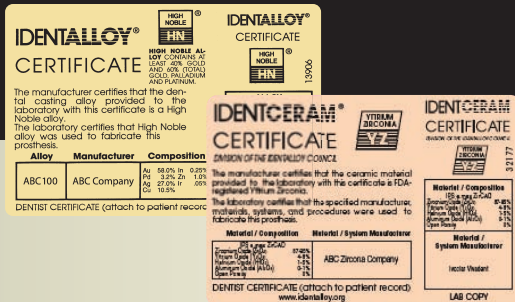


Use IdentAlloy and IdentCeram certificates to verify the quality, integrity, and value of your restorations



- ▶ Improve outcomes
- ▶ Avoid miscommunications
- ▶ Reassure patients
- ▶ Simplify and strengthen record-keeping
- ▶ Streamline insurance filings
- ▶ Reduce risks and liabilities

The independent certification system endorsed by:

- National Association of Dental Laboratories
- Health Insurance Institute of America
- CRA Newsletter (July 1989)

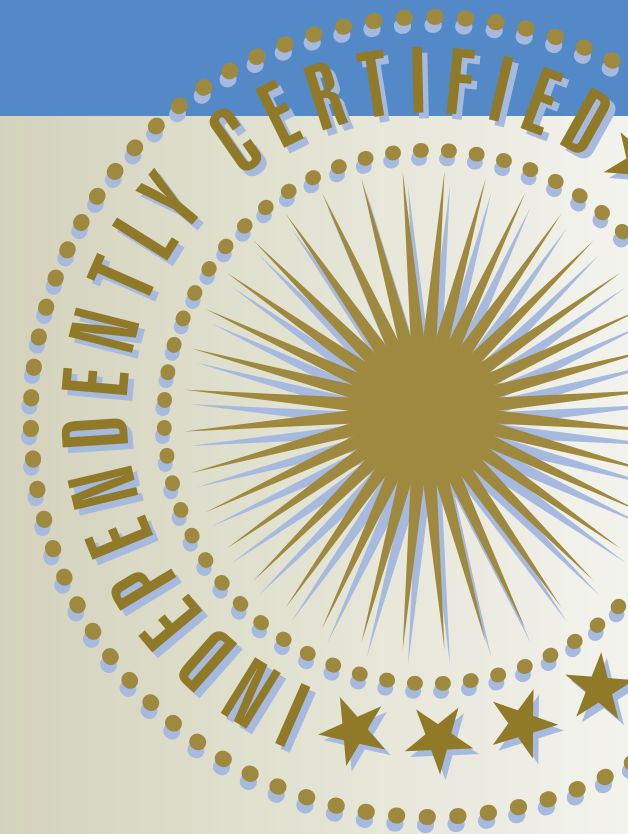
About the IdentAlloy/IdentCeram certification program

IDENTALLOY/IDENTCERAM COUNCIL is a non-profit organization formed to independently certify the content of prosthodontic materials. Its scope has grown to encompass a wide array of alloy and ceramic compositions. Council leadership includes manufacturers, laboratories and dentists. Manufacturers qualifying for membership supply dental labs with free IdentAlloy or IdentCeram certificates for each material they offer. These provide the labs and the dentists they serve with the independent materials verification they need to obtain the desired results with every patient and fulfill a variety of subsequent information requirements.

IDENTALLOY® IDENTCERAM®
 For more information, please contact:

THE IDENTALLOY/
 IDENTCERAM COUNCIL
 1-888-577-2634
 www.identalloy.org

How to Make Your Commitment to Quality a Well-Documented Fact



Due diligence has never been easier—or more critical

Key benefits

Hundreds upon hundreds of crowns, bridges, partial dentures and other restorative products are marketed today. But there's only one way to get independent verification that the quality of the materials in them is equal to the quality of your dentistry and practice.

Since 1983, we've provided dentists, patients, labs, insurers, legal experts and others with independent validation of the type, manufacturer and composition of restorative materials. Founded by leading manufacturers, the IdentAlloy/IdentCeram Council and its certification system give labs and dentists a practical, effective way to document and communicate their commitment to quality.

Manufacturers earn certification by voluntarily conforming to recognized guidelines and providing content information demonstrating compliance with material specifications.

By requesting IdentAlloy/IdentCeram certificates with every case, you'll:

- ▶ Verify material type, source and composition
- ▶ Demonstrate your commitment to quality
- ▶ Clarify communications with your lab
- ▶ Provide accurate references if repairs or additional treatments are needed
- ▶ Improve decision-making, such as in cases involving allergic sensitivities
- ▶ Build patient confidence
- ▶ Help you document insurance claims and respond to questions
- ▶ Show a materials traceability chain from the manufacturer to the lab to the dentist to the patient
- ▶ Add value to your work

Whether a case demands...

alloys:



or ceramics:



Ask your lab for these free certificates:



Designed as stickers, each certificate has two parts verifying material type, manufacturer and composition. For each case, the lab keeps one part on file and forwards the other to the dentist to file with the patient's records.