



NEWSLETTER

The World's No. 1 online ordering platform for dental implants

October 12, 2007

www.implantdirect.com

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Implant Direct LLC Establishes European Operations In Zurich Headed By Two Former Straumann Executives



(Left To Right)

Stefan Vogt, Executive VP and COO of Implant Direct EU
Formerly Head Of Global Marketing, Straumann

Gerald Niznick, DMD, MSD: President and CEO
Implant Direct LLC (USA) and Implant Direct EU

Tobias Richter, VP of Sales and Marketing IDEU
Formerly Director Of European Marketing, Straumann

Gerald Niznick, [an American pioneer in implant dentistry](#), announces the launch of Implant Direct EU a subsidiary of the US-based company Implant Direct LLC. Dr. Niznick sold his former company, Paragon, to Sulzer Medica in January, 2001, (later called Centerpulse and today Zimmer Dental). Dr. Niznick leased Zimmer his manufacturing facility in Los Angeles but in 2004, Zimmer moved its production operations allowing Dr. Niznick to re-occupy his factory and rehire 80 of his former machinists, design engineers and QA experts. He started an ambitious product development program over the next 2.5 years and in October 2006 launched the on-line sale of the Spectra-System product line, consisting of five implants having the same body design but with different platforms for different clinical applications (Referred to as the "S-Line"). Two other new implants, called RePlant and RePlus, offering surgical and/or prosthetic compatibility with Nobel BioCare's Replace Tapered Groovy Tri-lobe implant system. In the next month, Dr. Niznick will launch the sale of the Legacy Implant System with surgical and prosthetic compatibility with Zimmer Dental's Tapered Screw-Vent, an implant he developed in 1999 and currently being sold by Zimmer Dental. Legacy abutments have been available for a year and are also compatible with BioHorizon's and MIS's internal hex/bevel connection, a platform that Dr. Niznick developed in 1986 and has since become the cornerstone of modern implant design.

Implant Direct's product line continues to expand with a product offering of abutments for Straumann Implants and a new Implant, called ProActive™, set for launch in early 2008. The ProActive Tapered Tri-Lobe Implant is provided on a color-coded Fixture-Mount that serves as a Transfer and can be shorted for use as an abutment with a Platform Switching interface. When compared to Nobel Biocare's new [NobelActive Implants](#), it is easy to see why Implant Direct feels confident that its new logo statement "Simply Smarter" is justified. With NobelActive being marketed as the "Implant of the Future", this begs the question whether the Replace Tapered Groovy Implant is the "Implant of the Past". One of the NobelActive Implants includes an internal hex/bevel connection and coincidentally, (or maybe not), the launch of this implant coincides with the recent (October 2, 2007) expiration of Dr. Niznick's internal connection patent. Another NobelActive Implant has a 5mm high external hex, taking outdated designs to a new high.

Due to a streamlined manufacturing process at Dr. Niznick's Factory in Los Angeles, ([view factory live on 5 cameras](#)), and a sales strategy of factory direct sales using an interactive shopping cart ordering system, Implant Direct can offer its customers substantial savings compared to the major implant companies. Implant Direct offers the industry's broadest product line of innovative, high quality implants and abutments. Most Implants include all-in-one packaging with the cover screw, healing collar, transfer and abutment for one low price, representing approximately 70% savings compared to the US List Price of these components from any of the 5 major implant companies.

Dr. Niznick's re-entry to the field is creating great excitement from both dental professionals and industry analysts. Implant Direct, now with offices in Canada, Israel and Zurich is establishing itself as the "Challenger Brand" and the "Thought Leader" in the industry. The top 5 implant companies (Nobel, Straumann, 3i, Zimmer and Astra) have not had to price compete with each other but instead continue to raise prices

ProActive with Tri-Lobe Connection and Platform Switching
Projected Launch Date – January 2008

- Even taper to body allows insertion in undersized socket with bone expansion for increased stability
- Flat-based threads deepen apically, for increased surface area and bone engagement



with every launch of a new product, surface, or thread design. Implant Direct's entry into the implant market represents a price-point shift in the industry [according to a Merrill Lynch report](#). Implant Direct invites you to take advantage of one of its [unprecedented introductory offers](#) demonstrating its confidence that once a dentist tries these products, they will become committed customers.

To Contact Please Email: info-eu@implantdirect.com

Exclusive Lunch Session With Dr. Niznick: October 26th 12:00 - 1:30 PM



Dr. Niznick's lecture is open to Dentists attending the European Academy of Osseointegration Meeting in Barcelona

\$100 registration includes lunch and a \$100 store voucher.

Topics include:

- Bone level, Tissue level and one-piece implants - where, when and why?
- Surface treatments, platform switching, thread designs – clinical advantages or marketing hype.
- All-in-one packaging - how it can reduce your component cost by at least 50% and simplify your ordering and inventory.
- Cost effective Image Guided Surgery – a new system four years in development.

Date: **October 26th, 2007**
 Time: **12:00 - 1:30 PM**
 Location: **Hotel AC Barcelona, Room Gràcia**
 Address: **Paseo Taulat 278 - 08019, Barcelona**
 Lunch: **Served**
 Registration Fee: **\$100 (includes \$100 store voucher)**

Attendance is limited to first 60 to sign-up online

SIGN-UP FOR LECTURE

Implant Direct's Spectra-System: A Simply Smarter Approach To Implantology



S-Series: Five Application Specific Implants
[Click Here For More Information](#)

Product Portfolio From Left To Right

- **S-Plant:** Two-stage (bone level) implant applicable for all indications
- **S-Plus:** One-stage (soft tissue level) implant applicable for all indications
- **S-Direct:** One-piece implant for immediate restorations
- **S-Indirect:** One-piece implant for edentulous restorations
- **S-Redirect:** One-piece implant for esthetic restorations



Compatibility Series: Compatible With Nobel Biocare and Zimmer Dental Implants

Product Portfolio From Left To Right

Nobel Biocare Replace™ Compatible

- **RePlant:** Full surgical and prosthetic compatibility (Tri-Lobe platform)
- **RePlus:** Prosthetic compatibility (Tri-Lobe platform)

Zimmer Dental Screw-Vent™ Compatible

- **Legacy:** Full surgical and prosthetic compatibility

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<u>ScrewPlant Two-Stage Implant Insertion Procedures</u>	<u>Spectra System Product Catalog</u>	<u>Legacy System Product Catalog</u>	<u>RePlant & RePlus Product Catalog</u>	<u>RePlus Two-Stage Implant Insertion Procedures</u>

Unprecedented Introductory Offers

INTRODUCTORY OFFER #1		INTRODUCTORY OFFER #2		INTRODUCTORY OFFER #3		INTRODUCTORY OFFER #4	
Free Implants For Zimmer Dental Customers	Free Implants For Nobel Biocare Customers	Order 25 Implants and Receive 5 Free		Order 10 Abutments For \$50 Each		FREE Implant or 15° Angled Abutment	
3 Implants 3 Abutments and healing collars, 2 abutment transfers and Analogs Implant Direct cost: \$540 Zimmer Dental cost: \$1788* Your cost: FREE	3 Implants 3 Implant Transfers 2 Abutments Implant Direct cost: \$620 Nobel Biocare cost: \$1856* Your cost: FREE	Save approximately \$8000 on your next order of 25 implants compared to Nobel or Zimmer's US List prices Average price: \$120 per implant		Save approximately \$1400 on your next order of 10 abutments for Nobel Biocare Replace or Zimmer Dental Screw-Vent implants		Open an online store account, select your implant or abutment, type in your coupon code upon checkout and provide confirmation as Nobel or Zimmer customer Fax 2007 invoice to +1-661-705-4920	
		<u>For Nobel Compatible RePlant Implants: CLICK HERE</u>		<u>For Nobel Compatible Abutments: CLICK HERE</u>		<u>Free RePlant Implant: CODE 60-35</u>	<u>Free ScrewPlant Implant CODE: 10-35</u>
<u>View Offer</u>	<u>View Offer</u>	<u>For Zimmer Compatible ScrewPlant Implants: CLICK HERE</u>		<u>For Zimmer Compatible Abutments: CLICK HERE</u>		<u>Free RePlant Abutment: CODE 60-51</u>	<u>Free ScrewPlant Abutment CODE 10-51</u>

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* Screw-Vent is a registered trademark of Zimmer Dental Inc.
* NobelActive and Replace are registered trademarks of Nobel Biocare