

# Staying ahead of the competition

Luc Trevisan, France



Fig. 1

Fig. 1: Luc Trevisan, Chief Strategy Officer of TBR Dental Group.

**Research has revealed** that the status of our dental health, as well as the appearance of our teeth play an important role in how we are perceived by other people and what first impression we make on them. Certainly, dental aesthetics and treatments that improve the smile are associated with higher levels of patient satisfaction regarding appearance, quality of life and psychological condition<sup>1</sup>, which may explain why comprehensive restorative and cosmetic dentistry are experiencing rapid and ongoing growth.<sup>2</sup>

Of course, providing a remarkable patient experience can set a practice apart, but one must remember that patients are now more knowledgeable about dental treatments and understand what certain procedures can do for their appearance.<sup>3</sup> They are also more aware of their oral health and demand a high level of care with approaches that do not cause excessive damage or discomfort, and they want them quickly.<sup>4</sup> Patients are seeking faster, better treatment so it is important to promote the benefits of advanced technology and distinguish the practice as a high-tech establishment. Only then can practices and professionals hope to meet patients' ever-growing expectations and ensure that they stay ahead of the competition.

TBR is an international company with its headquarters in Toulouse, France, the European capital of astronautics.

For over 30 years, TBR has been specialised in the design, manufacturing and marketing of unique dental solutions. The company offers implant solutions, aesthetic solutions and equipment solutions. We at TBR strive to become an irreplaceable partner for dental professionals around the globe, as we share their ambitions, which is to offer patients the best possible restorations—both in terms of functionality and aesthetics. We are here to support your services with high quality products. In response to both professional and patient demands, we concentrate our effort in dental manufacturing, technologies and materials, which have made it possible to improve overall case management. Dental professionals are now able to perform high quality aesthetic dental treatments with increased accuracy and speed, and of course, in a more cost-effective manner.

Let's have a look at our Z1 dental implants: With high long-term survival rates and a wide variety of application possibilities, they are considered to be a safe and effective way for replacing both the appearance and the function of missing teeth. Most clinicians will be familiar with bone-level implant systems. Yet, after considerable research and using advanced but well-proven technology, there is now a tissue-level implant that combines zirconia and pure titanium in one seamless system which aims to improve treatment procedures and create highly aesthetic results.

The Z1 implant system features a unique zirconia collar which protects the crestal bone and the gingiva with an antibacterial shield for optimal soft-tissue management, great primary stability and successful osseointegration. The tissue-level implant has a success rate of 98.6 per cent<sup>5</sup> and offers clinicians good visibility and accessibility to the single implant components while being more cost-effective, both short-term and in the long run, compared to conventional bone-level implants.<sup>6</sup>

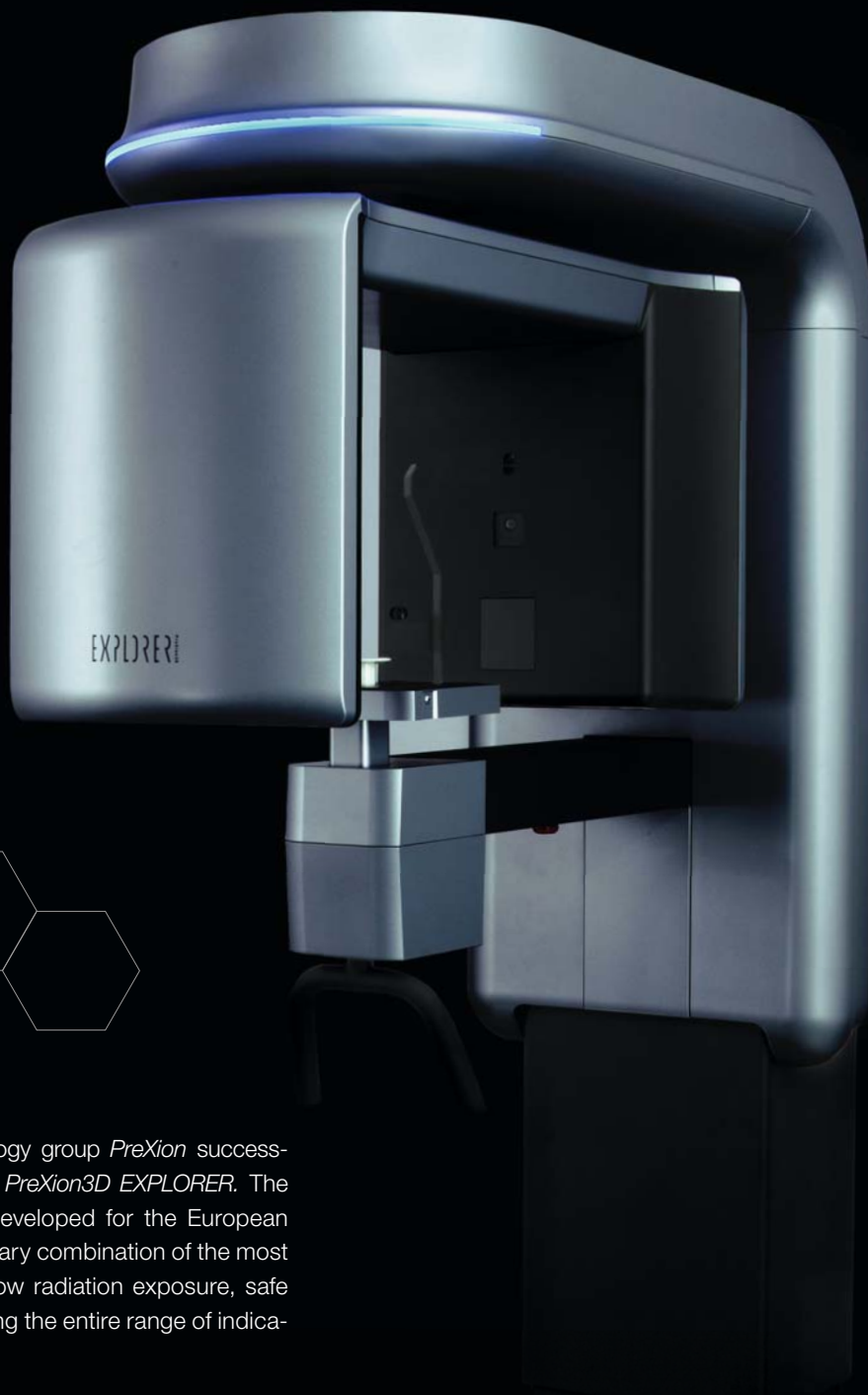
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