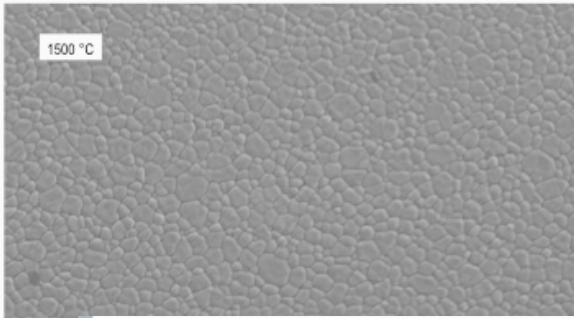


R-DENT MONTHLY

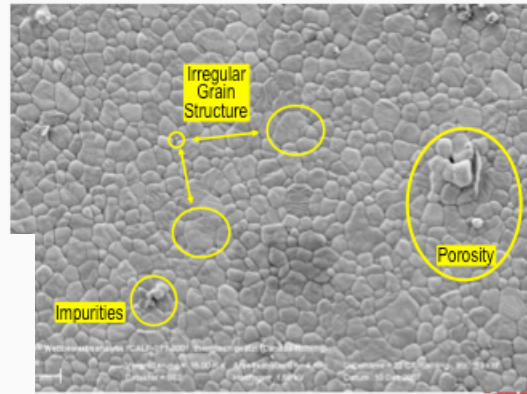
December 2009

Fully sintered Lava™ Zirconia



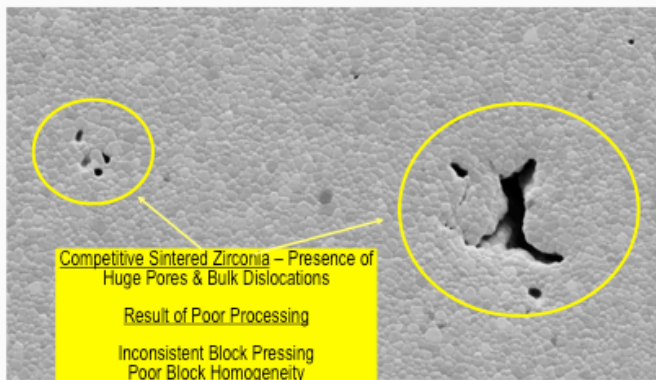
Zirconia is not equal to Zirconia

So.... What Happens if Material Processing is not Carefully Controlled ?



Zirconia is not equal to Zirconia

So.... What Happens if Material Processing is not Carefully Controlled ?



Which Zirconia would you choose?



End of 2009

I know we are all ready for this difficult year to be over! I believe I have averaged about 10 calls/emails a day from dentists asking, "Are all your other dentists as slow as me?" It appears that most dentists are down (sales) anywhere from 8-25% from 2009! I must say that our "value series" department, Progressive Dental Lab, and our Emax restorations have been extremely popular for the cost savings. We will continue to search for more ways to help you become more profitable in your practice.

Lava vs "zirconia market"

I have done a few study club presentations, lunch & learns, and had conversations with many of you over the real reasons why you should be cautious when seating some of the "off-brand" zirconia options. There are MAJOR differences in processing zirconia, much like other products in the world. These differences lead to porosity, defects, and ultimately considerably less longevity of

the restoration. You will find many labs telling you the name of the mill (Cerec, Xeno, etc) when you ask them the brand of their zirconia, NOT WHAT BRAND OF ZIRCONIA. These tougher times have led labs to go to generic zirconias for your restorations and offering them to you at a lower cost. Lava is the ONLY SYSTEM IN THE MARKET in which labs can't insert generic zirconia blocks! Lava is also the only system that offers unique certificates of authenticity on every unit. I am more than happy to discuss these issues/concerns with you. Be careful, times are tight and labs are desperate for areas like this to save money.

Lava Premier RX-free digital frame

Lava is offering a great program to encourage dentists to authenticate their Lava units. You receive a nice digital frame for just registering. I have the information included in this letter.

What can we do to improve?

We are very eager for your feedback on ways we can make R-dent better for you! We are proud to be investing back in our lab, hiring new positions, etc. in times when our competition is cutting back! Please let us know your thoughts/ideas.

Scheduled Delivery Routes

The addition of our new Fixed Manager, Shawn, has allowed us the ability to increase our production efficiency. Beginning Feb 1st, we will be providing a handout of our p/u delivery schedules. I am sure this will limit your phone calls needed to us and allow you to increase your efficiency as well. Please post this schedule in your office.

We do appreciate your support of R-dent in 2009 and we are excited for the new year. Please don't hesitate to contact me or any of my staff with ANYTHING we can do to help you, your staff, or your patients.