

10 Reasons to choose Quick**Straight**Teeth™



Quick**Straight**Teeth

Why QuickStraightTeeth™ ?

Nearly 50% of adults have some aspect of their smile that they are unhappy with.

For many years, it has been an acceptable option to extensively prepare teeth and place veneers or crowns to improve their colour, shape and position.

Times have changed, and such practice is seen as heavy-handed and unethical. More preferable modern methods involve aligning the teeth using simple orthodontics, whitening them, and correcting the shape using composite bonding and contouring.

However, less than 10% of adults consult a dentist to have their smile enhanced, and whilst orthodontics in adults is on the rise, there are still some reservations in opting for braces in later life.

From our experience, there are four major factors that cause a lack of treatment uptake in adults:

- **Appearance**
- **Price**
- **Discomfort**
- **Treatment time**

QuickStraightTeeth™ offers clinicians a range of removable and fixed appliances, which straighten teeth quickly and effectively whilst addressing these four concerns.

- **The appearance of the appliances and brackets are clear and very discreet**
- **The price of our treatments is low for the patients, due to our low laboratory bills**
- **Our appliances have been rigorously tested to ensure maximum comfort**
- **And lastly, our system has an average treatment time of between 4 and 24 weeks**

QuickStraightTeeth™ ensures you have confidence in your delivery of treatment, whilst respecting best practice guidelines and ethical standards.

What is Quick**Str**aightTeeth™ ?

Quick**Str**aightTeeth™ is a specialist-led system of removable and fixed orthodontic appliances, designed for use by general dentists, to gently straighten the anterior teeth only, making a great smile quick and affordable.

It is our mission to make straight teeth available to more people, by providing dentists and patients with the best value for money, without sacrificing quality or customer service.

There are three levels of treatment available with QST, coded in an easy to follow traffic light system.



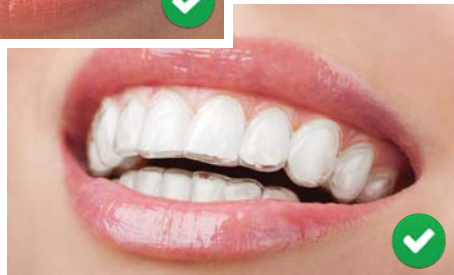
We offer a range of removable appliances that can be used to correct mild tooth misalignment in the anterior region. The green range is the simplest form of orthodontics that we offer.



These treatments involve the use of fixed brackets, placed using an indirect bonding technique. This approach is used for more complex cases but still well within the capability of the general dentist.



Red indicates that this case is recommended for Orthodontic Specialists only. We advise referral of these cases as they are beyond the capability of general practice and require specialist treatment.





Specialist designed, led and supported

QuickStraightTeeth™ is one of the only Specialist-led systems in Australia.

Most other Short Term Orthodontic systems are led from a General Dental perspective, and whilst there are some very talented dentists out there, Specialists have a depth of knowledge and experience in their field that surpasses that of the General Dentist. Therefore, in the design and innovation of QuickStraightTeeth™ we drew heavily on the expertise of our Specialist colleagues. This ensures that you can have absolute trust in any advice or support you receive from us.

QuickStraightTeeth™ offers Orthodontic Specialist support to underpin our system.

On completion of the course, you will have access to a wealth of resources, via a secure log-in on our website, to ensure you feel supported and confident as you do your first cases.

The full course slides and content will be available to past delegates to refresh their memory on any points from the teaching days.

We offer several platforms for support to our users - an online closed forum, email contacts for our Specialists and laboratory contacts, and a direct phone number to the laboratory.

We also give you the mobile phone number of our Sales Director, Steve Douglas. Steve is genuinely on-hand any time you need to talk to somebody and ensure that your queries are passed on to the right people.



2

Best digital solutions

Welcome to iQ - Our Digital Treatment Planning Software

There are four stages to the iQ System to digitally treatment plan your orthodontic cases.

iQuestion

Our online patient assessment has prompts and visual aids to assist in taking full and comprehensive records, to include photography, space planning and treatment planning. Also, these records can easily be pasted into any practice management software.

Facial Analyser

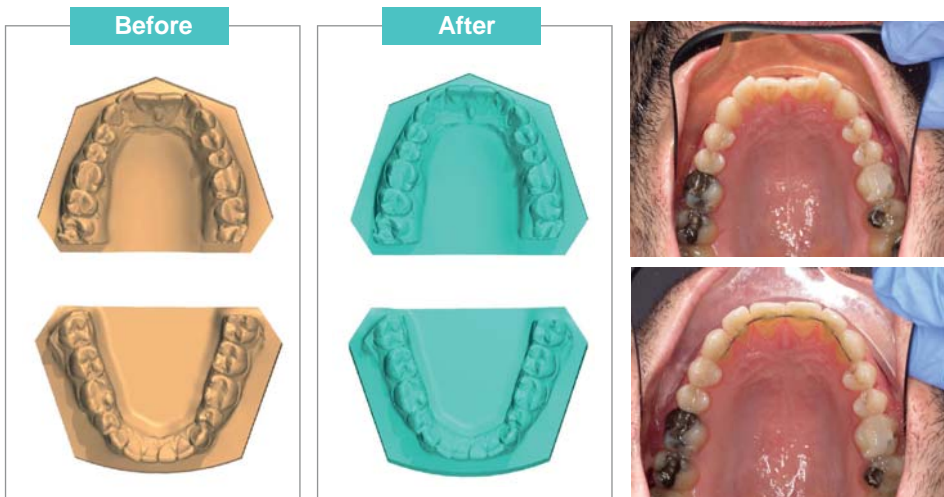
This software is completely unique to QST. The Facial Analyser allows you to assess the patient extra-orally from your photographs. The user can mark landmarks, and record angles for orthodontic measurements relating to your full patient assessment.

iQuantify

iQuantify provides a digital evaluation of the space requirements and IPR quotient required for each individual patient using an occlusal photograph.

iQualify

iQualify allows us to digitally move the teeth into their new positions and generate a 3-dimensional image of how the patient can expect their smile to look post treatment. This can provide a vital part of the consent process in more complex cases.



3

Best quality products

At Quick**Straight**Teeth™, we believe that you should have access to the best materials, with evidence-based clinical research supporting their use.

To this end, we only advocate the use of Orthodontic grade self-etch-primer, and colour-change Transbond composite, for the bonding of our brackets. The products are manufactured by 3M Unitek and are specifically designed for use in Orthodontics, not restorative applications.

By using these products you can ensure reliable bonding, and reliable de-bonding with no danger of damage to the underlying tooth.



4

Best brackets

Orthodontic brackets can be manufactured in variety of materials such as stainless steel, polycarbonate, composite and ceramic.

Does the choice of material in this case make much difference?

The answer is, 'Yes' it makes a huge difference.

Plastic or composite is prone to tie-wing fractures, absorbing stain and odours, and deformation under the force from the archwire. If the bracket deforms under loading it increases treatment times and alters the prescription in the bracket. This can adversely affect the end position of the tooth.

QST are the only company in Australia exclusively using 3M Gemini Clear Ceramic brackets.

The Gemini brackets blend with the natural underlying tooth colour and when combined with our tooth-coloured NiTi wires, they are almost invisible in the mouth. They are also capable of 3 dimensional tooth movement using a globally approved MBT prescription for 1st, 2nd and 3rd order tooth movements.

The mesh-back on our brackets ensures reliable bonding, and they have a patented 'stress-concentrator' built in to ensure simple de-bonding also.



5

Best quality instruments

Our instruments represent exceptional value for money. We only use the very best Ixion, or Orthocare instruments and pass all discounts on to our customers.

These are tungsten-carbide tipped and constructed with either a swivel-joint, or a box-joint, as show below.

We do not use the cheaper variety of instruments with a screw-joint as this type of joint degrades over repeated use and autoclaving causing the beaks of the instrument to cease to meet together properly.





Best value course



Our teaching is 80% hands-on, with specialist support and guidance on-going after the day.

QST is not a one day course - this is simply the foundation.

We have extensive distance-learning modules that must be completed prior to attending our hands-on course. Knowledge must be built on this going forward to ensure your skills and clinical delivery are in line with the most up-to-date thinking. We want your experience of orthodontics to be enjoyable and stress-free. This only comes with confidence that you are using gold-standard products, with the right team behind you and the best interests of the patient at the forefront.

The Q Removable range of appliances are easy to use, requiring minimal chair side time. The use of these devices is covered in some detail in our online videos, with practical advice being given on the course.

The Q Fixed appliance occupies the majority of the teaching on our hands-on course. Delegates will have the opportunity to treat an entire 'patient' on the day. We cover fully hands-on photography, assessment, space planning, treatment planning, practical bonding of brackets and archwire changes, de-bonding and placement of bonded retainer. We are the ONLY course in Australia to give delegates this depth of hands-on experience.



**The course costs \$395+GST
or
\$995+GST to include full set of
orthodontic instruments worth \$1500**

We will cover:

- Basic orthodontic principles
- Case selection
- Consent and ethics of treatment
- Instruments and armamentarium
- Use of clear aligners
- Use of removable appliances
- Use of fixed appliances
- Practical session using fixed appliances
- Interproximal reduction – how and when
- Problem solving
- Retention and post treatment protocols
- Referral to Specialist Mentors
- Laboratory back-up and communication
- Pricing structure
- Marketing
- Bleaching protocols

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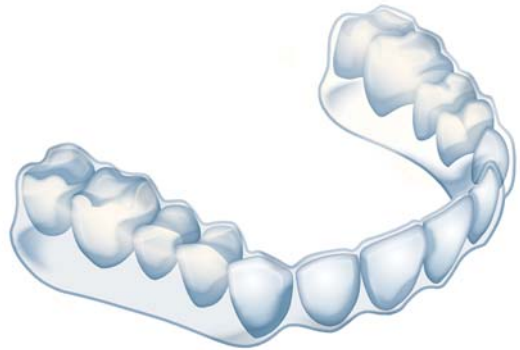
Widest range of removable devices

We wanted to ensure that Quick**StraightTeeth**™ is 'one-stop shop'. We therefore manufacture everything from clear aligners, to spring and hybrid appliances alongside our fixed system.

Below is an overview of our removable devices.

Q100

This is a 3-D printed clear aligner system...but at a fraction of the cost of other similar systems. These clear aligners can be made from upper and lower alginate or silicone impressions and are suitable for mild corrections. They are discreet, comfortable, and provide little or no disruption to speech. These are ideal for patients who would prefer not have fixed braces.



Q500

The Q500 has in it, the best of everything that is available for anterior tooth alignment. Contained in this device is our invention - the 'Q Spring,' a unique fully enclosed and adjustable Ni-Ti spring capable of providing a constant, yet gentle, force to align the teeth. In other similar devices on the market, the springs are not enclosed and irritate the soft tissues and make cleaning more difficult.



8

Best quality laboratory

Ashford Orthodontics was established in 2001 by Sean Thompson. He was shortly joined by two more Directors, Craig Stevens and Graeme Winyard, both qualified orthodontic technicians, with over 70 years of experience between them, who shared his vision for creating the best Orthodontic Specialist Laboratory in the UK.

Ashford adopts a 'non production line' approach to technical services to ensure quality. The quality of the work produced is also a direct result of the quality of the staff it employs. All Ashford technicians are GDC and OTA registered, and undergo a further 2 years of internal training to ensure they have an in-depth knowledge of clinical orthodontics and British Orthodontic Society guidelines. In this way, they are never in danger of stepping outside the scope of practice for the GDP as they will only send back work for cases they can legally and ethically manage, with all others being referred to a Q Specialist for completion.





Best prices

Q Removable Packages

\$800/arch



Plus... Get the following included in the price



Removable Retainer



Fixed Retainer



Whitening kit

Q Fixed Package

\$600 /arch



- 3M ceramic brackets
- Indirect upper or lower trays
- 3 aesthetic arch wires
- 3M orthodontic bond
- 3M orthodontic cement
- Comfort wax
- Modules
- Isolation kit

Plus... Get the following included in the price



Removable Retainer



Fixed Retainer



Whitening kit



Best marketing support

Quick**StraightTeeth**™ has an in-house marketing department that can help with any of your marketing needs as a practice, from simple graphic design, to complex websites and on-line digital media. As part of our on-going support, we will help you develop a social media and email marketing strategy to increase awareness of your new skills in your geographical location.

Quick**StraightTeeth**™ ranks well on Google for orthodontic search terms and we currently receive a substantial amount of traffic from patients searching for solutions to their particular dental problems. We pass these leads directly on to the nearest Quick**StraightTeeth**™ practice - just one of the ways we to help increase your orthodontic business.

We provide all posters, leaflets and training and promotional videos to market the Quick**StraightTeeth**™ range within your practice. Alongside this, we have artwork for a referral pack that you can get printed and send to local practitioners asking for referrals for orthodontic treatment.

If you have any further queries on marketing you can contact us at any time, Steve is heavily involved in the marketing for our providers and has a wealth of knowledge which may be of help.

How to use QST



Download lab docket and send to QST with impressions. Post pictures on forum if you require Specialist opinion.



Receive and fit QST device. Once the patient is satisfied, send impressions for fixed retainer.



Fit bonded retainer and send further impressions for removable retainer.

The QST team



Prem-Pal Sehmi - CEO

Prem graduated from Birmingham Dental School in 2003. He acquired a large portfolio of practices across the North of England and left clinical dentistry in favour of a managerial role within his company.

Prem is a serial entrepreneur who enjoys both acquiring companies, or growing them from the ground up. In 2009, he opened the Academy of Clinical Excellence, the only private postgraduate teaching facility of its kind in the UK to provide hands-on training for dental professionals.

He is also CEO of BDS Dental Laboratory, Boutique Whitening, Walrus Design House, Leeds Living Project, co-owner of a financial services software company PCM, and a property management and building company. Prem regularly lectures around the UK and Europe on the business aspects of dentistry and how to make the most of opportunities within the profession today.



Preetpal Bhogal - Clinical Director

BDS, MFDS RCS (Eng), M Orth RCS (Edin) M Phil (Orthodontics)

Preet graduated from Birmingham Dental Hospital in 2000, winning the Walpole-Day Prize in Orthodontics.

Following his vocational training, he undertook several hospital posts including Oral and Maxillofacial Surgery. He also worked concurrently in General Dental Practice until 2008.

In 2005 he undertook his Specialist training in Orthodontics at Birmingham Dental Hospital. During his training he achieved his Masters degree, whilst researching methods of reducing discomfort associated with orthodontic appliances.

In 2008 he obtained his membership in Orthodontics from the Royal College of Surgeons of Edinburgh. He is a registered Specialist in Orthodontics with the General Dental Council.



Steve Douglas - Sales Director

Steve began life in the paper industry where he spent 25 years in marketing world-wide. He was responsible for managing corporate accounts that included the \$75m NHS Paper Supply Contract, the \$20m Royal Mail Paper, Midland Bank and Tesco.

In 2010 Steve emigrated to Australia and is based in Ballarat, Victoria. He opened companies in both the UK and Australia providing a range of oral care, and teeth whitening products such as Crest Whitestrips, Oral B and Colgate.

Steve will be responsible for the QST Courses, Sales and Customer Service as well as the online marketing for this exciting new orthodontic product range.

Before and after gallery



This lady was particularly unhappy with the upper tooth that was stuck on the inside and the general crowding of her front teeth. She had a QST fixed brace for 6 months and she loves the result!



This individual disliked two teeth that were biting the wrong way around. She wore a QST fixed brace to correct her bite over a period of four months. During this time the lower teeth were also straightened.



This lady was unhappy with an instanding incisor, that gave the impression she had a missing tooth. As a result she was very embarrassed to smile. She wore a QST fixed brace for five months. She now loves to smile and show off her straight teeth!



The parents of this young boy were concerned about how the upper front teeth were biting the wrong way around. He did not want to wear a fixed brace. Therefore, a removable QST brace was worn for three months to correct this problem.



QuickStraightTeeth

For more information please contact Steve Douglas.

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