



Innovation, Precision, Simplicity and value  
**PLUS** Factory Direct Sales for up to 70% Savings  
 Implant Direct, Dr. Gerald Niznick, President



## Implant Industry News: August 2007

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# NEWSLETTER

### Nobel Biocare Initiates Campaign of Disinformation

Mr. Keven Mosher, VP and General Manager of Nobel Biocare North America, failed to comply with Implant Direct's demand that Nobel cease making false and misleading claims about the surgical compatibility of Implant Direct's RePlant Implant with Nobel's RePlace Implants. **Read Implant Direct's Response to Nobel's False Claims**



**The Inside Story on Nobel Biocare's Marketing Strategy in North America**

Forbes Business News July 27, 2007  
 "Major losses include... Nobel Biocare, spending 3.2% of \$2.25 Bn to \$4.50 Bn, and speculation CEO Helene Cornejo could be replaced, possibly by former Syngene CFO Dominica Scata due to the dental implant maker's lack of success in the US market."  
 10/22/07 Nobel Biocare systems Executive Suite via CNN/FOX

**Nobel Biocare Initiates Campaign of Disinformation**  
 Mr. Keven Mosher, VP and General Manager of Nobel Biocare North America, failed to comply with Implant Direct's demand that Nobel cease making false and misleading claims about the surgical compatibility of Implant Direct's RePlant Implant with Nobel's RePlace Implants. **This Report presents Implant Direct's Response to Nobel's False Claims**

**Implant Direct's RePlant™ vs. Nobel's RePlace Tapered Groovy**  
 RePlant Implant is inserted with Nobel RePlace™ Surgical Instruments  
 RePlant Platform is Compatible with Nobel RePlace™ Abutments  
 RePlant Made of Ti Alloy vs CP for Ti Alloy - Increase Strength by 15-20%  
 Abutment/Implant Instability: RePlant = 0.5°; Nobel RePlace = 1.5°

**RePlant Design Advantages**  
 Platform for Abutment  
 Double-Lead Threads for 2x Faster Insertion  
 Vertical Cutting Groove for Self-Tapping  
 Low Rotational Torque & Apical Impaction  
 Low Rotational Torque & Apical Impaction

**RePlant Surgical Video**

**RePlus Surgical Video**

**Snap-On Transfer Video**

**Catalog for RePlant™ Tri-Lobe Implant**

Factory Direct Internet-Only Sales Save 50-70%

Implant Direct LLC

RePlant Implant with Compatible Platform to Nobel Biocare's RePlace Implants

RePlus Implant with Compatible Platform to Nobel Biocare's RePlace Implants

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[Download Complete PDF \(1.5Mb\)](#) | [View or Download Individual Pages](#) | [RePlant Product Catalog](#)

Get a **FREE Implant**:  
 Just pay for the shipping costs  
[Click Here For More Info](#)

Save up to **\$8,300** on your first order of 25 implants:  
 Insert using Nobel drills  
[Click Here For More Info](#)

Get a **FREE Abutment**:  
 Just pay for the shipping costs  
[Click Here For More Info](#)

Save over **\$1400** on your first order of 10 Abutments:  
 Compatible Tri-Lobe Connection  
[Click Here For More Info](#)

### RePlant Product Overview

### RePlus Product Overview



## Dental Product Report Advertisement (August 2007)

**SPECTRA-SYSTEM®**

Fast Steps Implants | ScrewFlan™ | RePlus™ | ReDent™

**COMPETITORS' CLAIMS OF THEIR PRODUCT ADVANTAGES**  
 Short history of dental implant industry...  
 Only Implant Direct offers a "High Quality, Broad Product Line with..."  
 "Everything else is just conversation!" Dr. Jerry Alusak

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**Corporate Profile**

**Implant Direct**

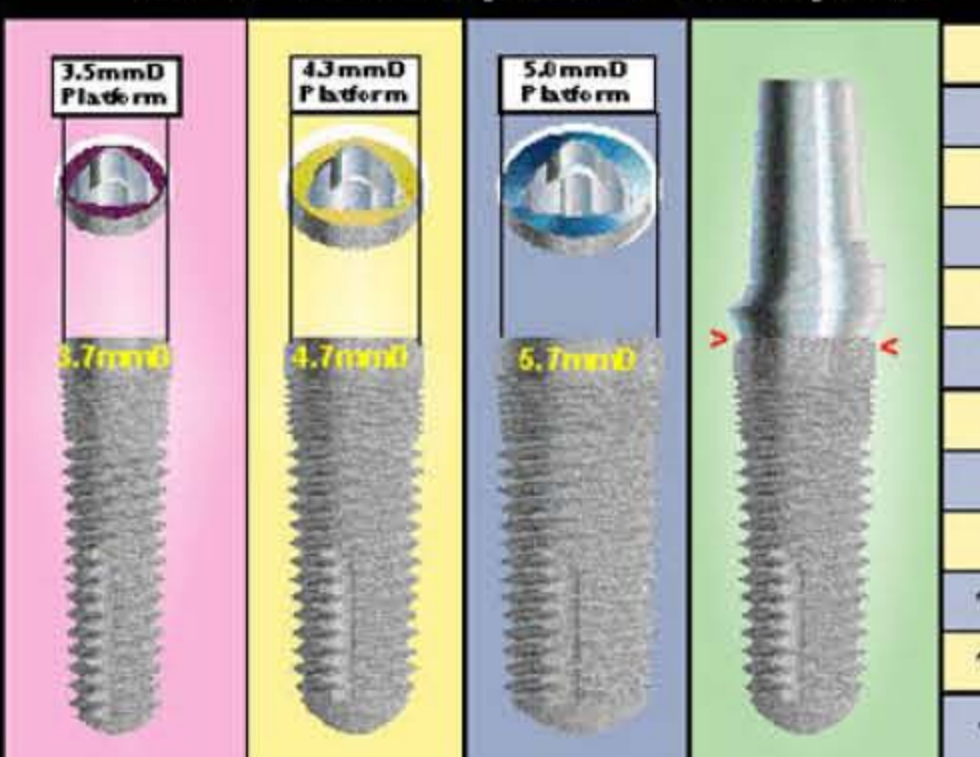
ALL-INOONE PACKAGING FOR SIMPLICITY & ECONOMY

DEL NIZNICK'S 25-YEAR HISTORY IN THE DENTAL IMPLANT INDUSTRY

Implant Direct LLC

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## The RePlus Implant uses Implant Direct's Drills and Surgical Protocols



- 50% stronger Small Diameter Implant
- Micro-threads for reduced stress near crest
- Double-lead threads for 2 times faster insertion
- Self-tapping vertical cutting groove 1/2 the length
- Soft Bone Protocol: Evenly tapered for Expansion
- Hard Bone Protocol: No need for bone tap
- Threaded to the apex for increased stability
- Straight, step-drills: faster surgery with less drills
- Five Implant Length Options, including 11.5mm
- Two Surface Options: HA Coated or Blasted
- Precision Manufacturing: <math>0.5^\circ</math> vs >math>1.5^\circ</math> Rotation
- All-in-1 Pkg. for 70% \*Savings: \$200 vs \$641  
 \*Includes Implant, Abutment, Comfort Cap, Transfer & Cover Screw

## Choose Free Implant Or Abutment - Pay Only Shipping Offer valid for new customers only

RePlant Implants are Surgically Compatible with Replace Tapered Drills

RePlant Abutments are Prosthetically Compatible with RePlace Platform

**Ordering Procedure For Free Implant Or Abutment**

- Register to open a store account at <http://www.implantdirect.com>
- Select Implant Or Titanium Abutment on Shopping Cart
- Type In Coupon Code at Checkout for \$150/\$85 credit
- Confirmation as Nobel Customer: **Fax 2007 Invoice To 661-705-4920**

Offer #1: Code 60-35	FREE: Select Any Diameter And Length RePlant Implant Value \$452 @ Nobel Prices	<a href="#">Order Now</a>
Offer #2: Code 60-51	FREE: Select Any Diameter 15° Angled Contoured Abutment Value \$217 @ Nobel Prices	<a href="#">Order Now</a>
Offer #3: Code 20-5	Buy 25 RePlant Implants* (\$3000) - and save up to \$8300 compared to Nobel Biocare's U.S. List Prices *Includes Cover Screw and Fixture-Mount/Transfer	<a href="#">More Info</a>
Offer #4: Code 10Abut	Buy 10 RePlant Abutments (\$50 x 10 = \$500) - and save \$1405 compared to Nobel Biocare's U.S. List Prices	<a href="#">More Info</a>

### CLICK IMAGES BELOW FOR ADDITIONAL INFORMATION OR TO ORDER

IMPLANT PRICE \$150 INCLUDES CS & TRANSFER				ABUTMENT PRICE COMPARISON	
3.5mmD Platform	4.3mmD Platform	5.0mmD Platform	6.0mmD Platform	Snap-on \$85 vs \$191	Straight \$85 vs \$164
3.5mmD Implant	4.3mmD Implant	5.0mmD Implant	6.0mmD Implant	15° Angled \$85 vs \$217	Gold/Plastic \$100 vs \$202
				Ball + Cap \$97.50 vs \$206	Screw-Receiving Abutment 3 Components \$85 vs \$211

\*Nobel Tapered Replace is a registered trademark of Nobel Biocare

To ensure you continue to receive our company newsletter, please add [webmaster@implantdirect.com](mailto:webmaster@implantdirect.com) to your address book

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