

Media Release

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Essential for a beautiful and healthy smile

Ivoclar Vivadent is pleased to present the new Proxyt Single Dose delivery form, which is the ideal solution for the efficient and gentle cleaning and polishing of teeth

In the past year, Ivoclar Vivadent, one of the world's leading suppliers of integrated solutions for high-quality dental applications and a comprehensive product and systems portfolio for dentists and dental technicians, presented the latest generation of its Proxyt prophylaxis pastes. An optimized formula is responsible for the improved handling and longer storage period of the pastes as well as shorter cleaning and polishing times compared with the predecessor product. Now the company is introducing Proxyt Single Dose, which is a new delivery form that comprises two paste options for the quick, easy and hygienic treatment of all patients.

Systematic and professional cleaning and polishing of teeth, restorations and implants is a standard treatment for preventing caries and periodontal and periimplant diseases. Smooth, clean and polished dental surfaces offer fewer possibilities for bacteria and plaque to accumulate. Apart from promoting oral health, professional oral care enhances pink and white esthetics, making the teeth and gums look their best.

Designed for efficiency

The new Proxyt Single Dose pastes from Ivoclar Vivadent have been developed with the aim of ensuring the efficient and effective cleaning and polishing of natural teeth, dental restorations and implants. They help keep teeth and restorations in impeccable condition and they maintain their natural-looking and esthetic shine. The Single Dose cups can be inserted into the corresponding prophylaxis ring with ease. The unique formula and smooth consistency as well as the easy-rinse properties allow plaque and tartar to be removed quickly and effectively and the surfaces to be polished to a high lustre. Furthermore, the Proxyt pastes from Ivoclar Vivadent adhere well to the teeth and instruments and therefore make handling easy. All these features combined considerably speed up the treatment process. Moreover, the pastes do not splatter or create a mess.

Gentle and effective cleaning and polishing

Customers can choose between two new Proxyt Single Dose paste options: fine and coarse. This helps to avoid unnecessary wear or abrasion of the tooth structure, restorations, implants or other prosthodontic appliances. Patients who have implants require special attention. Since they need professional teeth cleaning at regular intervals, the treatment they receive must be gentle and comfortable. Proxyt fine is a pumice-free polishing paste that is exceptionally kind to sensitive fillings and tooth structure, such as dentin and dental enamel, as well as the surfaces of high-quality

composite resin and ceramic restorations, for example, IPS e.max from Ivoclar Vivadent. Proxyt fine is effective, gentle and minimally abrasive. It is suitable for restorations and implants. Furthermore, it is kind to sensitive gum tissue. The Proxyt pastes from Ivoclar Vivadent contain xylitol, which disturbs the metabolism of cariogenic bacteria.

The mild mint flavour of the Proxyt pastes leaves a clean and fresh feeling in the mouth. It goes without saying that the needs of patients with intolerances are also taken into account. The Proxyt pastes from Ivoclar Vivadent are 100 per cent gluten and lactose free.

Availability

The two Proxyt Single Dose options of fine and coarse are now available from leading dental suppliers and online sources.

A packet contains 200 cups (1.8 g) including an adjustable prophy ring into which the cups can be effortlessly inserted.

Product XY® is a registered trademark of Ivoclar Vivadent AG.



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Caption: Designed for an efficient and hygienic performance.

About Ivoclar Vivadent

Ivoclar Vivadent, headquartered in Schaan, Liechtenstein, is one of the world's leading manufacturers of integrated solutions for high-quality dental applications. The company's success is based on a comprehensive portfolio of products, systems and services, strong research and development capabilities and a clear commitment to training and further education. The company, which sells its products to around 130 countries, has 47 subsidiaries and branch offices and employs roughly 3,500 people worldwide. More information about Ivoclar Vivadent is available at www.ivoclarvivadent.com.

Thought leadership in oral health and esthetics in Europe

Ivoclar Vivadent collaborates closely with universities and professional institutions as well as the foremost dental experts from around the world with the objective of taking dentistry to the next level. Since 2012, the company routinely hosts the International Expert Symposium (IES), which takes place in different European cities and features a line-up of pre-eminent international speakers from the dental industry.

Media contact

Klemens Seyr
Ivoclar Vivadent AG
Bendererstrasse 2
9494 Schaan/Liechtenstein
D +423 238 60 28
E klemens.seyr@ivoclarvivadent.com
ivoclarvivadent.com

Press agency of Ivoclar Vivadent

IsarGold GmbH
Carsten Bickhoff
Müllerstr. 39
80469 Munich, Germany
D +49 89 4141715-13
M +49 151 11325413
E ivoclarvivadent@isar.gold