



Newsletter  
**March 2010**



**"Order Online for high quality products  
at factory-direct prices!"**

Gerald Niznick, DMD, MSD, Founder and President of Implant Direct

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## SPECIAL INDUSTRY REPORT ON COMPARATIVE CLINICAL SUCCESS

**In this issue ...**

- [MULTI-CENTER CLINICAL STUDY OF 421 IMPLANTS REPORTS HIGHER SUCCESS RATE WITH IMPLANT DIRECT'S REPLANT VS NOBEL REPLACE IN SAME PATIENTS' JAWS](#)
- [2ND MEDWATCH REPORT DOCUMENTS FAILURE OF DYE LEAK TESTS FOR PACKAGING INTEGRITY AND 38.6% CLINICAL FAILURE WITH NOBEL REPLACE VS 3.8% WITH REPLANT](#)
- [DR. NIZNICK RESPONDS TO BLOG ON "WHY CHANGE FROM THE NOBEL IMPLANT SYSTEM?"](#)
- [NATIONAL DISCOUNT REGISTRY - A BLOG SITE WHERE DOCTORS AND SALESPeOPLE ANONYMOUSLY POST THE DISCOUNT DEALS MADE BY IMPLANT COMPANIES IN RESPONSE TO IMPLANT DIRECT'S EVERYDAY LOW PRICES](#)
- [IMPLANT DIRECT'S TRI-LOBE FAMILY OF PRODUCTS](#)
- [STRAUMANN SOLID COMPATIBLE ABUTMENT KIT - SAVE 58% \\$100 VS. \\$280](#)
- [FREE IMPLANT INTRODUCTORY OFFERS FROM THE ONLY COMPANY THAT DARES TO COMPARE](#)

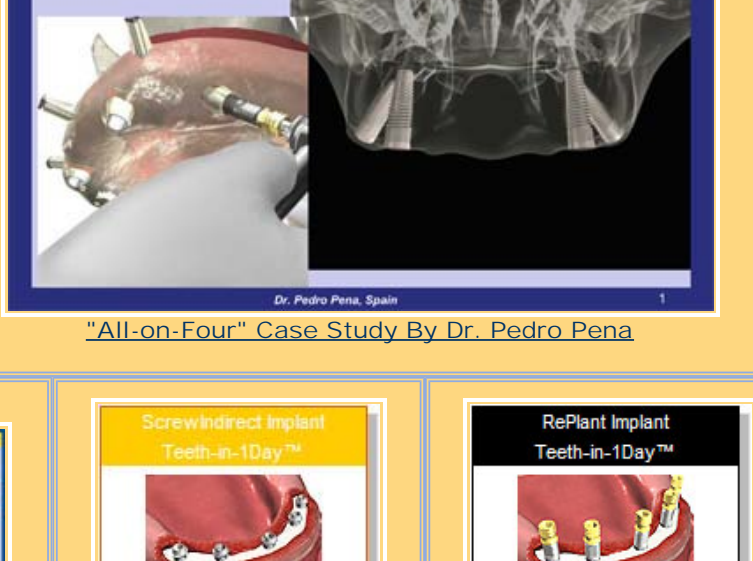
### Nobel falsely claimed Implant Direct's RePlant™ could not be inserted using NobelReplace™ Drills

In Implant Direct's [August 2007 newsletter](#), Dr. Gerald Niznick published a 12 page technical report refuting Nobel's disinformation regarding the compatibility between Implant Direct RePlant™ Implants and the Nobel Replace™ line of surgical drills. Entitled, **"The Inside Story On Nobel Biocare's Marketing Strategy In North America"** the report detailed Nobel's attempts to derail the growing number of converts to RePlant™ through a campaign designed to raise doubts about the legitimacy and legality of Implant Direct's claims of compatibility. As illustrated in the report, Implant Direct obtained US-FDA 510k marketing clearance to claim compatibility: "The seventh implant of the Spectra-System, the RePlant™ matches the tapered body dimensions and tri-lobe platform of the Nobel Biocare Replace™ Tapered implants and therefore can be inserted using Nobel Biocare drills." The two implants have matching dimensions but RePlant alone offers micro-threads and self-tapping vertical cutting grooves. Implant Direct eventually received a patent on its double tri-lobe platform that accepts Nobel abutments. Implant Direct eventually introduced its own set of surgical instruments at substantially less cost that can be used for both companies' products. Two clinical reports showing a significantly higher success rate with RePlant™ implants than Nobel Replace™ implants using Nobel Replace™ drills, puts to rest once and for all the question of surgical compatibility raised by Nobel's defensive marketing strategy.

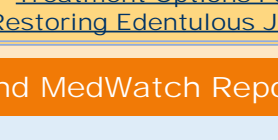
### Multi-Center Controlled Study Reports 13% Failure With Nobel Replace™ And 1% With RePlant™



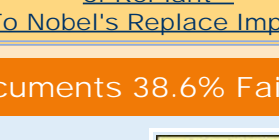
**Multi-Center Study Results:**  
13% Failure Rate Using Nobel Replace™ Compared To 1% Using RePlant™



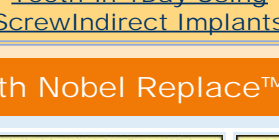
**All-on-Four RePlant Implants**  
"All-on-Four" Case Study By Dr. Pedro Pena



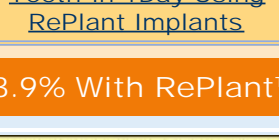
Treatment Options For Restoring Edentulous Jaws



Compare Advantages of RePlant™ To Nobel's Replace Implant



Teeth-in-1Day Using Screw-In Direct Implants

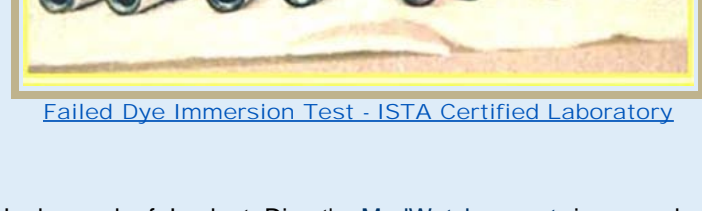


Teeth-in-1Day Using RePlant Implants


### 2nd MedWatch Report Documents 38.6% Failure With Nobel Replace™ And 3.9% With RePlant™

An experienced implant dentist (Member of AAID and ICOI) filed a FDA MedWatch report February 20, 2010 citing high failures with Nobel Replace™ Implants which he related to the company's questionable sterile packaging. From August 2006 until January 2010 he documented the results of **88 consecutively placed implants, 34 required removal for a stunning failure rate of 38.6%.**

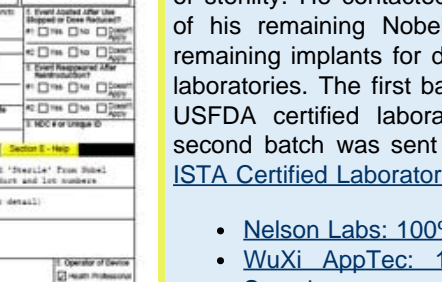
By contrast this same dentist placed **51 RePlant implants from Implant Direct with only 2 implants requiring removal for a failure rate of 3.9%.**



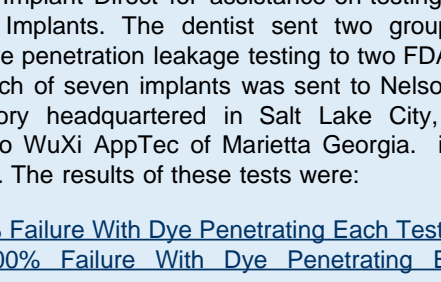
Failed Dye Immersion Test - ISTA Certified Laboratory



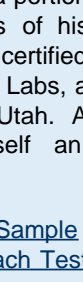
Attachment #1: 88 Nobel Replace Implants with 38.6% Failure



Attachment #2: 51 RePlant Implants with 3.9% Failure



Attachment #3: Letter to Nobel Biocare's Attorney regarding failures

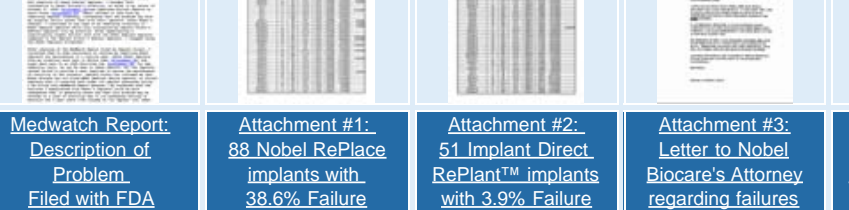


Attachment #4: Nobel Biocare Implant Guarantee, Exchange Forms

### Dr. Niznick Answers A Question On The JIACD Blog: Why Change From The Nobel Implant System?

Price: Save 70%  
Strength: Titanium Alloy  
Design: Self-Tapping and Micro-Threads  
Surgical Compatibility With High Success Rate  
Sterile Packaging Assured  
All-In-1 Packaging  
Platform Switching

### National Discount Registry - The 'Real Deal' That Premium Implant Companies Offer



National Discount Registry  
Leveling the playing field for all dentists

Implant Direct has created a "price point shift" in the implant industry by offering a broad product line of high quality implants with All-in-1 packaging and 1980's prices. In a January 2010 [Implant Industry Report by Berenberg Bank](#), it was noted that Implant Direct is, "more than a so-called internet discounter and is moving towards the pack of value/premium players albeit at a significantly lower price point."

Implant Direct believes closing the gap between the list prices of its implants, starting at \$125 and those of Nobel Biocare, Straumann, 3i, Zimmer Dental, Astra and BioHorizons, starting at over \$300 will help our business because the 70% price difference acts as a barrier to some dentists who mistakenly believe that higher prices somehow assures higher quality or greater success. We prefer to reduce this gap by forcing the prices of our competitors down, rather than raising our prices. Nobel Biocare and Zimmer Dental, in particular, have aggressively discounted their prices to try to retain customers from switching to Implant Direct. We suspect that Straumann will do the same when Implant Direct launches its new [SwishPlant](#), [SwishPlus](#) and [SwishActive](#) implants later this year, expanding compatibility and lowering prices. GPs buying just the prosthetic components have very little, if any, negotiating leverage.

Implant Direct has created an on-line Discount Registry to choose transparency to the selective discounting practices of many premium priced companies. For those dentists who create to continue buying implants from our competitors, this will provide the information needed to negotiate lower prices.

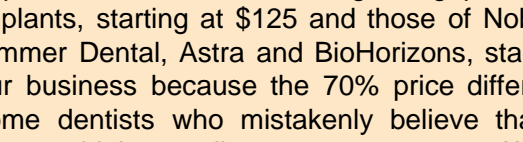
All submissions, whether by salespeople or dentists, will be posted anonymously but verification deals they have negotiated with Implant Direct. It is unlikely that Nobel Biocare or ClearChoice will reveal the discount deal they will be kept on file by Implant Direct. It is likely that Nobel Biocare or ClearChoice will reveal the discount deal they will be kept on file by Implant Direct. It is unlikely that Nobel Biocare or ClearChoice will reveal the discount deal they will be kept on file by Implant Direct.

Negotiating Strategy: To increase your negotiating leverage, simply order Implant Direct's 3 Free Introductory Implant Offering, place the implants and then show your rep an X-ray pointing out the features you like with this system such as its All-In-1 packaging, micro-threads, self-tapping grooves, diameter and platform options, etc. When they do offer you an additional 10% discount, refer them to Implant Direct's Discount Registry and tell them that they have been overcharging you for years and you expect an additional 20% discount (assuming you are not getting more than 25% discount already). You will be surprised how far they are authorized to go and what additional free products (healing collar, drills, abutments) they are prepared to throw in if they think it will help retain your business. If the sales rep comes back with claims of superior customer service to justify higher prices, point out that Implant Direct has 60 customer support staff in the US, a website with 3D graphic educational videos on every procedure and the industry's most intuitive on-line shopping cart. After negotiating lower prices, Implant Direct hopes you will then objectively evaluate how much better Implant Direct's products are - at any price.

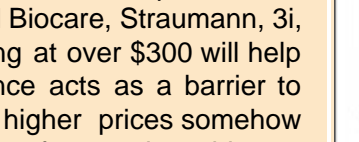
[Click Here to Add Your Experience to the List](#)

[Click Here to Review Posted Comments](#)


### RePlant™, RePlus™ and ReActive™ Tri-Lobe Implants



History of the Tri-lobe Connection:



RePlant™ System Catalog



ReActive™ System Catalog

In 2007-2008, Implant Direct expanded the RePlant system to include the [RePlus™](#) Implant and [ReActive™](#) Implant, both with the RePlant double tri-lobe connection. The ReActive and NobelActive Implants provide progressively deeper threads for increased surface area. Unlike the NobelActive, all Implant Direct Implants have micro-threads to reduce bone loss and a round apex to avoid deviating from the established bone socket during insertion or tearing the sinus membrane. The ReActive implant was developed to provide Nobel customers with an aggressive thread option without abandoning the tri-lobe color-coded platform they had become familiar with. Implant Direct's Legacy3™ System provides the original Niznick lead-in bevel, internal hex connection that provided the tactile sense to eliminate the need to take X-rays to verify full seating. In 2009, it was expanded to include the Legacy3 with the same body and threads of the ReActive implant.

In 2009, [Implant Direct improved the packaging on the RePlant Implant with a two-piece titanium fixture-mount](#) that can be used as a transfer. The fixture-mount can be shortened for used as a temporary abutment, or for converting a patient's denture in a Teeth-in-1Day™ procedure. Implant Direct added a [Dual Grip configuration to the screws and healing collars](#) of its tri-lobe implants, allowing use of a standard 1.25mm (0.05") hex tool or Nobel's 'Unigrip' tool. These improvements were made without any increase from the \$150 launch price of the RePlant Implant. Implant Direct's tri-lobe implant system offers Nobel customers significant cost savings, the convenience of all-in-one packaging and design improvements that have been shown to increase clinical success.

### Implant Direct's Tri-Lobe Family Of Implants

[Tale Of Two Systems](#) | [RePlant Surgical Tray](#) | [New RePlant Packaging](#) | [30-60-90 Offset Abutments](#)

[Comparing Legacy3 To Nobel Active](#) | [View Tray Contents](#) | [View PDF](#) | [View PDF](#) | [View Video](#)

[RePlant Packaging](#) | [RePlant Surgical](#)

[Hi Res](#) | [Low Res](#) | [Hi Res](#) | [Low Res](#)

[RePlus Packaging](#) | [RePlus Surgical](#)

[Hi Res](#) | [Low Res](#) | [Hi Res](#) | [Low Res](#)

[ReActive Packaging](#) | [ReActive Surgical](#)

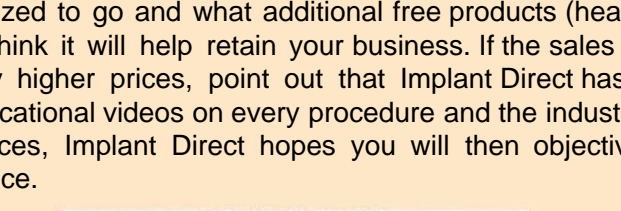
[Hi Res](#) | [Low Res](#) | [Hi Res](#) | [Low Res](#)

[RePlant Fixture-Mount Restorative Procedures](#) | [RePlus Fixture-Mount Restorative Procedures](#)

[Hi Res](#) | [Low Res](#) | [Hi Res](#) | [Low Res](#)


[ReActive Fixture-Mount Restorative Procedures](#) | [Teeth-In-1Day Procedures Using RePlant Implants](#)

[Hi Res](#) | [Low Res](#) | [Hi Res](#) | [Low Res](#)



RePlant RePlus ReActive

### Straumann Compatible Abutment Kit - Save over 50% vs. Straumann



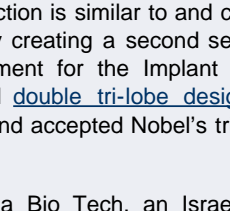
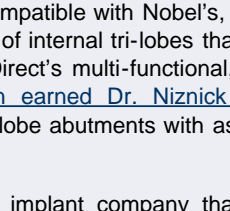
Click Image For Larger View

Implant Direct has taken its innovative All-in-1 packaging philosophy to a new level with the introduction of the Straumann compatible [SwissPlant](#) Abutment Kit. The straight one-piece abutment does not engage the internal octagon of the implant and has an internal feature which allows for tightening with either a 1.25mm Hex Tool or the SCS driver tool from Straumann.

The abutment is designed to interface with either the standard 4.8mmD internal octagon platform from Implant Direct's [SwissPlant](#) product line or the ITI Straumann 4.8mmD platform.

Each Abutment Kit contains:

- Abutment
- Abutment transfer
- Comfort Cap
- Abutment Analog
- Castable Coping

1-Piece Solid Abutment	2-Piece Abutment
	
<a href="#">Order Now</a>	<a href="#">Order Now</a>

Implant Direct is offering the Solid Abutment Kit for \$100 compared to Straumann's at \$238 and the 2-Piece Abutment Kit for \$110 compared to Straumann's unit price of \$290.

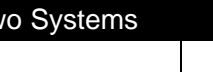
Please review the video to explore the features and versatility of the kit.


### Introductory Offers


3 FREE IMPLANTS AND PROSTHETICS

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













These introductory offers are for first time purchasers of implants from Implant Direct. Dentists who did not take advantage of any introductory offers on their first purchase may do so within 90 days of their first purchase. One Introductory Offer is provided per dentist, dental office, group practice or partnership regardless of whether the dentist(s) practice in multiple locations.

Call 1-888-649-6425 to speak with a Technical Sales representative.  
To continue to receive our company newsletter, be sure to add [usbmaster@implantdirect.com](mailto:usbmaster@implantdirect.com) to your address book.  
Implant Direct LLC 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.

Locator is a registered trademark of Zent Anchors Inc. - Teeth-In-1Day is a registered trademark of Implant Direct LLC.  
Nobel Replace is a registered trademark of Nobel Biocare.