

**HAYES**

THE LOCAL HANDPIECE REPAIR CENTER

inside:

Bien-Air Optima MX® | Upgrading your 1:5 increaser | Special offers

# HandpieceHeadlines®

Your Source for Industry News &amp; Information

## IndustryTrends



► The percentage of general dentists who use electrics **GREW FROM 9% TO 22%** between 2003 to 2005.

► A frequent complaint about early electric handpieces was increased weight as compared to air-driven handpieces. Manufacturers have significantly **REDUCED THE LENGTH AND WEIGHT** of the motor and **IMPROVED THE BALANCE** between the motor and the handpieces.

► Early electrics had larger heads, and steep angles, making for a challenge in limited access areas. In newer electrics, many manufacturers have **REDUCED THE HEAD SIZE**, and the angle of the attachment.

## Why Go Electric?

Electric systems are growing in popularity as dentists discover what they can bring to their practice. Some of the benefits of electrics:

- Quieter operation and less vibration—better for the doctor and the patient
- Better margins—the handpiece does the work, no feathering
- Better torque—faster high-speed preparations
- More versatility—you can do many procedures with one system including high-speed, low-speed and endo
- Improves low-speed functionality with fiber optics, coolant water and more torque
- Accurate RPM readout for each procedure
- Faster procedures

Dentists who have moved to electrics know that the quality of their dentistry has improved and their practice and patients have benefited. Better dentistry, more handpiece versatility, and less time on each procedure make the investment in electrics worth it.



“ Electric handpieces have *better torque, quieter operation, and are more durable*

[when compared to air-driven turbines]. This system can be used for various procedures, but there definitely is a learning curve. It does not stall and does all the work. There is no need, in most cases, to feather during the procedure as with an air-driven handpiece. ”

JOE HAYES, CEO HAYES HANDPIECE COMPANY  
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Get FREE TaylorMade Drivers, Balls & More!

DETAILS INSIDE....



Test-Drive the  
**BIEN-AIR OPTIMA MX®**

Call your local Hayes office to schedule a free demo!

# Why Choose the Bien-Air Optima MX® System?

The Bien-Air Optima MX® just makes sense. It's the best selling electric handpiece internationally, and with features such as five pre-programmable settings, it will make your transition to electrics easy. You'll be most impressed by the ability to do high-speed and low-speed procedures with a single attachment.

## FREE TEST-DRIVE

### Curious About Electrics? Try Before You Buy...

- ▶ Call your local Hayes office to schedule your **FREE** test-drive!
- ▶ You'll get training on the system, and an opportunity to use it on your own. We'll even come back to pick it up!

▶ **FREE** Sleeve of Burner Balls with Your Test-Drive!

- ▶ Test-drive or purchase before end of March, and you'll be entered to win a **FREE** set of TaylorMade Graphite-Shaft r7 Irons and Bag!



A  
\$1,200  
value!



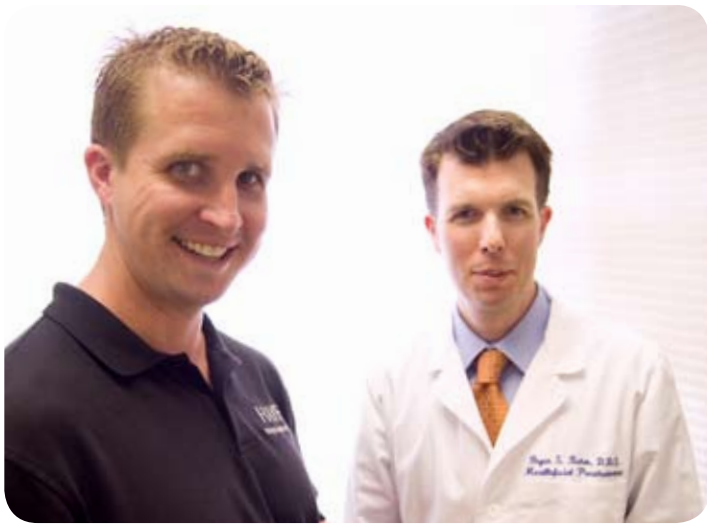
## Already Own An Electric System? Upgrade to a Bien-Air

If you already own an electric system, consider upgrading to a Bien-Air 1:5 increaser.

- ▶ Patented dual fiber optics—no more shadows
- ▶ Durable Diamline surface
- ▶ Patented anti-heat cap
- ▶ Better water spray
- ▶ Reasonable repair costs

Save Big \$\$ with Our  
Trade-In Program!  
Quantity Discounts  
Available





# Why Buy from Hayes?

If you're considering purchasing a Bien-Air Optima MX electric system, here's why you should buy from Hayes:

**> WE SPECIALIZE IN HANDPIECES.**

We have built a successful network of over 80 locations worldwide because we are focused. We have spent years studying handpiece technology and perfecting handpiece repairs. We understand what makes handpieces operate effectively and also what causes problems. We are your complete resource for handpiece information.

**> WE CAN SERVICE WHAT WE SELL.**

If your Bien-Air electric needs service, call your local Hayes office and we'll come right to your office. We'll troubleshoot the problem and repair your handpiece if necessary. We specialize in fast turnaround, personal service and quality repairs.

**> FINANCING AVAILABLE.**

Your Local Handpiece Repair Experts...  
**Trust Hayes for all your repairs!**

- > High-speeds
- > Electrics
- > Attachments
- > Low-speeds
- > Scalers
- > Fiber optics

Local Service  
Prompt  
Turnaround



Test-drive or purchase before end of March,  
and you'll be entered to win a FREE set of  
TaylorMade Graphite-Shaft r7 Irons and Bag!



A  
\$1,200  
value!

1



**Buy 2 Optima MX  
and 4 1:5 L attachments  
Get 2 1:1 attachments FREE**



**AND get a FREE CUSTOM  
TaylorMade Burner Driver!**

2



**Buy 1 Optima MX  
and 3 1:5 L attachments  
Get 1 1:1 L attachment FREE**

3



**Buy 2 1:5 L  
and 2 1:1 L attachments  
Get 1 1:5 L attachment FREE**

*Offers valid through March 2008*

Call Hayes for your next handpiece repair

High-speeds | Low-speeds | Attachments | Fiber optics | Electrics



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