

Media Release

Schaan, Liechtenstein – 10 June 2010

Skilful effects

IPS Empress Direct Flow delivers the desired effects in the restoration of anterior teeth

IPS Empress Direct Flow is the flowable variant of the Effect materials, which form part of the IPS Empress Direct range of light-curing nano-hybrid composites from Ivoclar Vivadent. Both consistencies are based on the same tried-and-tested chemistry. With the three new IPS Empress Direct Flow materials, the desired esthetic effects can be created with high precision when anterior teeth are restored. The Trans Opal shade, for example, enables a lifelike opalescent effect to be attained, while Trans 30 has been especially designed for the creation of translucent areas along the incisal edge. And with Bleach XL, the effects of e.g. fluorosis can be reliably mimicked. The flowable materials come in a new Luerlock syringe featuring an ergonomic design and a 0.9mm wide cannula, which allows the material to be applied exactly where needed.

A time-tested system with new possibilities

For nearly 20 years, the name IPS Empress has been synonymous with all-ceramics and superior esthetics in the reconstruction of dental defects. IPS Empress Direct is the latest addition to the IPS Empress family. It provides dentists with the esthetics of a ceramic with the convenience of composite.

IPS Empress Direct Flow can be used in conjunction with any conventional, monomer-based composite. The new flowable shades will be available from September 2010 onwards.

For further information please contact:

Ivoclar Vivadent AG
Bendererstr. 2
9494 Schaan
Principality of Liechtenstein
Tel.: +423 235 35 35
Fax.: +423 235 33 60
E-Mail: info@ivoclarvivadent.com
www.ivoclarvivadent.com

Captions:

(IPS Empress Direct Flow.jpg)

Fig. 1: The new IPS Empress Direct Flow shades from Ivoclar Vivadent

Media contact:

Lorenzo Rigliaco
Public Relations Manager
Ivoclar Vivadent AG
Bendererstrasse 2
9494 Schaan
Principality of Liechtenstein
Tel.: +423 235 36 98
Fax: +423 235 36 33
E-Mail: lorenzo.rigliaco@ivoclarvivadent.com