Newsletter SEPTEMBER 2010

Implant Direct Site Website Tour Video Recent Postings Factory Tour Video Factory Live Cams Dr. Niznick's Lecture

IMPLANT DIRECT CONTINUES

Second European Implant Congress New 7.0mmD Legacy2 Implants Legacy Angled Screw-Receiving Abutment for All-On-5™ Restoration of Lower Jaw **Legacy Prosthetics**

- New GPS™ Abutments

- New Zirconia Abutments

Dr. Niznick's National Hands-on Training Program

- Increasing Our Manufacturing Capacity
 - 2010 Tradeshows • New Videos • Customer Service Expansion Introductory Offers

Only 3 Courses Remaining for 2010!

Taking Mini-Implants to

Dr. Gerald Niznick. President/Founder

implantology and fun!

with such speakers as:

* Dr. Gerald Niznick

- DR NIZNICK'S NATIONAL HANDS-ON TRAINING PROGRAM

SwissPlant Dental Implant System

Expansion of Las Vegas and Zurich Facilities

a New Dimension Application Specific Implants with All-in-One Packaging Hands-On Surgical and rosthetic Training with



Sunday October 17th Tuesday October 19th Friday November 19th Registration Information for All-Day Training: \$295 Registration Fee 8 CE Credits for attending

> Click Here to View Mini-Implant Slide Series Read Dr. Niznick's articles in Dental Economics:

Philadelphia, PA

Brooklyn, NY

Los Angeles, CA

July 2010 **Implant Edentulous Jaw** Restoration

June 2010 August 2010 Single Tooth **Dentistry** Replacement

26 the congress will be held adjacent to the world famous Bavarian Oktoberfest ensuring a vigorous combination of cutting edge

O TO BE

* Dr. Pedro Pena * Dr. Marius Steigmann European Implant Attendance is limited, to register please click the banner below: Congres CLICK IMAGE TO VIEW iPhone/iPad App Register Willkommen in München am Oktoberfest! 2nd European Implant Direct Congress

NEW 7.0mmD LEGACY2 IMPLANTS Legacy2™ Implants Now Include 7.0mmD

September 24th - 26th 2010

The congress will be held at the world renowned Westin Grand Hotel in the Munich district of Bogenhausen. The three-day event kicks off with a Friday dinner event at the Augustiner Keller Hall. Saturday the lecture program begins

* Dr. Ferdinando D'Aventia

Legacy2 7mmD Implant option! NEW Available October 2010 7.0mmD Implant The popular Legacy2™ implant line will soon expand with the 7.0mm diameter option. Clinically indicated for immediate placement in posterior

extraction sites, the 7.0mmD implant will be one of the widest internal-hex Low Res implants available on the market. Featuring a 5.7mmD prosthetic platform, this large-diameter implant is compatible with existing Legacy prosthetics **Download Video** and tools. Surgical placement may be accomplished with the current surgical kit, with the recommended addition of a 7.0mmD crestal bone profiling drill.

LEGACY ANGLED SCREW-RECEIVING ABUTMENT FOR ALL-ON-5™ RESTORATION OF LOWER JAW

gacy2 Screw-Retained

Download Video

LEGACY PROSTHETICS

Low Res

Evolution of the

As another "simply smarter" solution by Implant Direct, the Legacy™ angled screw-receiving abutments' compatibility with nine implants across the Legacy™ System allows you to treatment plan with an assortment of body types and diameters that utilize a single surgical kit. All-On-5» restoration of fully edentulous jaws is now easier than ever - just watch the video to see for yourself.

New Legacy™ angled screw-receiving abutments provide unmatched versatility at approximately half the

cost of comparable abutments for greater overdenture treatment plan flexibility and case acceptance. In addition to screw-retained prostheses, the angled abutment base may be used with your preferred overdenture attachment system when combined with a ball top or a GPS™ abutment top (compatible with the leading overdenture attachment system). You can choose between 15° or 30° angled abutments for use with numerous internal-hex implants industry-wide that range in size from 3.3mm to 6.0mm

Legacy Angled Screw-Receiving Abutment For All-On-5™ Restoration Of Lower Jaw

diameters. The All-in-One packaging includes an abutment screw, transfer, screw-receiving top and comfort cap along with the abutment base.

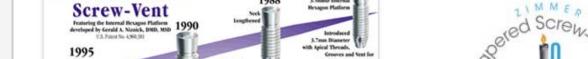
IMPROVING SMILES WORLDWIDE

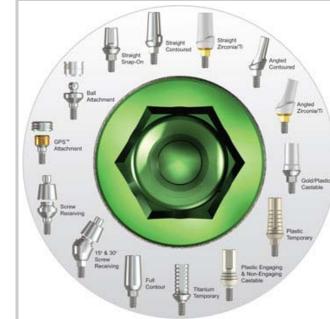
"Zimmer Dental Inc., a leading provider of dental oral rehabilitation products and a subsidiary of Zimmer Holdings, Inc., is pleased to celebrate the 10th Anniversary of its renowned *Tapered Screw-***Vent**® Implant. With more than two million units sold worldwide, the flagship product has built a solid reputation of trust and performance. Seven

prospective studies on Tapered Screw-Vent Implants have reported cumulative success of more than 99

Congratulations to Zimmer Dental for their continued commitment to selling what was undoubtedly one of the best designed implants in its day. Its day has now passed. While the Tapered Screw-Vent, developed by Dr. Gerald Niznick,

Press Release on Zimmer Dental's Website: Zimmer Tapered Screw-Vent* Implant Turns 10





Connection that has served as the cornerstone for modern implant design. (US. Pat. #4, 960,381). Dr. Niznick also invented Friction-fit (US. Pat. #5,433,606) still used with Zimmer Dental's Screw-Vent System. This has been replaced with "Precision-fit" with Implant Direct's Abutments because the increased use of immediate loading precludes tightening the friction-fit abutments 30Ncm at the time of implant placement. View Legacy Prosthetic Video Zimmer Dental was formed in 2003 through Zimmer

connection.

percent¹⁻⁷."



Click to view video Download Video and a variety of nylon liners matching the colors and retentive savings for use with GPS and *LOCATOR abutments

GPS Abutment

Surgical and Prosthetic Procedures

RePlant

Patent

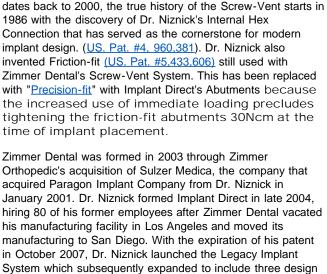
Abutment Kit

(1000-98s)

A kit containing the titanium cap

NEW ZIRCONIA ABUTMENTS

NEW Zirconia Abutments



and packaging options, all with the color coded internal hex

Legacy" System Catalog

For Overdenture Retention 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, titanium cap (anodized pink), silicon spacer, snap-on comfort cap, black processing and clear 4.5 lbs. nylon liners. GPS™ will launch in * Locator® is a registered trademark of Zest Anchors Company. GPS™ Systems are neither authorized, endorsed nor sponsored by Zest Anchors Company Features & Benefits: 1. Cap rotation on rounded shoulder of abutment allows 15 degrees of relative divergence of implants

> internal-hex, tri-lobe and internal-octagon connections b. Black high-heat processing cap ensures correct position

> c. Pink anodized Titanium cap prevents graying through denture with deep retentive grooves for superior

with industry-standard

2. All-in-One packaging for value and convenience includes:

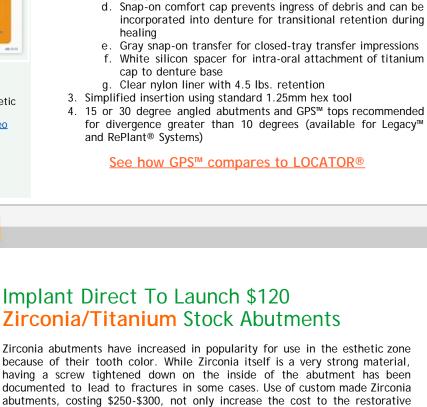
Abutment compatible

engagement with denture acrylic

a. GPS™

during heat curing

Click icon to view catalog



Spectra System Available October 2010



implant, providing increased surface area for increased stability in soft bone.

SwissPlant

Packaging Video

Hi Res Low Res

904112

List Price Implan Direct

ITI

ID

SwissPlant

Straumann

SLA

Straumann

SLActive

\$85

\$182

53%

Implant

\$315

\$365

\$85

\$203

\$85

\$190

Closure

Screw

Included

\$35

\$35

\$100

\$237

58%

2mm

Healing Cap

Included

\$52

\$52

\$100

\$148

33%

\$120

\$339

65%

Included

\$47

Implant Direct Broadens its product offering for

Straumann Customers Straumann's Standard and EstheticPlus* tissue level implants have respectively a 2.8mm and 1.8mm machined neck. Pushing the smooth neck sub-crestal to lower the margin for esthetic restorations increased the probability of bone loss. Straumann, after two decades of selling only one-stage implants, introduced a bone-level implant to catch up with the rest of the implant industry. Apparently they also realized the difficulty in selling high priced implants in these troubled economic times. An <u>article in a Swiss business magazine in May 2009</u> and a more recent article in <u>a Zurich newspaper</u> made it very clear to Straumann that Implant Direct represents a price-point shift in the implant industry that could no longer be ignored. Instead of responding with better products at better prices, Straumann took issue with the name of Implant Direct's SwissPlant implant system,

\$35

\$61

Abutment4

Snap Cap

Included

\$161

\$161

\$107

\$192

\$100

\$184

Total

Cost

\$200

\$610

\$660

\$85

\$169

50%

Multi-unit

Abutment \$85 with

Cap & transfe \$188 with

Cap & transfer

\$188with

Cap & transfi

SwissPlant Implant Tour

Hi Res Low Res

SwissPlant Packaging

titanium abutments from all the major implant companies. The titanium bases are anodized a gold color to prevent graying through the Zirconia. The bases can be purchased separately for \$60 to make custom Zirconia abutments. These contoured margin abutments, soon available for all the most popular implant connections, will be available with 0°, 8° and 15° angles as well as multiple collar heights to fit most situations with minimal modifications accomplished by grinding with high speed diamond instruments.

dentists and their patients, it also delays completion of the case compared to using stock titanium abutments that can be prepared chairside or in the lab.

Many of Implant Direct's implants are provided with All-in-1 packaging that includes a fixture-mount/transfer that can be shortened for use either as a

Implant Direct has developed the solution to the cost and strength dilemma of using Zirconia abutments. It is now mass producing Zirconia copings for attachment at the factory to machined titanium bases using light cured resin cement. Through this efficient manufacturing process, Implant Direct can sell these abutments for \$120, a price that is substantially below the cost of most

snap-on or preparable final abutments.

mount also serves as a transfer and can be shortened for use as the final 5.5mm high straight abutment. Each implant is packaged with a snap-on comfort cap and 2mm healing collar for added value. Adding to the versatility of the SwissPlant System is a 3.3mmD implant with a 3.7mmD platform and a 5.7mmD implant with a 6.5mmD platform, all available in 5 lengths including, a 6 mm long implant. The SwissPlant implants include micro-threads and progressively deeper flat-based (Straumann) threads, first developed for the ReActive

The SwissPlant System represents the first line of implants designed for insertion at tissue-level, bone-level or anywhere in between. This is demonstrated in our surgical video. The 4.1mmD and 4.8mmD SwissPlant implants offer surgical compatibility with Straumann's drills in soft bone with an additional drill required for dense bone. The 4.8mmD and 6.5mmD platforms are prosthetically compatible with Straumann's abutments, having the same internal octagon licensed to Straumann by <u>Dr. Niznick (U.S. Patent # 4,960,381)</u> and an 8 degree lead-in bevel. In addition, SwissPlant has an internal square for engagement of its color coded fixture-mount for insertion. The fixture-

> SwissPlant System SwissPlant Surgical Video Compare SwissPlant Hi Res Low Res To Straumann Implants **Product Catalog**



SwishPlus Implant Tour

Click to view video

Download Video

Available

October 2010

EXPANSION OF LAS VEGAS AND ZURICH FACILITIES

Cover Screw

Definition: adjective - elegant, smart, perfect

Swish

demanding that it be changed because SwissPlant implants are not made in Switzerland. Implant Direct had named it's product SwissPlant because of the surgical and prosthetic compatibility with Straumann's tissue-level implant, which has an internal connection Tissue-Level licensed to Straumann in 2000 under the Niznick Patent #4,960,381. Implant Direct has responded to Straumann's challenge by changing the product name of SwissPlant to SwishPlant. The definition of the adjective "swish" is "smart, elegant or perfect." Having been prompted to change the name by Straumann, Implant Direct decided to broaden the Swish™ line to bring even greater surgical versatility and cost savings to Straumann's customers. The new SwishPlus Implant (launch scheduled for end of year) offers both surgical and prosthetic capability to Straumann's tissue-level implants. The updated features on this new implant include only 1mm of the 2mm neck being a smooth machined surface, micro-grooves for soft and hard tissue attachment and progressively deeper self-tapping threads. **Order Now** * Esthetic Plus is a registered trademark of Straumann Solid Abutment Kit Click to view video Download Video \$100 COMPARED TO \$238 **FROM STRAUMANN**

Implant Direct has purchased a 14,000sq.ft building in Las Vegas for

from this new location and construction has begun to add a class 10,000 clean room and a 60 person lecture facility with a dental

The lecture facility is being developed to provide high tech educational capabilities for training dentists on Implant Direct's ILS™ Image Guided System set for launch in the first quarter of 2011.

Located in the heart of Zurich and overlooking the Swiss Alps, Implant Direct's new Zurich office expands our European operations from 2,500 to 9,000 square feet. The new facility houses experienced technical support staff, direct sales teams for Germany, Italy and Austria as well as support teams for Implant Direct's extensive distributor network throughout the remainder of

In anticipation of increased demand for the new products we will launch this, Implant Direct has expanded its manufacturing capacity by adding seven new CNC machines for a total of 40. These additional machines have increased our capacity by 17% and, with our lights-out manufacturing Implant Direct can

assure its existing and new customers a broad product line with consistent availability. Our Live Factory Web Cams allow you an inside look at any time

into what CNC-West magazine called, "The Shop Of The Future".

suite to allow live surgical demonstrations.

the European Union.

Click here to view photo slideshow



SCREW MACHINES

To view the DELCAM/Partmaker video, click the icon

and quality.

NEW SWISS

DELCAM, the developer of the cutting edge Partmaker software recently selected Implant Direct for an online video profile of our use of their technology and how it contributes to our high quality products. The sophistication of Partmaker allows our engineers to manufacture complex products from concept to completion in one operation, coming off of the machine burr free for optimum efficiency, precision



Organizations:

Oral

(AAID) American Academy of

Implant Dentistry Boston Annual

(AAP) American Academy of

(ACP) American College of

Prosthodontists Orlando

Oral

RePlant Complete

Download Video

ScrewPlus

Complete Movie

Low Res

Booth

Numbers:

655

1000

220

917

Low Res

Low Res

Locations:

McCormick Place West

Hyatt Regency Hotel

Hilton Hawaiian Village

Hyatt Regency Grand

Cypruss

Sheraton Chicago

Hotel and Towers

Dr. Gary O'Brien, DDS

Case Video

Download Video

Dr. Christian Makary

Sinus Elevation and

Simultaneous Placement

of 3 Legacy3™ Implants

Download Video

Boston, Massachusetts 422 & 424

Low Res Hi Res Download Video Download Video Download Video ental Education Video Library **CUSTOMER SERVICE EXPANSION**

Low Res

corresponding abutments. After selecting the type, diameter and length implant, without leaving that screen you can add the

Dates: (AAOMS) American Association of September 30 -Oct 2, 2010 and Maxillofacial Surgeons Chicago October 20-23, 2010 October 31 - Nov Periodontology 96th Annual Honolulu 2 November 3-6, 2010 (AAOMS) American Association of December 2-5, 2010 and Maxillofacial Surgeons Chicago

> Low Res Low Res Hi Res Implant Direct has invested in State-of-the-art Call Center technology to eliminate unnecessary wait times and enhance customer service. This tool enables us to provide a higher quality of customer service by

helping us allocate resources more effectively. We have reduced our

average time to answer the phone to less than 10-seconds.

Several Layers of customer and technical service.

33 Members of Inside Technical Sales

These introductory offers are for first time purchasers of implants from Implant Direct. Dentists who have purchased our implants before, but have not taken advantage of any introductory offers are also eligible. One Introductory Offer is provided per dentist, dental office, group practice or partnership regardless of

Low Res Download Video Download Video Soft Bone / Hard Bone ScrewPlant Surgical Protocol Restorative Procedures

Implant Direct prides itself on having developed the most intuitive, easy to use and informative web site in the dental implant industry. Our online shopping cart, technical support videos, 3D animations and streaming video lectures have set the standard for a simple and Customer service is an integral part of Implant Direct's on-line support including a 3D graphic video library and our intuitive shopping cart system. You are just a few clicks away from viewing

surgical and prosthetic procedures or selecting implants and their 3 FREE IMPLANTS AND PROSTHETICS

whether the dentist(s) practice in multiple locations.

corresponding abutments and prosthetic components to your shopping cart. We invite you to review our online Shopping Cart Tutorial for a complete overview of the product selection proce Introductory Offers Proof of purchase of implants from an Implant Company listed below is required! Disclaimer: The logos below are the registered trademarks of their respective companies. Implant Direct does not sell products manufactured by any of these companies. Click on a Company Logo* For Comparative Information And Suggested Free Implant Offers

powerful web site.

If you do not wish to receive further emails from us, please click here to unsubscribe.

Call 1-888-649-6425 to speak with a Technical Sales representative. Implant Direct LLC Customer Service Center., 26330 Diamond Place #100 Santa Clarita, CA, 91350 U.S.A.

Straumann

10 Customer Support Specialists 3 Technical Support Specialists Implant Direct is dedicated in providing the best trained sales and service representatives in the implant industry, and has a management team with over 44 years of combined experience in the dental field. Our Technical Sales and Support Center, located in Santa Clarita, CA, is in the midst of our fourth expansion, adding an additional 2,000 square feet for future growth.

Locator® is a registered trademark of Zest Anchors - Teeth-In-1Day is a registered trademark of Implant Direct LLC - Screw-Vent is a registered trademark of Zimmer Dental Inc. NobelActive is a registered trademark of Nobel Biocare. Straumann is an international trademark by Institut Straumann AG.