

How to Grow Your Practice Seminar

We recently sponsored a seminar here at the Lab titled “How to Grow your practice by utilizing Trial Smiles to help sell cosmetic dentistry” presented by Brad Jones, FAACD. We did a live patient demonstration of the trial smile with two of our own employees.

Brad also covered the following items:

- Conservative preparation through prep-less design utilizing the trial smile



Before & After



- Light color and form
- Cutting edge step by step time saving procedures
- Understanding today’s patient’s needs and expectations and how to approach them about trial smiles
- How to double the smile design cases in your practice
- Giving natural elements to a “Hollywood smile”



Before & After

If you are interested in learning more about this, please contact john@treasuredental.com or give us a call at 800-325-5244.



Attendees:

Back row – Brad Jones, Dr. Casey Leavitt, Dustin Tanner, Jan Schmidt, Marlene Jones, Dr. Curtis Godfrey, John Treasure, Dr. Jed Zirker, Dr. Drew Bitter, Dr. Scott Allen, Dr. Bryce Larsen,

Front row – Dr. Thomas McGowan, Caralyn Howard, Jamie Ritchie, Cresta Albertson, Kathy Hanni (Not shown in picture: Dr. Brad Oswald, Stephanie Merrill, Melanie Gallup, Sheri Hamberlin)



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Treasure Dental Lab offers handcrafted work performed by our talented technicians in all the following areas:

- ALL-PORCELAIN / ZIRCONIA & COMPOSITE
- Authentic Veneer/Crown
 - Authentic Inlay/Onlay
 - IPS E.max Veneers/Crowns/Bridge
 - IPS E.max Inlays/Onlays
 - IPS Empress Veneers/Crowns
 - Noritake Refractory Veneer
 - LAVA™ Hand Stack Crown/Bridge
 - LAVA™ CZR Press Crown/Bridge
 - LAVA™ CZR Press Inlays/Onlays
 - Zirkonzahn Zirconia Crown/Bridge/Implant
 - BadAZ All Zirconia
 - Sinfony Composite Inlay/Onlay
 - Sinfony Composite Temporaries
 - PMMA Temporaries

- PORCELAIN-TO-METAL
- High Noble Yellow Gold
 - Precious High Noble Alloy
 - Non-Precious Base (Tilite)

- GOLD
- High Nobel 60% Yellow Gold
 - High Nobel 40% White Gold
 - High Nobel 77% Inlay/Onlay
 - Noble Yellow/Rose Gold

- IMPLANTS: ALL SYSTEMS
- 360 Imaging Guided Surgery
 - Hybrid Dentures
 - Pro E.max Prosthesis Bridge
 - Zirconia Prettau Prosthesis Bridge

- DIGITAL IMPRESSIONS: ALL SYSTEMS
- Itero by Align Technology, 3M True Definition by 3M, Trios by 3Shape, Nevo by E4D Technologies, Cerec by Sirona, IOS Fastscan, CS 3500 Intraoral Scanner by Carestream



WE ARE PROUD TO BE A
“MADE IN AMERICA”
BUSINESS.

Treasured News Bites

Spring 2018

Our 50th Anniversary!



It’s pretty epic in this day and age for any company to stay in business

for 50 years and we at Treasure Dental Lab are proud to announce that it’s OUR 50th Anniversary in business this year! We are grateful to all of our dentists over the years that have made this possible by working with us to provide exceptional dentistry. Here’s a little history....

Back in 1968 Barry & Diane Treasure were just a young married couple with three small girls and a dream of being entrepreneurs. Barry had been trained by his brother-in-law at Utah Valley Dental Lab in the art of dental technology and after a five year internship he and Diane set their sights on the small town of Blackfoot, Idaho to set up their first dental lab. Barry borrowed \$5,000 from the bank with the help of his father and they started out on their journey, working for a handful of dentists in a space they had rented in an old medical building. Diane did the bookwork and pickup and

delivery while Barry worked hard at the bench. It was a very humble beginning, but they still “treasure” it to this day.

Soon they were busy enough to hire some additional help. Their first employees were Ernie West, Martha Dye & Pat Bischoff. After their first year in business they expanded their family with a baby boy as well as their business, starting to work for a few Dentists in Idaho Falls. In 1973 they had the opportunity to move their lab into the basement of the newly built Idaho Falls Oral Health Center and their family got settled into their life in Idaho Falls, where most have remained to this day.

In 1978, a few years after adding one last girl to their family, they decided it was time to expand the business again and so they purchased the lot next to the Oral

50th Anniversary

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Health Center and designed a new Dental Building and invited Dr. Jay Harris and Dr. Brent Simpson to join in a partnership called the Dental Plaza. They were very proud of their new building and for the progress they had made in their first ten years of business.

During the years of being in the Dental Plaza there were many changes in dentistry and dental technology and their full service dental lab grew substantially in those years, including two remodels. There were many employees who came and went and were mentored by Barry, Diane and others at the lab, including their children & several grandchildren. In 1984, their daughter Sheri finished college and came back to the lab where she helped advance the lab into the computer era, eventually taking over all financial and HR responsibilities. In 1988 Barry sold the denture portion of the lab to his denture technician Tim Westfall and TDL continued to focus on providing the most consistent quality fixed dental restorations available. Barry & Diane were always looking for new opportunities and adventures and helped start & then sell several other dental labs. In 1995, their son John came back to the lab after finishing school at the American School of Dental Technology and helped advance the lab into the field of cosmetic dentistry and continuing education for all employees to advance & excel at their art, taking over the technical and quality control aspects of the lab.

After working hard in dental technology for almost 40 years, Barry decided it was time to retire and he and Diane sold the lab to their two children who had made a career at Treasure Dental Lab, John Treasure & Sheri Hamberlin. After retiring, Barry & Diane have served 3 missions for their church going to Hong Kong twice and China once and have continued to travel and serve others every chance they can, in fact Barry still does deliveries to Pocatello for us once a week as he delivers goods from the humanitarian center.

In 2005, John & Sheri decided it was time yet once again to expand the lab and build their own building. We have now been at our beautiful building on Washington Parkway for the past 13 years, enjoying the state-of-the-art space, equipment & people we work with and for. We have witnessed amazing changes in dental technology over the years and we have had to rapidly evolve with those changes. We have had the privilege to work for hundreds of dentists and their staff over the past 50 years, building great associations and friendships and we appreciate each and every one of you for the trust you've placed in Treasure Dental Lab to serve you and your staff and to help provide beautiful smiles for your patients. It's a great feeling to know that we've had the privilege to help produce over 300,000 successful dental restorations for patients across this great country.

Barry always said his greatest asset was his employees and he treated them as such, we have always tried to continue that great

Continuing Education 2017-2018

- “Celtra Connected Course” with Trevor Langchild in St. Maarten, June 2017: John Treasure, Kathy Hanni, Jeremy Wright
- “Anterior Biometrics with Bill Marais ” in Anchorage, Alaska in August 2017: John Treasure
- “DLOBA Annual Meeting in Idaho Falls, ID in September 2017: John Treasure, Sheri Hamberlin
- “North American Pekkton Summit” in Chicago, IL in February 2018: John Treasure, Adrian Eames
- “LMT Lab Days - East” in Chicago, IL in February: John Treasure, Adrian Eames, MaryBeth Holverson, Dustin Tanner, Katelyn Christensen
- “NYU College of Dentistry Global Implantology w/Zimmer Biomet” In New York, NY in March: John Treasure
- “Trial Smile” with Brad Jones in Idaho Falls, ID in May: John Treasure, Kathy Hanni, Dustin Tanner
- “Hands on Porcelain” with Brad Jones in Idaho Falls, ID in May: John Treasure, Kathy Hanni, Cresta Ibertson, Clint Hall, Jeremy Wright
- “LMT Lab Days -West” in Orange County, CA in May: Brett Memmott
- “Magic with Jessica Burrell” in Sarasota, FL in May: Clint Hall

legacy knowing that our talented, loyal, exceptional employees mean everything to our success over the past 50 years - so thank you to all those who have worked here in the past and to those who

continue to work here today:
Kathy 26 years, Cresta 25 years, Melody 24 years, Brett 21 years, Clint & MaryBeth 18 years, Jenifer & Jonathan 17 years, Adam 16 years, Josh 14

years, Jeremy 13 years, Adrian 11 years, Katelyn & Dustin 2 years, Elise 1 year.
We are hopeful our next 50 years will be as blessed as our first 50 years!

Pekkton-High Strength Polymer Framework For Aesthetic Restorations On Implants

Poly-Ether-Ketone-Ketone (Pekkton) is a high performance polymer framework that can be used as an alternative to the



classic titanium, metal, and zirconia framework. Pekkton provides your patients with a lightweight but extremely strong material that offers the benefit of shock absorbing properties



while maintaining the structural integrity to withstand the biting forces of implant supported restorations.

It has been proven when patients have all their teeth pulled and implants placed they lose proprioception and tend to display excessive biting forces that can break frameworks, chip teeth, knock denture teeth out and even loose implants. Pekkton's compression ability will help compensate for the lack of a PDL and help to reduce these problems.



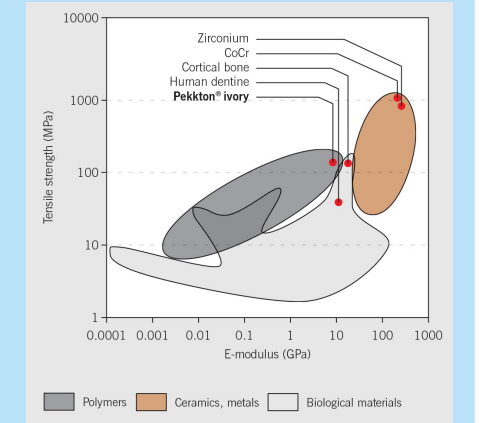
We are using the Pekkton framework for our Pro-Emax bridge, which consists of indi-



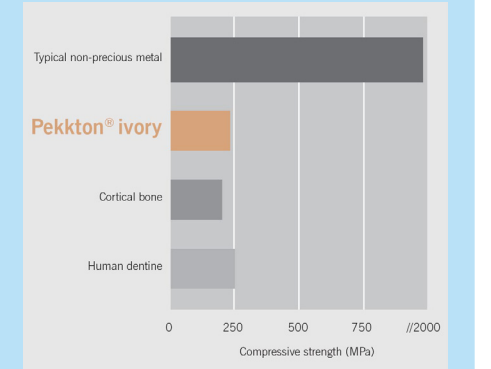
vidual Emax crowns cemented to a Pekkton Framework with pink composite for the tissue. We are also using it for our Hybrid Denture, which consists of denture teeth processed onto a Pekkton framework with acrylic.

Pekkton has similar charac-

teristics to humane bone. It is radiolucent, non-allergenic and very biocompatible. It is manufactured by Cendres+Metaux and distributed by Anaxdent



North America. Pekkton has FDA approval and is safe to use in the mouth.



Pekkton has a great track record of being used in the mouth for over 7 years and has proved it is the future of implant supported restorations by mimicking natural detention.