

## MRC provides education for a healthier future

Myofunctional Research Co. (MRC) has been developing innovative intra-oral appliances to treat the causes of malocclusion and TMJ disorder for all ages of growing children since 1989. At IDS 2011, the company will demonstrate practical and cost-effective means of delivering advanced myofunctional correction for every child.

However, MRC is developing more than just orthodontic appliances. In 2009, their MRC Clinics was launched which provided the industry with a totally new way of treating myofunctional habits in growing children for better dental alignment and facial development. It also offered a profitable and more cost-effective solution to the prob-



• Founder and CEO Dr Chris Farrell (middle, DTI/Photo courtesy of Myofunctional Research, Australia)

lems and limitations of traditional treatment methods orthodontists and their tendency to failure in the long-term.

In addition, the company has a strong focus on advancing knowledge through developing educational materials on the importance of correcting myofunctional habits in children as early as possible. The main goal is not just straightening teeth without braces but to make a lifelong positive impact on their development and health, the company says. They say that this dedication to delivering quality educational materials is

a crucial part of their role as an active educational company. ◀

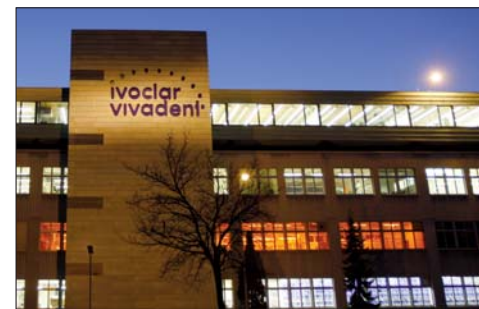
**MYOFUNCTIONAL RESEARCH, AUSTRALIA**  
www.myoresearch.com  
Hall 11.3 Booth E030



## A series of innovative products

At this year's IDS, Ivoclar Vivadent will present innovations from the competence areas all-ceramics, direct restoratives and implant prosthetics. The company has taken the IPS e.max system to the next level by introducing the IPS e.max CAD-on technique. With this technique, users can fabricate high-strength and highly esthetic bridge restorations consisting of IPS e.max CAD (LS<sub>2</sub>) and IPS e.max ZirCAD (ZrO<sub>2</sub>) material.

Visitors can also look forward to the introduction of an innovative in-got which opens up new opportunities in the press technology. Ivoclar Vivadent's press furnace technology has also been improved. Another highlight in the field of all-ceramics will be a cleaning paste that has been especially designed to create optimum conditions for the adhesive cementation of restorations and thus to provide increased reliability. Furthermore, a multimedia tool on cementation is also bound to be launched.



In the area of highly aesthetic composite materials, such as IPS Empress Direct, the company will present new materials which can be used for the characterization of restorations and the masking of discoloured teeth.

Visitors will have the chance to learn about the advantages of the light-curing, universal nano-hybrid composite Tetric EvoCeram on site. This product has undergone an extensive redesign. Tetric EvoCeram will furthermore be supplied in additional shades.

In the field of implant prosthetics, high-quality products for removable and fixed denture prosthetics will be introduced including products for implant-borne complete and partial dentures, fabricated for instance with the nano-hybrid composite SR Phonares NHC teeth, and new alloys. In addition, the company is extending its range of cementation options to include a material for the cementation of permanent or temporary restorations on implant abutments. ◀

**IVOCLAR VIVADENT, LIECHTENSTEIN**  
www.ivoclarvivadent.com  
Hall 11.3 Booth A015

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# BlancOne opens new photodynamic frontier in teeth whitening

For years, dentistry has not only been focusing to ensure that the oral cavity of patients functions correctly, but also to establish a perfect 'balance' between functionality and appearance. In fact, an increasing number of patients visit their dentist not only to solve their functional problems but to eliminate aesthetic discomfort caused by 'dissatisfaction with their smile'.

Many current tooth whitening techniques allow satisfactory aesthetic results, however, the time span that is needed to apply those techniques can cause discomfort for the patient, as well as teeth dehydration or hypersensitivity to temperature. On average, patients have to keep their



mouth open at least 15 minutes from the moment on the whitening process begins.

Due to special photosensitizers, BlancOne, a tooth whitening gel supplied by Italian manufacturer International Dental Supply, is said to activate in less than 20 seconds reducing the possibility for dehydration and hypersensitivity. According to the President of the Italian Society of



Oral Hygiene Science Dr Anna Maria Genovesi, as the tooth remains perfectly hydrated, the whitening effect is stabilizing without colour alterations which means that chromogenic-free diets following the treatment are no longer required.

This product can also have benefits for prosthodontists who have to measure the chromatic value of teeth that has just been whitened in order



to reconstruct adjacent teeth. With BlancOne it is no longer necessary to wait until whitened teeth have rehydrated and the prosthodontist can begin working as soon as the whitening treatment has been completed, they say.

In addition to the reduction of chair time, dentists are also able to use any lamp that delivers 800 mW/cm<sup>2</sup> (such as the LED lamps commonly used in

the office for restoration work) for activation of the formula. As it is photochromatic, the BlancOne gel changes from orange to white when activated to show the operator exactly when the whitening process is completed.

Dental professionals and patients will find a number of audiovisual presentations providing detailed information about the advantages of this innovative whitening treatment at the BlancOne website. The product will also be on display at IDS 2011 in hall 11.3 at booth B072. ◀

**INTERNATIONAL DENTAL SUPPLY**  
www.blancone.it  
Hall 11.3 Booth B072

## Narrow-Body Implants line presented by Dentatus

With a comprehensive line of Narrow-Body Implants, Dentatus AB from Sweden aims to advance the field of implantology at IDS. According to the company, they are ideal for patients who have limited interdental spaces, insufficient bone level that require otherwise lengthy bone augmentation procedures, or financial constraints.

The recommended surgical techniques allow minimally invasive flapless placement and immediate loading. This minimizes most post-operative challenges and dramatically reduces the total time in treatment.

These implants can solve the time and money problems for most patients who otherwise will not proceed with the treatment, the company says. In addition to excellent patient satisfaction, clinical and histological studies of the Dentatus Anew and Atlas Implant Systems have reported excellent bone adaptation and high survival levels—creating greater healthcare treatment opportunities for dentistry.

Atlas Denture Comfort Implants were designed for the stabilisation, cushioning and passive



retention of partials and complete dentures. With the TUF-LINK silicone relines, dentures are retained without housings, o-rings or adhesives.

A new narrow body implants are designed to fit in cases where there is limiting space, converging roots or narrow ridges. The system utilises the only screw-retained narrow body implant system for strong, definitive retention. Patients receive a fixed restoration at time of placement which is easily adapted to a final crown after the osseointegration period.

Implants for both systems are available in 1.8, 2.2 and 2.4 mm diameters with thread lengths of 7, 10 and 14 mm. The systems are CE marked and FDA approved for long-term use and for any length of time as decided by the healthcare provider.

Dentatus arranges hands-on courses for the Atlas and Anew Implant Systems in different countries during the year. More information about these courses and how to sign up are available at the company's website or at their booth in hall 10.1 at IDS. ◀

**DENTATUS, SWEDEN**  
www.dentatus.se  
Hall 10.1 Booth K050

## New tools for dental implant surgery from Kohler Medizintechnik

The new sinus retractor from Kohler, a German company, was designed asymmetrically, consequently there is the R-version for right and the L-version for left. It is also suitable for retraction in the anterior region, therefore, only these two instruments are necessary for the complete upper jaw.

During lateral sinus window preparation, this new instrument secures the mucoperiosteal flap by holding it through "shark teeth". Therefore, pressing the retractor firmly against the jaw bone is no longer necessary. This also benefits the lifting the sinus membrane and bone augmentation with or without simultaneous implant placement, the company says. In addition, the shape of the instrument end prevents the instrument from sliding into the sinus window. Only moderate retraction force is required from the assistant due to an anatomical shaped handle.



The sinus retractor has "shark teeth" that secure the mucoperiosteal flap.



Kohler's new lip and cheek retractors can be equally used for the upper and lower jaw.

At IDS, Kohler will also showcase newly designed cheek retractors, consisting of two side and one front retractor. They can be equally used for the upper and lower jaw. Similar to the the com-

pany's sinus contractors, a handle allows safe grip and ensures the assistant needs only moderate retraction force.



Paralleling guide.

Kohler's paralleling guide is used for aligning 2 or 4 interforaminal implants in the edentulous mandible to the median plane. A hole is drilled in the middle of the mandible using a pilot drill, which is easily aligned to the median plane. The distance to the middle can be accurately transferred to the opposite side by swiveling the fitted paralleling guide. ◀

**KOHLER MEDIZINTECHNIK, GERMANY**  
www.kohler-medizintechnik.de  
Hall 10.2 Booth L029

AD

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HALL 10.2  
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## **Pentron Clinical offers a unique family of total etch and self-etch adhesives**

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 **Pentron  
Clinical**  
Sybron Dental Specialties

## Pentron to advance restorative dentistry with new products



■ Pentron Clinical, an established leader in the dental consumables industry, is offering a variety of new products for dental restorations at IDS. As an addition to Pentron Clinical's award winning line of Build-It Core Materials, the Build-It Light Cure was specifically designed for clinicians that favor the on-command cure afforded by light cure only core materials. According to the company, the light cure only formulation produces outstanding physical properties and is compatible with 4<sup>th</sup> through 7<sup>th</sup> generation bonding agents ensuring

compatibility with almost every bonding agent.

The company will also showcase Bond-1 SF Solvent Free SE Adhesive, a unique, solvent free, self-etch, light-cure, one-coat, bonding agent, to be used for direct composite bonding. With this product, the company says to have removed the solvent while preserving the high bond strengths associated with conventional bonding agents. Adrienne Collins, the Pentron Clinical Technologies Product Manager states: "We didn't feel the immediate need to assign a generation to this new bonding agent, as we feel this product is in a league of its own and makes the practice of referring to bonding agents with generations obsolete."



effectively fusing together self-adhesive and restorative technology, clinicians will be able to restore teeth faster than ever saving both time and money.

Fusio Liquid Dentin, the first flowable composite from Pentron Clinical to bond to both dentin and enamel without a bonding agent, is now indicated for restoring Class V carious lesions. Formulated with 4-MET technology and a new proprietary BPA-free resin, Fusio Liquid Dentin etches, primes, bonds, and restores using only one product, according to the company. By

Mojo Veneer Cement, a light cure, aesthetic cementation system designed for use with porcelain, ceramic and composite veneer restorations, is the latest in adhesive technology from Pentron Clinical. It has no detectable shade shift and offers try-in gels that consistently match the polymerized cement, the company says.

Virtually colourless, the eugenol-free, resin-based TempSpan Transparent Temporary Cement safely secures provisional crowns and bridges without influencing the overlying colour. This dual-curing cement provides the ultimate in flexibility enabling the clinician to light cure for an instant set in addition to providing



the option of waiting 5½ minutes for a chemical cure. Formulated with optimized adhesive properties, TempSpan Transparent Temporary Cement secures provisionals in place but can be easily removed without damaging the preparation or restoration. Auto-mix syringe delivery provides hassle-free, precise placement directly into the restoration with minimal waste. ◀

**PENTRON CLINICAL, USA**  
www.pentron.com  
Hall 4.1 Booth B060-C061

## Dental X from Italy— The sterilization company



■ According to EN 13060, every dentist using hollow surgical instruments is required to have Class B autoclaves. Class B autoclaves from Dental X, an Italian manufacturer of dental devices, are said to provide greater durability and less need for maintenance.

The revolutionary Adaptive Heating Technology allows for safer sterilization without damaging or tearing the instruments. It also offers a 20 per cent higher loading capacity for the same volume which is supposed to reduce running costs and consumption of resources like water without restricting performance.

The devices have auto-diagnosis functionality. They also conform

fully with EN1717 and have Class IIB certification to guarantee maximum safety standards. ISO 9001 and ISO 13485 certification have been awarded by the well known SGS authority.

Dental X provides online support for quicker service and less costs. Besides a wide range of autoclaves, the company produces heat sealing devices. Located near Vicenza in the heart of Northern Italy, the company recently opened a new subsidiary with show and seminar rooms in Milan. ◀

**DENTAL X, ITALY**  
www.dentalx.it  
Hall 10.1 Booth G058-H059

## SHERA offers new products for dental technicians, holds sweepstakes at IDS

■ Dental technicians have a plenty to look forward when coming to IDS 2011. With the new product line SHERA eco-mill 40, 50 and 80, the German specialist for dental laboratory products SHERA is presenting new CNC milling machines that are supposed to be very economical. According to the company, these small devices are easy to operate and work much more precise due to SHERA-digital, a new software developed especially for the needs of dentistry. SHERA-digital is part of an open system and requires no license or other fees for the digital milling machines.

In addition, the company is introducing ACETAL acrylic for the digital milling of long-term restorations which is good news for patients with allergies. Up to now, CAD/CAM in dentistry has been restricted to zirconium oxide, PMMA acrylic, wax, non-precious alloys or composites.



◀ The new SHERAeco-mill 40, 50 and 80 CNC milling machines are said to operate easy and economical.



◀ ACETAL can benefit patients allergic to other restorative materials.

SHERA says to dispose the exclusive distribution rights for the new ACETAL blanks.

Visitors who come by the company's booth in hall 10.2 will be able to buy a wide range of merchandise around the class IV stone SHERAHARD-ROCK

cult brand including shirts, caps and cups, the company says. Delicious wines from well-known wine-makers will also be on sale. Sweepstake competitions in the course of SHERA's IDS campaign "Plug and Play" will lure with attractive prizes like a HD-ready plasma TV screen, a walk-on TV role or tickets to a TV show, as well as a movie night for the whole laboratory team, amongst others. ◀

**SHERA WERKSTOFF-TECHNOLOGIE, GERMANY**  
www.shera.de  
Hall 10.2 Booth O060-P061

AD

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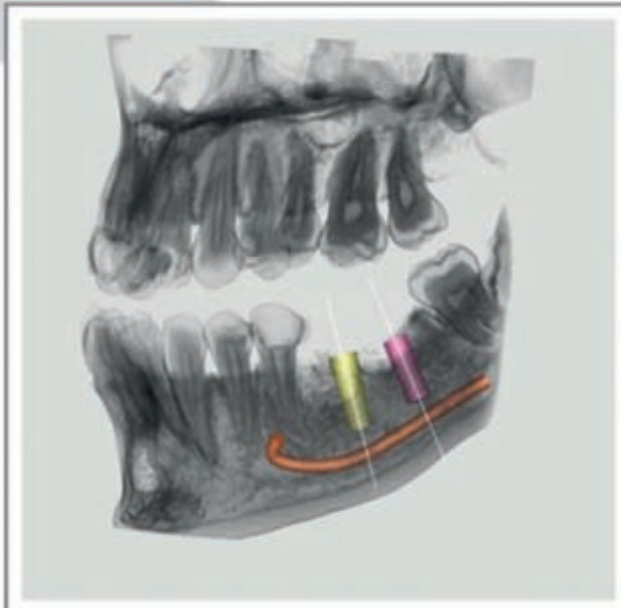
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HALL 10.2  
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# SHOFU equips Minimally Invasive Cosmetic Dentistry (MiCD) concept



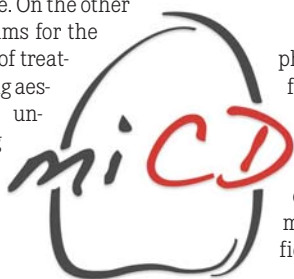
■ The minimally invasive cosmetic dentistry is a new dynamic movement in modern dentistry which has a patient and defect oriented approach and, therefore, clearly challenges a development that is too technology driven and quickly prone to over-treatment. In Europe particularly, it is understood as a concept that is committed to the prevention and—if still

necessary—the early, strictly defect oriented restoration of carries defects under maximum preservation of healthy tooth substance. On the other hand, it also aims for the subordination of treatments removing aesthetic deficits under the guiding idea of the minimally invasive methodology.

A consistent implementation of the MiCD concept is based on comprehensive preventative measures, a sufficiently sensitive carries (risk) diagnostic, special instruments

for hard tooth substance treatment, magnification aids and not least a suitable range of adhesive restoration materials.

Besides efficient prophylactic pastes for professional teeth cleaning, SHOFU offers a complete line of products adjusted to the MiCD concept for the minimally invasive restorative field. With the rotary diamond instruments for minimally invasive preparation a defect-oriented access can be opened to even the smallest lesions. With the low viscous and extremely thin bonding layer forming



## Minimally Invasive Cosmetic Dentistry

can be opened to even the smallest lesions. With the low viscous and extremely thin bonding layer forming



all-in-one adhesive BeautiBond a bond to enamel and dentine is effortlessly achieved for direct restorations, in particular the MiCD typical narrow or flat cavities.

Additionally, the composite system Beautifil with its extensive and

matched flow range meets the demands of each indication, the company says. ◀

**SHOFU**  
DENTAL GMBH, GERMANY  
www.shofu.de  
Hall 4.1 Booth A040-B049

## Dental implantology made easier by GEASS



Previously, dental clinicians dealing with implants had to use several systems with different connections to solve complex clinical cases. Therefore, management of protocols, staff and resources was extremely complex. Italian manufacturer GEASS has announced to revolutionise implant dentistry with the introduction of their new advanced way implant system at IDS.

According to the company, the system is based on one single implant body and surgical protocol, yet offers three different connections named after famous Italian cities. While way Milano has an internal conical connection, hexagonal base and reduced prosthetic platform to ensure the long-term well-being of the tissue, way Roma makes it possible to operate in one single surgical step due to a transmucous conical connection with an octagonal base. Additionally, way Venezia offers an external connection that make it useful in cases where flexibility in the restorative management is a must.



Among the way system's many benefits is Synthegra, an own-developed biomimetic clean implant surface with pre-established geometry for improved osseointegration. The laser treatment is distributed uniform on a micrometric level over the whole of the implant to prevent the transportation of contaminants.

According to the company, way makes it possible to facilitate the learning curve, minimise the tools used in implant surgery and meet numerous restorative needs while providing greater security for the clinician. It also guarantees the utmost in surgical ergonomics, well-being and aesthetics, they added.

Based in Pozzuolo del Friuli near the Italian-Slovenian border, GEASS has been developing solution and instruments for dental implantology for over 25 years. ◀

**GEASS, ITALY**  
www.geass.it  
Hall 03.1 Booth J059

## Simbios Group consolidates Italian quality at International Dental Show

■ For more than 20 years, Simbios has never missed the most important international dental exhibitions. At IDS, the Export Promotion Group Consortium from Italy will present the complete range of products and latest innovation from their member companies and give visitors the opportunity to learn about the latest developments in dental technology and equipment.

Founded in 1989, Simbios aims to promoting its member companies' products abroad and supporting with international market contacts by offering foreign buyers a wide range of dental products and applications. Nowadays, the company is seen by foreign dealers as a single partner offering a wide range of dental products



• Tekne Dental



• Edarredo

and applications including implant systems, ceiling lamps, dental study devices, furniture for dental surgeries and laboratories, dental units, compressors, aesthetic treatment, dental alloys, dental attachments, high-speed turbines, micromotors, coupling systems, hoses and curing lamps.

It is incorporating a number of dental specialist companies such as B&B Dental, Edarredo, Euro C.A.D., Gidiemmesmile, Nuova Franco Suisse Italia, OMEC, Rhein'83 and Tekne Dental.

According to Simbios, their member companies are distinguished by the same work philosophy to high quality standard products and customized technical solutions. Over the years the collective Simbios strategy and the innovative spirit of its members have proven to be successful and the group has gained a leading position not only in the domestic and

European markets but also internationally, e.g. in the US, Russia, Middle East and Asia, they say. ◀



• B&B

**SIMBIOS, ITALY**  
www.simbiosgroup.com  
Hall 11.2 Booth Q030-038, R033-039



AD



### REVO-S™: Endo Revolution

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- **NiTi thermocompactor Revo Condensor** for thermomechanical condensation technique: The gutta percha is heat plastified through friction.



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HALL 10.2  
BOOTH T20 U29

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- Single use as new standard of care



## W&H presents the best in dental LED technology at IDS

■ One hundred and twenty years old but young at heart—this is how the Austrian dental manufacturer W&H is presenting itself at its anniversary. In 2007, the family-run company was the first worldwide to integrate sterilisable light-emitting diodes (LEDs) in rotating dental instruments.

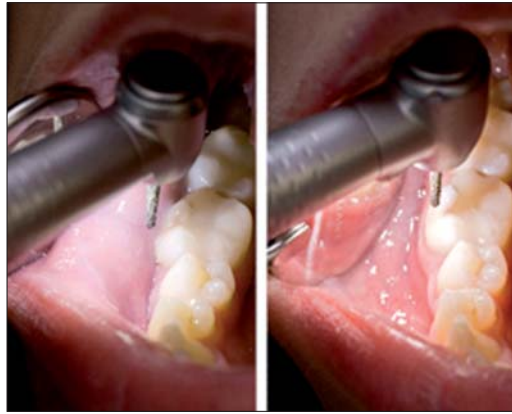
Introduced last year, LED maximum technology (LED+) is featuring optimal colour temperature and constant light quality, the highest lumen rating as well as the ability for complete sterilisation. It also comes with the highest colour rendering index on the market (over 90) which the company says creates a relaxing working

environment due to high-contrast natural colour rendering.

The colour rendering index (CRI) is an important aspect of artificial illumination methods, since a higher CRI value contributes significantly to well-being through improved visual perception. Perfect colour rendering occurs at an index of 100. Conventional LEDs only attain a CRI of between 60 and 80. Also, the red component of these LEDs is too low—a considerable drawback for many medical applications. A CRI of more than 90 produces a high-contrast, natural rendering of red tones in the mouth.

LED technology is available in W&H's new Synea turbines, Alegra contra-angle handpieces, and the company's surgical straight and contra-angle handpieces.

As the longest-standing manufacturer of dental handpieces and turbines in the world, W&H is renowned for the outstanding quality of its products and social awareness. By supporting SOS Children's Villages, W&H has been aiding an independent international social development



mann Gmeiner in Innsbruck, Austria, in 1949.

The company will be supporting the SOS-initiated family strengthening programme in Kakiri, Uganda, as well as many small-scale more national causes during its anniversary year. Finances for the programme are guaranteed for over two years, the company says. ◀◀

**W&H, AUSTRIA**  
www.wh.com  
Hall 10.1 Booth C010-D011

## Sorbet complete oral health line for professional hygienists

■ With the new Sorbet oral health line, the US company Keystone Industries introduces a fresh new range of materials to professional dental hygienist at IDS. Amongst others, the product family contains fluoride gels, prophylaxis pastes and topical anesthetics in the fresh flavours of different European deserts.

According to the company, the smooth and creamy



Sorbet fluoride gel is currently the best tasting 60 second Acidulated Phosphate Fluoride Gel on the market. It has no bitter aftertaste and comes in many classical flavours (Mint, Cherry, Strawberry) as well as new exotic ones such as Cotton Candy, Mango Smoothie or Marshmallow. With approximately 160 single-arch applications per bottle the gel is also very economical, the company says.

Sorbet fluoride from Keystone contains 1.23% Fluoride Ion and no gluten, therefore, it is suitable for patients with allergies. Due to its thixotropic formula that makes the gel viscous, it will not run during treatment to prevent patient from gagging.

The gel is also available without dye.

Keystone's Dental Resources is a division of Keystone Industries,

a US-based manufacturer of dental products. Besides dental hygiene products, the company also manufactures and distributes a wide range of products for dental practices and laboratories such as dental abrasives, lab sundries or curing equipment. ◀◀

**KEYSTONE INDUSTRIES, USA**  
www.Keystoneind.com  
Hall 10.2 Booth T033

AD

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The Duomo.

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**way**

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To sum it all up way MILANO internal connection, way ROMA transmucous connection, way VENEZIA external connection

The winning idea is





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If you're a dealer looking to increase your product range or upgrade an existing product line, why not plan a visit to our booth. To reserve a meeting time, please visit our website and click "IDS 2011".



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## Danville Materials launches PrepStart H<sub>2</sub>O

■ Danville's new PrepStart H<sub>2</sub>O Air Abrasion System sprays a conical mist of water around the air-abrasive stream to capture the dust. It is available for all existing PrepStarts and can easily be retrofitted to a classic PrepStart system in about 30 minutes, the company says.



With PrepStart H<sub>2</sub>O, the air pressure, abrasive and water flow can be easily adjusted for ideal clinical use. A water selector switch allows use with or without the water spray. Either 27 $\mu$  or 50 $\mu$  aluminum oxide can be used. Water is easily added to the removable tank.

Placing the filled tank in a microwave for up to 60 seconds will bring the water to 46 °C, a temperature which has been reported to enhance patient comfort. According to the company, cutting performance is not reduced by the water. A foot pedal provides instantaneous on/off control.

Tip sizes are available in .48 mm and .38 mm (.019" & .015"). Nozzles are easily interchangeable and both hand-

piece and nozzle are steam autoclavable. As the PrepStart is powered by a simple air connection, the device contains no electronics nor requires any electrical connections. The unit operates at 4 to 8 bars (60 to 120 psi).

PrepStart H<sub>2</sub>O comes complete with one handpiece, .48 mm nozzle, air lines and 27 $\mu$  aluminum oxide. Instructions provide details on use and clinical suggestions.



Air abrasion, which does not microfracture enamel, is one of the most conservative treatments. The method allows prepping into dentin with little discomfort, so that anesthesia is rarely needed. It is also silent and eliminates the whine and vibration of the drill. According to the company, dentists can treat multiple quadrants in one appointment and with one diagnosis as there is no need to wait for anesthesia to take effect. ◀◀

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## Neoss Implant System

■ The implant system from Neoss comprises implants and abutments for all treatment protocols. It features a geometry that combines both thread cutting and thread forming features (TCF) as well as a bimodal surface that is ultra-clean and highly wettable—a precondition to successful osseointegration. According to the company, there is only one screwdriver connection for all components and only one platform for all implant diameters.

Neoss Abutments serve the production of individual gold and titan abutments as well as scaffoldings with by machine made precision fit for cement and screw retention. These are available for single crowns and telescopic crowns or bridges.

The implants are available in 5 diameters and in lengths of 7 to 17 mm and suitable for all osseous qualities, the company says.

Neoss is a developer of dental implant solutions founded by doctors Neil Meredith and Fredrik Engman in the year 2000. The company claims to have created one of the most rationalised and flexible implant system on the market. Based in the UK, the company has subsidiaries in Australia, Austria, Germany, Italy, Sweden, New Zealand and the United States. They are firmly committed to education, research and learning. ◀◀

**NEOSS GMBH, GERMANY**  
www.neoss.com  
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