

## Media Release

Cologne (D) / Schaan (FL) – 21 March 2011

---

### Gentle care

**The new Proxyt pastes clean even more effectively and gently, due to their advanced formula.**

The new Proxyt pastes are designed for professional, needs-oriented cleaning and polishing of teeth, restorations and implant-supported dentures. The advanced formula of the pastes enhances the cleaning and polishing results. Due to the defined grit sizes (RDA) of the pastes, tooth surfaces are not unnecessarily worn and restoration surfaces are not roughened. The fine, medium and coarse Proxyt pastes are available with fluoride. The medium-grit paste is also supplied in a fluoride-free version, which does not contain any flavour additives. All the pastes contain xylitol, which inhibits the growth of the bacteria that cause caries.

#### **Without pumice**

The fine-grit Proxyt does not contain pumice. Therefore, it is gentle to implants and sensitive peri-implant tissue. Dental restorations and ceramic tooth replacements maintain their natural-looking lustre if they are treated with these fine prophylaxis pastes on a regular basis.

The new Proxyt pastes will be available as of April 2011.

Proxyt® is a registered trademark of Ivoclar Vivadent AG.

For more information, contact:

Ivoclar Vivadent AG  
Bendererstr. 2  
FL-9494 Schaan  
Principality of Liechtenstein  
Tel.: +423 235 35 35  
Fax: +423 235 33 60  
E-mail: [info@ivoclarvivadent.com](mailto:info@ivoclarvivadent.com)  
[www.ivoclarvivadent.com](http://www.ivoclarvivadent.com)

Caption:

*(Proxyt.jpg)*

Fig. 1: The new Proxyt pastes from Ivoclar Vivadent.

---

Media contact:

Lorenzo Rigliaco

Public Relations Manager  
Ivoclar Vivadent AG  
Bendererstrasse 2  
FL-9494 Schaan  
Principality of Liechtenstein  
Tel.: +423 235 36 98  
Fax: +423 235 36 33  
E-mail: [lorenzo.rigliaco@ivoclarvivadent.com](mailto:lorenzo.rigliaco@ivoclarvivadent.com)