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| IN THE MATTER OF | § | BEFORE THE STATE |
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| DENTAL LAB DIRECT®; | § | |
| NEON BRITE ONLINE DENTISTRY | § | BOARD OF |
| AND ORTHODONTICS; AND | § | |
| ROBERT S. OWEN | § | |
| 4040 AVONDALE AVE. | § | |
| DALLAS, TX 75219 | § | DENTAL EXAMINERS |

CEASE AND DESIST ORDER

On October 21, 2014, the Texas State Board of Dental Examiners (“Board”) proposes this Cease and Desist Order against DENTAL LAB DIRECT®, NEON BRITE ONLINE DENTISTRY AND ORTHODONTICS, AND ROBERT S. OWEN (“DLD”).

The Board has received information and possesses certain evidence indicating that DLD has violated provisions of the Dental Practice Act (the Act), codified at Texas Occupations Code, Title 3, Subtitle D.

Failure to file a written request for a hearing on this Order prior to November 20, 2014, will render this Order immediately effective and non-appealable in accordance with Texas Occupations Code § 264.0525(b).

Pursuant to authority granted under Texas Occupations Code § 264.0525, the Board finds and issues the following:

FINDINGS OF FACT

1. During the time period from April 13, 2013, through the present, DLD unlawfully practiced dentistry without a license. Specifically, DLD:
 - a. offered to make by any means an impression of the human mouth to construct a dental appliance, or another substitute for human teeth;
 - b. made, produced, or processed a fixed or removable dental bridge or appliance, or a substitute or corrective device for the human teeth for another person, or, aids and abets another person to make, produce, or process the formerly described items without a written prescription or work order signed by a dentist legally practicing dentistry in this state, or in the jurisdiction in which the dentist maintains a dental office;
 - c. represented to the public that the services offered by DLD are included within the practice of dentistry; and
 - d. provided dental laboratory services without being a registered dental laboratory in the state of Texas.

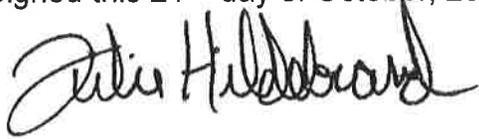
2. The conduct described above is a violation of Texas Occupations Code §§ 251.003(a)(3)(B), (a)(7)(A)-(B), (a)(10); 256.001; 266.151 and may be subject to criminal prosecution.

ORDER

IT IS THEREFORE ORDERED THAT:

DLD, **CEASE AND DESIST** from any further action in the state of Texas in connection with performing or offering to perform dentistry, and any dental laboratory services for any person in the state of Texas.

Signed this 21st day of October, 2014.



Julie Hildebrand
Executive Director
Texas State Board of Dental Examiners