

IMAGE DENTAL ARTS, INC.

1569 Patton Avenue
Asheville, N.C. 28806
1-800-547-0327

PRESENTS.....

TOOTHMAKER TIMES

"A newsletter to our customers letting you know more about us, our service and the products we offer."



THE LADDER

WHAT IS THE LADDER?

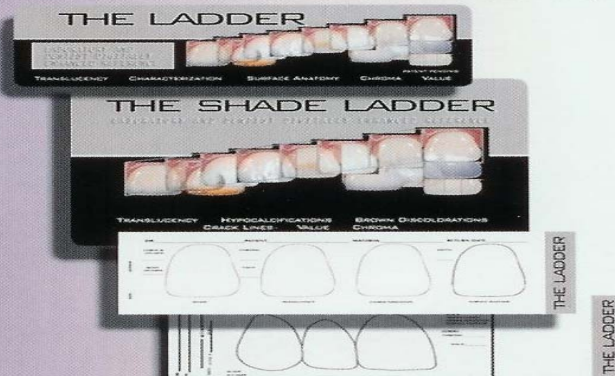
THE LADDER is simple to use. It takes what we already know and gives us a language to communicate it. **THE LADDER** can be used for both laboratory communication and patient education. **THE LADDER** is a reference guide created for dentist-to-ceramist communication of tooth features, other than shade. **THE LADDER** is a pictorial display of meticulously and painstakingly crafted digital images on laminated archival photographic paper, allowing for multiple reproduction of identical references.

These images are categorized, color-coded by category, and encoded for easy reference and clear communication. It is the most accurate and consistent system of images available today depicting a comprehensive array of translucency, characterizations, surface anatomy, chroma, value, and variations.

How to start climbing the ladder in your practice...

The ladder shade guide is available for \$249, Image is offering this valuable tool to you and your staff for \$199. Call for more information.

THE LADDER includes THE SHADE LADDER & 2 Rx pads



WHEN ORDERING, THIS IS ONE(1) SET; LADDER Rx RE-ORDERS AS A SET OF BOTH PADS.

HOW DOES THE LADDER WORK?

SHADE GUIDE=SHADE THE LADDER=CHARACTERIZATION

- 1) **SELECT SHADE(S)-SHADE GUIDE OF CHOICE**
- 2) **SELECT TRANSLUCENCY FORMAT**
(I.E. PT PROXIMALTRANSLUCENCY)
- 3) **SELECT DEGREE OF TRANSLUCENCY**
(I.E. LOW, MODERATE, HIGH PER DEGREE OF TRANSLUCENCY IMAGES)



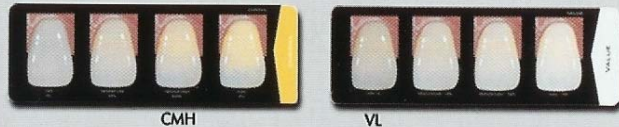
- 4) **SELECT CHARACTERIZATION**
(I.E. MDST MICROFRACTURE DISTINCT & DSH DIFFUSE SURFACE HYPOCALCIFICATION)



- 5) **SELECT SURFACE ANATOMY**
(I.E. SA-2)

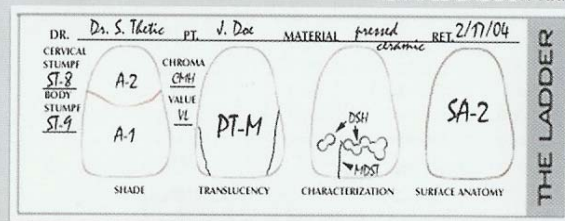


- 6) **SELECT CHROMA AND VALUE**
(I.E. LOW, MEDIUM-LOW, MEDIUM-HIGH, HIGH)



- 7) **CODE AND MAP SPECIFIC LOCATION(S) ON LADDER Rx**

(SAMPLE LADDER Rx)



TOOTHMAKER TIMES

Featured products enhanced by the LADDER

Empress® Esthetic

The IPS Empress pressed ceramic system, which has been clinically proven for more than 15 years satisfies discerning users and patients all over the world. Twenty-five million placed restorations are testimony to the long-standing success of IPS Empress.

The new IPS Empress Esthetic Line offers heightened aesthetics, enhanced properties and cost effectiveness for the Staining Technique and partially layered veneers in your laboratory.

3M ESPE 3M ESPE LAVA All-Ceramic System is an innovative CAD/CAM technology for all-ceramic crowns and bridges on a zirconian oxide base. The LAVA system combines CAD/CAM technology with an extrordiarly translucent zirconia framework that can be custom colored in eight different shades, creating a restoration strong enough for long span bridges with outstanding fit. LAVA is biocompatible and has the esthetics your patients deserve!

Preparation and removal of tooth structure is similar to PFM. 1.5-2.0mm incisal reduction on anterior and posterior crowns. 1.0-1.5mm labial and lingual reduction on anterior and 1.0-2.0mm axial reduction on posterior crowns. Round the interal line angles, chamfer margin.

The Ladder is available to you to enhance the capabilities of these products and bring you and your patients optimal results.

Our Holiday Schedule

We will be closed November 24th and 25th.

December 23rd through January 1st.

**** When scheduling your cases please exclude the days we are closed****



As the holidays get closer, if you have any questions on scheduling your cases, please call Tiffany or Rhonda. 828-225-3812

Our hearts go out to all of the families, friends and victims of Hurricane Katrina.

Our thoughts and prayers are with our fellow Americans and our

Country in this time of tragedy.

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Proud to Present.....



Toothmaker Times