

NobelBiocare's Questionable History of Implant Innovations



Nobel Biocare

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The Nobel Biocare N1™ system is set to reshape implantology, and the new journey starts today. Dr. Annette Felderhoff-Fischer placed the very first order for this great innovation, and Stefan Holst, DMD, PhD is delighted to mark the occasion, delivering it to her practice in person.

A biologically-driven design, the N1 system brings innovations in site preparation, implant macroshape, prosthetic connections, emergence profile and more, all created to help you treat more patients better.

<https://bit.ly/2UlhJPE>



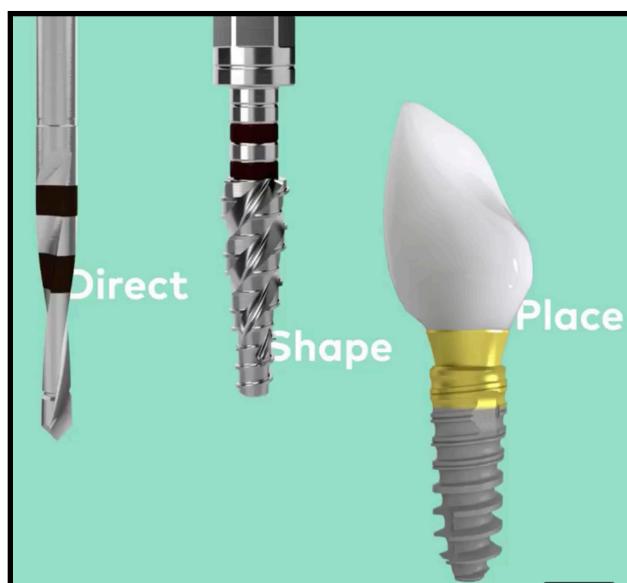
with Annette Felderhoff-Fischer

186

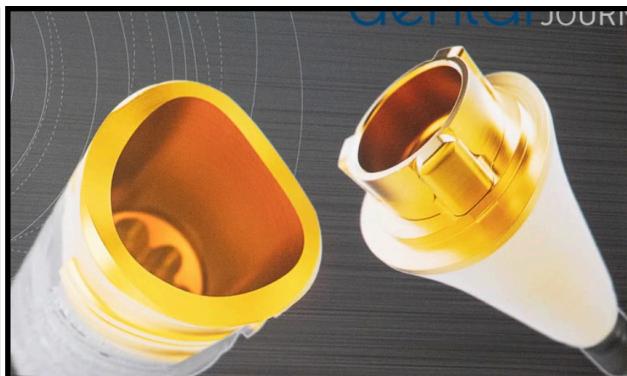
12 Comments



Nobel Biocare
N1™
system
HAS ARRIVED



Direct Shape Place



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NobelBiocare's Claims of "Mucointegration" with its TiUltra Gold Annodized Surface

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Gerald Niznick DMD, MSD
Dental Implant Pioneer

This N1 Nobel “great innovation” will take its rightful place alongside Nobel’s other now obsolete designs like NobelPerfect and NobelDirect.

1. The N1 connection trades the conical hex connection ([Niznick 1990 US Pat.4,960,381](#)) for a slotted connection. It is a slight variation of the Tri-lobe Nobel Replace connection (start the slots below the top of the implant and made them square rather than round).
2. The neck of the implant has 3 flat areas, similar to MIS’s V3 implant, which serve no practical purpose other than to create a USP (unique selling proposition) while weakening the walls of the implants.
3. The drilling protocol of a tapered, final sizing “shaping drill” requires numerous length specific drills, adding to the cost. It defeats the well established concept of using a series of progressively wider diameters to enlarge the osteotomy without overheating while evaluating the density of the bone. In soft bone, creating an undersized socket will allow the tapered screw implant to expand and compress the bone for increased stability. [G. Niznick. Achieving Osseointegration in Soft Bone Oral Health, August 2000.](#)

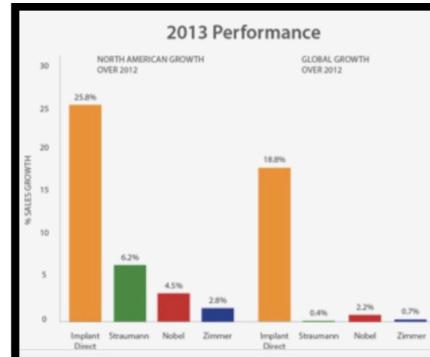


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The “like” numbers for this posting has now risen to 186, but only 6 are dentists, some of who are Nobel’s own paid opinion leaders. The vast majority of the other 180 “likes” are employees of Envista. This even includes the General manager and the VP of Design Engineering for Implant Direct, now operating as a division of NobelBiocare. Is there no one left at Nobel/Implant Direct who knows the difference between design advantages and marketing hype?

Perhaps the management of Nobel should take an honest look at Implant Direct’s many innovative implant products so it’s management can understand why Implant Direct’s sales grew 25.5% in the US compared to only 4.5% for Nobel in 2013, the last year I was Implant Direct’s President.

Implant Direct’s Global sales growth that year was 18.8% compared to only 2.2% for NobelBiocare. Danaher bought my remaining 25% interest in Implant Direct in January 2014 and in December, 2014, bought NobelBiocare for \$2.2B. What followed was that Implant Direct’s ability to be competitive was undermined, perhaps under the misconception that this would allow Nobel to grow the sale of its more expensive products at a higher rate.



Nobel’s future growth will not come from inventing marketing stories but could come, if it understood the value of [Implant Direct’s Patented Products](#) as did the many dentists that made Implant Direct the fastest growing company from 2007 through 2013. You won’t find any brochures on Implant Direct’s website explaining the comparative advantages of its products nor any articles I published explaining their clinical use. And you certainly can not find any acknowledgement on the cross-compatibility of Implant Direct’s RePlant and InterActive implants and prosthetics with NobelReplace and NobelActive Systems. Implant Direct’s salespeople are prohibited from offering these cost effective alternatives to Nobel System customers. I have preserved all this valuable information on www.niznick.com.

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Dai Kawahara • 1st
Japanese Society of Dental Products - President

6h ...

Thank you very much for your important informations. More practitioner must be known your information.



Paul Botha • 1st
Founder and Director at FindMyImplant.com

2h ...

It seems every one wants to revolutionize implant dentistry Gerald. I think of many Nobel 'innovations' which have fallen by the wayside.



Gerald Niznick DMD, MSD
Dental Implant Pioneer

Yet look at Nobel's success at marketing questionable designs. The NobelActive gained popularity even though its excessive taper requires the cutting groove to be effective only in counter-clockwise direction to unscrew the implant when it fails to fully seat in Type 1 & 2 bone. Its sharp apex allows it to create a path of insertion in soft bone diverging from that established during drilling and risks tearing the sinus membrane. These shortcomings inspired me to develop the InterActive with a compatible platform that is just a slight variation in the angle of the lead-in bevel from the internal conical connection I introduced with the Screw-Vent in 1986. Just before I retired of President of Implant Direct the end of 2013, I created a video comparing the InterActive to the NobelActive. Once I sold my remaining 25% to Danaher and it acquired NobelBiocare, this video was removed from Implant Direct's website. It can now only be found on my website www.niznick.com



[InterActive vs NobelActive](#)



Gerald Niznick DMD, MSD
Dental Implant Pioneer

NobelBiocare's main implant prior to NobelActive was the NobelReplace with its trilobe connection and TiUnite anodized, porous surface to the top of the implant. Inspite of many reports of fractures with the 3.5mm and 4.3mm diameter implants and bone loss associated with the porous TiUnite surface the NobelReplace became one of the most popular implants in the world, demonstrating the power of marketing. When I launched Implant Direct the end of 2006 I offered the RePlant with a compatible trilobe platform to the Replace, but made with a stronger Ti alloy and with a proven textured (not porous) surface. I added a vertical cutting groove for self-tapping insertion. Implant Direct created a video comparing these two implants and again, after Nobel took over the management of Implant Direct, that video is no longer on its website. It can be found on www.niznick.com.



[RePlant vs NobelReplace](#)

[Dr. Gerald Niznick's History of Implant Innovations \(33 US Patents\)](#)