

# Building relationships. Creating smiles.

## **DenMat Lab pioneered minimally invasive esthetics.**

Today, DenMat Lab is a full-service esthetic laboratory that provides quality and service at a value price. Headquartered on the Central Coast of California in a new state-of-the-art facility, Lumineers, LumiZir Full-Contour Zirconia and Snap-On Smile are only the beginning.





**dm**  
**DenMat® Lab**  
Building relationships.  
Creating smiles.

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DenMat Lab strives to exceed your expectations. **We have teams dedicated to assist in treatment plan consulting to make sure your patients achieve their desired fit and esthetics the first time.** It's just a call or click away! We want to share our knowledge with our clinicians. DenMat offers an array of continuing education courses to keep you up to date on these new minimally invasive techniques.



DenMat Lab has made an investment in recent years of over \$2 million in technology equipment including scan and design software, 5 axis mills and 3-D wax printers. **This investment in CAD/CAM technology means consistent quality for you and your patient.** Our goal is to be your first choice dental laboratory for esthetics today and for the future. By our continued investment in materials, research and development, and equipment, we will provide you access to the future of dental restorations. We want to make sure you are successful. Our Lumineers Smile Discovery Program (LSDP) makes marketing your practice easier than ever before.

# Products

DenMat Lab's product offering is widespread to provide you and your patients with access to comprehensive esthetic results. From whitening trays to porcelain-fused-to-metal restorations, and of course our well-recognized Lumineers, LumiZir and Snap-On Smile products, DenMat Lab is here for all your esthetic dental laboratory needs. Not only do we provide service for your tooth-borne needs, but we also have premier lab status for Atlantis™ Abutments and Bellatek® Encode® Abutments. Let us serve all your esthetic dental laboratory needs.



# LUMINEERS®

## The #1 patient-requested veneer

**DenMat Lab was the first dental laboratory to design and fabricate thin veneers.**

Backed by over 30 years of experience, world-class education, and the latest digital lab technology, Lumineers produce naturally beautiful smiles with the greatest preservation of tooth structure possible.

Send us a case to find out why Lumineers is the #1 patient-requested veneer.

Now available in:

### Multiple materials

- Cerinate II® – Lucite reinforced porcelain
- IPS e.max® – lithium disilicate

### Multiple Preparation Techniques

- No prep
- Enamel contouring
- Traditional

### Multiple Fabrication Techniques

- Pressed
- Cut-back
- Stacked



### Accessories



Lumineers Placement Kit



LumiGrip Gentle Veneer Delivery System



BEFORE



AFTER

Dentistry by  
Dr. Peter Harnois  
Hinsdale, IL

## ***Thinnovation*<sup>®</sup> – Level 1 Two-Day Hands-On Course**

DenMat's *Thinnovation* education platform teaches a multi-disciplinary approach to minimally invasive anterior esthetics using the latest generation of Lumineers. **The new curriculum uses fundamental smile design concepts coupled with a minimally invasive approach to produce superior esthetics while providing function and long-term stability.** From case analysis to smile design, lab communication to occlusal equilibration, hands-on enamel contouring, cementation, and finishing, you will develop the skills to confidently deliver treatment-driven esthetics with ultra-thin veneers. You will also be exposed to advanced cases to see how far esthetic dentistry can take you, and will learn about how a removable provisional appliance can become a versatile transformational tool in your practice.



## ***Thinnovation* – Level 2 Advanced Course**

This 2-day Live Placement course features both the ultimate in live-patient over-the-shoulder learning and hands-on training designed to maximize your experience. You'll learn techniques and technologies for beautiful and healthy smiles that will immediately add new sources of revenue to your practice. Level 1 is a prerequisite.

# LumiZir™

Solid Beauty

DenMat Lab has been working with zirconia for many years. Recently, we introduced LumiZir full-contour restorations. Full-contour restorations are made from one monolithic solid piece of zirconia. We heard the request for strength without compromising esthetics. **LumiZir full contour crowns are made of the strongest and most translucent zirconia on the market today.**

- Strength of over 1150 Mpa flexural strength\*
- Up to 14 units
- LumiZir crowns and bridges can be made using a LumiZir core with a porcelain or IPS e.max overlay

\*Data on file.



*Dentistry by  
Dr. David Ouellet  
Santa Maria, CA*

*LumiZir is a strong  
yet natural-looking solution.*



*LumiZir boasts the highest level  
of translucency in zirconia.*

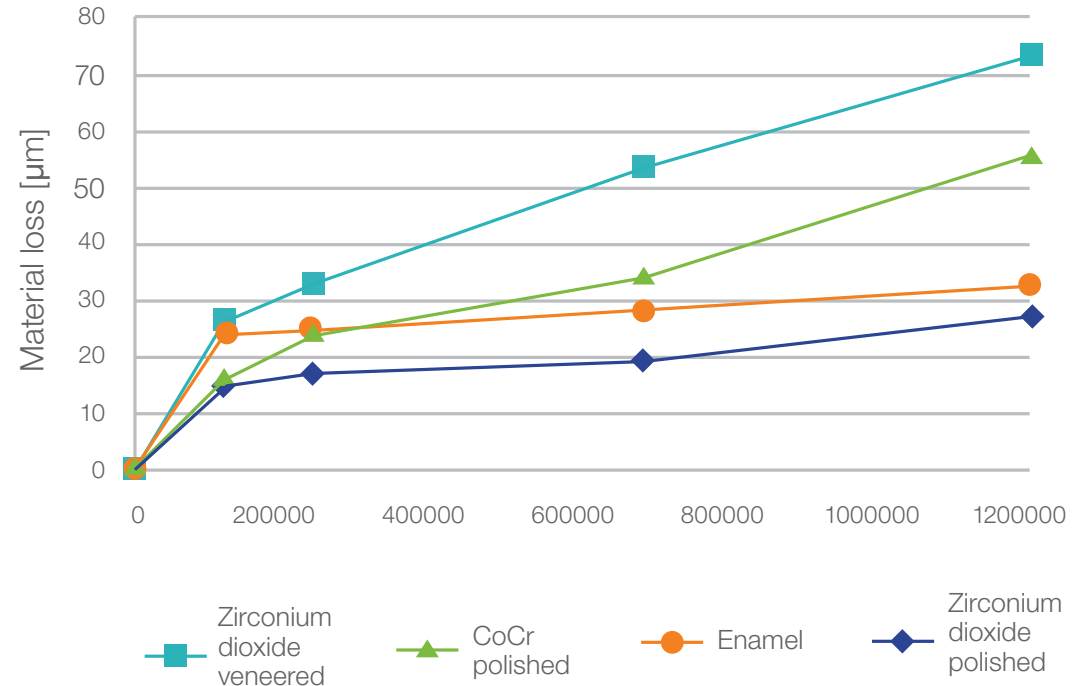


Property	LumiZir Value
Chemical Composition ZrO <sub>2</sub> +HfO <sub>2</sub> +Y <sub>2</sub> O <sub>3</sub> <1% Al <sub>2</sub> O <sub>3</sub>	91.6%+5%+3%
Biaxial Flexural Strength	1150Mpa +/- 50*
Fracture Toughness	10 Mpa M <sup>1/2</sup> *
Pre-Sintered Blank Hardness	60~70 HV10*
Final Sintered Hardness	1200~1300 HV10*
Shades	Vita

\*Data on file.



## Enamel Abrasion Resistance



### Less wear on enamel with polished zirconia like LumiZir full-contour restorations

*Abrasion behavior of various materials on tooth enamel<sup>†</sup>*

<sup>†</sup>B. Stawarczyk, M. Özcan, F. Schmutz, A. Trottman, M. Roos & C.H.F. Hämmerle; "Two-body wear of monolithic, veneered and glazed zirconia and their corresponding enamel antagonists"; Acta Odontologica Scandinavica, 2012.



Many dentists regard temporization as one of the most difficult aspects of full-mouth restoration. Snap-On Smile is not only an excellent provisional, it also provides patients exceptional esthetics. It can last for years, yet is affordable enough to be temporary. **For patients who are hesitant to commit to more involved restoration treatments, Snap-On Smile gives them the experience of living with better function and superior esthetics.**

- Full or partial arch
- Cosmetic enhancement
- Implant provisional
- Removable partial denture
- Non-invasive

“It is easy  
and painless.  
And it’s very  
practical.”

—Amanda Vansickle, actual patient

*Dentistry by  
Dr. Jim Hales  
Grants Pass, OR*



BEFORE



AFTER

## 97% Excellent or Good by Clinicians Report\*

81% of 31 CR Evaluators stated they would incorporate Snap-On Smile into their practice.

Snap-On Smile was primarily used by CR Evaluators for:

- Provisional restoration
- Short-term esthetic improvement
- Long-term esthetic improvement
- Diagnostic set-up

*Dentistry by  
Dr. Gary Radz  
Denver, CO*



BEFORE



AFTER



*Snap-On Smile is a tooth-borne retention prosthesis made with a milled acetal resin that is more durable and stain resistant than acrylic*

### Snap-On Smile Accessories



*Snap-On Smile  
Starter Kit*



*Snap-On Smile  
Value Kit*



*Snap-On Smile  
Sanitizer*



*Snap-On Smile  
Carrying Case*



*Snap-On Smile  
Adjustment Kit*



*Snap-On Smile  
Cleaning Solution*



*Snap-On Smile  
Anti-Bacterial Gel*

# Other Product Offerings from DenMat Lab



## Crowns

- LumiZir
- IPS e.max
- Porcelain-fused-to-metal (PFM)
- Captek®
- Full Cast



## Bridges

- LumiZir
- IPS e.max (3-unit max)
- PFM
- Maryland



## Inlays/Onlays

- IPS e.max

## Miscellaneous

- **Diagnostic Wax Up** Our technicians can create your prostheses in wax to confirm shape and design
- **LumiGuard** Provide your bruxer patients with extra protection for their Lumineers
- **Stents** Our stents provide an easy template for you to fabricate a provisional while your patient's Lumineers are being fabricated
- **Soft Bruxing Mouthguard** Protect your patients from additional wear on natural dentition or restorations
- **Whitening Trays** Durable, custom-fit resin whitening trays with reservoirs — great for use with LumiSmile™ White

## Accessories



Splash®Max  
Super VPS Impression Material



Vanilla Bite  
VPS Bite Registration Material



Perfectemp®10  
Temporary Crown & Bridge Material



Flashlite Magna® 4.0  
Curing Light



Professional Dental  
Photography Kit

# Services

## Free Treatment Planning Consultation

Are you perplexed with a difficult case? Is this your first veneer case? Never used zirconia before? Let one of our consultants guide you through. No question is too big or small for this experienced team. Each technical consultant has a minimum of 7-years experience and receives continuous training on new materials and techniques. Call them today—they are expecting you.



## The Portal

Be connected to the inner workings at DenMat Lab. Go online to see that your case has been received, where it stands in the process and when it will ship. You will also have the option to see a digital preview of your case!



## LSDP — The Premier Practice-Building Program in Dentistry

The Lumineers Smile Discovery Program (LSDP) is designed to ensure that your practice can take maximum advantage of our consumer brand awareness. From targeted national TV advertising campaigns to customized print ads and emails, **LSDP is your machine for practice growth.** You'll get what you need to drive your practice to new levels, including:

- Patient demand generation
- Comprehensive practice marketing support
- FREE monthly product



## National Advertising

Targeted national TV advertising and online pay-per-click marketing are designed with one objective in mind: drive new patients to your office. The campaign drives literally millions of impressions a year through consumer media. In fact, Lumineers.com is often the #1 ranked site for “veneers,” the top dental search term on Google. Our website and doctor locator capture interest and make sure new patients discover your practice.



“It’s like we’ve got a national advertising agency working for our practice!”

—Dr. Peter Harnois, Hinsdale, IL





“LSDP is a big part of my success. We routinely have \$20,000 to \$40,000 days from the Lumineers generated by this program. My new practices have each done \$1.5 – \$2 million the first year, in large part to Lumineers generated by LSDP”

—Dr Mike Kesner, Houston, TX



### LumiSmile®

Give your patients the unique experience of seeing their new, perfect smile—instantly—with the LumiSmile Program. Your patients are up to 500% more likely to say yes to Lumineers or other cosmetic procedures after seeing their LumiSmile Digital Smile Makeover.



BEFORE



AFTER



BEFORE



AFTER





## LSDP Portal

The LSDP Portal gives you access to easy-to-use ad templates and emails that you can customize for your practice, phone scripts for your team to use to communicate your services and practice-growing marketing tips and tools.

Trained Lumineers Smile Discovery Program consultants will help set-up and train your office to make sure you're getting the most you can out of this valuable aspect of the program.



## LumiDays

LumiDays are sponsored Open House events held in your practice to show potential patients what you and Lumineers can do for their smiles. We support your LumiDays with promotional flyers and actual LumiSmile makeovers during the event. It's a proven way to drive new cases!

You'll receive FREE monthly product as a member of LSDP



# Education

DenMat Education provides a wide variety of innovative and comprehensive educational programs for clinicians and dental business professions. These educational programs include national conferences, regional hands-on training courses, live patient placement courses, webinars and more.

The goal of DenMat Education is to be the dental industry's number one destination for dental education. To achieve this goal, DenMat Education strives to provide educational environments that support truly practice-changing learning that not only enhances clinical practice, but also has a powerful impact on a practice's bottom line.

**To view a full list of upcoming courses, visit [www.denmat.com/education\\_calendar](http://www.denmat.com/education_calendar)**



DenMat Education is designated as an Approved PACE Program Provider by the Academy of General Dentistry. The formal continuing education programs of this program provider are accepted by AGD for Fellowship, Mastership and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of approval extends from August 1, 2012 to July 31, 2014. Provider ID# 218048



# Getting started is as easy as 1-2-3

1. Call 1-800-4DENMAT (1-800-433-6628) to order prescription forms, shipping labels and boxes, or to ask for a free consultation.
2. Complete prescription form and package all required materials and call 1-800-GOFEDEX for pickup
3. Receive your DenMat Lab restorations and deliver to your patient

