



**PRO-Craft**  
DENTAL LABORATORY  
*Creating Life Changing Experiences*

## **The Untold Truth About The Critical Flaw In The Zirconia You're Prescribing**

Dentistry went from high esthetic feldspathic and lithium disilicate materials that you could use to create art to zirconia products that are marginal at best. We went in reverse, why did we do that? Well, I'll tell you why, because they're easy and cheap to make. In fact, machines can pop them out unattended and in the process the patient took the hit. Unfortunately, in the past fifteen years, natural tooth like esthetics have been largely replaced by multi-layered zirconia disks with a cloudy transitional layer they call translucent.

To get the esthetics from your zirconia restorations you need, request your lab to include the extra steps required to create natural fluorescence. It will cost you a little more, but you will see the difference in your shade matching and your patient will appreciate the extra effort when they are in outdoor natural light or at a night club with their friends.

Look I get it we all need to compete. The economy is tight, and many clinicians feel if their price is higher than the guy across the street and they can get it done cheaper somewhere else to help their bottom line at the same time then why not do it? The dental technician says, "hey, I won't have to work twelve hours a day six days a week I'm in. Give me my machine and some spray glaze".

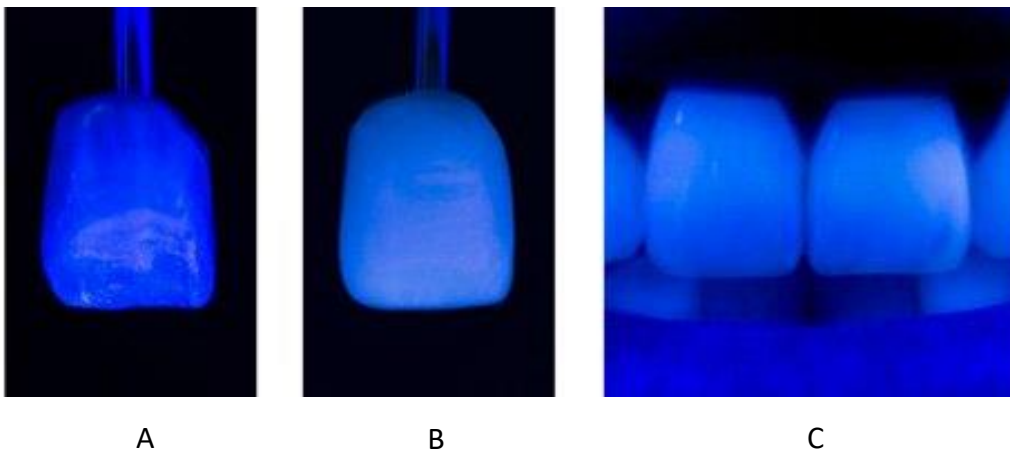
Yeah, the esthetics of monolithic zirconia disks are marginal at best. We're missing the big three game changers in quality ceramics - Iridescence, Opalescence and Fluorescence. Only the best ceramics in the world have all three. However, even with the best materials they are of little value without the talent and experience to utilize them effectively and achieve the desired results.

### **Costly To Develop And Very Time Restrictive To Produce**

Honestly, the reason labs don't have these elements in their monolithic zirconia crowns is it's costly to develop and very time restrictive to produce not to mention the time it takes to develop a top ceramist. To effectively match natural tooth structure; all the following three elements must be included in the zirconia materials your laboratory is using.

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- Iridescences in quality ceramics is seen when luminous material within the ceramic reflect against one another and seem to change color when seen from different angles.
- You're probably familiar with the way that the gemstone opal shimmers. Ceramic opalescence reflects the light in the same way, showing many small points of shifting color.
- Fluorescence is the easiest effect to see in quality ceramics. Using a simple ultraviolet blacklight can reveal a lot about where your laboratory is regarding their technology and concern for esthetics. Image **A** is the national leading Big Box Mega Lab monolithic zirconia. Image **B** is a PRO-Craft ALL Z Plus crown and image **C** is of natural dentition.



Now there aren't many places where your patient will be under a blacklight like this but that's not the point. The point is natural teeth have this feature and without it your restorations just look like the dead ground rock they came from.

The fact remains, **ALL** other monolithic zirconia materials on the market do not fluoresce like natural teeth.

### **The Lights Have Been Turned Off In Your Restorations.**

The overall esthetics of monolithic layered zirconia disks fall short in matching the natural appearance of teeth. Under color-corrected light or in shaded areas outside, it can be difficult to pinpoint what's off when communicating with your technician. The reality is that the fluorescence, which brings life to restorations, is missing. Light is life, and without it, your restorations will lack the energy and vibrancy of natural teeth.

You decide! What product do you believe delivers the most natural fluorescence? Remember, you get what you pay for.

## So, What's Your Next Step?

As business owners, whether we realize it or not, we're creating an experience for our customers. From beginning to end, we lead and guide them through this encounter. This story we tell them should be planned, deliberate and calculated in every detail and it should always be improved upon.

Have you considered the message you're conveying to your patients when they step through your door to begin their experience with you? This is what distinguishes your practice from your competition. Provide your patients with an unforgettable experience that will impress them and give them something they'll want to share with their friends.

When you tap into PRO-Craft you join an exclusive group of dental professionals. We've been training high end dental ceramists for over 44 years. It's been said "**you guys are the best kept secret in dentistry**", that's because we only work with a limited clientele, we have no desire to be one of the Big Box Mega Labs. We like working one on one, doing high quality work, with quality clients.

If you any questions call me at **877-484 3522**

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