

## Crown OX

### Technician and laboratory:

Robert Winchell, owner, Artistic Dental Creations, a two-person, C&B lab in Klamath Falls, Oregon

**Doing what he does best:** With a focus on esthetics and a strong educational background, Robert Winchell knew that **LMT's Crown Challenge** was the perfect opportunity for him to put his skills and knowledge to the test. "After seeing the results of the *Crown Experiment*, I knew I could do better. I took the *Challenge* for myself to see where I was at, quality-wise," he says.

Winchell began his career in 1973 and after years of working in every department of the laboratory, it became clear that his strong suit was esthetics, so he took continuing education courses and focused on that niche. "I

decided I was going to stop making crowns and start making teeth. I make what I call 'undetectable restorations' because they look so much like real teeth," he says.

**On making his move:** In the midst of the *Crown Challenge* buzz in April, Winchell moved his laboratory from a mobile home to a modern office facility. More centrally located to his 14 clients, and with two of his dentist-clients in the same building, the move has been beneficial, cutting his delivery costs in half. Though the timing of the *Challenge* was not ideal, Winchell was not about to let this opportunity pass him by. "I fabricated the crown the first week I was there. There was stuff everywhere in boxes and it was chaotic, but I really wanted to enter the *Challenge*," he says. **LMT**

I decided I was going to stop making **crowns** and start making **teeth**. I make what I call "**undetectable restorations**" because they look so much like real teeth.

—Winchell



Robert Winchell entered the *Challenge* despite a recent laboratory move.



One judge says that this entry "nailed the shade," so it's not surprising that Crown OX gets high marks in the shade/vitality/blend category. The crown also exhibits ideal cusp-to-fossa relationships and interproximal contacts, and distinct anatomy.