

# MASEL



**M**asel draws on more than 100 years of experience in the dental industry to provide customers with real solutions for their orthodontic practices. Through market research, Masel identified some major challenges today's busy practices face and developed effective solutions that offer benefits such as saving time and/or money. Masel's unique solution-incentive approach, in conjunction with a results-driven product line, is daring to change the way orthodontic products are purchased.

### Results-Driven Products

Masel is working to increase the success of its customers by selling only a results-driven product line made of the highest quality materials. These products offer additional benefits to the user, such as saving time and/or delivering faster results. Examples of results driven-products are the Cinch-back Plier, Patient Pack, and the Vaniman Sandblaster Professional. Masel's collection of orthodontic products includes every item that today's orthodontic practice and busy lab could need. And, with Masel's rigorous five-step

inspection process and stringently maintained ISO and CE certifications, customers can rest assured that they are always receiving top-quality products.

### Experience Masel's Commitment

Masel continues to be dedicated to the orthodontist's satisfaction and success. Its team of informed experts is always prepared to provide information as well as offer practice-improving suggestions.

Masel believes that by forming partnerships with customers, they can fully commit to developing relationships and consequently provide the specialized treatment a practice needs. In as little as a year's time, fully committed customers will economically benefit from their partnership with Masel through involvement in its customer-focused programs.

### Customer-Focused Programs

Masel's customer-centric approach has fostered two programs designed to benefit loyal customers.

Masel's Rewards Club rewards customers for the purchases they make. Members earn points on every dollar spent that can be redeemed for great gifts such as electronics, housewares, sports equipment, and more. In addition, eligible members receive a year-end cash rebate.

Masel's Bracket Buyers' Club members experience less stress, more free time, and thousands of dollars in savings. Member benefits include up to 50% off brand-name brackets and band/tube assemblies, free custom welding, and free gifts with purchase such as curing lights, adhesive kits, and archwires. The Bracket Buyers' Club is designed to take the responsibility of managing bracket inventory out of the office. Masel's qualified team handles this aspect of the job and ships the office cases based on demand.

### See New Products at the AAO!

Join Masel and celebrate the 108th AAO May 17–20 in Denver at Booth 1539. Here are some of the highlights you won't want to miss:

- ◆ Two Must See-Lectures:  
"Digital Photography in the Orthodontic Office" by Rita Bauer and "Effective Use of Mini-Implants"
- ◆ Buy 100 cases of brackets\* and get a FREE Curing Light!  
\*Bravo Excel, Quantum, Eclipse, and McLaughlin-Bennet-Trevisi
- ◆ WIN a trip for two to Boston AAO 2009

See Our  
Ad On  
Pages 71-74

### Visit Us at AAO Booth 1539

**Masel**

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### Orlus Mini-Implant: A New Era of Orthodontics

Read more on ORLUS between pages 71 and 74

The Orlus Mini-implant is a temporary orthodontic anchorage device that provides fixed anchorage for orthodontic appliances to help facilitate tooth movement.

The unique design minimizes the influence of operator skills and allows retraction of teeth, midline correction, protraction of the posterior teeth, molar uprighting, molar distalizing, intrusion of anterior and posterior teeth, and correction of occlusal canting.

The advanced mechanics of the Orlus Mini-implant feature an .022 slot dimension, a lateral cutting groove to prevent stress concentration during insertion, a reverse buttress thread for drill-free insertion, a hexagonal head to prevent epithelial creeping, a smooth button top for patient comfort, and a corkscrew-like tip to minimize cortical bone trauma.

Most important, the wider diameter at the top of the screw increases cortical bone support while the narrower diameter at the bottom of the implant prevents root injuries. This design feature makes the Orlus implant more stable and easier to insert successfully.

Masel is now offering an Orlus Special Introductory Kit that includes six miniscrews, one hand-driver handle, one hand-driver tip, one surgical hand pre-drill tip, one autoclavable container, the *Application of Orthodontic Mini-Implants* textbook, and an ORLUS insertion demonstration CD.



### Masel Pliers: A Smart Investment

Free retipping and repairs for 5 years!

Masel has been a leading manufacturer of orthodontic pliers for more than 18 years. Expert craftsmanship guarantees that Masel pliers will continue to work flawlessly year after year with proper care.

Masel's most popular inserted-tip pliers, the 600 Series, feature inserts made with hardened steel so cutters stay sharp. These pliers include a 5-year No-hassle warranty on inserted tips and a lifetime warranty on stainless-steel forgings.

Masel's 200 Series is a superior line of corrosion-resistant pliers. Each inserted tip contains a high content of molybdenum, which aids in maintaining the instrument's integrity during cleaning and sterilization and offers a longer life between sharpenings. This series also includes the 5-year No-hassle warranty on inserted tips and a lifetime warranty on stainless steel forgings.

Masel's Speciality Pliers are designed to make the orthodontist's job easier. Be sure to visit Masel's booth 1539 at the AAO and try the newest innovative instruments.



### Bravo Excel Roth Bracket: A Quality Time-Saver

Masel's Bravo Excel Roth Bracket is a low-profile, stainless-steel bracket manufactured using MIM technology, resulting in a stronger, smoother bracket that maintains exact tolerances. Bravo Excel offers special features to assist with proper bracket placement, such as an easy-to-use color-coded system, a through-the-base vertical scribe line, and a 100-count mesh base.

Bravo Excel comes packaged in trays, wheels, bags, or for the patient in an innovative, time-saving dispensing system called the Patient Pack. The Patient Pack contains a complete set of brackets arranged tweezer-ready in a sterile environment. Once open, bracket covers convert to holding wells for primer and etch. This inventory control system saves time and money.



### Doublegard® Orthodontic Mouthguards: A Classic Protector

Masel introduced the first orthodontic mouthguard in 1979—the Doublegard® Mouthguard. Doublegard is a ready-to-wear mouthguard designed especially for active children and adults who wear braces. It offers comfortable double-protection with independent movement due to the unique “comfort hinge.”

Doublegard is contoured to follow the natural anatomy of each arch, and features a specially designed hinge that keeps it in place and allows natural jaw movement for maximum comfort to the wearer. Doublegard allows easy breathing and cannot be swallowed or dislodged on impact.

Two new color assortments—sunburst and metallic—are now available, presenting an even more expansive color selection. Doublegard is available in junior and adult sizes, with and without a strap.

Doublegard is fabricated from polypropylene latex-free material that is durable yet flexible and conforms to the NCAA guidelines for colored mouthguards.

