Neodent—From Brazil into the world

An interview with Dr Geninho Thomé and Dr Sérgio Bernardes

Timo Krause



01
Zi Ceramic Implant System: A new mindset combining esthetics, stability, and flexibility.

Looking back at Neodent's journey over the past three decades, what have been the most impactful developments related to the Zi Ceramic Implant System since its introduction in 2022? In what ways has this innovation influenced Neodent's position in the global implant market?

Thomé: Since its launch in 2022, the Zi Ceramic Implant System has marked a turning point in our portfolio. Initially introduced to meet growing demands for metal-free and aesthetic solutions, it quickly evolved into a robust system capable of addressing clinical challenges in both anterior and posterior regions. With the 2025 introduction of the Zi Transmucosal Ø5.0, we expanded our ceramic indications to high-load areas, a segment often avoided with ceramics due to concerns over mechanical resistance.

Bernardes: This shift positioned Neodent not just as a pioneer in accessibility and immediacy, but now also as a reference in aesthetic-driven and digital solutions. Our presence in new markets and the adoption of the Zi System by a growing number of clinicians globally reflects its impact in enhancing our market leadership.

Could you elaborate on the advancements made in the Zi Ceramic Implant System since its launch and what future enhancements can we expect in this product line?

Thomé: The Zi Ceramic Implant System has undergone continuous evolution. Originally launched with bone level options, we addressed flexibility with a two-piece connection and expanded prosthetic workflows. In 2025, the introduction of the Zi Transmucosal Ø5.0 brought innovations in macrogeometry—wider diameter for large sockets, shorter lengths (as short as 5.0 mm) for complex cases, and a redesigned internal connection (ZiLock) for improved load distribution and stability.

The portfolio was further strengthened with the introduction of the abutment for bridge, extending the range of indications beyond single-tooth cases. This addition significantly increased the clinical versatility of the Zi system, especially for clinicians aiming to deliver aesthetic and metal-free rehabilitations in more complex situations.

Bernardes: And the launch of the guided surgical cassette for Zi allowed clinicians to have more precision and accuracy for the implant placement, according to the treatment planning. All the benefits from guided surgery are very important for ceramic implantology and the incorporation of guided surgery protocols via the Zi MultiKit was another milestone, simplifying adoption and improving clinical predictability. Future developments will focus on expanding prosthetic options, optimising surface characteristics for faster biological integration, and deepening

*The articles in this category are provided by the manufacturers or distributors and do not reflect the opinion of the editorial team.

integration with digital planning tools. The goal is to continue delivering a ceramic system that offers strength, aesthetics, and versatility across a broad spectrum of cases.

Global networking seems central to Neodent's philosophy. How has Neodent leveraged these aspects to expand its influence globally, particularly following the full acquisition by the Straumann Group in 2015? In which way did the company benefit from the takeover?
Thomé: The acquisition by the Straumann Group in 2015 was a strategic catalyst that accelerated Neodent's full global potential. Through Straumann's established international infrastructure, Neodent combined forces, and gained immediate access to broader markets, advanced research and increased its development capabilities. We were able to scale production, expand our product range, and align with high regulatory standards in new countries. The collaboration also strengthened our innovation pipeline, exemplified by the Zi Ceramic Implant System—an outcome of combining Neodent's pragmatic and agile development culture with Straumann's global expertise and scientific excellence.

Bernardes: This synergy allowed us to go further: by combining Neodent's strengths—our philosophy of immediacy and Brazil's spirit of accessible innovation and clinical excellence—with Germany's technological leadership and the precision of Swiss engineering, we created a ceramic implant system that is both high-performing and straightforward.

Thomé: Global synergy has been essential to achieving bigger results, not only by expanding our presence, but also by enhancing the way we innovate and collaborate across borders—delivering aesthetic, reliable, and efficient outcomes for clinicians and patients around the world.

As Neodent continues to grow what role does the global network of experts and customers play in shaping the future of your products and services, especially in the context of the Zi Ceramic Implant System?
Thomé: Our global network of clinicians, researchers, and partners is a cornerstone of our innovation strategy. The feedback we receive from over 98 markets where Neodent is present directly shapes the evolution of our products. The Zi Ceramic Implant System is a prime example—its transmucosal expansion and integration with guided surgery stemmed from clinical demands for robustness in posterior zones and workflow efficiency. We engage this community not only through structured clinical studies but also via real-time channels such as beta testing, work-

*The articles in this category are provided by the manufacturers or distributors and do not reflect the opinion of the editorial team.

AD

SUBSCRIBE NOW

ceramic implants—international magazine of ceramic implant technology



www.oemus-shop.de

Fax: +49 341 48474-290

I would like to subscribe for the following journals:

☐ ceramic implants 3 issues p.a. €40*

☐ implants 4 issues p.a. €44*

* All prices include VAT, plus shipping and handling.

Terms & Conditions: The subscription may be cancelled in written form without due justification within 14 days of order by contacting OEMUS MEDIA AG, Holbeinstraße 29, 04229 Leipzig, Germany. Dispatching notification in good time will suffice. The subscription is automatically extended by another 12 months if it is not cancelled in written form 6 weeks prior to the end of the reference period.

Last Name, First Name

Company

Street, ZIP, City, Country

E-mail

Credit Card Number Expiration Date Security Code

Stamp

Signature

OEMUS MEDIA AG

Holbeinstraße 29 · 04229 Leipzig · Germany
Phone.: +49 341 48474-0 · info@oemus-media.de



02



03

02+03
Dr Geninho Thomé and Dr Sérgio Bernardes at IDS 2025.

shops, and advisory boards. This dialogue ensures that our innovations stay grounded in everyday clinical reality while pushing technological boundaries.

IDS 2025 in Cologne has just passed, was it a success for Neodent? Where did you put focus on this year in Cologne?

Thomé: Definitely, IDS 2025 was a remarkable success for Neodent. More than just presenting new products, it was a moment to reflect our evolution as a global provider of complete treatment solutions. This year, our focus was on integrating digital workflows, ceramic innovations, and immediate protocols—a powerful trio that defines modern implant dentistry. A key highlight was the Zi Guided Surgery Protocol, which brings unmatched precision and simplicity to guided procedures, expanding the indications for the Zi Ceramic Implants into more complex clinical scenarios.

Bernardes: Beyond the innovations, what truly stood out was the connection with clinicians and partners from all over the world—reinforcing our position as a brand that listens, evolves, and delivers. IDS is always a landmark event, and this edition reaffirmed our commitment to driving the future of aesthetic, accessible, and reliable implant solutions.

Neodent—
A Straumann Group Brand
www.neodent.com



Dr Geninho Thomé
Founder and Scientific President & Chairman of the Board, Neodent

In 1993, Dr Geninho Thomé founded Neodent, a company dedicated to developing innovative dental implant solutions focused on aesthetic and functional rehabilitation. He also founded the Latin American Institute of Dental Research and Education (ILAPEO), which is committed to scientific research, academic training, and promoting public health. Through these initiatives, he has made a lasting impact on both Brazilian and global dentistry. Dr Geninho Thomé continues to perform surgeries at ILAPEO and, at Neodent, serves as Founder and Scientific President & Chairman of the Board. He remains at the forefront of developing solutions that reflect his lifelong mission: to create new smiles and improve people's quality of life.



Dr Sérgio Bernardes
New Product Development & Clinical Practice Director, Neodent

Dr Sérgio Bernardes began his journey at Neodent in 2005 as a Scientific Consultant. In 2012, he took on the leadership of the Medical Marketing team, playing a key role in Neodent's global expansion and in advancing the clinical practice of dentists worldwide. In 2018, he joined the Innovation team, further strengthening his connection with product development and helping transform ideas into real market solutions. In his current role, he leads a multidisciplinary team, focusing on efficient communication, resource optimisation, and agile decision-making to ensure each innovation enhances treatment excellence and supports the company's strategic goals.

*The articles in this category are provided by the manufacturers or distributors and do not reflect the opinion of the editorial team.