



# update



02|2008 NEWS FROM THE DENTAL WORLD – PROVIDED BY IVOCCLAR VIVADENT

## Editorial



Ivoclar Vivadent looks back on a successful business year 2007. The high standard of innovation of the products that were launched and the focus on the marketing of key products with decisive technological advantages

have significantly contributed to this success. We were able to extend our lead over our competitors. The good development of the overall economy has also positively affected our business result. And last but not least, it was the daily commitment of the almost 2000 employees of Ivoclar Vivadent AG, which has considerably contributed to our success.

In order to continue our success, we have committed ourselves to a formula: future<sup>3</sup>. We will focus on the dental future by adhering to the three success factors of Passion – Vision – Innovation. future<sup>3</sup> manifests itself in our products and services. We are dedicated to offering you – our customers – the best possible therapy with efficient and economical materials systems, which meet above-average aesthetic requirements.

We have classified our continuously increasing product range according to three competence fields to render it more customer-friendly: Competence in Composites, Competence in All-Ceramics and Competence in Implant Esthetics. If you would like to receive more information on our products, our sales representatives or Customer Service will be glad to help you.

Kind regards

Josef Richter

Corporate Management  
Sales and Distribution  
Ivoclar Vivadent AG

## Easy product selection with the identification system

In order to render the wide product range of Ivoclar Vivadent more customer-friendly, the systems offered have been classified according to three competence fields. The new arrangement will give you a quick overview of the range to select the suitable products at once. This identification system makes it even easier to obtain the Ivoclar Vivadent products which are coordinated with the treatment procedure.

The introduction of this product identification system has been realized in response to requests by many of our customers. Three easy symbols will show you in which treatment segment the products are used. Consequently, the time-consuming search for system components is a thing of the past.

### Competence in Composites



Filling materials have always been a core competence of Ivoclar Vivadent. In addition, our composites have been the market leaders for years. The combination of efficient bonding agents, high-performance curing lights and patient-friendly auxiliaries help to ensure a smooth treatment procedure in direct restorative therapy. Professional care products and therapeutics support the long-term success of restorations.

### Competence in All-Ceramics



The all-ceramic system IPS Empress from Ivoclar Vivadent triggered an aesthetic revolution which continues to this day. It is considered as the benchmark for many other all-ceramic suppliers as regards aesthetics, function and processing. With the launch of the IPS e.max all-ceramic system, Ivoclar Vivadent again set a new standard in dental ceramics.

### Competence in Implant Esthetics



Ivoclar Vivadent has been renowned for its aesthetic restorative solutions for years. An aesthetic and functional implant-retained restoration is based on sound preparation and execution of the prosthetic work, be it metal-supported, all-ceramic or removable.

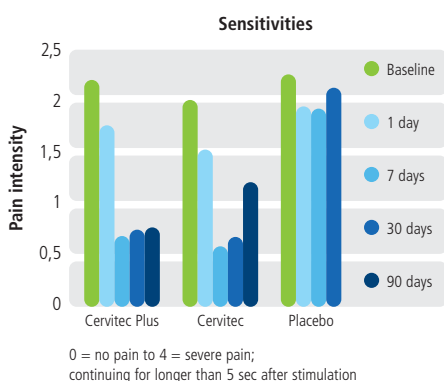
## Cervitec® Plus protects cervicals



A new clinical study (Ziebolz et al. 2008) has revealed that a single application of the Cervitec Plus protective varnish significantly reduces hypersensitivity of teeth in the long term.

Cervitec Plus, Cervitec or a placebo was alternatively applied to hypersensitive teeth in 120 test persons and the effectiveness documented by means of an air syringe test.

The application of Cervitec Plus resulted in a significant reduction of the pain intensity over the entire study period of 90 days. The treatment was regarded as very pleasant. No reduction of sensitivity was recorded in the placebo group.



## Regularly check the light intensity



Light intensity is a much discussed issue in dental industry. According to publications of the University of Mainz and the American Dental Association

(ADA), the values stated by suppliers can often not be confirmed using the recognized integrating sphere measuring method. The measured values are considerably below the manufacturer's claims.

The fact that the quality of the light emitting diodes of different suppliers varies considerably directly influences the light intensity of the respective device and thus the polymerization of different dental materials.

Field test on light intensity (mW/cm <sup>2</sup> )			
	Supplier	Manufacturer's claims	Measured mean value
bluephase*	Ivoclar Vivadent	1.100 (± 10 %)	1.076
L.E.Demetron II	Kerr-Hawe	Ø 1.300	1.010
Elipar FreeLight 2	3M Espe	1.000	673
Radii plus	SDI	1.500	635
Coltolux LED	Coltène	1.400	609
SmartLite IQ	Dentsply	900	544

\* predecessor model

Source: ADA; Professional Product Review, Vol. 1, Issue 2, Autumn 2006

## Adhesives in pen dispensers are on the rise

Proven adhesive ExcITE® now also available in the VivaPen®.



ExcITE is a tried-and-tested, light-curing adhesive, which is used in conjunction with the total-etch technique. It can be used for direct restorative treatment procedures, as well as for the cementation of indirect restorations after previous light curing. Studies have confirmed that ExcITE effectively seals the dentin surface and thus reduces postoperative sensitivities. Effective immediately, ExcITE is available in the unique VivaPen delivery form.



**AdheSE® One** – the self-etching single-component adhesive is also available in the convenient VivaPen.

### Easy and time-saving direct application

The VivaPen delivery form enables easy and clean direct application of ExcITE in the mouth of the patient.



Direct application in the mouth of the patient.

If additional adhesive is required, another click is enough to dispense more material. The VivaPen allows dental professionals to dispense the exact amount of material required. One VivaPen is enough for 80 to 100 applications.

## New definition of LEDs

The technology for light curing units is progressing rapidly. What seemed unachievable a few years ago is now possible with the new bluephase: a halogen-like emission spectrum.



Commercially available LED polymerization lights are coordinated with the light initiator camphorquinone, which is the most frequently used activator in composites. However, some bleach-shaded composites, protective varnishes and adhesives contain white initiators which absorb light in the range of 380-430 nm.

This is exactly where the new bluephase comes in useful: It is capable of activating all the initiators used today with the polywave LED developed in-house. The two different LEDs, which are dominant at approx. 410 nm and 470 nm, enable unlimited use in the dental office. In short, it is an LED light for every use!



Every material due to polywave LED: All light-curing materials are cured due to the use of 2 different LEDs, which are dominant at approx. 410 nm and 470 nm.

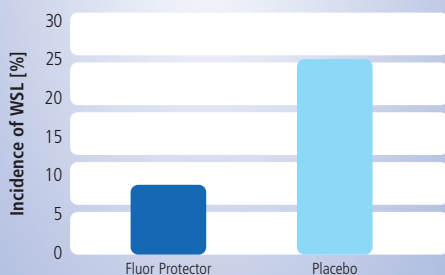


New: bluephase – LED for every use.

## Positive effect of fluoride varnish



According to a placebo-controlled study involving 273 adolescents in Sweden (Stecksén-Blicks et al. 2007), the application of the fluoride varnish Fluor Protector may considerably reduce the incidence of white spot lesions (WSL) during orthodontic treatment.



Less white spot lesions (WSL) after the application of a fluoride varnish; application every 6 weeks during orthodontic treatment.

## Accurate and simply clever: IPS InLine® PoM (Press-on-Metal ceramic)

The new IPS InLine PoM – Press-on-Metal – ceramic combines the accuracy of the casting technique with the aesthetic possibilities of pressed ceramics and thus represents a real alternative to conventional metal-ceramics.



## Processing instructions on DVD



The new DVD from Ivoclar Vivadent is an information tool which offers an overview of the systems concept of the IPS InLine conventional metal-ceramic and the new IPS InLine PoM press-on-metal ceramic.



In addition to general information, the DVD contains detailed step-by-step processing videos on topics, such as framework design, alloy processing, the processing of the IPS InLine conventional metal-ceramic and the IPS InLine PoM press-on-metal ceramic, as well as the fabrication of veneers on refractory dies. The range of information is rounded off with the video on «conditioning and placement». The DVD represents the ideal tool for dental technicians, vocational schools and schools for master dental technicians.



### Optimum planning with the fully anatomical wax-up

Contouring, spruing and investing are common working procedures in the dental laboratory. Contrary to the layering technique, the desired tooth shape is completely fabricated in wax. Already at this point, the dental technician can concentrate on impeccably reproducing the morphology, occlusion and function of the restoration.



After the opaquer has been applied to the metal framework, the desired shape and occlusion is contoured in wax.

The accurately fitting ceramic shoulder is fabricated in the same working step.

### The ingot range

The ingot range has been deliberately kept slim. Only seven shades are enough to reproduce all the Chromascop, A-D and new BL Bleach shades. Therefore, it is possible to press fully anatomical restorations for different patient cases in one press cycle. Due to two ingot sizes (S and XS), unnecessary material waste is a thing of the past.

Whether you decide to use the conventional layering with IPS InLine or

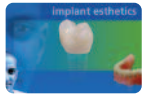


The implant-supported restoration exhibits outstanding aesthetics and accuracy of fit.

Images: Dieter Grübel, ICDE Schaan

the precision press-on technique using IPS InLine PoM – IPS InLine/IPS InLine PoM is always the right choice.

## CD-ROM and Manual available



The CD-ROM entitled «Competence in Implant Esthetics» covers all the clinical and technical aspects of implant-supported restorations and describes the suitable Ivoclar Vivadent products and their proper use.

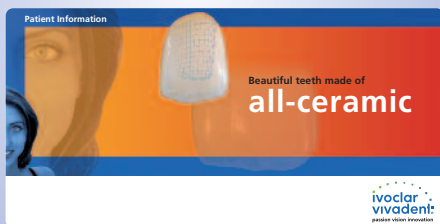
A new part on the indication range of IPS InLine PoM has been added to both the second edition of the CD-ROM and the Manual «Implant Superstructures for Crowns and Bridges».

This version also includes the press-on-metal technique in conjunction with implant-supported restorations.



## Information for your patients

Make use of our patient information literature on all-ceramics in your consultations with your patients. The brochure contains impressive before and after comparisons of aesthetic all-ceramic restorations. The most important fundamental terms of prosthetic restorations are explained in easy words.



## IPS e.max® Gingiva for enhanced possibilities

IPS e.max® ZirPress® offers new possibilities in the fabrication of gingival replacement.



In times of an increasing number of implant restorations, the design of gingival portions is becoming an ever growing challenge. If the dentist cannot correct the gingival portion or a transitional solution is required, the IPS e.max system offers versatile possibilities.

The IPS e.max Ceram Gingiva ceramic materials can be used to conventionally layer the gingival parts using a fully developed assortment of layering and Essence materials.

IPS e.max ZirPress Gingiva offers new possibilities in the construction of gingival replacements, such as those required for implant-supported restorations. Accurate and homogeneous gingival portions can be fabricated especially for extensive restorations. Consequently, time-consuming adjustments and corrective firing cycles are a thing of the past. Tooth-shaded portions of such restorations are subsequently fired using the IPS e.max Ceram layering materials. There is no need to change the fit of the ZirPress gingiva, since the pressed gingival portions do not shrink during the subsequent Dentin and Incisal firing cycles.



Restoration with pressed gingival portions made of IPS e.max ZirPress Gingiva after divesting.



After completion of the tooth shape using IPS e.max Ceram layering materials and the first firing cycle.



Completed IPS e.max restoration after Stain and Glaze firing.

Images: T. Michel, Germany

### Masthead

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