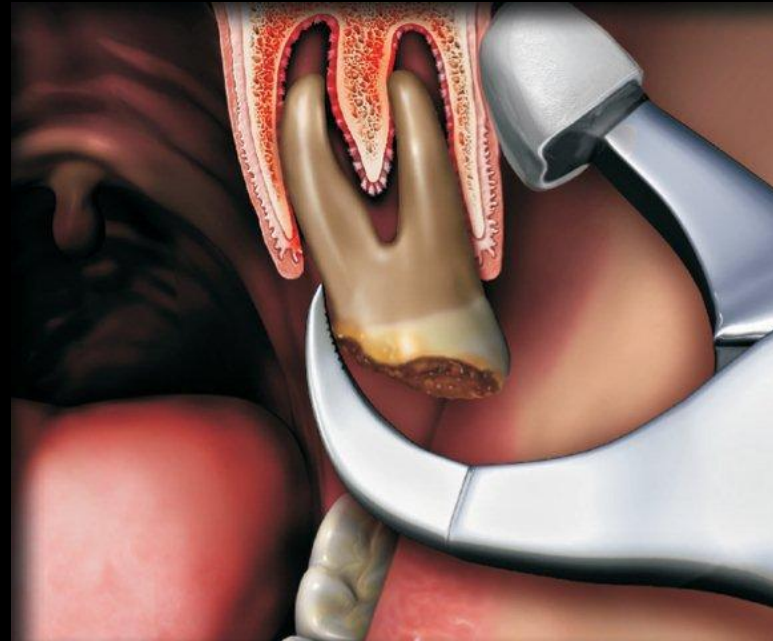


physics[®] forceps



simple | predictable | non-surgical

The new standard in exodontias

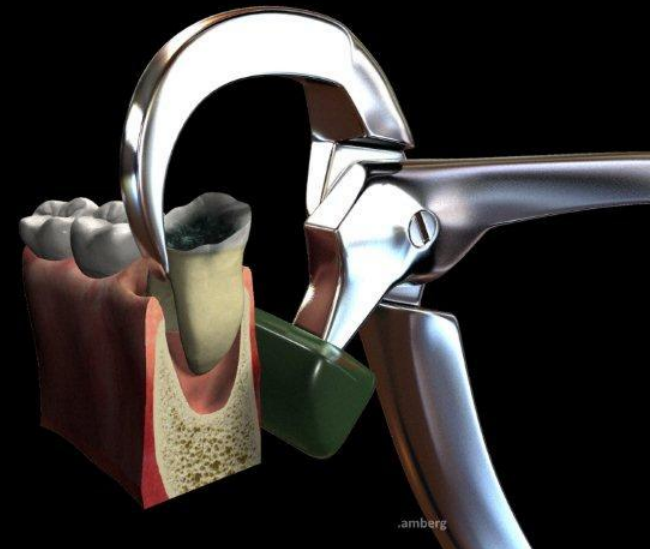
What are the Physics Forceps?

A set of revolutionary instruments for extracting teeth atraumatically utilizing basic principles of biomechanics and leverage.



The revolutionary *Beak & Bumper* design allows the dentist to:

- Achieve atraumatic extractions quickly and predictably.
- Preserve the extraction site by maintaining the cortical plate and buccal bone.
- Eliminate root tip fractures.
- Eliminate the need for surgical flaps and bone loss.
- Immediately place an implant.
- Dramatically reduce chairtime for an extraction.



The Problem and Solution

- The goal of every dentist performing exodontia is to accomplish predictable atraumatic extractions
- Conventional Instruments do not solve this problem
- Based on utilizing new instruments and applying simple physics – the solution is here!

Why Does It Works

Traditional extraction instruments

Two equal forces are applied through the jaws of the forceps combined with a third force - the movement of the arm and wrist of the operator. This causes compression and expansion of bone and eventual release of the tooth from the socket.



The Physics Forceps Solution

With the Physics Forceps

The forces applied are opposing. One force is applied with the beak of the forceps on the lingual aspect of the tooth/root. The second force, the bumper of the forceps is placed on the alveolar ridge below the mucogingival junction.

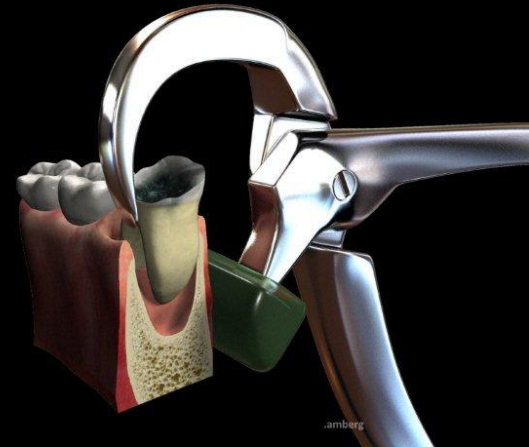


Benefits of the Physics Forceps

- Eliminate the need for surgical flaps & bone loss.
- Achieve virtually atraumatic extractions quickly and predictably.
- Less traumatic for the patient.
- Increase patient referrals and ultimately your bottom line.
- Increase your confidence with doing even difficult extractions.
- Supports immediate placement implant procedures.
- Dramatically reduces you and your patients stress.
- Applicable for all teeth in any condition.

The Physics Forceps

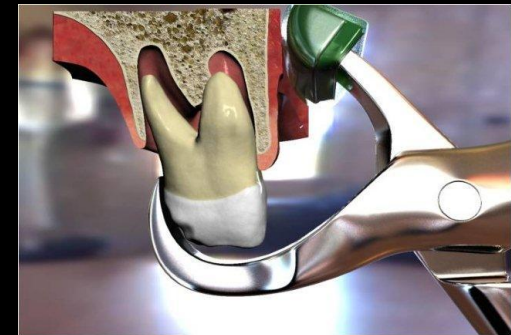
There are 3 different sets of Physics Forceps, all utilizing the same technique, biomechanics and leverage.



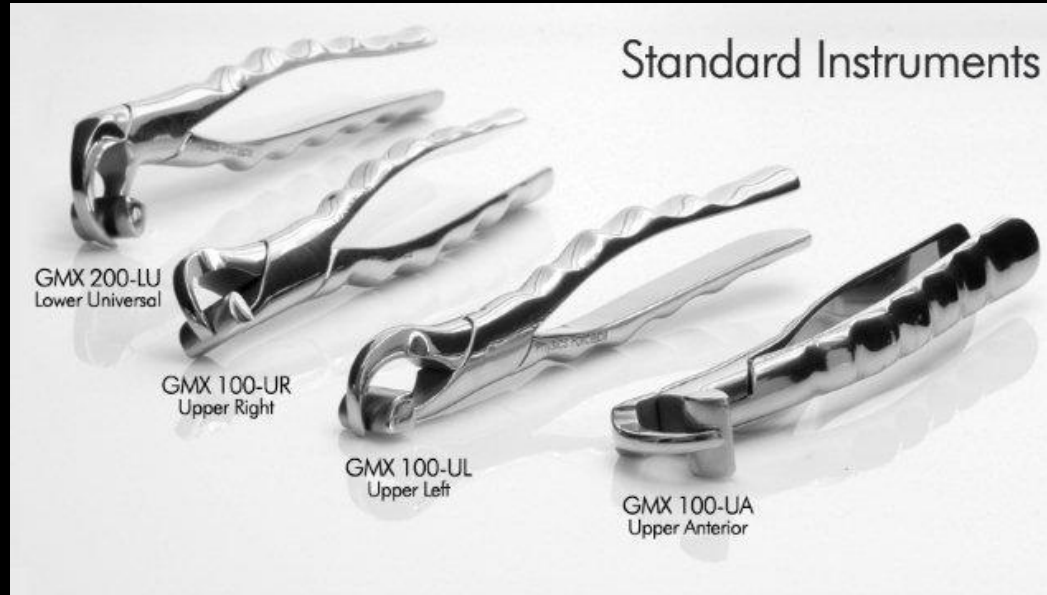
Standard Physics Forceps

3rd Molar Physics Forceps (available in mid 2010)

Pedodontic Physics Forceps



Standard Physics Forceps



4 Instruments in the set: - 3 for the upper (maxillary) and 1 for the lower (mandibular)

Upper (Maxillary)	Lower (Mandibular)
Upper Right	Lower Universal
Upper Left	
Upper Anterior	

3rd Molars Physics Forceps (mid 2010)



4 Instruments in the set: - 2 for the upper (maxillary) and 2 for the lower (mandibular)

Upper (Maxillary)	Lower (Mandibular)
Upper Right	Lower Right
Upper Left	Lower Left

Pedodontic Physics Forceps



4 Instruments in the set: - 3 for the upper (maxillary) and 1 for the lower (mandibular)

Upper (Maxillary)	Lower (Mandibular)
Upper Right	Lower Universal
Upper Left	
Upper Anterior	

Bumper Guards



Used to protect the patient's tissue.
Latex-free surgical grade plastic.
Disposable – single use only.

Bumper Guards

Standard Physics Forceps – universal one size fits all

3rd Molars – 2 different types of bumpers -uppers and lowers

Pedodontic Set – universal – one size fits all



Key Selling Points:

1.) Physics Forceps Clinical Advantages

- Immediately place an implant
- Eliminate root tip fractures
- Preserve the buccal bone and maintain the cortical plate
- Eliminates the need for surgical flaps
- Any tooth in any condition (except impacted teeth)
- Increases confidence
- Increases patient referrals
- Increases the bottom line



Key Selling Points:

2.) Predictable & Non-Surgical

Many dentists are afraid of “extractions” because they are not predictable. 1 bad extraction case can ruin the schedule for the day as well as cause incredible frustration. If you break a root tip, the dentist will be digging out the tips for quite some time.

The Physics Forceps Solution

The Physics Forceps make extractions predictable as a result of the biomechanical advantages of the instruments as well as physics.

You will not break root tips because there is only 1 point of contact on the tooth, not 2 like a traditional forceps, allowing the tooth to “roll” out. Also because you are not squeezing, the tooth does not crumble. You are leveraging the tooth out.



Key Selling Points:

3.) Fast – Time Needed

Most traditional extractions take 20 minutes to 1 hour. How do you schedule?

The Physics Forceps Solution

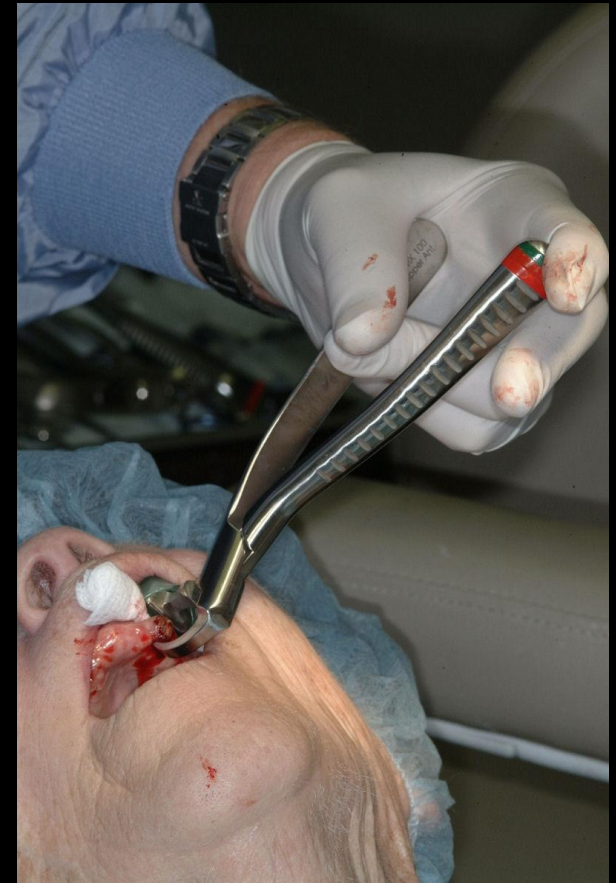
As you allow the Physics Forceps to work as it is intended, extractions will take 30 seconds to 4 minutes depending on the density of the bone. If you could extract a tooth in less than 4 minutes, how much more profitable could you be? How many more patients could you see?

Key Selling Points:

4.) Easy/Simple

The Physics Forceps Solution

Extractions are simple and easy with the Physics Forceps – once you understand the technique and perform 2-3 extractions, you will be amazed at how simple extractions really can be. The tooth just “pops” out.



Key Selling Points:

5.) Economics

Are you referring extractions out or do not perform them because they find them to be un-profitable.

The Physics Forceps Solution

First, you can predictably and profitably incorporate extractions into your practice and will not need to refer these out, so you can do more dentistry and not have to refer the extractions out.

Because it takes less than 4 minutes to perform an extraction with the Physics Forceps, you can make extractions profitable.

Marketing Support Materials Available

Golden|Misch advertises in the leading dental magazines

Internationally Known Key Physics

Forceps Endorsers:

Dr. Carl E. Misch

Dr. Louis Malcmacher

Dr. Stephen Buchanan

Dr. Richard Golden

Dr. Tony Feck

Dr. Robert Fazio

Dr. Lorin Berland

Dr. Karl Koerner

Dr. Greg Folse

Sally McKenzie

Dr. Mauro Fradeani

Dr. Sonia Leizy

Dr. Thomas McGarry

Plus others

DEALERS WELCOME

GOLDEN MISCH

REVOLUTIONARY BEAK & BUMPER
EXTRACTION INSTRUMENTS USING WRIST MOVEMENT ONLY



simple | predictable | non-surgical



Dr. Richard Golden | Dr. Carl E. Misch | Dr. Tony Feck | Dr. Robert Fazio | Dr. Stephen Buchanan | Dr. Lorin Berland



Sally McKenzie | Dr. Mauro Fradeani | Dr. Sonia Leizy | Dr. Louis Malcmacher | Dr. Thomas McGarry

Look Who Has Joined the Movement

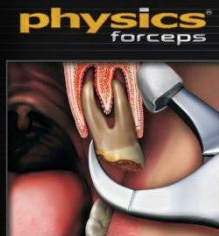
Visit us in Hall 3.2 - Aisle E
Booth # 041

learn more at GOLDENMISCH.COM
1 877 987 2284 or 1 313 371 2943
info@goldenmisch.com

Golden|Misch, Inc. 18625 Monroe Ave., Detroit, MI 48224

Marketing Support Materials Available

Brochures



REVOLUTIONARY BEAK & BUMPER
EXTRACTION INSTRUMENTS USING
WRIST MOVEMENT ONLY

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physics
forceps

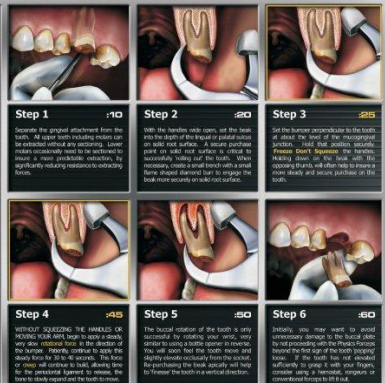
simple
predictable
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the new standard in exodontia

The unique Physics Forceps are
designed to provide you with a
powerful mechanical advantage by
applying the class lever physics.

- Virtually eliminates root tip fracture
- Preserves the buccal bone and maintains the cortical plate
- Supports immediate implant placement
- Eliminates the need for surgical flaps
- Any tooth in any condition, with the exception of fixed dentures
- Virtually achieves atraumatic extraction in patients
- Increases confidence, reduces both patient's and doctor's stress
- Increases patient referrals and stimulates your bottom line

Additional information can be
obtained by contacting
GOLDEN MISCHE



Articles

DENTISTRY TODAY

Volume 37 No. 8 THE NATION'S LEADING CLINICAL NEWS MAGAZINE FOR DENTISTS August 2008

ORAL SURGERY

Atraumatic Extractions A Biomechanical Rationale

Over the last decade there has been an increased interest in atraumatic tooth extraction in order to maintain bone for implant placement. However, an atraumatic extraction was developed that primarily uses the biomechanical advantage of a class II lever, root, crown and crown distribution. The purpose of this article is to review the biomechanics of a pull-down and extraction force (Figure 1). These include will be compared to the biomechanical principles used in the atraumatic extraction of teeth utilizing a new forceps design.

BACKGROUND AND HISTORY OF EXTRACTION DEVICES
The history of dental extraction dates back to the days of Aristotle circa 350 BC, in which he described the mechanics of extraction force, including the advantage of "two levers acting in opposite directions at a single fulcrum." This was 100 years before Archimedes reported on the principle of the lever. Galileo Galilei in 1638 (1610) first used the term "simple machine" and the idea of the inclined plane. All of this knowledge led to the principle of biomechanical force being used to extract teeth for thousands of years.

The lever simply involves what is used to displace teeth. A fulcrum is placed on the tooth, and the fulcrum is placed on the tooth. The fulcrum is placed on the tooth, and the fulcrum is placed on the tooth. The fulcrum is placed on the tooth, and the fulcrum is placed on the tooth.

Direct Medicine

Receptive first DVD showing the extraction using Physics Forceps™ when you call (866) 545-4246

INNOVATIONS IN DENTISTRY

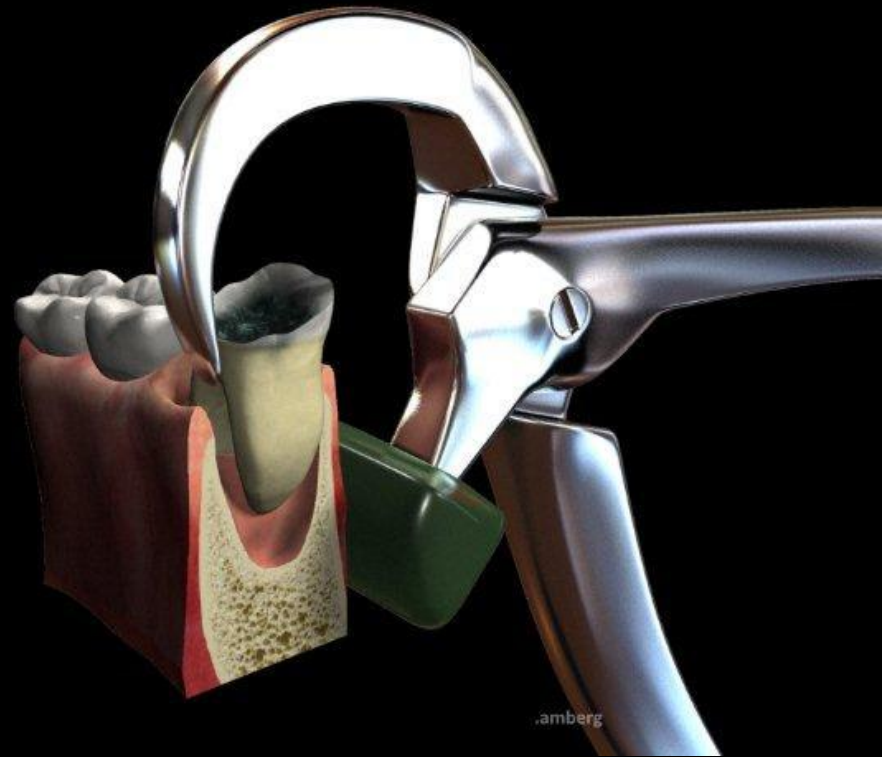
Extractions - Simple, Predictable and Profitable?

Sonia Lundy, DDS, Dipl. Perio, FRCR(DC), FRCR(DC)

When I first saw these instruments, I was very impressed with the design and the way they were used. I was particularly impressed that I could actually see the tooth being extracted. I was particularly impressed that I could actually see the tooth being extracted. I was particularly impressed that I could actually see the tooth being extracted.

Marketing Support Materials Available

Testimonials
Technical Support
Promotional DVDs
Sales Training
Website
Order Forms



Company Overview:

- Founder: Dr. Richard Golden
- Founded: February 2005
- Physics Forceps commercially available: May 2007
- Corporate Headquarters: Detroit, Michigan, USA

Company Overview:

Corporate Headquarters

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USA
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For more information, please contact Mr. Mike Gergen – mgergen@goldenmisch.com