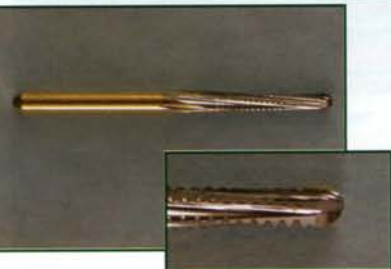




CRA
CONFIRMED
USEFUL

NOTEWORTHY

FAST CUTTING REDUCTION BUR



\$4/Bur

SS White Burs

1145 Towbin Ave • Lakewood, NJ 08701 • USA
732-905-1100 • 800-535-2877 • Fax: 732-905-0987
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GREAT WHITE ULTRA BUR

Bulk reduction bur for tooth & restorative materials with tips designed for a smooth finished margin. Available in 4 shapes (18 instruments total), all in regular length shanks, & some with short shanks. Advantages: 1) Cuts tooth & restorative materials quickly; 2) Leaves margins smooth & finished; 3) Can be used multiple times; & 4) Clogs less quickly than diamond. Main disadvantage noted was the bur cuts so quickly that clinician needs to be careful not to cut too much too quickly.

79% of 19 CRA Evaluators stated they would incorporate this product into their practice, & **84%** rated it excellent or good & worthy of trial by colleagues.



Since 1976
CRA FOUNDATION®

What is CRA?

WHY CRA?

CRA was founded in 1976 by clinicians who believed practitioners could confirm efficacy and clinical usefulness of new products and avoid both the experimentation on patients and failures in the closet. With this purpose in mind, CRA was organized as a unique volunteer effort where clinicians worldwide unite their expertise for the sole purpose of testing all types of dental products and disseminating results to colleagues throughout the world.

HOW DOES CRA FUNCTION?

Each year, CRA tests in excess of 650 different product brands, performing about 20,000 field evaluations. CRA tests all types of dental products, including materials, devices, and equipment, plus techniques. Worldwide, products are purchased from distributors, secured from companies, and sent to CRA by clinicians, inventors, and patients. There is no charge to companies for product evaluations. Testing is performed by combined efforts of 400 clinicians in 16 countries who volunteer their time and expertise, and 40 on-site basic scientists, engineers, and support staff. Every product is subjected to at least 2 levels of CRA's unique 3-tiered evaluation process that consists of:

1. **CLINICAL FIELD TRIALS** where new products are incorporated into routine use in a variety of dental practices, and compared by clinicians to products and methods they use routinely.
2. **CONTROLLED CLINICAL TESTS** where new products are used and compared under rigorously controlled conditions, and patients are paid for their time as study participants.
3. **LABORATORY TESTS** where physical and chemical properties of new products are compared to standard products.

WHO FUNDS CRA?

Research funds come from subscriptions to the CRA Newsletter. Revenue from CRA's "Dentistry Update"™ courses support payroll for non-clinical staff. All Clinical Evaluators volunteer their time and expertise. CRA is a non-profit, educational and research institute. It is not owned in whole or in part by any individual, family, or group of investors. This system, free of outside funding, was designed to keep CRA's research objective and candid.



This team is testing the ability of handpieces to withstand routine heat sterilization. CRA has performed over 300,000 handpiece tests since 1990 to identify handpieces that cannot withstand the process.

THE PROBLEM WITH NEW DENTAL PRODUCTS.

New dental products have always presented a challenge to clinicians because, with little more than promotional information to guide them, they must judge between those that are new and better, and those that are just new. Due to industry's keen competition and rush to be first on the market, clinicians and their patients often become test data for new products. Every clinician has, at one time or another, become a victim of this system. All own new products that did not meet expectations, but are stored in hope of some unknown future use or thrown away at considerable loss.

CRA's motto is **"CLINICAL SUCCESS IS THE FINAL TEST."**