

**Take Advantage of Year-End Tax Planning**  
**Thursday December 30<sup>th</sup> is the last day to place orders for 2010 delivery**

## In This Issue

- Implant Industry Reaction To Implant Direct/Sybron Merger
- Danaher's Extensive Holdings In The Dental Industry
- New Products From Implant Direct
  - 6mm Legacy3 Implants - Short In Length/Long On Stability - First Quarter 2011
  - 7mm Legacy2 Implants - First Quarter 2011
- GPS Abutments and Overdenture Attachments - \$100
- Stock Zirconia Abutments For \$120 - First Quarter 2011
- SwishPlus Set For Launch Second Quarter 2011
- Sybron Biologics
- Attachments International Joins Implant Direct
- Implant Direct Institutes Implant Warranty For Online Customers
- Dr. Niznick's Four Articles In Dental Economics June-November 2010
- New Videos Online
- Updated Catalogs



## A Holiday Message

*From Dr. Gerald Niznick*

Dear Colleagues and Customers:

As you can see from the heading of this newsletter, 2011 will mark the merger of Implant Direct with Sybron Dental Solutions, a division of the multi-billion dollar conglomerate, [Danaher - NYSE](#).

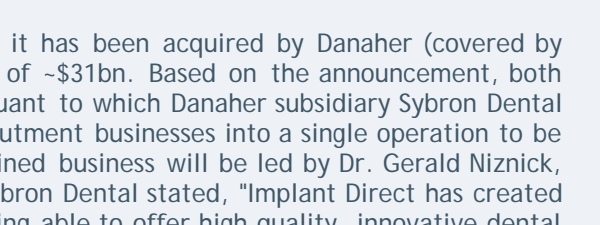
Implant Direct was started in the middle of 2004 to develop and market a high quality, innovative, cost effective implant system through the internet. After selling my earlier company, Core-Vent (dba Paragon), to what is now Zimmer Dental in 2001, I anticipated a relaxed retirement but as fate would have it, Zimmer moved out of the factory when the lease expired in October 2004, leaving 80 very experienced engineers, machinists and QA specialists available - an opportunity I could not resist. Implant Direct launched sales in October 2006 and in just four years has had a significant impact on the Implant industry as noted below in the Morgan Stanley and Merrill Lynch reports. Implant Direct's rapid growth in professional acceptance was highlighted by Dental Town's recent annual [Townie Awards](#), with Implant Direct placing fourth, only 4 votes behind 3<sup>rd</sup>, but 11 votes ahead of Zimmer, 19 ahead of Astra and 38 ahead of BioHorizon. Having accomplished my goals of bringing a new generation of dental implants and prosthetic components to the market, and with many more new products in development, the opportunity to merge with a major company like Sybron to broaden the global footprint of Implant Direct, was very appealing. Sybron will acquire a majority interest in Implant Direct effective December 30, 2010. The combined companies of Implant Direct, Attachments International and Sybron Implant Solutions will have over 100 regional sales and customer support people in North America alone. I will remain as President and CEO with the mandate to grow Implant Direct to the third largest implant company in 3 - 5 years.

This is a goal that we believe is very attainable considering the breadth of our product line and the financial resources now backing the company. In 1990, my first implant company, Core-Vent, was #1 in implant unit sales and second only to Nobel in dollar sales. Two decades later, with the support of Sybron Dental Solutions and its parent company, Danaher, Implant Direct Sybron International is setting its structure and goals to be a major player in the implant industry. To quote the late Senator Ted Kennedy, *"The work begins anew. The hope rises again. And the dream lives on."*

Thank you to our customers for your support and encouragement. For those who are not yet our customers, we are working hard to give you a compelling reason to switch companies and experience the benefits of our broad line of products with unsurpassed value and customer service.

## Gerald Niznick D.M.D. M.S.D

President, Implant Direct Int'l  
 President Designee Implant Direct Sybron Int'l

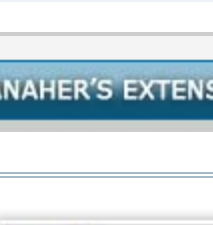


## IMPLANT INDUSTRY REACTION TO IMPLANT DIRECT/SYBRON MERGER

### Morgan Stanley Report on Sybron and Implant Direct Merger

November 19, 2010  
 Dental Implant Update - The Choice is Generic

#### NEWS FLOW



[CLICK TO VIEW PDF](#)

#### IMPLICATIONS

**Brand vs. Generic** - over the past 24 months extensive press reports have suggested Danaher could be interested in expanding its dental implant business through an acquisition, with branded manufacturer Nobel Biocare often cited as a target. By acquiring Implant Direct, it appears Danaher may see better growth prospects in the value/generic than branded segment; this also reduces M&A speculation on NOBE. Competition - while we believe Implant Direct has already had a material impact on many branded companies, especially Nobel Biocare, we feel the backing by a \$31bn company is likely to make Implant Direct and the generic threat even more real.

#### INVESTMENT CONCLUSION

We believe the acquisition of Implant Direct by Danaher, gives further credibility to our view that the dental implant industry is undergoing structural challenges. We retain our Underweight on NOBE and STMN.

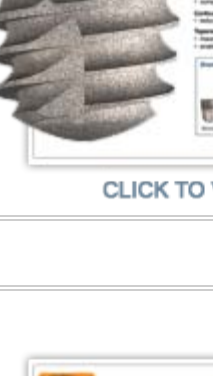
## DANAHER'S EXTENSIVE HOLDINGS IN THE DENTAL INDUSTRY



Danaher products span some of the most demanding applications in the world, creating new possibilities not only for those who use them, but for millions more who never give them a moment's thought. In every case, they're delivering benefits that matter to markets that are eager for innovation. And we are doing it through a customer-centric approach that unites our businesses and has made them global leaders.

Danaher has a proven system for achieving performance: the Danaher Business System (DBS). It drives every aspect of the group's culture and performance. DBS is a system of continuous improvement and is used to guide and measure everyday activities.

Danaher's business activities encompass four reporting segments and are comprised of seven strategic platforms: Medical Technologies (Life Sciences & Diagnostics and Dental), Professional Instrumentation (Environmental, Test & Measurement), Industrial Technologies (Motion, Product ID, Focused Niche Businesses) and Tools & Components (Mechanic's Hand Tools). [Click here for more information.](#)



[CLICK TO VIEW PDF](#)

### Drilling for Profits

Danaher Company Update Dec. 2010  
 Bank of America/Merrill Lynch

The 'value' market has reportedly been growing at a double-digit rate over the past few years, meaningfully outpacing the recent mid-single digit growth rate in the branded space. Implant Direct is the #1 player in this market with ~20% share (its closest competitor is owned by private equity). Implant Direct currently has over 40 sales representatives and derives the majority of sales from the U.S. The company has ~65% gross margins and >25% operating margins. We believe further margin upside can be achieved through cost synergies such as G&A consolidation. Danaher plans to integrate Implant Direct into its Sybron business and invest in the global sales force to expand the company's geographic footprint. The deal is expected to achieve a cash 10% ROIC in 3 years.

## NEW PRODUCTS FROM IMPLANT DIRECT IN JANUARY 2011



[CLICK TO VIEW PDF](#)

### New! 6mmL Legacy3™ Implant

*Short in length, long on stability*

Set to join the Legacy3 family in 2011, the 6mm length Legacy3 is designed for placement in areas of limited bone height. The Legacy3 tapered body with inverse buttress threading maximizes bone compression for improved initial stability while the cortical microthreading reduces marginal bone loss for long-term success.



[CLICK TO VIEW PDF](#)

### New! 7.0mmD Legacy2™ Implant

*Bigger and bolder*

Ideal for immediate placement in posterior extraction sites, the 7.0mmD Legacy2 implant is the widest implant offering compatibility with leading industry-standard internal-hex connection systems. Available in four lengths, the tapered 7.0mmD Legacy2 implant enables you to successfully rehabilitate in high-load areas while saving up to 71%.

[Click here to view video](#)



[CLICK TO VIEW PDF](#)

### GPS™ Abutments and Overdenture Attachments - \$100

The GoDirect Prosthetic System (GPS™) is a complete overdenture attachment system. GPS™ overdenture abutments and cap attachments offer cross-compatibility with Zest Anchors Company's LOCATOR® Attachment System. All-in-One Packaging includes GPS™ abutment, transfer, comfort cap, metal housing with nylon liner, block processing male cap and silicon block-out spacer and saves you up to 46% over competitors.

## Navigate Your Success

### GPS Starter Kit

Leading you through the clinical challenges of overdentures

**1 offer per dentist or dental office**

Buy any 5 GPS Abutments... Get GPS Tools FREE!

Price listed in US dollars and does not include applicable taxes or fees. Limit one introductory offer per customer. Cannot be combined with any other promotion. Expires January 31, 2011.

\* GPS stands for GoDirect Prosthetic System



[CLICK TO VIEW PDF](#)

### Stock Zirconia Abutments for \$120

*Enhance esthetics easily*

Our new zirconia abutments feature a gold anodized, titanium base that provides not only structural support for the zirconia but also helps maintain natural tooth color. Designed with 0°, 8° and 15° angles as well as contoured margins and multiple collar heights, these zirconia abutments require minimal preparation - saving you time as well as frustration. The abutment bases, compatible with most industry-standard internal hex, tri-lobe or internal octagon connections, may also be purchased separately for custom abutment fabrication. [Click here to view video](#)



### SwishPlus™ Set For Launch Second Quarter 2011

The new SwishPlus™ implant offers both surgical and prosthetic compatibility to Straumann's tissue-level implants. The updated features on this new implant include micro-grooves, progressively deeper threads, a slightly tapered apex and vertical cutting grooves for self-tapping insertion. The SBM textured surface texture extends up 1mm of the 2mm neck, supported by a study by [Buser et. Al. Int J OralMaxillofacial Implants 2005; 20: 677-683](#) showing less bone loss using a textured surface supra-crestal with the placement of one stage implants. This new design also facilitates placement of the implant at or slightly above the crest for more esthetic applications, without requiring switching to a 2-stage implant design.

[Click here to view video](#)

## SYBRON BIOLOGICS



[CLICK TO VIEW LARGE](#)

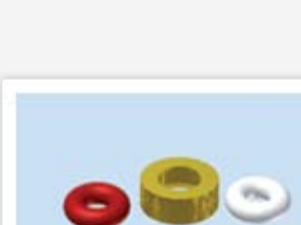
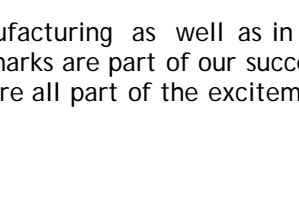
### Implant Direct now has a broad portfolio of tissue-regeneration products

that will provide surgeons optimal benefits, as well as provide your patients a reliable option for their increased esthetic demands.

BIORESORB® Macro Pore is an osteoconductive, pure-phase 6-Tricalcium phosphate bone grafting material developed via a patented process that creates a porous structure most similar to human bone. The interconnecting micro & macro porous structure gives the advantage of allowing vascularization and cell transport into and throughout the particle, leading to new bone deposits within the particles themselves. This results in highly-predictable bone formation.



Attachments International, Inc. is in the forefront in designing, manufacturing as well as in the educational sector for the dental profession. Design, patents and/or trademarks are part of our success, for example, The UCLA, UMA, Abutment Selectors, and delivery systems, are all part of the excitement at Attachments International, Inc.



### ORS-OD (O-Ring System) and HADER-EDS Clips

The castable plastic Regular ORS-OD (O-Ring System) attachment system uses rubber O-Rings as retention elements. The ORS transfers less torque to the abutments than any other attachments. The O-Rings are easily replaced and any hard alloy can be used with the ORS system.

The durable Hader-EDS Clips are interchangeable with standard Hader Clips and are available in three color-coded levels of retention. Retention sequence is White, Yellow, Red, least to most. The Hader-EDS Clips will also fit standard bar patterns such as the ABS, CBS (Round, Oval, and I-Bar) and the original Hader Bar.

## IMPLANT DIRECT INSTITUTES IMPLANT WARRANTY FOR ONLINE CUSTOMERS

We are pleased to announce that **beginning January 1, 2011 we are introducing a new five year warranty program for our implant product lines as an added service to our customers.** To qualify for this new program all you have to do is make at least 75% of your prior 6 month purchases, as measured by dollars, through our online shopping cart. If your purchase history meets this requirement, any implants that fail to achieve or maintain osseointegration for up to 5 years, will be replaced with an implant of your choice. This warranty is retro-active to any implants purchased within the last 4 years as long as your online purchases within the last 6 months amounts to 75% of your total purchases, and the warranty extends for 5 years from the time you placed the implants. To make a claim against the warranty, simply complete the Customer Complaint and Feedback form on our web site, checking the "Warranty Claim" box. A radiograph documenting the date of placement and another documenting the date of removal of the implant will also be required.

Implant Direct sells a full line of compatible implants and abutments for Nobel Biocare's Replast tri-lobe implants and Straumann's tissue level implants. In an attempt to discourage their customers from taking advantage of cost savings and design advantages of Implant Direct's compatible prosthetic components, these two publicly traded companies, which represent more than 50% of the global implant market, have posted warnings on their web sites that any use of competitor's abutments with their implants will void their warranty. Most dentists recognize this as a sales strategy to lock their implant customers into buying their abutments also. The fact is that most implants that fail to achieve osseointegration, do so prior to the attachment of the abutment, so the likelihood of either of these companies rejecting a warranty claim because of the use of another company's abutments is highly unlikely.

To eliminate this concern completely, Implant Direct has instituted an Abutment Warranty Program. If a dentist uses one of our abutments on a Nobel Biocare or Straumann implant that fails, and either of these companies refuse to replace their failed implant on the basis that the dentist did not also buy the abutment from them, implant Direct will provide a free replacement abutment and implant. All a dentist needs to do to collect on our "Compatible Abutment Warranty" is to provide documentation from Nobel Biocare or Straumann demonstrating that the claim under their implant warranty was denied based on the dentist's failure to use one of their abutments with the failed implant.

## DR. NIZNICK'S FOUR ARTICLES IN DENTAL ECONOMICS JUNE - NOVEMBER 2010



JUNE 2010  
 Implant Industry



JULY 2010  
 Edentulous Jaw Restoration



AUGUST 2010  
 Single Tooth Replacement



NOVEMBER 2010  
 Team Approach to Implant Dentistry

[CLICK TO READ ARTICLE](#)

## NEW VIDEOS ONLINE

<p><b>REPLACEMENT TOPS FOR ANGLED OVERDENTURE</b>  <a href="#">Hi Res</a>   <a href="#">Low Res</a>  <a href="#">Download Video</a></p>	<p><b>LEGACY INDEXING ANGLED OVERDENTURE ABUTMENTS</b>  <a href="#">Hi Res</a>   <a href="#">Low Res</a>  <a href="#">Download Video</a></p>	<p><b>REPLANT DENSE BONE INSERTION OPTION</b>  <a href="#">Hi Res</a>   <a href="#">Low Res</a>  <a href="#">Download Video</a></p>	<p><b>EXTRACTION TOOLS</b>  <a href="#">Hi Res</a>   <a href="#">Low Res</a>  <a href="#">Download Video</a></p>
<p><b>LEGACY 1, 2, 3 TEAM APPROACH</b>  <a href="#">Hi Res</a>   <a href="#">Low Res</a>  <a href="#">Download Video</a></p>	<p><b>TRI-LOBE TEAM APPROACH</b>  <a href="#">Hi Res</a>   <a href="#">Low Res</a>  <a href="#">Download Video</a></p>	<p><b>SCREWINDIRECT TEAM APPROACH</b>  <a href="#">Hi Res</a>   <a href="#">Low Res</a>  <a href="#">Download Video</a></p>	<p><b>SWISHPLANT™ TEAM APPROACH</b>  <a href="#">Hi Res</a>   <a href="#">Low Res</a>  <a href="#">Download Video</a></p>

[CLICK HERE TO SEE MORE RECENT POSTINGS](#)

## UPDATED CATALOGS

<p><b>SPECTRA-SYSTEM CATALOG</b></p>	<p><b>LEGACY SYSTEM CATALOG</b></p>	<p><b>REPLANT SYSTEM CATALOG</b></p>	<p><b>SWISHPLANT CATALOG</b></p>
--------------------------------------	-------------------------------------	--------------------------------------	----------------------------------

[CLICK TO VIEW CATALOGS](#)



Call 1-888-649-6425 to speak with a Technical Sales representative.

Implant Direct® Sybron Dental Specialists - Customer Service Center, 26330 Diamond Place #100 Santa Clarita, CA, 91350 U.S.A.

If you do not wish to receive further emails from us, please [click here](#) to unsubscribe.