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# ❖ The Denbur Doings<sup>©</sup> ❖

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Multi-Brush Supplement

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## DENTISTRY IS COMPARISON

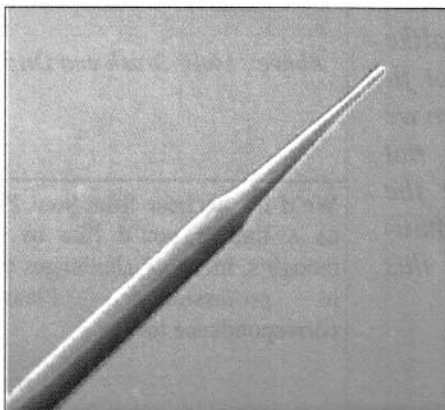
In almost everything we do we compare. Dentistry is no exception. Product comparison is critical for clinicians. To confirm efficacy and clinical usefulness of products, clinicians need to be informed about features and benefits of products in order to avoid frustration and failures. Information about product comparison is an integral part of the dental profession. Publications such as *Clinical Research Associates Newsletter*, *Reality Now*, & *Richard's Report*, among others, are focused on comparing and informing the clinician about various dental products.

### Denbur Multi-Brush Applicator Compared with Look-alike

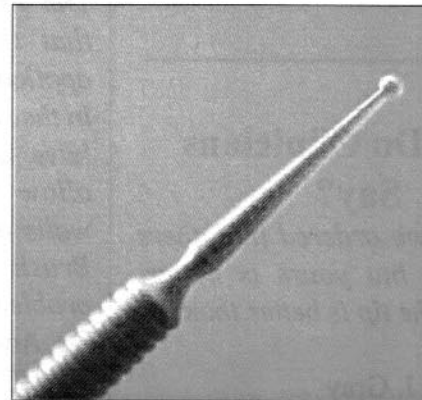
The most important feature of the applicator is its tip shape and size. The more tapered the tip, the more efficient the applicator. Tapered tip allows clinician to have access to critical prep areas. Smaller tip allows clinician to dispense less adhesive to cover the filaments and conservative preps. Smaller tip means less waste of the adhesive. Tapered and smaller tip gives best access into all constricted areas.

The patented Denbur Multi-Brush has been evaluated by various professional publications. Here are a few:

- November 1991, *Reality Now*: The Denbur Multi-Brush... " ...can be used in place of cotton pellet for almost any use. Only your imagination limits its uses. "
- June 1996, An independent research institute reported: "In comparison with look-alike, Multi-Brush was preferred by 61% of evaluators due to: Smaller size & shape of tip... "
- January 1998, *Reality Now*: "Multi-Brush started the applicator craze several years ago. They have an even smaller head than Kerr Applicators, giving them the best access into very constricted areas such as a small post hole. "



*Denbur Multi-Brush*



*Look-alike applicator*

With the white "fluff" removed, the tip shape and size is exposed. Above are photos of the Denbur Multi-Brush and look-alike. The tip of the Multi-Brush's head is tapered to a point, allowing application into all areas. The look-alike's head has a ball. This ball may prevent application into critical areas.

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## Wykle Research Applicator Evaluation Survey, October 1999

Wykle Research, Inc., a dental manufacturing company located in Carson City, Nevada, conducted an independent Applicator Evaluation Survey. Two hundred clinicians were asked to compare the Multi-Brush Multi-Colors with Microbrush. Over 75% stated Multi-Brush was better, 12% stated it was the same, and 12% stated it was worse. Evaluators were asked to list 3 benefits of the Multi-Brush compared to the look-alike. Over 60% stated they preferred Multi-Brush due to smaller tip, 25% due to narrower head, and 10% due to the fact that Multi-Brush stayed bent better.

The complete survey may be obtained directly from Wykle Research, Inc. at 800-859-6641, or fax 775-882-7952.

## What Do Clinicians Say?

*"Last time we ordered the others by mistake, but yours is better. The size of the tip is better than the others."*

Dr. William J. Gray  
Modesto, CA

*The nice thing about Multi-Brush is that you can put the bonding agents without any obstruction. Other brushes have a ball that*

*obstructs penetrating cavity area. Multi-Brush can be bent much better than the look alike.*

Dr. Frederick A. Curtice  
Kaneohe, HI

*Its frustrating when I use Microbrush because the plastic tip on the end is too large to get into the preps.*

Dr. Michelle Greissing  
Atlanta, GA

*What I like about the Multi-Brush is its small tip. I can put it in small areas very easily. No other company has a tip like yours.*

Dr. Ronald Riesner  
Winter, CA

*Microbrush has been fine, but we're getting more conservative in our cavity preps. Multi-Brush is smaller but holds as much as Microbrush. It delivers a sufficient amount of material.*

Dr. Gary Kaplan  
Ocala, FL

*The problem has always been that the tip of the look-alike applicator can generally not fit in the small cavity. Very often we have air bubbles that do not allow the material to wet the walls of the cavity. With Multi-Brush, we don't have this problem.*

Dr. Andre Aioutz  
Sion, Switzerland

*Dear Denbur: As I stated over the phone, it took me awhile to track down your Multi-Brush but it is worth it. Your brush allows me to place adhesives and caries*

*detectors into areas that other brushes don't even reach. Also the filaments are a much higher quality as they don't mat down. The handle holds a bend nicely without breaking and since the head is so compact we don't have to dispense as much adhesive to cover the filaments and our conservative preps. This means that we actually save money because we don't waste the adhesives like we used to with the Microbrush. Sincerely,*

Dr. Declan Devereux  
Honolulu, HI



Above: Multi-Brush and Dispenser

We'd like to hear from you! Please drop us a line if you'd like to share any thoughts, ideas, or challenges you face in to profession. Please send correspondence to:

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