

# Tooth Express® News



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

## Justi®

Celebrating

150 years

Made in USA

### Justi® Teeth: Superior American Quality Since 1864 A True Short Story



Founder Henry Daniel Justi, was born in Marburg, Germany in 1834. Due to the early death of his father, Henry left school at the age of 13. He was apprentice to a surgical instrument maker in his native

town, and in 1850 immigrated to the United States with his mother where he obtained employment in Philadelphia in a shop where dentists took their instruments to be sharpened and repaired.

In the mid 19th century, a few dentists made the artificial teeth used in their practice, and it was part of Justi's duties to repair the crude forms that the dentists made. He conceived the idea for a completely new process for molding these porcelain teeth.

Meanwhile, however, he had started in the cutlery and surgical instrument business

for himself. However, the idea of going into the manufacture of teeth prevailed. In order to obtain a better knowledge of the anatomy of teeth and the formulations and processes for repairing porcelain, he went to work for a dentist who carved and made teeth.

Putting in many long hours at night he succeeded in compounding materials which produced teeth that were life-like in shade and texture, unlike the crude and porous porcelain that was prevalent at that time. He offered his services to an established firm of tooth manufacturers, Orum and Armstrong, who engaged him as a mold cutter. In January 1864 he was taken in as a partner under the firm name of Orum, Armstrong & Justi. In a few years, he acquired the interests of his partners and became the sole proprietor. In the same year, he obtained his first major U.S. patent, # 42,491, for improved tooth molding, and the H.D. Justi Company was born. After winning a prize for excellence

*Story continued on page 2*

## Imperial ViVO®

### From the CDT to the CEO



Jesse Sabater, CDT

Dear Mr. Pozzi,

I am writing you to express my complete satisfaction with your Justi Imperial ViVO® tooth line. I have successfully used this tooth line in my laboratory since its introduction in 2013.

Justi Imperial ViVO® offers an incisal and interproximal blend that give this beautiful line of teeth the ability to absorb and reflect surrounding color and give more latitude for blending with natural teeth. The chameleon-like characteristic of Justi Imperial ViVO® teeth make shade selection much easier and greatly reduces remakes.

Combining the traditional quality American molds with the newest 13 Vita® type shades, results in outstanding aesthetics and excellent functionality. It is great that you have created this line for Justi.

The new mold chart booklet is excellent! The easy-to-follow instructional legend and articulation chart make this a valuable tool when choosing teeth. (see page 4)

Congratulations for 150 years of Justi® Company in the dental industry and thank you for continuing your standard of excellence with the new ViVO® tooth line. Please keep up the good work.



Justi Imperial ViVO®

### Mid-Continental Dental Supply Co. LTD Canada Partners with Justi® to Distribute OnePro Diet Multivitamin for Denture Wearers



Kieth Meyer receiving  
Dealer Appreciation Plaque

Justi® tooth lines including the newest line, Imperial ViVO®, Major Plus Composite tooth line, OnePro® Multivitamins and Renew® Denture Cleaner make up the variety of products shared between Mid-Continental and Justi®.

*Story continued on page 3*



 MID-CONTINENTAL  
DENTAL SUPPLY CO. LTD.

# Justi® Teeth: Superior American Quality Since 1864 - A True Short Story

*continued from page 1*

at the Centennial exhibition in Philadelphia in 1876, Henry D. Justi went on to exhibit his products at World Fairs in Paris, Berlin, Vienna and even traveled with his exhibit to Chile in South America. The display case is on exhibit now at the National Museum of Dentistry in Baltimore, MD.

For many years the business was located at 516 Arch Street. However, in 1880 Justi built a factory at 32nd and Spring Garden Streets - one of the first industrial plants on the west side of the Schuylkill River. Henry Martin Justi became a partner in his father's business on April 4, 1892. In honor of his son's becoming a partner, Henry D. Justi renamed his company H.D. Justi & Son.

Around the 1890's Justi retail dental supply stores were established in Philadelphia and

Chicago. These were liquidated in the early 1930's, and research was started on a new type of translucent and fluorescent porcelain, which resulted in the introduction of two new tooth lines in 1937.

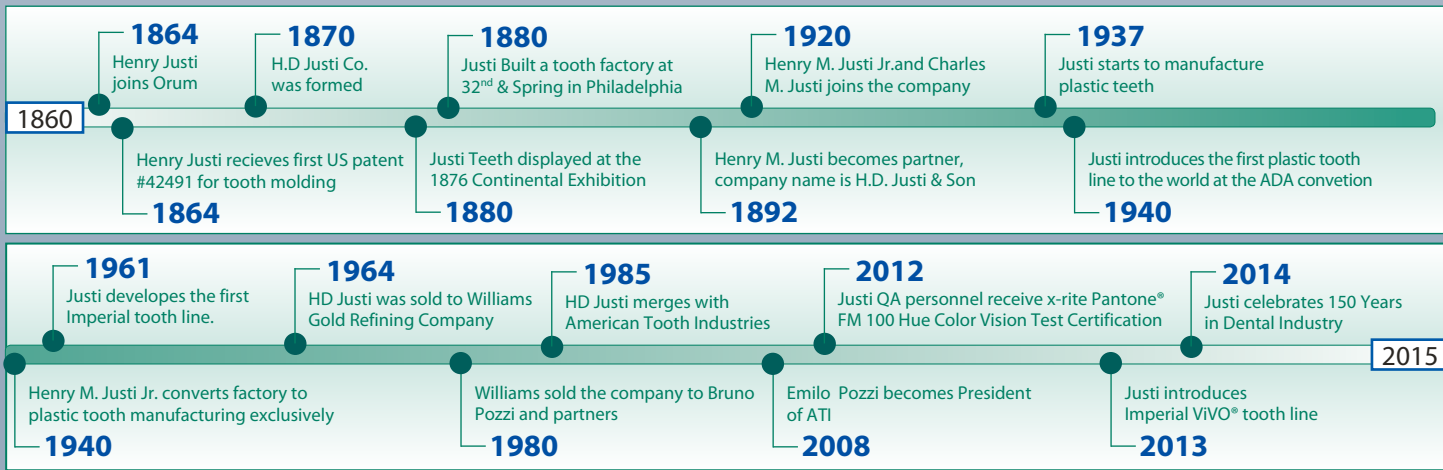
Also during the 1920's the two sons of Henry M. Justi, the son of the founder, entered into the business. In 1931 Henry M. Justi, Jr., became President of the company and remained in that capacity until the early 1960's. Henry M. Justi, Jr. was instrumental in directing the company into the line of plastic teeth. With the advent of acrylic resins for denture base in 1937, Justi recognized that this material would make artificial teeth practically unbreakable and led the development to the methods of molding plastic teeth and improving the translucency of the tooth shades. In September 1940 at

the Cleveland convention of the American Dental Association, H. D. Justi and Son, Inc. presented a limited line of Denta-Pearl plastic teeth made of acrylic resin. In the summer of 1944 the company announced the discontinuation of the manufacture of porcelain teeth in order to devote 100% of its facilities and resources to further improving plastic teeth. Since that time, and ultimately with the introduction of the Justi Imperial tooth in 1961, Justi had been recognized as the world leader in the development of plastic artificial teeth.

In 1964, H.D. Justi and Son, Inc. was merged with and all stock sold to the Williams Gold Refining Co. Inc. of Buffalo, N.Y. It was the feeling of both management groups that combining research and technical efforts would strengthen the mission of both

companies in their service to dentistry.

In 1980 the H.D. Justi Company was purchased by a CA. tooth manufacturing company owned by Bruno Pozzi and other partners. The factory was transferred from Philadelphia to Oxnard, CA, finally merging with American Tooth Industries in 1986. With their expertise in shading, blending, curing and carding of teeth, Justi now manufactures six lines of hardened plastic teeth, all of which are distributed worldwide. Justi also formulates and manufactures a wide range of chairside and laboratory products. In 2008 Emilio Pozzi became President of ATI which now manufactures and sells products under the brand names: Justi, Pozzi, Leone, Major and Regal.



## Stern Empire Laboratories



American Tooth Industries and Stern Empire Laboratories have enjoyed a strong business relationship for over 25 years. On April 8, 2014, American Tooth Industries' President/CEO Emilio Pozzi, and Regional Sales Manager Joseph Castelli, met with Brady Bradley of Stern Empire Laboratories to enhance the long-time manufacturer/distributor relationship between the two companies. Stern Empire Dental Laboratories located in Houston Texas was founded in 1910 to provide denture services to the sparse but growing dental profession in the Houston area. Stern Empire has grown steadily to become a leading national laboratory serving dentists in all 50 states.



(L to R) Joseph Castelli, Brady Bradley, Emilio Pozzi



# Justi® OnePro® Diet Multivitamin



Helps to maintain teeth and gums\*



Helps metabolize carbohydrates, fats, proteins and glucose\*



Helps to maintain eyesight\*



An Antioxidant for the maintenance of good health\*



Helps to maintain immune function\*

Patients' eating habits change when they get dentures for several reasons including the initial break-in period, and an irrational fear of certain foods. Also, denture wearers have certain vitamin requirements that are different than persons with natural teeth.

OnePro® Diet is the only multivitamin in the world designed specifically to address the dietary needs of denture wearers while supporting their dental and general health. This easy-to-swallow capsule's multivitamin multi-mineral formula, is based on research performed by the Human Nutrition Research Center of the US Department of Agriculture, [ACM98].

Dosage can be adjusted as new denture wearers return to their normal eating habits as OnePro® supports their dental and general health through the lifetime of their denture.

OnePro® is manufactured in Canada under cGMP standards, meaning you can be assured of high quality manufacturing processes and ingredients. The Health Canada registration number is NPN 80046091.

## Mid-Continental Dental Supply Co. LTD. Partners with Justi® to Distribute OnePro® Diet Multivitamin for Denture Wearers

### Justi's Continued Partnership with Mid-Continental offers a great new product with the addition of OnePro® Diet Multivitamin

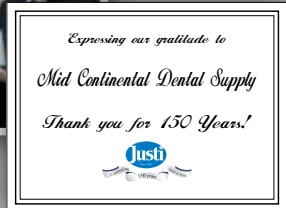
Mid-Continental Dental Supply Co. Ltd. is a family-owned and operated business located in Winnipeg, Manitoba Canada. Mid-Continental, the creators of Renew® Denture Cleaner and new product OnePro® Diet Multivitamin have focused on being the "practice building partner" for dental professionals for over 25 years.

Keith Meyer, President of Mid-Continental, recently visited American Tooth Industries during the company's celebration of the 150<sup>th</sup> Anniversary of its Justi brand. Mr. Meyer was presented with a dealer appreciation plaque

acknowledging the two companies' long-time manufacturer/dealer relationship by Emilio Pozzi, President/CEO American Tooth Industries.

Mr. Meyer held a seminar at the Justi Educational Center to introduce OnePro® Diet Multivitamin, highlighting the product's benefits and qualities. He also spoke on how well Renew® Denture Cleaner and OnePro® work together.

American Tooth Industries will be the sole distributor of OnePro® Diet in the US.



Keith Meyer, President of Mid-Continental, is presented with a dealer appreciation plaque acknowledging the two companies' long-time manufacturer/dealer relationship by Emilio Pozzi, President/CEO American Tooth Industries.





## Outstanding Aesthetics and Excellent Functionality

Justi Imperial ViVO® offers an incisal and interproximal blend that give this beautiful line of teeth the unique ability to absorb and reflect surrounding color. This means more latitude for blending with natural teeth - resulting in less resets due to shade, especially in partial denture cases.

Justi Imperial ViVO® offers the traditional quality American molds using the newest \*Vita type shade system. The effect of this combination is outstanding aesthetics and excellent functionality.

The ability of the teeth to blend into the adjacent dentition has made producing great looking stay plates much more predictable.

The chameleon-like characteristic of Justi Imperial ViVO® teeth make shade selection much easier and greatly reduces remakes. The traditional American molds have a very natural look to them.

### Imperial ViVO® teeth are suited for:

- Full dentures
- Telescope and cone constructions
- Model cast prostheses
- Implant prosthetics
- Attachment dentures
- Interim solutions

### Shade Availability

The Imperial ViVO® line is available in 13 of the newest \*Vita type shades. A1, A2, A3, A3.5, A4, B1, B2, B3, C1, C2, C4, D2, D3.

### Mold Selection

The Anterior mold selection consists of 15 upper and 6 lower molds.  
Upper: 1L, 1M, 2S, 3M, 3N, 3S, 5N, 5S, 7N, 8M, 8N, 9G, 10M, 12M, 12N  
Lower: U, V, W, X, Y, YS

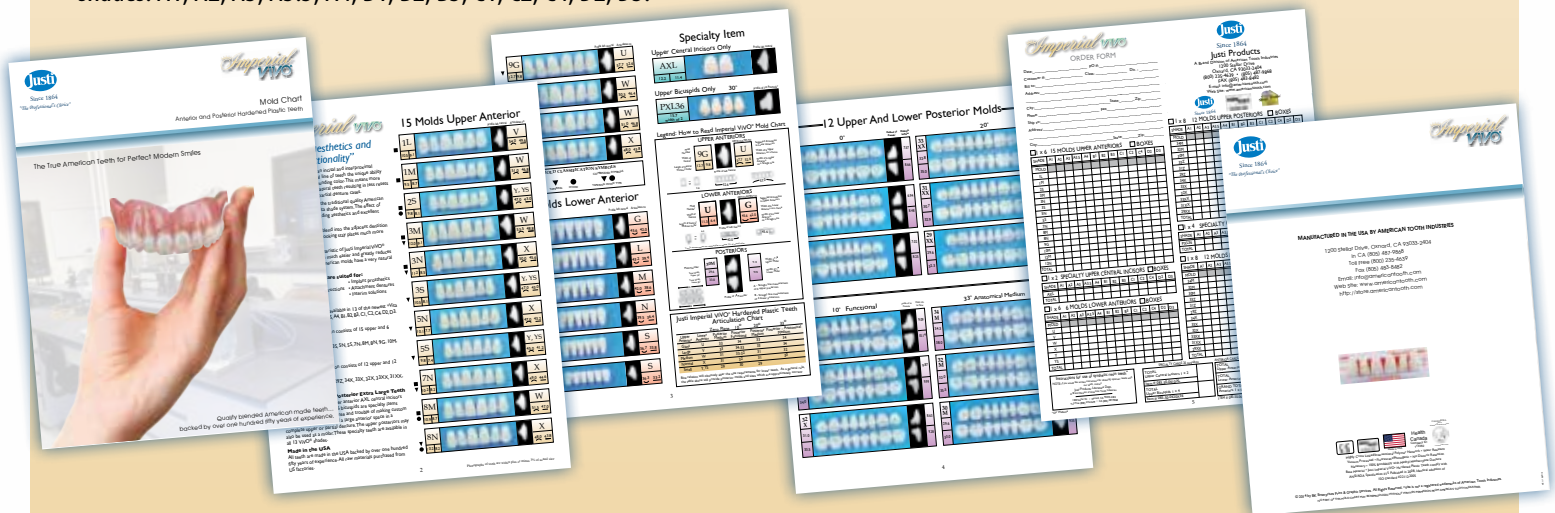
The Posterior mold selection consists of 12 upper and 12 lower molds.  
34M, 32M, 30M, 33Z, 31Z, 29Z, 34X, 33X, 32X, 33XX, 31XX, 29XX

### Upper Anterior and Posterior Extra Large Teeth

Imperial ViVO® Special upper anterior AXL central incisors and upper posterior PXL36 bicuspids are specialty items that will save you the expense and trouble of making custom teeth when you need to fill a large anterior space in a complete upper or partial denture. The upper posteriors may also be used as a molar. These specialty teeth are available in all 13 ViVO® shades.

### Made in the USA

All teeth are made in the USA backed by over one hundred fifty years of experience. All raw materials purchased from US factories.



\*Vita is not a registered trademark of American Tooth Industries



## Increase Your Patient Return Visits with Renew® and OnePro®

### Renew® Display



Renew® 6-bottle display unit

Improve your patient return-visit rate with companion products Renew® Denture Cleaner and OnePro® Multivitamin

Since Renew® and OnePro® are sold exclusively through dental professionals, having these display units readily available in your office will encourage patient return visits.

### OnePro® Display



OnePro® 6-bottle display unit

Call 1-800-628-1437 for more information.

## Dymon-Hue® HPT New Mold #268

Justi® Dymon-Hue® Hardened Plastic Tooth line now includes **NEW** Extra Large Anterior Mold #268.

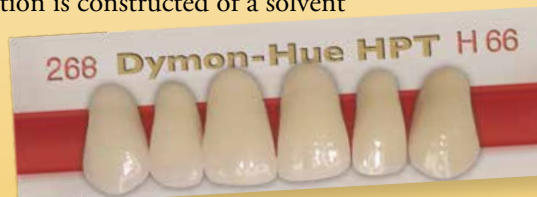
DYMON-HUE HPT teeth are manufactured with life-like aesthetics which are blended to be similar to those of natural teeth.

Dymon-Hue HPT (hardened plastic teeth) are made of high quality synthetic resin. They are wear resistant, cross-linked, vacuum processed, and have superior hardness. The cross-linking system used is an interpenetrated, multi-layered, intersectional polymer network which is solvent and heat resistant. The pigmented copolymer incorporates inorganic type pigments that are color stable and unaffected by light or heat. The denture base side of the tooth extending to the neck portion is constructed of a solvent

resistant, softer polymer that assures a 100% chemical bond to all methyl methacrylate denture base acrylics. No diatoric retention is necessary.

Dymon-Hue HPT teeth are available in 35 anterior molds, and 40 posterior molds including 0° Planatomical™, 10° Symmetry™, 20° Semi Anatomical, and 33° Anatomical and Short-Bite. They are also available in anatomical short bite molds that provide the technician additional space, eliminating tooth adjustments in many cases.

The Dymon-Hue HPT is another quality Justi product manufactured to surpass ANSI/ADA Specification #15 for synthetic resin teeth; it also complies with ISO # 22112:2005.



New Extra Large Anterior Mold Available: #268





# Hardness and Wear Resistance of Justi® Imperial® Teeth

## Justi Imperial Teeth **The True Fact™**

In a discussion of the following factors, an immediate distinction between **hardness** and **wear resistance** must be made.

Hardness, or resistance to penetration, has little relationship to the wear of the material concerned. The typical example is that a steel automobile tire would wear out in a fraction of time required to wear out modern resilient rubber tire. Leather heels wear out faster than rubber heels. It is obvious that plastic can be formulated to increase the wear resistance of teeth without increasing the hardness, and sacrificing the resilience of the tooth.

Years of use in the mouth have conclusively proven that the Justi Imperial teeth possess the degree of hardness to withstand the stress of mastication. These plastics have proven themselves "tougher" than the previous artificial teeth. This fact is best illustrated by a very low incident of breakage of Justi Imperial dentures.

Some earlier plastic teeth were seen to wear rapidly, and would lose vertical dimension. In many cases the teeth that have been exposed to organic solvents or flaming lost their fine properties, and did wear excessively. Since the introduction of the Justi Imperial tooth in 1950, this hazard has been removed. With a cross-linked and solvent resistant formula we may confidently expect the following:

1. Imperial teeth against Imperial teeth will wear at approximately the same rate as porcelain.
2. Imperial teeth opposed to natural teeth tend to preserve the natural teeth because of Imperials non-abrasive and resilient structure.
3. Using Imperial teeth against gold the Imperial tooth will wear slightly faster than the gold, thus preserving the restoration.

Clinical observation and laboratory testing has shown that when the occlusion is well balanced, little or no wear will be seen.

It is important to remember, in selecting teeth, that we are substituting for the human tooth. The periodontal membrane and resilience of living tissue are important to the health of the

## The True Fact™



### Maxillary Anterior molds and extensive functional Posterior molds also adaptable for lingualized occlusion.

This tooth is universally accepted because of the extensive selection of maxillary anteriors based on human frame and face structure.

- A) Age shade 20
- B) Molds sculptured according to a skeletal relationship (human frame)
- C) Mold No. & Size
- D) Size of Quadrant
- E) Medium size



F) Please note: Anterior and Posterior designed by Justi® - mold selection is for universal use. Highly cross linked, intersectional polymer network, wear resistant, vacuum processed, fluorescent, photogenic, no diatoric retention is necessary, 100% bondability with methyl methacrylate denture base material

teeth rooted in the bone. Resilient teeth should be placed on restorations that are to be totally supported by the delicate mucous membranes. **Any increase in hardness beyond the point of adequate resilience is at a disadvantage in denture teeth.** By the same token, it may be reasoned that if natural teeth are so constructed by nature as to wear somewhat during the

abrasive forces of mastication, there should also be some slight wear in the denture teeth. It is logical to assume that the wear resistance of artificial denture teeth should be slightly less than that of natural teeth which is firmly supported by the bone **The True Fact™** of the alveoli.

No practicing prosthodontist will deny that even with perfect occlusal relationships, some tissue resorption will eventually occur under tissueborn dentures.

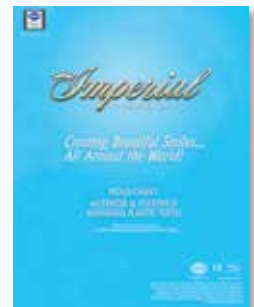
As soon as vertical relationship is reduced, traumatic forces are encountered in the most destructive area, the anterior teeth. If no wear is possible, the trauma produces irritation and greater destruction.

**The ability of the Justi Imperial tooth to wear slightly under normal use conditions is of great benefit to patients and their oral health.**

Another liability is encountered when an artificial tooth is placed in opposition to natural teeth or any structure supported by natural teeth. Every effort should be made to prevent traumatic interference between them. If any attrition occurs in such a relationship, it should result in the wear of the artificial tooth. The artificial tooth can be replaced. Under these conditions, unyielding porcelain teeth have caused premature loss of many natural teeth and fixed bridges.

At the time the denture is inserted, patients should be told of this possibility, and the effort you are making to preserve their remaining teeth and tissue.

To download the Imperial Mold Chart go to American Tooth Industries web site at [www.americantooth.com](http://www.americantooth.com) or call: 805.487.9868 to order your hard copy of the Imperial Mold Chart with all the True Facts. Ask for other materials available.





## ADA Passes Significant Resolution Related to Dental Laboratories

### At the recent American Dental Association Annual Session, the ADA House of Delegates passed Resolution 52.

This resolution says, "Resolved that in order to enhance dental patient health and safety, the ADA urges all state dental boards to register U.S. dental laboratories." The culmination of ADA taking this step has been more than ten years in the making. NADL President-Elect Gary Iocco and Bill D'Aiuto, DDS, former Chair of the ADA Council on Dental Practice and a current Trustee for the National Board for Certification in Dental Laboratory Technology testified at the ADA proceedings on this resolution.

"Doctors from around the country testified at Reference Committees Hearings and on the House of Delegates floor in favor of Resolution 52, commenting that this was a supportive measure to ensure the domestic dental laboratory industry would thrive in the future by ensuring basic standards of operation," says Iocco.

Dentistry is regulated at the state level through boards of dentistry. Those regulatory boards oversee everything from business requirements, continuing education and other practice criteria required to operate for dentists, dental hygienists, dental assistants and in a few states dental laboratories and technicians.

Due to its governance structure, the ADA relies on the actions of independent state associations/societies to foster policies at the state level. This is why, in most cases, to get something done on a nationwide basis takes a long time. However, if ADA policy recommends a certain path, it is generally widely adopted at the grassroots level.

During the course of the last 10 years, NADL and NBC have worked diligently with the staff and elected leadership of the American Dental Association and other allied dental organizations to change the perspective of how regulations and best practices are looked at with respect to dental laboratories.

For many years, ADA has maintained a high level of respect for the "Certified Dental Technician"

credential. Within existing ADA policy, there are many references to dentists, at all levels to work with CDTs, as the policy narrative speaks to the competency of the technician due to their likely formal education and their verified skill and knowledge through national examinations.

In recent years, through the efforts of the NADL, the ADA House of Delegates has passed additional policy resolutions that address both patient contact material disclosure and point of origin disclosure to enhance both dentist as well as patient transparency.

What has been missing is a tie to enforcing such best practices. The fact that the new resolution passed addresses laboratory registration provides a platform where a political discussion within the states can take place on integrating a comprehensive set of standards. As a result, it is likely there will be better enforcement of existing laws and regulations.

"The fact that ADA even took such a policy stand is a huge victory and cannot be overstated," says Henry Martin, CDT, 2013 NADL President.

NADL will continue to work collaboratively with the ADA, and with state dental laboratory associations to ensure that moving forward any new regulations that are considered at the state level are created in a manner that patient health and safety are the outcomes achieved while maintaining an eye towards minimizing the costs of compliance.



# Tooth Express News

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- Tooth Express Service is available for all of our product lines.
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- 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.

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### Renew® Display



### OnePro® Display



See page 5

CALL

Tooth Express Service  
1-800-628-1437

For Latest Pricing

### HOUSE BRAND PROMOTION - NEW ACCOUNTS

## IMPERIAL VIVO® NEW USER PACKAGE

- 100 sets of Imperial VIVO® teeth (1X6 or 1X8)
- 1 Ten-drawer Tooth Cabinet (with lockable clear guard)
- 50 Justi Hollywood Teeth Patient Brochures
- 10 Justi Imperial VIVO® Mold Charts

Tooth Cabinet



Patient Brochure



Imperial VIVO® Mold Chart



See page 4

Tooth Cards (1X6 or 1X8)

## Justi® Steam Cleaner

Justi Steam Cleaner. This Steam generator has been designed & built for use by only dentists, dental technicians, restorative and goldsmiths. A plastic funnel & an Instruction and Spare Parts Manual are included. The manufacturer provides a 1 year warranty.

Portable yet a workhorse, the Justi Portable Steam Cleaner is perfect for any size lab for the elimination of film residue from soaps and ultrasonic cleaners. Also ideal for cleaning and neutralizing metal frameworks prior to porcelain application, removing pencil marks and polishing compound from models and dies, as well as cleaning porcelain before glazing. Heavy-duty stainless steel construction with a one gallon tank, and a cool-grip handpiece with interchangeable nozzles. It features a unique self-regulating pressure cap, and requires no plumbing. Footprint dimensions are 9" x 12", and weighs less than 30 lbs when full.



## MOLD CHART DYMON-HUE® HPT

CREATING BEAUTIFUL SMILES...  
ALL AROUND THE WORLD

For Premium Prosthetic Cases Only

Justi Dymon-Hue HPT Hardened plastic tooth line now includes **NEW**  
Extra Large Anterior Mold #268.



See page 5