




Best Products Evaluated During 2012: CR BUYING GUIDE

The following report lists many new outstanding products and the classic or control products with which they were compared during 2012. CR is the original and only independent dental product testing organization.

Gordon's Clinical Bottom Line: For many years, Clinicians Report (*previously CRA*) has identified and published an annual list of the best materials, devices, and techniques *that were evaluated that year*. The 2012 CR Buying Guide includes many classic products, study controls, and new products that can make your practice faster, easier, better, and potentially more profitable. *Please read the following product category descriptions carefully.*

Products listed in this Buying Guide have been evaluated by the CR in-house science team and CR Evaluators. Each product in this report is color-coded to identify why it has been included in this 2012 listing.

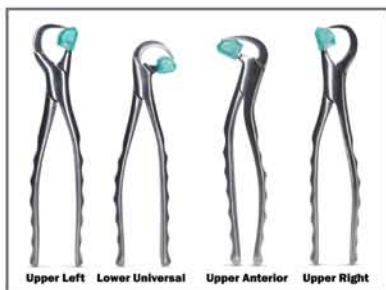
- **Proven classic or control products** are listed alphabetically and in red. These products have been determined by research and long-term clinical use. They are used for new product comparisons. *Some categories do not have classics/controls listed.*
- **Highly-rated new products** are listed alphabetically in blue. These were identified by in-house science evaluations and CR Evaluator use during 2012.
- **CR Choice logos** are placed next to products that had the highest results in CR multi-product comparisons (*marked with ).*

Products that are not listed may still be in testing or were not among the highest rated. *This is not an all-inclusive list.* There are many other excellent products not placed in CR's independent testing this year, and additional product categories listed in previous CR Buying Guides.

— Please Read —

SURGERY: ORAL AND MAXILLOFACIAL

Instruments and Equipment



Physics Forceps Standard and Posterior Series

Extraction instruments that have improved design. **Smaller and lighter** for easier access and more hand control.

\$1,585/Standard or posterior series

Golden Dental Solutions

www.physicsforceps.com

80% of CR Evaluators would recommend this product.

❖ *This is only a portion of the original report.* ❖

What is CR?

WHY CR?

CR 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, CR was organized as a unique volunteer purpose of testing all types of dental products and disseminating results to colleagues throughout the world.

WHO FUNDS CR?

Research funds come from subscriptions to the *Gordon J. Christensen Clinicians Report*®. Revenue from CR's "Dentistry Update"™ courses support payroll for non-clinical staff. All Clinical Evaluators volunteer their time and expertise. CR is a non-profit, educational 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 CR's research objective and candid.

HOW DOES CR FUNCTION?

Each year, CR tests in excess of 750 different product brands, performing about 20,000 field evaluations. CR 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 CR by clinicians, inventors, and patients. There is no charge to companies for product evaluations. Testing combines the efforts of 450 clinicians in 19 countries who volunteer their time and expertise, and 40 on-site scientists, engineers, and support staff. Products are subjected to at least two levels of CR's unique three-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.



Clinical Success is the Final Test

Clinicians Report® a Publication of CR Foundation®

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CRA Foundation® changed its name to CR Foundation® in 2008.



This team is testing resin curing lights to determine their ability to cure a variety of resin-based composites.

Every month several new projects are completed.

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 the 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 a considerable loss. To help clinicians make educated product purchases, CR tests new dental products and reports the results to the profession.