

Why Not DuraFlex™?

After fabricating more than 2,000 DuraFlex™ partials in the past year and listening to your feedback Keller will now use DuraFlex as our first choice for flexible partials.

Why is DuraFlex so special?



It's not made from nylon. The most significant advantage DuraFlex has

over nylon partials is how easy it is to adjust and polish. DuraFlex is a polyolefin, a thermoplastic polymer used for years in medical applications because it is inert, durable and resistant to many chemical solvents, bases and acids. Polyolefins adjust more cleanly than nylon thermoplastics, so your tools won't gum up like they do when adjusting other flexible partials like Valplast® or TCS®. Happy DuraFlex users tell us again and again, DuraFlex is easier to adjust and polish.

Another important advantage DuraFlex has over nylon partials is that the water absorption rate of polyolefin is 100 times lower than nylon. This makes DuraFlex extremely stain and odor resistant. Your patients will be much happier. DuraFlex also has a 20% higher flexural modulus than nylon for easier insertion and durability.

Just like other flexible partials, Keller can rebase, reproduce, repair and add teeth to DuraFlex.

Please specify on your Rx if you would prefer a Valplast partial. Valplast continues to be an esthetic and clinically proven partial solution. We are still happy to fabricate them for you.

Why DuraFlex for you and your patient?

- **Easier:** Easy to adjust and easier to polish
- **Esthetic:** Translucent, DuraFlex "disappears" in the mouth
- **Comfortable:** Thin, lightweight and flexible for easy insertion
- **Durable:** Clinically unbreakable
- **Hygienic:** Won't absorb stains and odors



DuraFlex Demonstration Models Available:

Samples of DuraFlex are available for \$50. Your sample comes with two coupons for \$25 off your next DuraFlex case from Keller.

For more information on DuraFlex or to schedule a case pick up, call (800) 325-3056.

Property/Test	Definition	Method	Units	Material	
				DuraFlex	Nylon
Flexural Modulus	the ratio of stress to strain in flexural deformation, or the tendency for a material to bend.	ASTM D790	MPa	1,257	1,078
Moisture Absorption	the proportion of water absorbed by a material.	ASTM D570	wt %	0.06%	0.73%

*American National Standards Institute test results, 2010

Bring on your questions!

Our team hears a lot of questions, and with the increase in the popularity of all-ceramic and monolithic crowns, we have been getting many questions about IPS e.max® and BruxZir®. Fortunately, Keller's experienced Crown & Bridge team can answer many of them. Here are some of the most frequently asked questions:

What is the difference between e.max and BruxZir?

While both e.max and BruxZir are monolithic crowns fabricated using CAD/CAM technology; there are important differences between them.

At Keller we use CAD and pressed technology to fabricate the e.max for the best balance of strength and esthetics. The esthetics of e.max rival those of Empress®. We recommend e.max for anterior and posterior crowns and 3 unit bridges to the second bicuspid. Please give us a call or email us at keller@kellerlab.com for a full report of the composition and properties of e.max.



BruxZir® Total Zirconia Crowns

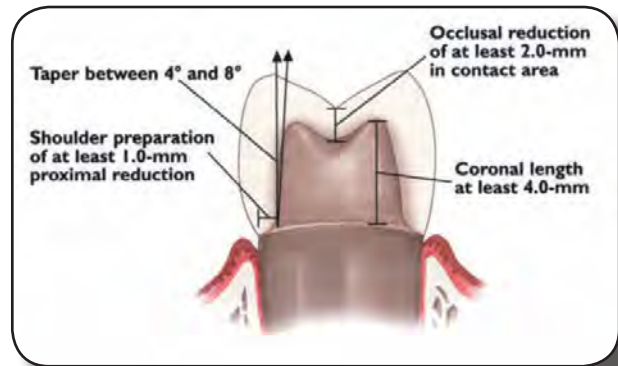
BruxZir is designed and milled from solid zirconia blocks using CAD/CAM technology. BruxZir was developed for 'brawn' to stand up to even the severest parafunctional activity. Their flexural strength is 1,465 MPa versus 1,200 of typical zirconia. BruxZir also has three to six times the fracture toughness of typical zirconia. Check out the BruxZir "hammer video" at kellerlab.com.

Do I Cement or Bond?

IPS e.max may be cemented or bonded. IPS e.max veneers must be bonded with a color stable material. BruxZir can be bonded as well using a metal or zirconia primer.

Keller Locations

(800) 325-3056 St. Louis, Missouri
(800) 292-1894 Louisville, Kentucky
(800) 325-3056 Indianapolis, Indiana



Do monolithic crowns require special preps?

Not really, the recommended prep for e.max and BruxZir is the same. Since the CAD/CAM technology is so accurate we suggest a more rounded and smooth prep, with no sharp edges. Chamfer and modified chamfer margins are ideal. For maximum strength we recommend a 2mm reduction. We have prep guides available, just give us a call.

Anything different about seating e.max or BruxZir?

YES. Because the metal coping imparts more strength to a PFM, interferences to placement will not typically fracture the crown, even with seating pressure. On the other hand, if a monolithic ceramic crown is "forced" to seat, a higher risk of axial wall fracture exists. Instead of adjusting the internal walls of the all-ceramic crown, look for any "bumps" on the prep or discrepancies between the prep and the die, and then make minimal adjustments to the prep as necessary to facilitate seating. Always avoid the use of an orange stick and biting pressure to "fully seat" ceramic crowns.



Did we miss your question? Please contact us, we are here to help.

Sleep Appliance Update

Keller leads the way with 2 NEW Sleep Appliances

Millions of Americans suffer from Sleep Disordered Breathing (SDB) and its side effects. Whether it's the seemingly benign annoyance of simple snoring or the potentially fatal side-effects associated with Obstructive Sleep Apnea (OSA), SDB adversely affects the lives of not only your patients but those around them. Now you can effectively treat snoring and OSA with two new FDA approved mandibular advancement devices from Keller, the EMA® 1st Step and TAP® Elite.

Increase Case Acceptance:

EMA First Step is the first custom 90 day trial appliance available to you and your patients.



If you've ever had issues with case acceptance, the EMA First Step is the answer. It allows patients to wear an appliance on a 90 day trial basis

during which they can experience its comfort and effectiveness without the often cited barrier of cost. Once your patient experiences the benefits of a quality night's sleep, they'll be asking you to make them a long term therapeutic appliance.

The EMA First Step's design is nearly identical to that of the EMA device so it has a proven track record of effectiveness and compliance. Its easily interchangeable elastic straps make mandibular advancement simple while providing the patient with unsurpassed laterotrusion freedom of movement.



Unlike inferior boil & bite appliances on the market, the EMA First Step's .03mm trays can be custom fabricated by Keller or you can get an in-office fabrication kit is also available from Keller. The kit allows your staff to make an EMA First Step in a twenty minute process that's similar to bleaching tray fabrication. This option

for same day fabrication can be especially beneficial when your patient needs a spare appliance for travel or if their existing appliance is being repaired.

Begin growing your practice today and changing your patient's lives tonight with the EMA First Step by calling (800) 325-3056 to schedule a case pick up or to order in-office fabrication kits.



The TAP (Thornton Adjustable

Positioner) name is synonymous with

successful treatment of

snoring & OSA. Since receiving its FDA approval nearly 15 years ago, more research has been conducted using the TAP appliance than any other oral appliance.

Keith Thornton, DDS, inventor of the TAP, has improved the TAP 3's patient-friendly design (also available from Keller) to better accommodate bruxers by replacing the mandibular socket-style hardware with a new lingual shelf that engages the maxillary hook. The TAP Elite's new design allows for unrestricted lateral freedom of movement, providing unparalleled comfort and durability while eliminating concerns patients may have about feeling "locked" into place. The TAP Elite's new hook design also increases the anterior/posterior titration range from 5 to 10mm, essentially eliminating any need to ever return the appliance to Keller for repositioning of hardware.

To learn more about TAP Elite and to see a video of Dr. Thornton delivering a device, go to kellerlab.com.



Communications Spotlight: Have you talked to Angie?

We are shining the spotlight on one of our Crown & Bridge communications team members, Angie Lay.



Angie began working in customer service and sales 25 years ago and has been at Keller for the past five. Angie came to Keller as a Customer Service Representative before transitioning to the Crown & Bridge Communications Team. She is now the New Doctor Coordinator for the Crown & Bridge Department.

“Opening new lines of communication with a doctor when they send their first case to Keller is very important,” Angie says. “Many times I’m the first person a doctor talks to, which gives me the opportunity to give them a feel for how Keller works. I begin a conversation to find out what they are looking for in a lab and start to build a relationship with the doctor and the staff in their office.”

“One of the most rewarding aspects of my job is when I receive a call from a new doctor about their first successful case with Keller. We strive to satisfy our customers and hearing our doctors’ feedback, good or bad, allows us continue building strong relationships.”

“When I’m not at work I enjoy reading and writing. My favorite topics are personal development, inspirational and motivational themes. I write my own motivational blog and review books for a publishing house. Most of the books I review focus on personal development.” Angie comments. “My passion in both my professional and personal life is helping others.”

You will notice a quote on the back of Angie’s business card, ‘The depth and the willingness with which we serve is a direct reflection of our gratitude.’ Gordon T. Watts ‘I appreciate the chance to work with you!’ Angie shares this quote with doctors because it is something she projects when interacting with them.

You can contact Angie directly at alay@kellerlab.com.

Upcoming Free CE Sleep Medicine Webinars



Keller Laboratories, in conjunction with Dental Sleep Solutions, is offering FREE CE Webinars. The webinars, presented by Dr. Gy Yatros and Dr. Richard Drake, provide valuable information about incorporating Dental Sleep Medicine in your practice. The next two Webinars are:
October 12th: Device Delivery and Titration
November 9th: How to Bill Medical Insurance and Market your Dental Sleep Practice.
To register for the webinars and to view the archived versions of the previous webinars, visit kellerlab.com.

Why Change? Improvements to NTI Soft



Your feedback about the bulk of the NTI-tss Plus™ Soft and a desire for a softer inner liner

has prompted Keller to search for a new and improved material. After careful testing, we have it, **and it actually costs less!** The NTI-tss Plus Soft is a custom fit NTI device fabricated using a Hard/Soft vacuum formed material with a clinically unbreakable Clear 450® Discluding Element (DE). The hard/soft material eases NTI Soft delivery and provides maximum patient comfort. The Crystal Clear DE will ensure the appliance



can withstand the wear from intense parafunctional habits.

The new softer inner-liner will reduce the pressure placed on anterior restorations that may be of concern with the traditional NTI-tss Plus. While the traditional NTI-tss Plus covers the centrals and laterals, the NTI-tss Plus Soft is extended to the 2nd bicuspids, ensuring sufficient retention. Although the shell of the appliance covers posterior teeth, the NTI Soft's DE still adheres to the NTI therapeutic protocol,

guaranteeing canine and posterior disclusion in all excursions. Dr. David Hornbrook, DDS, FAACD, FACE of the Hornbrook Center for

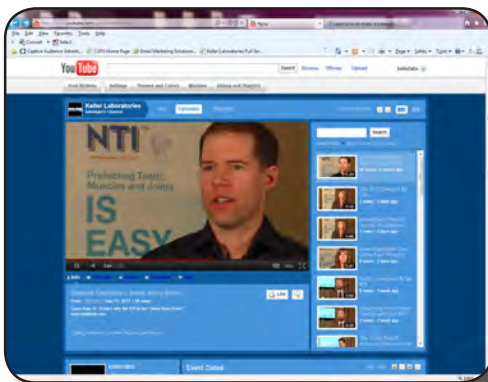
“The NTI-tss Plus Soft is my go-to appliance...”



Clinical Excellence said of the appliance, “The NTI-tss Plus Soft is my go-to appliance to protect my dentistry from the damaging effects of clenching and bruxing.”

The next time an NTI is indicated for your patient and they have veneers, thin incisal edges, or slight mobility, think NTI-tss Plus Soft.

Keller Comes to YouTube!



Along with Keller's Online Video Library at kellerlab.com, you can now watch videos on Keller's YouTube Channel. On the channel you will find Keller's instructional videos, dates for upcoming webinars and much more. YouTube allows you to “subscribe” to our channel, which means whenever a new video is uploaded or post is added, you can check it out right away.

Go to www.youtube.com and search for “kellerlabs” to stay up to date on all Keller has to offer to you via video and the web.

FREE SHIPPING*



Free Shipping when you Bundle!

Include 2 or more cases in one box (using one shipping label) and shipping is FREE!

*Offer valid only in the contiguous U.S. Additional charges apply for overnight.

CE Program in Louisville, KY

Oral Appliance Therapy for Snoring and Sleep Apnea

Dentists and staff will gain a basic understanding of Sleep Disordered Breathing (SDB), namely snoring and Obstructive Sleep Apnea (OSA). This two hour lecture will describe the mechanics of snoring and OSA. Attendees will be able to identify the signs and symptoms of OSA, understand the associated comorbidities and utilize readily available screening tools. The most common treatments including CPAP, Oral Appliance Therapy, surgery and lifestyle changes will be featured. The course also includes a discussion of the design and function of oral appliances, including TAP® and EMA®. The steps to form relationships with referring physicians to create a multidisciplinary treatment approach will also be explained.



For more Information or to register, call Sibrina at:
800-292-1894 or 502-499-7400

Date:

Thursday, November 17, 2011

Registration 6:00pm

Lecture: 6:30 -8:30pm

Location:

Knight Orthodontics, Lower Level

3210 Westport Green Place AT 10202 Westport Rd.

Louisville, KY 40241

Cost:

\$50 for Doctor and 2 Staff members.

Dinner to be provided. Each dentist will receive \$50 in savings from Keller.

2 CE Credits