

The logo for the California Dental Institute is set against a dark brown background. It features a thick, yellow rope with a black outline that forms a rectangular border with rounded corners. At the top center of this rope, the two ends are crossed and tied into a knot. In the center of the rope border is a large, horizontal, light yellow oval with a thin white outline. Inside this oval, the words "CALIFORNIA DENTAL INSTITUTE" are written in a bold, black, serif typeface, all in uppercase letters.

CALIFORNIA DENTAL INSTITUTE



California Dental Institute

Presents

Destination.....Education

**TAKE ANY OF OUR
SEMINAR PACKAGES
WHEREVER & WHENEVER
YOU CHOOSE...**

**Calif. & AGD
Accredited**



- Endodontics For A New Millenium
- Advanced Endodontics Made Easy
- Anatomy of Local Anesthesia
- Medical Emergencies In The Dental Office

- Mastering The Art of Esthetic Dentistry
- Extreme Smile Makeover
- Implant Dentistry: Basics & Beyond
- Periodontics & Dental Implants
- Successful Periodontics & Ridge Preservation



- Radiosurgery: Going Beyond Electrosurgery for Tissue Control
- Snoring & Sleep Apnea
- Temporomandibular Joint Dysfunction
- Oral Surgery Made Simple
- Dental Practice Act / Calif. Law Risk Management / Infection Control



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California Dental Institute, P.O. Box 5123, Diamond Bar, CA 91765

Visit Our Website: www.californiadentalinstitute.com

A decorative banner with a rope border and a central oval containing the text "ESTHETIC PROFESSIONALS". The rope is yellow with a black outline and is arranged in a rectangular shape with rounded corners. The central oval is yellow with a white outline. The text is in a bold, black, serif font.

ESTHETIC PROFESSIONALS

The image shows the ornate marquee of the Globe Theatre at Universal Studios Hollywood. The marquee is a large, rectangular sign with a decorative border, mounted on a building facade with arched windows. The text on the marquee is centered and reads: "ESTHETIC PROFESSIONALS SPECIAL ENGAGEMENT CREATING THE ULTIMATE PRACTICE BY WORKING SMARTER - NOT HARDER".

GLOBE THEATRE

**ESTHETIC PROFESSIONALS SPECIAL ENGAGEMENT
CREATING THE ULTIMATE PRACTICE BY
WORKING SMARTER - NOT HARDER**

8 CE UNITS

**AM LECTURES
PM BREAKOUT
SESSIONS**

TUITION \$295

**INCLUDES BREAKFAST,
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**YOU THOUGHT YOU'D SEEN IT ALL
YOU WERE WRONG...DREADFULLY WRONG**

COMING JUNE 24, 2006

AT UNIVERSAL STUDIOS HOLLYWOOD GLOBE THEATRE

**EARLYBIRD \$245
(BY MAY 1, 2006)**

**GROUP DISCOUNTS
AVAILABLE**

**FUN FOR THE
WHOLE FAMILY**

PG-DDS

PRACTITIONERS GUIDANCE SUGGESTED

**Some materials may be inappropriate for those with Neophobia
INTENSE LECTURE PRESENTATIONS AND HANDS-ON EXPERIENCE**

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Speaker: Dr. Bruce J. Crispin

and more...

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- Lecture, Demonstration & Hands-on
- Only \$295 [EARLY-BIRD OFFER: \$245 BEFORE
MAY 1ST, 2006]
- Includes Breakfast,
Lunch & Reception
- Group Rates Available



ASHTEL DENTAL

DENTAL OFFICE SOLUTIONS



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vol. 0506

HELPING YOU REACH HIGHER GOALS.

DID YOU MISS CDA ANAHEIM 2006?
SHOW PRICES EXTENDED !

LOOK INSIDE FOR DETAILS.

I-Max Easy

Digital Panoramic Imaging

The **new** I-Max Easy digital panoramic unit is the fruit of a perfect combination of recognized simplicity (as already seen in the analog version in use in more than 15,000 practices around the world) and very high precision digitalization.

I-Max Easy can be used for all the most common panoramic radiographs:

- Standard adult or child panoramic
- TMJ mouth open or closed
- Sinus



Instant availability

Once the image is taken, it is instantly available on your computer screen. No more waiting around - the diagnosis is immediate.

Greater diagnosis precision

Zoom in or out, reverse video, pseudo-colours, etc. QuickVision software can manipulate the image in ways that help you better understand the patient's pathology.

Remarkable Adaptation

With I-Max Easy, sharing resources becomes the key to profitably managing your practice, regardless of its current configuration.

Increased safety

The digital sensor technology is more sensitive, allowing the radiation dosage needed to take an image to be significantly reduced.

Higher quality

The image is digitized at source, when the image is taken, to avoid the risk of information loss.

Greater control

Digital technology is very flexible and enables post-compensation of anomalies to "fix" any exposure errors.

Easier storage

The image is available immediately and stored automatically in the patient file. It can easily be sent over the Internet to a colleague or a health insurance agency, or printed on paper.

Additional benefits

Going digital will cut out developing costs and associated pollutants, and free up the space previously occupied by the darkroom.

Group Practice

The unit is supplied with a Compact Flash card that can be used to store images without a PC connection. The removable card can then be taken to any other PC in the practice.



CDA Prices extended!

LOWEST PRICE
EVER
on a digital pano!

call for details

NOMAD™ Portable X-Ray

CDA Special extended!

MSRP ~~\$6,848~~

call for details

Anytime... Anyplace...

NOMAD is a handheld intra-oral x-ray system that is cordless, battery-powered, true DC, lightweight, and simple to use. An external backscatter shield and unique internal radiation shielding ensure operator safety that exceeds regulatory requirements. NOMAD's true portability doesn't compromise the diagnostic quality of the x-ray images. It's economical; in the office or field, NOMAD does the work of multiple conventional x-rays. Anytime... Anyplace you need x-ray, NOMAD is here!



Is it safe?
Yes it is,
FDA approved.

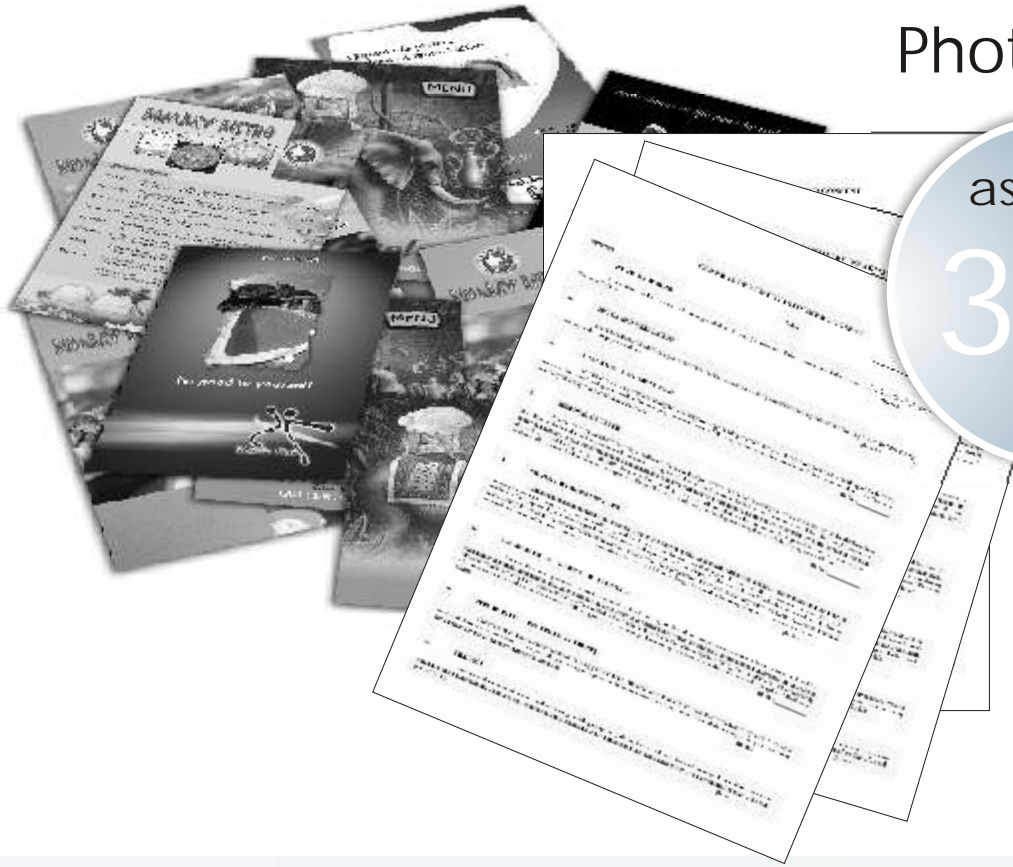
The external backscatter shield and internal radiation shielding are specifically designed to protect the operator from exposure. In fact, the exposure is less than 1% of the allowed occupational doses.

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as low as
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Web Marketing Services are available. Call for details.


Business Cards

You can choose a logo from our extensive library collection and have it printed on your business cards for FREE. Please refer to page 73 to view your options. If you already have a logo that you want on your business cards, there is a one time set-up fee of \$9.99. Another option is to have our team of designers help you develop a customized logo, starting at \$150.

You can choose from a wide variety of fonts from our extensive library collection ABSOLUTELY FREE. Please refer to page 73 to view your options.

Customize your DESIGNS

First Name Last Name



COMPANY NAME

Address line 1 , Address line 2, Phone: (XXX) XXX-XXXX

ITEM # BC2001

We provide the option for you to customize the font of your Company Name. Please select a font from our library on page 73.

Add your business address, telephone number(s), email address and even a personal quote. All at no additional charge.

CUSTOMIZE THE BACK OF YOUR BUSINESS CARDS

Turn your business card into a calendar. Potential clients now have more than one reason to pull out your business card.

Let your business card be more productive by having an appointment card on the back.

Not good with dates? Add a calendar onto your appointment card so you never have a schedule conflict again.

COMPANY NAME
2006

January	February	March
S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
April	May	June
S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
July	August	September
S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
October	November	December
S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

ITEM # BC2002

APPOINTMENT REMINDER

HAS AN APPOINTMENT ON

DAY MONTH YEAR

AT _____ AM _____ PM

If unable to keep appointment, kindly give 24 hours notice period

ITEM # BC2003

Name : _____
Date : _____
Time : _____

2006

January	February	March
S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
April	May	June
S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
July	August	September
S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
October	November	December
S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

ITEM # BC2004

¡ Todos los artículos están disponibles en español !



BC2005



BC2006



BC2007



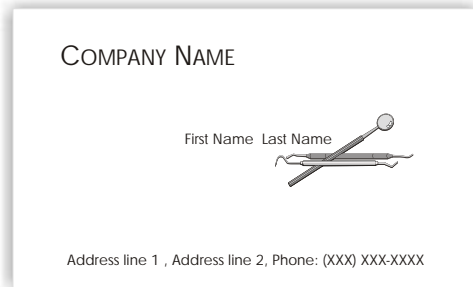
BC2008



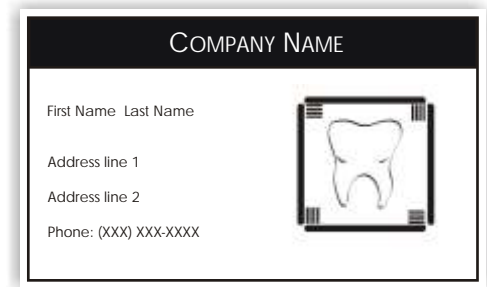
BC2006



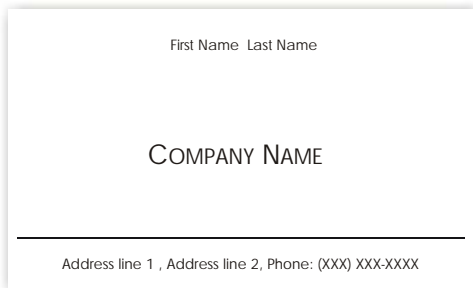
BC2007



BC2008



BC2009



BC2010



BC2011

1-Color Business Cards

Quantity	1-Sided	2-Sided
500	16.00	26.00
1000	23.00	32.00
2000	37.00	48.00
4000	66.00	80.00

Additional quantities available upon request.



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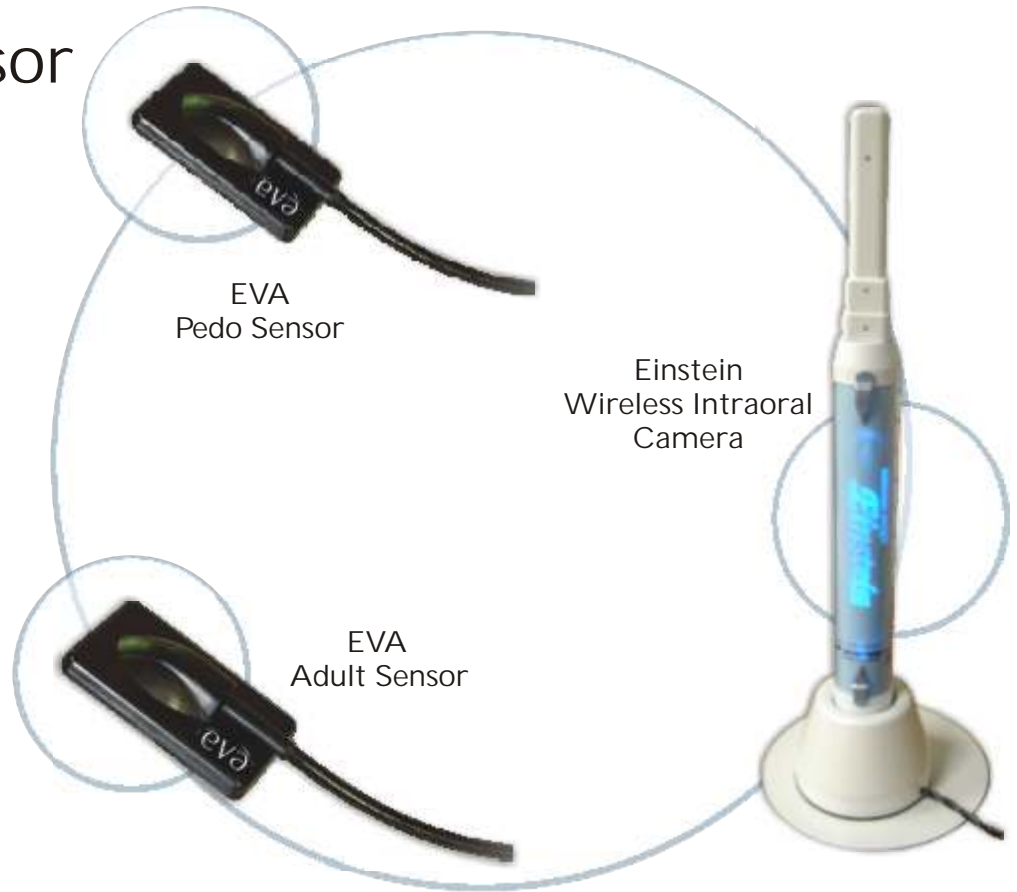
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Free Wireless
Intraoral Camera

+

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Camera

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I want immediate attention on a Practice to buy.

Location _____ Grossing \$ _____

I want to sell my practice.

Name _____

Address _____ City _____ State _____ Zip _____

E-mail _____ Phone _____ Mobil _____ Home _____

WINDOW OF OPPORTUNITY

If your not now securing 20 to 30 new patients a month and achieving a \$500,000 gross or more perhaps you're in the wrong place, or perhaps you do not have a marketing system that provides you enough patients to fill a 4 day practice. New patients are the driving force behind a thriving practice.

There are numerous methods of marketing and some are effective in one location and not in another location. Trial and error sometimes is necessary to find the most effective method for your location. P.P.S., Consultants are available to help you prepare your practice for sale as well as give you options that have been effective for others.

Scores of individual dentists have tried marketing, spending Thousands of Dollars with little success and then decided marketing was not for them, and learned to be happy with what they have been able to generate without marketing.

Marketing rarely worth the effort if it is done with no goals or no plans for success. Marketing is a function not only of money but also the period over which you spend your marketing dollar. In other words a successful marketing program is a function of both time and money. It is better to divide your marketing money over 52 weeks and do something each week. To a certain extent you can tweak your marketing programs over time to zero in on an effective marketing campaign for practices.

Dean, Wally and I have literally visited thousands of offices and believe we can help you sell your practice as it exists now or can help better prepare you for a future sale when your practice is groomed for the maximum selling price.

Window of Opportunity - This is the best time in history to cash in on your practice. You can take advantage of what you know works for you and apply your skills in a new location with more favorable demographics or retire.

Register on our Web site for immediate notification of a new practice for sale.

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Email: PPSIncnet@aol.com

Tom Fitterer
President