lists:**
  - ATI 2003 General Dental Product Catalog
  - #2 LEO - 2003 Leone Price List
  - 2002 Expansor Atlas
  - Leone 2002 Catalog - **Coming Soon!**
- Newsletters:**
  - Tooth Express #27, #28, #29, #30
  - Ortho News #25
- Technical Articles:**
  - Instructions for Hardened Plastic Teeth
  - RAGNO: Clinical Application in Growing Patients - **NEW!**
  - FIRST CLASS LEONE: A New Appliance for Rapid Molar Distilization
  - Veltri 360-Degree Maxillary Expansion
  - Grum-Rax Maxillary Expansion Appliance
  - STEP: Optimizing a Well-known Technique
  - A New Appliance for Molar Distilization
- Promotions:**
  - Yellow Sheet Specials, Orthomart Specials
- New Products:**
  - Coming Soon!
- Services:**
  - Free Prewelding
- Education:**
  - Continuing Orthodontic Education classes in Florence, Italy



## YOUR HOUSE BRAND

You've probably heard some of your colleagues talking about the Justi® "House Brand" program. What is the House Brand concept? It's simple. When you use Justi® teeth for your denture cases, you increase your profits each and every time. Justi® teeth are of equal or higher quality than the leading brands of acrylic teeth, but are priced considerably lower.

The "House Brand" program is, however, more than just using Justi® teeth. With the "House Brand" program, we can provide customized marketing support materials including shade guides, prescription pads and reception room brochures for your doctors, to name just a few - all imprinted with your name and marketing message.



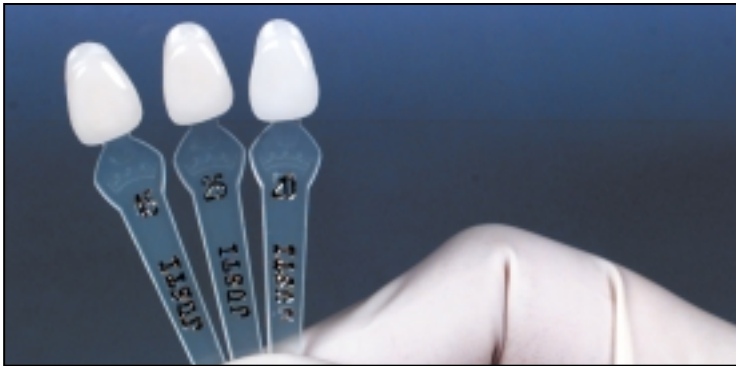
All of the exciting details of the House Brand Program, including a revealing cost comparison chart (see pg. 4 in this newsletter) which will show you just how much you can save by making Justi teeth your House Brand, are now available in the new House Brand Package. Call your ATI sales representative to request yours.

[www.americantooth.com](http://www.americantooth.com)



## BLEACHED SHADES

In our last issue of the Tooth Express News, we reminded you that the patented Imperial "Age Shades"® Systems features shades 20, 25 & 45 - all bright white shades which are perfect for today's bleached shade requirements.



We are pleased to announce that we are in the process of developing more "bleached shades" in the Imperial® line to give you even more options for your patients.

Three new "teen" bleached shades are presently under development: #17 Teen Shade Very White, #18 Teen Shade Milk & #19 Teen Shade Panna. Contact your ATI Sales Representative today for more information on this exciting new development in the Justi® Imperial® line of hardened plastic teeth.

## CONVERSIONS

Did you know that we can convert shades and molds from all major tooth manufacturers? Simply call your sales representative and ask for the Justi tooth shade and mold that corresponds to the higher priced tooth line that you've been using, then place your order.



Also, be sure to check out our website for a copy of "Instructions for Hardened Plastic Teeth." 2

## A History of Pozzi Wire...

Mario Pozzi was involved in foundry work and also drawing dental wire from ingots. His son Bruno worked in the factory during many summers, learning to operate the different manufacturing rollers and wire drawing rollers.

According to Bruno Pozzi, "After the alloy is melted, it is poured into large molds to make cylinder-shaped ingots. The ingots are then heat-treated and passed through very powerful rollers to elongate them. Once the ingots become bars of a specified length, they are rolled with a special machine which has cavities of diminishing sizes. The bar is transformed into a very large spool of wire. As the diameter of the wire is reduced through each step, it must be heat-treated and acid-treated to maintain its shine."

The involvement of the Pozzi family with wire manufacturing has produced a new generation of medical wire which is used with pride by many doctors, technicians, specialists in the field of orthodontic laboratory appliances and other dental appliances.

When you start using the Pozzi wire, you will never use another brand.

**Pozzilooy...** retainer wire in our own special formulation of nickel cobalt available in a blue soft heat treatable tensile. This chromium-cobalt base alloy is highly stainless and mechanically resistant to breakage. Each wire is color coded blue at the tip. Made from a vacuum fused alloy diamond drawn to obtain leveled and highly resistant forces.

14" lengths available in 4 popular sizes. 10 per pack.

**Standard Round Wire...** Tailor-made for the orthodontist. Highly elastic, high yield point resulting in resistance to permanent deformation. High degree of uniformity from batch to batch.

14" lengths, 20 sizes ranging from .012 to .051. 10 per pack.

**Retainer Wire...** True round diamond drawn. Medium hard temper.

Easily formed. Non brittle.

14" lengths. 4 sizes.

10 per pack.

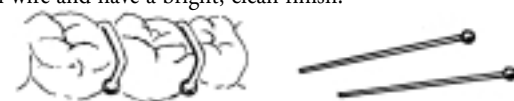
**Half Round Wire...** Half round, semi-hard, type 304 tempered stainless steel wire to be used for reinforcement of dentures and prosthodontic appliances. Also used to fabricate special clasps. Precision cut to 12" (30.5 cm) lengths. Diamond drawn for brightness, ultrasonically cleaned for dental use. Available in six different sizes.

6 per pack.

**Ball Retainer Clasp Wire...** Super ball clasps - Series 2000. This improved ball clasp is made of high-grade #304 stainless steel wire and accepts severe bends without fracturing. The round head is approximately twice the diameter of the wire shaft, and will not irritate tissue. These clasps are made from diamond drawn wire and have a bright, clean finish.

Available in 3 sizes.

100 per pack



Special From

**LEONEAMERICA**<sup>TM</sup>  
*Leone*<sup>®</sup>

Orthodontic  
Laboratory  
Prewelding Services...  
Call your ATI Sales  
Representative for  
more  
Information!



**STOP  
WASTING  
TIME!  
PREWELDING  
AVAILABLE**



Our technicians are standing by to prepare your prescription. Upon receiving the required specifications, we can pre-weld any attachment to our line of LeoneAmerica Calibra<sup>®</sup> Biscuspid and Molar Bands, Web<sup>®</sup> Bands, or our new Pozzi Malibu<sup>®</sup> Bands.

Take advantage of this  
FREE service!

**LEONEAMERICA**<sup>TM</sup>  
*Leone*<sup>®</sup>  
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Special From

**MAJOR  
AMERICA**

**AVM 100M  
ARTICULATOR**



The AVM 100M Articulator from Major America is a medium-priced articulator with no face-bow and it is extremely easy to use. Simulation of lateral and protrusive excursions is simplified since the models are mounted using arbitrary standard values. It can be use for all traditional applications including full dentures, crown and bridge work and partials.

The AVM 100M Articulator is extremely lightweight making it extremely manageable while in use. Maximum aperture angle is 120 degrees. The AVM 100M allows for complete visibility while working on pieces.

**Dimensions and Technical Characteristics:**

Height: 95 mm  
Intercondylar width: 105 mm  
Bennet angle set at 23 degrees  
Includes mounting plane and three mounting plates  
Incisal table reference punch market at zero  
Parallelism of the instrument is obtained by setting the instrument at the punch mark.  
Grp/Item #073-E3000

5 Call your ATI Sales Representative today for more information.



# 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.

The House Brand Concept... Ask your ATI rep about it TODAY!

Includes article on AVM 100M Articulator!



Includes special article on Wire!

- 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 Densply 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 Fall Service can be arranged. An ATI 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.
- Free conversion of shades and molds for other major manufacturers tooth lines.

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