

THE DENTAL
ADVISORTM



The mission of
THE DENTAL ADVISOR
is to provide the dental profession with
evidence-based and
clinically relevant information
on dental products and equipment.
THE DENTAL ADVISOR
reports **objective** clinical evaluations,
comprehensive long-term
clinical performance studies,
and **unbiased** laboratory testing
in every issue and online.

OUR HISTORY

THE DENTAL ADVISOR began with a trip to the Chicago Midwinter Meeting in 1977. The large number of vendors, dental products, and equipment left John W. Farah, D.D.S., Ph.D., with a lasting impression, but more importantly, with questions on the quality and reliability of those products.

Dr. Farah enlisted the support of John M. Powers, Ph.D., to develop a tool to help dental professionals navigate the extensive selection of products on the market. Inspired by Consumers Reports™, they resolved to create a publication that disseminates information on dental materials in an understandable and clinically relevant manner.

The first issue of THE DENTAL ADVISOR was published in 1983. It was the first science-based publication of its kind, featuring product ratings, long-term clinical information, and comparative product tables. Since its early days, THE DENTAL ADVISOR has broadened the mission from simply providing objective information to the marketplace to improving the level of products and care available to the patient.

1980s

1990s

2000s



OUR PEOPLE

Over the past 26 years, THE DENTAL ADVISOR has grown from a small publication to a leader in dental product and equipment evaluation. Our team consists of dedicated dental professionals including practicing dentists, assistants, hygienists, lab technicians, scientists and business team members. Our editorial board and executive team meet weekly to discuss current dental trends and clinical evaluations. Our Advisory Board and Opinion Leaders are well respected in the dental profession and serve as consultants in their area of expertise.

Editors:

John Farah, D.D.S., Ph.D. • John Powers, Ph.D.

Executive Team:

Jackie Farah, M.A.Ed. • Annette M. Frederick • Jennifer Kalasz • Pari Karani • Jennifer Lill, M.A.Ed. • Craig MacFarlane
Tony Malmsten • John A. Molinari, Ph.D. • Tricia Price • Nelson Williams • Mary Yakas, B.A., CMC • Ron Yapp, M.S.

Editorial Board:

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Thomas Poirier, D.S.S. • John Shamraj, D.D.S. • William T. Stevenson, D.D.S. Robert Stevenson, D.D.S.
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Apex Dental Milling • Bullinger Dental Lab • Centric Dental Laboratory • Cornerstone Dental Studio, Inc. • David's Dental
Laboratory • Expertec Dental Lab • Heritage Dental Laboratory • Nellmar Laboratory, LLC • Technique Crown & Bridge

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Natalie Alexa • Shannon Barth • Samantha Church • Denise Ellinger • Jennifer Ireland, B.S., R.D.A. • Jamie Lusby • Paula O'Brien
Carol Reed • Shami Tamber • Debbie Wojtowicz

Clinical Consultants - Dental Hygienists:

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Clinical Consultants - Senior:

E. Alpert, CT • R. Anthony, OH • K. Baker, TX • R. Ciccone, MI • P. Esmond, NY • M. Evans, TN • R. Fisher, OH • G. Franco, NY
P. Grandsire, NY • K. Hamlett, TX • G. Hart, OH • R. Kaprielian, NJ • E. Katkow, MD • L. Katkow, MD • C. Kehr, MI •
E. Maitland, NJ • E. Mosso, PA • G. Mosso, PA • D. Peterson, MD • V. Plaisted, NY • W. Powell, TX • G. Poy, MI •
K. Schwartz, FL • B. Shumaker, NJ • B. Sims, NY • A.M. Thompson, NY • R. Trushkowsky, NY • L. Wee, MI

Clinical Consultants:

We have a team of over 250 practicing dentists who volunteer their time to evaluate products and equipment.

EDITORS



Dr. Farah is a graduate of the University of Michigan, earning a Ph.D. in Dental Materials and Aerospace Engineering in 1972, and a D.D.S. in 1978. He has taught at the University of Florida and University of Michigan Schools of Dentistry, and currently maintains a dental practice focusing on cosmetic dentistry, Enspire Dental, in Ann Arbor, Michigan.

Dr. Farah co-founded THE DENTAL ADVISOR in 1983, and continues his role as Editor of the publication. In addition, he has published over 50 peer-reviewed articles in professional dental journals and lectures both nationally and internationally on: cosmetic dentistry, the future in CAD/CAM dentistry, new products and techniques applied to restorative and cosmetic dentistry, and best kept secrets to successful dentistry.

Dr. Farah is a member of the American Academy of Cosmetic Dentistry and the Michigan and American Dental Associations. He is an avid runner and has completed over 100 marathons.

Dr. Powers is a graduate of the University of Michigan, earning a B.S. in Chemistry in 1967 and a Ph.D. in Dental Materials and Mechanical Engineering in 1972. He was a professor at the University of Michigan School Of Dentistry from 1972 to 1988 and at the University of Texas Dental Branch at Houston from 1988 to 2005. He is currently Professor of Oral Biomaterials at the University of Texas Dental Branch at Houston as well as Senior Vice-President of Dental Consultants, Inc. **Dr. Powers** co-founded THE DENTAL ADVISOR in 1983, and continues his role as Editor of the publication.

Dr. Powers is an investigator on scientific protocols evaluating adhesives, composites, impression materials, and cements. **Dr. Powers** has authored more than 940 scientific publications. He is editor/author of three books: *Craig's Restorative Dental Materials*, *Dental Materials - Properties and Manipulation*, and *Esthetic Color Training in Dentistry*. He lectures internationally on research in dental materials.



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THE DENTAL ADVISOR

Utilizing a comprehensive approach to the field as a whole, THE DENTAL ADVISOR has been on the cutting edge of the dental industry for over 26 years by uniting experts in all areas of dentistry under THE DENTAL ADVISOR banner.

This unique model includes five distinct entities that operate in unison to provide the absolute best in modern dentistry. Our publication, THE DENTAL ADVISOR, has been publishing relevant comparative information worldwide since its inception here in Ann Arbor in 1983. Our clinical partner, Enspire Dental in Ann Arbor, has grown into one of the largest multi-doctor practices in the area and provides leadership to clinicians within our organization. THE DENTAL ADVISOR Biomaterials Research Center, offers testing to both Medical and Dental manufacturers as well as premarket consultation. THE DENTAL ADVISOR Education Center is our resource for continuing education in dentistry, providing a friendly, comfortable atmosphere for lectures and hands-on programs. A state-of-the-art dental milling center, Apex Dental Milling, opened on the “campus” of 3110 West Liberty in 2007. This milling center is at the forefront of the innovative field of CAD/CAM Dentistry, a very exciting area of growth in the dental profession. In addition to these five areas, our partner, Nellmar Dental Laboratory, is located on THE DENTAL ADVISOR premises and provides cosmetic laboratory restorations to Enspire Dental and other area dentists.

Our “dental campus” is truly revolutionary and it attracts visitors worldwide who join us to research, learn, and educate others about what we do here. Beginning with the material testing, to constructing dental restorations, and ending with overall patient satisfaction of a truly esthetic and cosmetic dental experience, there is no facility currently in the US that can provide the type of extensive research and implementation that THE DENTAL ADVISOR conducts on a regular basis. We take great pride in our contributions to the dental profession and look forward to many more years of success.



Continuing Education
Corporate Training
Workshops
E-Learning

**Education
Center**

**THE DENTAL
ADVISOR**

Main Topic

**Clinical Evaluations
(Dental and Laboratory
Products)**

**Long-term Clinical
Performance Studies**

Clinical Case Reports

Research Reports

Clinician Technique Guides

Translating The Science

Laboratory Testing
Pre-market Testing
Research Studies

**Biomaterials
Research
Center**

Publication

PUBLICATIONS

All publications are available in both print and electronic formats.

Main Topic

Each issue of THE DENTAL ADVISOR features a main topic related to current dental trends. Comparative tables display physical property testing from our Biomaterials Research Center as well as applicable feature comparisons. In addition, clinical tips are often provided from our consultants' experiences in utilizing products of a particular category.

Clinical Evaluations (Dental and Laboratory Products)

A Clinical Evaluation begins with the development of a custom survey. The product and survey are then sent to a randomly selected group of 20-30 of our Clinical and Laboratory Consultants. The Clinical and Laboratory Consultants and their teams integrate the products into their daily routine, use the product regularly over a given period of time and then complete a survey.

Once the completed survey is returned (we have a 95% survey return rate!) to THE DENTAL ADVISOR, an editor compiles the data from the surveys and writes an article for publication. The article is brought before our Editorial team at our weekly Editorial meetings, where the product, plus rating, and clinical percentage rating are discussed and debated. This effort culminates into the final published article, plus rating, and clinical percentage rating. Results are reviewed with the company prior to publication. Negative results are not published, as we work in partnership with manufacturers to improve the products for the profession.

RATINGS

Excellent (96% - 100%)	+++++
Very Good (86% - 95%)	++++
Good (76% - 85%)	+++
Fair (66% - 75%)	++
Poor (56% - 65%)	+

Long-term Clinical Performance Studies

THE DENTAL ADVISOR was the first to publish Long-term Clinical Performance Reports on ceramics, cements, composites, laboratory composites, and bonding agents. With over 26 years of data on these materials, THE DENTAL ADVISOR is capable of providing the long-term clinical data many customers rely on when choosing materials.

Clinical Case Reports

THE DENTAL ADVISOR Clinical Case Report provides clinical results of patient treatment. Each report details case selection, management and clinical armamentarium. Unique features and benefits of a particular product are highlighted.

Research Reports

THE DENTAL ADVISOR Research Report provides dental manufacturers with rapid publication of exciting, objective research information on dental products. Small research projects completed at THE DENTAL ADVISOR Biomaterials Research Center are published in THE DENTAL ADVISOR Research Report.

Clinician Technique Guides

THE DENTAL ADVISOR Clinician Technique Guide provides simplified information on the selection and use of restorative materials. The guides were created to answer many of the confusing clinical questions dentists have.

Translating The Science

THE DENTAL ADVISOR Translating the Science provides information on the clinical relevance of research on the properties of dental materials and equipment.



BIOMATERIALS RESEARCH CENTER

THE DENTAL ADVISOR Biomaterials Research Center primarily provides custom laboratory testing of commercial and experimental restorative dental materials for dental manufacturers and also provides mechanical testing of biomedical materials. Tests include evaluations of the bond strength of dental adhesives and the mechanical and physical properties of resin composites, dental cements, and impression materials. Special evaluations of dental equipment and devices are also performed at this facility. The Biomaterials Research Center has a growing inventory of equipment and testing apparatus, including an Instron, Model 5866, with dynamic controller, universal test machine; image analysis microscope; microbalance; thermocycling unit; constant temperature incubator; water baths; Buehler polishing equipment; low-speed diamond saw and bur test unit.

Some of the Laboratory Testing Methods

- Compressive strength and modulus
- Flexural strength and modulus
- Bond strength
- Elastic recovery, flexibility, flowability, dimensional change, and tear energy of elastomers
- Microleakage
- Radiopacity
- Thermocycling
- ANSI/ADA and ISO tests
- Cutting properties of diamond and carbide burs

Types of Products Tested

- Resin composites
- Bonding agents
- Adhesive and traditional cements
- Impression materials
- Glass ionomer and resin-modified glass ionomer restorative materials
- Provisional resin materials
- Experimental products

Pre-market Testing

THE DENTAL ADVISOR provides manufacturers with critical performance information on products prior to market launch.

Research Studies

Numerous research projects are conducted at THE DENTAL ADVISOR Biomaterials Research Center. Results are reported in scientific journals, as poster presentations, and in lectures. We welcome collaboration with other individuals and institutions utilizing our facility.

Please contact Ron Yapp at 734-665-2020 ext. 112 or by email at ron@dentaladvisor.com for further information.



CAD/CAM EDUCATION CENTER

In conjunction with Apex Dental Milling, our focus is on the future of Digital Dentistry. Our Education Center and Apex Dental Milling are used to educate both Doctors and Laboratory Technicians in the area of CAD/CAM Dentistry. Apex Dental Milling is Michigan's first Authorized LAVA™ Milling Center and is currently working with over 50 laboratories as their source for 3M and other open-architecture milling solutions.

Communication and productivity can be vastly improved with digital workflow. Steps can be completed simultaneously rather than sequentially. Digital workflow also affords new opportunities for communication and collaboration between doctor, lab, milling center, and even the patient.

The future of CAD/CAM is very positive. Zirconia-based ceramics provide an intimacy of fit and superior esthetics that have excellent vitality and translucency. Long-term clinical data are available on LAVA™ Crowns and Bridges. CAD/CAM now provides workflow that can lead into new materials, and new processes never before possible in the dental world. Apex Dental Milling has two open architecture milling systems in addition to their LAVA™ mill.

Apex technicians are trained in the use of four different laboratory scanners and their design software and are also qualified to perform margin marking on several chairside digital impression systems. Our technicians also serve as consultants to several CAD/CAM companies on software and integration enhancements. Apex Dental Milling is at the forefront of the Digital Dental Highway.

Partnering with manufacturers, our goal is to provide hands-on education for Laboratory Owners and Technicians. Apex Dental Milling offers an open educational environment in which technicians and doctors are invited to learn about the emerging area of CAD/CAM Dentistry.

Please contact Chris Brown at 734-623-4236 or visit www.apexdentalmilling.com for further information.



CORPORATE TRAINING

Our training program is designed to provide attendees with a real-world view of dentistry. Each training program is limited to one company so that we may customize training to meet the needs of our manufacturer and supplier partners.



What Past Attendees Have Said...

“On behalf of Tokuyama America and all of our sales reps, I would like to thank you very much for everything while we were in Ann Arbor. Everyone was very impressed with your facility, and they were even more impressed by the people at THE DENTAL ADVISOR.”

- Ichi Yamada, President, Tokuyama America Inc.

“I just wanted to thank you for the great training session. Your facilities are very impressive and the training was very well structured. Please extend my gratitude to the rest of the staff.”

- Margarita Doan, Int'l Marketing Specialist, S.S. White Burs, Inc.

“This is by far one of the best training classes I have ever attended.”

- Richard Martin, Regional Manager, Benco Dental.

“THE DENTAL ADVISOR is a collaborative and comprehensive education that enables a hands-on clinical experience that transcends the normal learning experience. The big picture comes in to full view and I feel that if you wish to learn about anything in or about dentistry that THE DENTAL ADVISOR is the place to do it.”

- John Healy, Benco Dental

COURSE OUTLINES



Dental Manufacturer Master Level Training: For seasoned reps

Participants learn key features of ideal products • Key selling points of your products in comparison studies • Pinpointing possible sales objections in relation to competitive products • Subscriptions to www.dentaladvisor.com and interactive training in how to use the website for sales and education presentations • Real world clinical observation of procedures for both general dentistry and laboratory function on our dental campus.

Dental Manufacturer Basic Level Training: For reps new to dentistry

Participants learn the basics of dentistry including anatomy, operations, and procedures. • Real world clinical observation of procedures for both general dentistry and laboratory function on our dental campus • Subscriptions to www.dentaladvisor.com and interactive training in how to use the website for sales and education presentations.



Clean and Simple for Sales Reps: Infection Control Update (Includes an infection control workshop) - 2 day course

Topics covered: Vaccine updates for Healthcare Professionals • Personal protective equipment • Latex and non-latex products • Instrument sterilization protocols • Sterilization equipment and monitoring • Surface disinfectants and barriers • Lab disinfection protocols • OSHA spot checks
Hands On Training: • Gloves (L/R vs. Ambidexterous) • Choosing the correct mask • Hand washing techniques • Eye wear protection • Instrument sterilization and preparation • Surface disinfection / precleaning • Latex allergies • OSHA requirements.



What's Bugging The Dentist? - 1-day course

Topics covered: Influenza: Seasonal vs. Pandemic • Herpes • HIV • Vaccinations for workers • Allergic reactions common to dentistry • Hepatitis • TB • “Super Bugs” (Methicillin-resistant Staphylococcus Aureus [MRSA]) • Where do these pathogens come from? • Which techniques control these diseases? What can be done to prevent spreading? • Which diseases are life threatening?

Making Sense of CAD/CAM

The differences in CAD/CAM • Materials used in CAD/CAM • Interaction with all personnel utilizing CAD/CAM (Dentists, Assistants, and Lab Techs) • Valuable materials to provide to your customers • Hands-on observation of each of the systems • Detailed discussion on the advantages and disadvantages of each system.



Just Because You're An Expert...Doesn't Make You Interesting™

Great leaders are great influencers. Becoming an interesting and compelling speaker is the most powerful tool when leading your business. • Being interesting attracts new business and creates loyalty among your existing clients and employees. • Presenting your expertise with an interesting and confident style in front of audiences from 1-500 gives you a tremendous advantage. • This program is ideally suited for anyone in your organization who is in a position to influence others in a positive way.

Visit our website to watch a video with additional information on our training program.

Contact craig@dentaladvisor.com or call 734.665.2020 ext. 111

to discuss a program designed just for you.

EDUCATION CENTER

THE DENTAL ADVISOR Education Center is our resource for continuing education in dentistry, providing a friendly, comfortable atmosphere for lectures and hands-on programs. Scheduled programs offer dental professionals an opportunity to expand their knowledge in key areas of dentistry. Guest lecturers present courses on a wide range of subjects for dentists, dental technicians, dental hygienists, and dental assistants. THE DENTAL ADVISOR is an AGD/PACE Provider.

Continuing Education

- Dentists
- Hygienists
- Assistants
- Lab Technicians

Corporate Training

- Manufacturer Representatives
- Sales Teams
- Business Teams

Workshops

Hands-on courses offered for:

- Lab Technicians
- Dentists
- Assistants
- Sales Teams

E-Learning

- Web-based seminars
- Webcasting
- Podcasts
- Interactive online education

Sales Meetings

Host your next sales meeting with a visit to THE DENTAL ADVISOR. Custom agendas can be created to provide your sales team with an unforgettable experience. Areas of focus can include:

- Observation of live dental procedures
- Questions and answers with clinicians, dental assistants and laboratory technicians
- Tips on selling to dental professionals: What they are looking for.
- Focused sales discussion with an expert panel
- Product comparisons and ideal product features

**Contact craig@dentaladvisor.com or call 734.665.2020 ext. 111
to discuss a program designed just for you.**



SPEAKERS' BUREAU

The Speakers' Bureau offers continuing education courses on a wide variety of topics for dentists, hygienists, assistants, lab technicians, and office teams. Each topic can be 1-2 hours, half-day and full-day lectures. Topics can be combined and adapted for a custom presentation.

Clinical

- *25 years of Cosmetic Dentistry - Successes and Failures*
- *Dentin Bonding Agents – How They Work and Why*
- *Adhesive Resin Cements*
- *CAD/CAM Dentistry – Everything You Need to Know*
- *Chariside CAD/CAM – CEREC AC, E4D, iTero, Lava C.O.S – Which System to Buy*
- *Composites – Anterior and Posterior*
- *New Products: What are MUST HAVES?*
- *Hot Products in Hygiene*
- *Impression Materials*
- *Endodontics*
- *Implant-retained Dentures*
- *An Assistants' Guide to Dental Materials*
- *Immediate Load Implant Retained Overdentures: An Evidence-Based Risk Assessment Protocol*
- *4-Dimensional Dentistry: A Team Development Program*
- *Bridging the Communication Gap*
- *The Habits of Highly Effective Dental Practices*
- *Occlusion in Everyday Dentistry*
- *Practicing with Peace of Mind*
- *Assisting: Beyond the Mouth*
- *The Circle of Communication: Case Selection and Presentation Using a Team Approach*
- *Cutting Through The Red Tape: Infection Control and OSHA Update*

Materials Science

- *CAD/CAM and Zirconia Ceramics*
- *Update on Impression Materials*
- *Advances in Resin Cements*
- *Update on Dentin Bonding Agents*
- *Properties and Selection of Composites*
- *Update on Bonding Agents*

Business

- *New Office Set Up: What You Need and What You Don't*
- *Planning for Growth*
- *Team Communication*
- *Loyal Team = Loyal Patients*
- *The Loyalty Connection:*
- *Keeping Good Customers for a Lifetime*

Laboratory

- *CAD/CAM-Smart Sourcing: Dentist and Technician Perspective*
- *Current Laboratory Technologies*
- *Communication: Dentist to Technician*
- *Technician /Assistant Communication: What assistants should know*
- *The Habits of Highly Successful Dental Labs*
- *Evidence Based Shade Communication*

Microbiology

- *Emerging Infectious Disease*
- *Vaccination Updates*
- *Allergies*
- *Antibiotics*

**A complete course synopsis is available upon request.
Please contact Jackie Farah at 734-665-2020 ext. 105 or
by email at jackie@dentaladvisor.com for further information.**



WEBSITE - WWW.DENTALADVISOR.COM

Current and past full issues are available online as well as individual copies for purchase or download.

Numerous products are listed in our Clinical Evaluations section; searchable by name, manufacturer or category.

Questions may be submitted to our Editors and answers are published online!

Requests for product testing can be made in this section.

Complete history and information about THE DENTAL ADVISOR is located here.

Subscribers can create and save customized product comparison tables to their account.

Upcoming product and equipment evaluations are previewed in our Product Showcase.

Become a fan on Facebook or follow us on Twitter for real-time updates on our newest reviews!

Learn more about our Corporate Training options, watch Technique Videos or Request a Sample.

Manufacturer contact information and product evaluations can be found here.

All the services provided by us are listed here for potential customers.

This area highlights the topics and product reviews in upcoming issues.

Translating The Science explains the reasons behind the research of products and equipment.

Learn all about Infection Control, Bonding Agents and CAD/CAM.

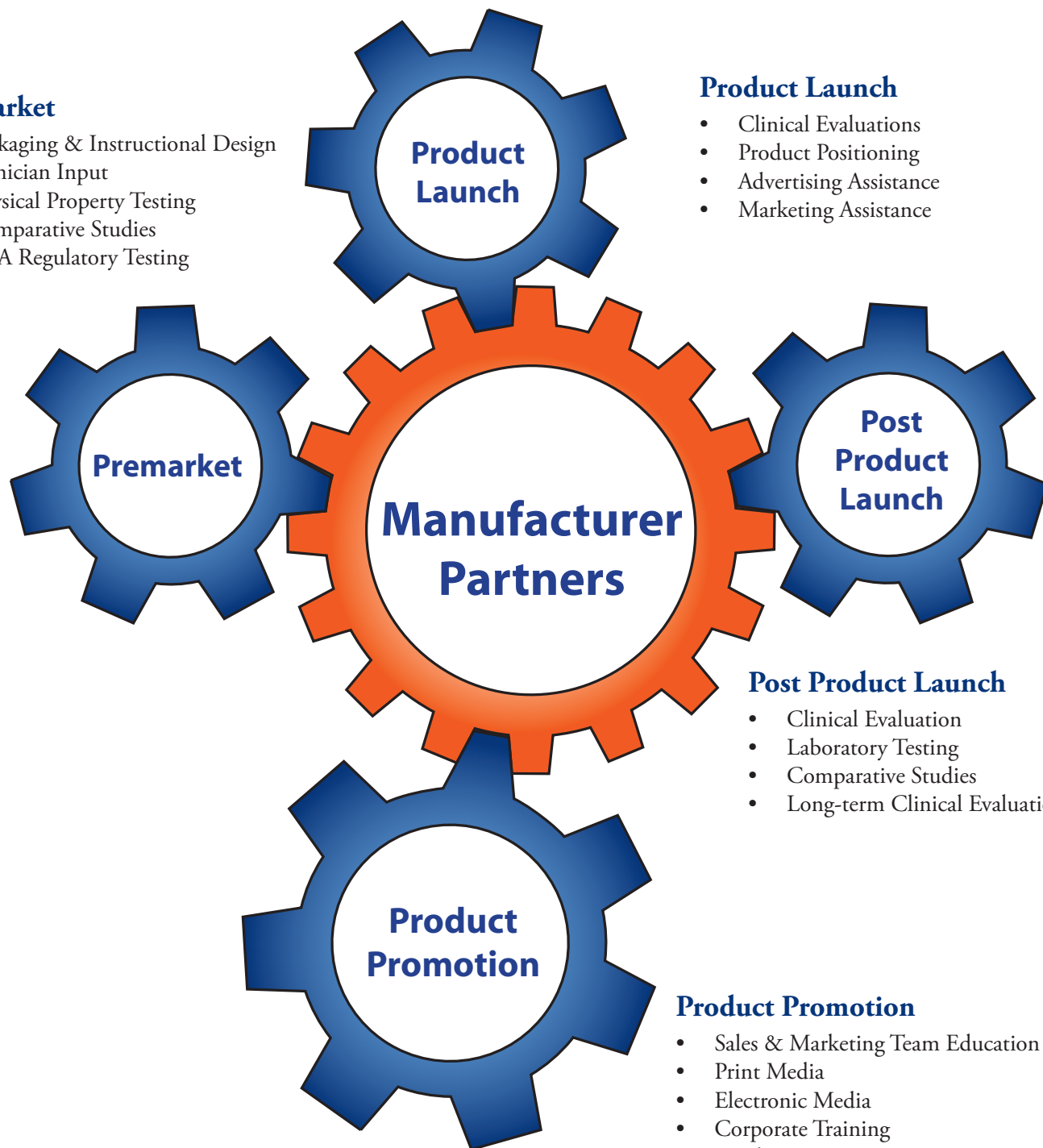
The screenshot shows the homepage of THE DENTAL ADVISOR. At the top, the logo and tagline "Improving Patient Care Through Research & Education" are visible. Below the logo is a navigation menu with links for ABOUT, PUBLICATIONS, CLINICAL EVALUATIONS, ASK THE EDITORS, CONTINUING EDUCATION, BIOMATERIALS RESEARCH CENTER, MANUFACTURER SERVICES, and MANUFACTURER DIRECTORY. A search bar is located below the navigation. The main content area features a featured article titled "Equipment for Case Presentation and Patient Education" from the December 2009 issue. To the right of this article is an "EDITORS' CHOICE" section for ACE ALL-BOND SE by Bisco Dental Products. Below the featured article is a "2010 Product Awards Announced" section with a "Product Showcase" graphic. To the right of the awards section is a "Next Issue Highlights" section for the January-February 2010 issue, featuring a "FEATURED PRODUCT" section for Septocaine (PPL 2010) by Septodont. The bottom of the page includes social media links for Facebook and Twitter, a "Proud Sponsor Of" section for DentaCheques.org 2010, and "Publishing Partners" for DENTISTRY TODAY, Dental News, and DrBicuspld.com. A "Corporate Training" section is also visible at the bottom.

WORKING WITH THE DENTAL ADVISOR

Our goal is to work in partnership with all manufacturers to improve products and equipment for the dental profession. Contact us at info@dentaladvisor.com for more information. We look forward to working with you soon!

Premarket

- Packaging & Instructional Design
- Clinician Input
- Physical Property Testing
- Comparative Studies
- FDA Regulatory Testing



Product Launch

- Clinical Evaluations
- Product Positioning
- Advertising Assistance
- Marketing Assistance

Post Product Launch

- Clinical Evaluation
- Laboratory Testing
- Comparative Studies
- Long-term Clinical Evaluations

Product Promotion

- Sales & Marketing Team Education
- Print Media
- Electronic Media
- Corporate Training
- Speakers Bureau

