

Dr. Kunik's Top 3 Products

	Invisalign	3M Unitek Mini Uni-Twin Brackets	3M Unitek Transbond Plus Self-Etching Primer
When did you start using it?	1999	1991	2000
Why can you not live/work without it?	It offers my patients an aesthetic and comfortable treatment option.	It's a highly efficient bracket design that allows the least number of wires with minimal "play."	It is one of the biggest breakthroughs in dentistry. It is fast and effective.
When do you use the item?	I use Invisalign for adults and teenagers and the type of cases range from simple adult relapse cases to surgery cases (adding minimal fixed appliances a few weeks before surgery).	All non-aesthetic cases.	On all bonding and attachments.
How do you market it to your patients?	Invisalign advertises for me through mass marketing and its Web site. Most patients walk in the door already having researched the Invisalign product.	I really do not market them to my patients.	I really do not market them to my patients.
If you could change anything about it, what would it be?	Faster turnaround time for tray delivery and more consistent and responsible research.	Nothing.	Nothing.