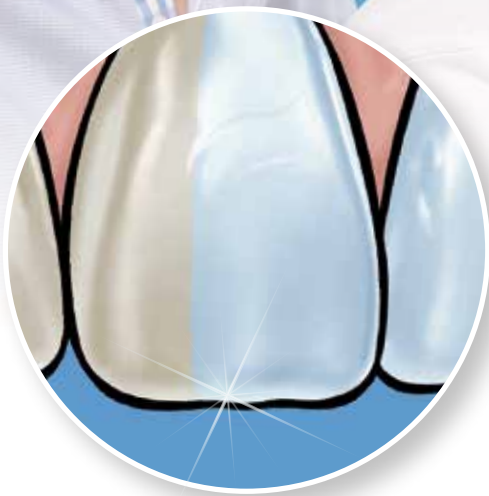


VivaStyle[®]

Serious Whitening



A bright smile
connects


ivoclar
vivadent[®]
passion vision innovation

VivaStyle®

A comprehensive system for esthetic dentistry



Naturally white teeth – a desire frequently voiced by patients.

In order to meet the expectations of patients, Ivoclar Vivadent offers products for high-quality restorations, such as Tetric EvoCeram®, IPS Empress® or

IPS e.max®, in Bleach shades. For whitening of natural teeth, VivaStyle is the product of choice. Furthermore, the prophy pastes Proxyl® help keep teeth bright and white for a long time.

Your benefits

The treatment strategies, which focus on enhancing dental esthetics, are based on your diagnosis and your patients' individual needs. As is the case with restorative materials, VivaStyle is suitable for different requirements. Therefore, various VivaStyle products are available for the whitening of natural teeth.

Benefits for your patients

Professional care and the use of clinically proven materials and products enable you to meet your patients' demand for naturally white teeth.

Interesting!

98 % of all patients recommend tooth whitening to their friends. (Lutz et al. 2000)

Starting situation



Situation after tooth whitening



After restoration *



**Restoration with IPS e.max Press veneers 22-21
Dr L. Enggist, J. Seger*

Tooth Whitening VivaStyle®

Restoration

Tetric EvoCeram®,
IPS Empress®Direct,
in Bleach shades

Prosthetics

IPS e.max®,
IPS Empress®,
in Bleach shades

Professional Care

Proxyl®, Fluor Protector,
Cervitec®, VivaSens®



VivaStyle releases oxygen which bleaches discolouration.



VivaStyle – The professional system for tooth whitening

The specialist know-how of the practice team together with a professional bleaching system constitute the main pillars of success. VivaStyle products whiten the teeth, making it easy to provide patients with a bright shiny smile. Individualized demands and situations vary, of course, so that a choice of products for both in-office and at-home use is available.



VivaStyle® Paint On Plus



VivaStyle® 10 %
VivaStyle® 16 %

VivaStyle – The professional decision

In accordance with the diagnosis and individual patient needs, different treatment options are available:

- ▶ in-office or at-home use
- ▶ different concentrations of the active agent
- ▶ application:
 - gel with custom-made tray
 - varnish system applied with a brush

Here's how it works

The VivaStyle gel products contain the tried-and-tested ingredient carbamide peroxide in various concentrations and the VivaStyle Paint On Plus varnish system contains hydrogen peroxide. These active ingredients release oxygen which gently bleaches discolouration.



Which physical feature makes a person attractive? According to 85% of the people interviewed in a survey it is 'beautiful teeth'.

(Survey conducted by Emnid, 2002)

VivaStyle® Paint On Plus

The professional varnish system



Effective whitening without using a tray

VivaStyle Paint On Plus is directly applied to the teeth with a brush. The varnish contains 6 % hydrogen peroxide. After drying, the varnish remains on the teeth for 10 minutes. The varnish system does not dissolve in saliva and takes effect within minutes of being applied. After the treatment, it is simply removed with a toothbrush.

Advantages

- ▶ varnish system: for targeted use on the spot
- ▶ D-Panthenol: provitamin
- ▶ whitening: after just seven days
- ▶ in the dental office: intensive treatment

Your benefits

- ▶ extension of the services your dental practice offers
- ▶ effective whitening without using a tray
- ▶ satisfied patients

For patients with the following requests

- ▶ professional tooth whitening without using a tray, as they
 - find trays to be uncomfortable
 - are looking for a more cost-effective alternative
- ▶ easy to fit into the daily schedule
- ▶ gentle application



Starting situation



After 14 applications



After one month

Photos: Prof. Dr Mata and Prof. Dr Marques, Caparica

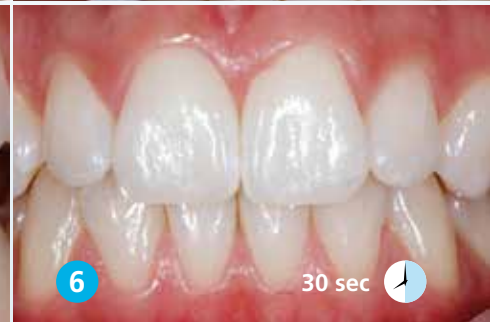
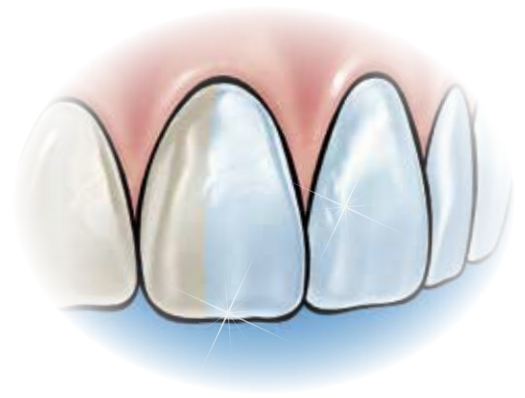
Intensive treatment

An intensive treatment can be performed in the dental office. In this case, the varnish is applied and allowed to react. Afterwards, the varnish is removed and then applied again. These steps are repeated multiple times during one treatment session (Mata & Marques 2006).

Special tip

Start treatment at the dental office by professionally cleaning the teeth with the Proxyl® prophy paste.

A bright smile connects



Targeted whitening

VivaStyle Paint On Plus is applied directly to the teeth with a brush.

This allows

- the whitening of the complete smile line
- the whitening of individual teeth
- the whitening of proximal areas

Interesting!

'Paint-On' preparations are useful for whitening discoloured single teeth very selectively. (Wiegand et al. 2006)



VivaStyle® 10 % | 16 %

Gel for treatment at home



Effective whitening using a tray

Treatment with VivaStyle gel containing 10 % or 16 % carbamide peroxide* takes place at home with a custom-made tray.

Interesting!

During and after a whitening treatment, local fluoridation of the teeth is advisable. (Wiegand & Attin 2002)

Advantages

- ▶ smooth viscosity
- ▶ potassium nitrate
- ▶ calibrated, resealable syringe
- ▶ soft, comfortable tray material

Your benefits

The features of VivaStyle enable the following:

- ▶ more precise dosage
- ▶ prolonged action on the right spot
- ▶ less irritation

For patients with the following requests

- ▶ professional initial care and subsequent application at home
- ▶ gentle whitening
- ▶ comfortable application

* 10% / 16% carbamide peroxide correspond to 3.6% / 5.8% hydrogen peroxide.



Special tip

Tetric EvoCeram®, IPS Empress® or IPS e.max® in Bleach shades allow the fabrication of matching functional esthetic restorations.

VivaStyle®

Serious Whitening



VivaStyle – In your professional interest and in the interest of your patients

A smile connects. Recommend the individually suitable VivaStyle product to your patients for a brighter smile.

Comprehensive service Information material for your practice team

- ▶ brochures
- ▶ flow charts
- ▶ specialized articles
- ▶ study results
- ▶ documentation
- ▶ posters



Information material for your patients

- ▶ 'Questions & Answers' brochure, also available with display holder
- ▶ articles
- ▶ flow charts
- ▶ posters
- ▶ clip for the waiting room

Delivery forms

VivaStyle 10 % | VivaStyle 16 %



Patient Kit 10 % | 16 %

4 syringes VivaStyle, 3 ml each
2 sheets tray material
1 tray case
Bag

Touch Up Kit 10 % | 16 %

2 syringes VivaStyle, 3 ml each

Refill Tray Sheets

12 sheets tray material

VivaStyle Paint On Plus

Patient Kit

1 tube, 20 ml
VivaStyle Paint On Plus
14 brushes
14 dispensing dishes
Bag



| Quick assessment | Customized treatment |
|--|---|
| The coordinated Professional Care program simplifies the assessment of the patient's individual treatment needs and enables a successful combination of different treatment options. | |
| CRT® bacteria The test for determining the mutans streptococci and lactobacilli counts in saliva and plaque | Proxyl® The prophylaxis pastes |
| CRT® buffer The test for determining the buffer capacity of saliva | Cervitec® The protective varnish, oral care gel and mouth rinse containing chlorhexidine and more |
| Plaque Test The fluorescent disclosing liquid for detecting plaque | Fluor Protector The protective varnishes and the special care gel containing fluoride and more |
| OptraGate® The soft lip and cheek retractor | VivaSens® The desensitizer for hypersensitive teeth |

| Literature |
|---|
| Benbachir N, Ardu S, Krejci I: Spectrophotometric evaluation of the efficacy of a new in-office bleaching technique. Quintessence Int 2008; 39: 1-8 Int 2008; 39: 1-8 |
| Calatayud JO, Varga PM, Calatayud CO, Calvo Box MJ: Comparative clinical study of two tooth bleaching protocols with 6 % hydrogen peroxide. Int J Dent 2009; 2009: 928306 |
| Mata ADSP, Marques DNS: A novel technique for in-office bleaching with a 6% hydrogen peroxide paint-on varnish. Eur J Esth Dent 2006; 1: 70-77 |
| Ziebolz D, Hannig C, Attin T: Influence of a desensitizing agent on efficacy of a paint-on bleaching agent. Am J Dent 2008; 21: 77-82 |
| All the studies are available on request. |



Fixed Prosthetics

VivaStyle® forms a part of the “Fixed Prosthetics” product category. The products of this category cover the procedure involved in the fabrication of fixed prosthetic restorations – from temporization to restoration care. The products are optimally coordinated with each other and enable successful processing and application.



THESE ARE FURTHER PRODUCTS OF THIS CATEGORY:

IPS e.max® System

all ceramic – all you need



The comprehensive solution covering all indications

- Highly esthetic, high-strength materials for the press and CAD/CAM technique
- Unique lithium disilicate (LS₂) and zirconium oxide (ZrO₂) ceramics for restorations ranging from thin veneers to long-span bridges
- Flexibility of cementation: adhesive, self-adhesive and conventional

Multilink® Automix

The adhesive cementation system



A strong bond, proven performance

- Strong hold – both dual and self-curing
- Universal – suitable for silicate and oxide ceramics as well as metal
- Clinically proven – numerous long-term studies

Would you like to know more about the products of the “Fixed Prosthetics” category? Simply get in touch with your contact person at Ivoclar Vivadent or visit www.ivoclarvivadent.com for more information.