

**ZEST Anchors Introduces The First Of Its Kind
Turnkey Practice Marketing Program For Overdentures**

Escondido, CA – (April 29, 2014) – ZEST Anchors announced today the release of a new and unique practice marketing program that provides dental clinicians with all of the elements necessary to attract new overdenture patients and gain treatment acceptance.

Attracting new patients to the dental practice can be challenging. Gaining treatment acceptance during the patient consultation can be equally as challenging. ZEST Anchors can help dental clinicians meet these challenges with InPlace™ – a turnkey practice marketing program that is specifically designed for overdenture patients.

The InPlace Program consists of a variety of print and electronic promotional and educational elements, including a patient focused website, teethinplace.com, where patients can search for an InPlace Clinician in their area. InPlace Clinicians are not required to pay a monthly fee to be listed.

InPlace provides dental clinicians with the marketing elements they need to attract patients to their office, educate patients on the benefits of implant-retained overdentures and ultimately treat more overdenture patients.

To become an InPlace Clinician today, please call 800-262-2310 or visit the ZEST Anchors website at www.zestanchors.com.

About ZEST Anchors Inc.

ZEST Anchors Inc. is a global leader in the manufacturing and distributing of dental solutions for the treatment of edentulous patients. For more than 40 years, ZEST Anchors has been leading the way in innovative solutions for overdenture attachments, receiving worldwide acclaim for pioneering the self-aligning design of the LOCATOR® Attachment. The LOCATOR Attachment is interface compatible with more than 350 implant products and is globally distributed in more than 45 countries. Continuing its spirit of innovative technologies for overdenture patients ZEST Anchors most recently introduced the LOCATOR Overdenture Implant (LODI) System, a narrow diameter implant system exclusively designed for overdenture treatment. ZEST Anchors is located in Escondido, California and has global distribution through OEM implant companies and distributor networks.

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