



Salem News Update

Providing Advanced Technology for the Year 2011 and Beyond

To Our Valued Customers,

I want to thank you for a great 2010. Salem built many new relationships with a lot of great doctors this year. We also maintained numerous long term relationships which we cherish. As the calendar turns to the New Year I want to let you know how much Salem appreciates your business and what you can expect in 2011.

A major theme of the Salem story this year will be new products with lower prices.

Starting in 2011 we are lowering the price of e.max™ monolithic. We find our doctors are very satisfied with e.max crowns and we want to make them an even larger part of our business. IPS e.max offers customers high technology, esthetics and function at a low price and the Crown & Bridge department has been working vigorously to keep up with demand.

We are also lowering the cost of Thermo-Guard™. Our adaptive full coverage bite splint is popular across the country, providing unmatched comfort, stability and function. We want more of our doctors to give Thermo-Guard a try and see how they can reduce adjustments to save chair time.

Thanks again for making 2010 a banner year for Salem. We never forget our professional responsibility to you and your patients. We want to be an asset to your dental practice by providing the highest quality restorations available to your patients. We wish you all the best in 2011.

Sincerely,

Nader Salem

Nader Salem
President, Salem Dental Lab

New Salem Lab Scripts

We are excited to provide you with an updated look to our prescriptions! Please give us a call and we'll send them right out to you. Salem has added some new products to the RX to better serve you. The new prescriptions are easier to use and they have a complete description of our everyday products.

Please keep in mind that our appliances are manufactured in the U.S. by Salem Laboratories/NDX Laboratories. Materials used in appliances meet all requirements set forth by both the FDA and ADA. Complete product and material information is available from Salem Laboratories.

To request your New Salem Rx please call 800-747-5577 or 216-671-0577

SALEM DENTAL LABORATORY
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216.671.0577 • 1.800.747.5577
Fax: 216.671.4347 • www.salemlab.com

Doctor: _____
Address: _____
Phone #: _____
Email: _____
Patient Name: _____ Female Male
Due Date: _____ Age: _____

FIXED DR. TO TRIM DIE Yes No

SINGLE UNIT BRIDGE

PFM Captek™ High Noble White High Noble Yellow Semi Precious Non Precious

CERAMICS Linc™ Empress™ e.max™ Monolithic e.max™ Bulk-up ShofuZr™

TEMPORARIES SPLINTED

FULL-CAST High Noble Yellow High Noble White Semi Precious White

Shading Instructions: _____

PORCELAIN BUTT MARGIN Yes, on tooth #'s _____

PFM: Please circle preferred design:

Other: _____

DATE: _____ LICENSE NO.: _____

DR.'s SIGNATURE: _____

SEND MORE RX's Boxes

DENTURES Upper Lower

Custom Tray Perforated Tray Immediate Immediate

Occlusal Rim AED Intra-oral Tray

SETUP Ideal Lingualized Occlusion Balance Occlusion Follow Study Model

TEETH Premium Economy Classic Other

Bioform IPS™ Ivoclar Blue Line™ Artic™

PROCESS Acrylic Type Ivocap™ (Full Upper front) Soft Liner High Impact™ (standard) Other

PARTIALS Upper Lower

Valplast® Metal Framework Try-in Frame Try-in Frame with Bite Block Add Metal Frame (Combo) Frame with Finish

All Acrylic® Add Wire/Bal Clasp

Ortho • Guards

OCCUSAL GUARDS Thermo-Guard™ Sports guard Bleaching Tray Vacuum-form Hard/Soft Night Guard Hard Night Guard Heat Process Heat Process Suction Suction

FIXED / REMOVABLE ORTHO Space Maintainer Hawley Surgical Stent Other

All dental appliances are manufactured in the U.S. by Salem Laboratories/NDX Laboratories (FDA # 360343780) unless otherwise noted. Materials used in appliances meet all requirements set forth by both the FDA and ADA. Complete product and material information is available from Salem Laboratories.

Net amount of invoice is due within 30 days of order; all balances beyond 30 days are subject to finance charge of 2%; I agree to pay reasonable attorney fees and collection costs if this account is referred to collection.

Salem Manufactures Hard Night Guards and Thermo-Guard™



By now, you may have heard about the state-of-the-art Thermo-Guard™ bite guard. Thermo-Guard bite splints from Salem are thermo-adaptive and dentists can deliver these full coverage guards in just minutes. A warm water bath before delivery softens the appliance slightly and it readily conforms to tooth contours. Chairside adjustments are minimized or eliminated. Once in place, and cooled with an air syringe, Thermo-Guard sets hard enough to provide a durable surface without lateral interferences or resistance. Patients will also appreciate the flexible insertion and comfort, increasing patient compliance and satisfaction with the appliance.

There are certain situations where a hard bite guard from Salem might be more appropriate than Thermo-Guard for the patient. Salem's hard guard provides a flat occlusal plane for simultaneous bilateral contact that gives more lateral guidance and prevents patient wear. Hard guards also offer a precise durable fit with a non-porous surface that is highly resistant to stains and odors.

Whichever guard you prefer, Salem has you covered. And starting in 2011 we are lowering the price of Thermo-Guard. Now you can give your patients the comfort of a thermo-adaptive bite guard at great price.

For more information about Salem's bite guard products, give us a call at 1-800-747-5577

Salem's Answers to the High Gold Costs.

Some Projections say gold prices will continue up to \$2000/ ounce or higher. At some point metal prices may be too high to continue using these materials. Fortunately new materials in dentistry can offer comparable strength and reliability to gold, plus a predictable price and lifelike esthetics. Salem Laboratories has several gold-free options including:

