

## Open Letter to Zimmer Dental Customers

Implant Direct is pleased to offer the ScrewPlant™ 2-stage and ScrewPlus™ 1-stage implants, providing the industry's first common platform (external bevel/internal hex) and body (tapered with mini-threads) for both surgical protocols. These implants, along with Implant Direct's Legacy™ implant with its internal bevel/hex platform, have FDA marketing approval to claim both surgical and prosthetic compatibility with Zimmer Dental's Tapered \*Screw-Vent implant. Implant Direct now sells a full line of Legacy™ abutments and will launch the Legacy Implant in October, 2007 when the patent Dr. Niznick sold to Zimmer Dental expires. The Screw-Vent, developed by Dr. Gerald Niznick in 1986, introduced the first internal anti-rotational connection (US Pat. # 4,960,381). This design has become the cornerstone of modern dental implant design. In 1998, Dr. Niznick updated his original Screw-Vent design by tapering the implant for insertion with straight step-drills, dimensioned to offer both soft and hard bone surgical protocols. The straight and tapered Screw-Vent implants as well as the \*Advent and \*SwissPlus 1-Stage implants, developed by Dr. Niznick have primarily remained unchanged since Dr. Niznick sold Paragon Implant Company in 2001 to what is now known as Zimmer Dental. Implant Direct's ScrewPlant and Legacy Implants are updated versions of the Tapered Screw-Vent while the ScrewPlus™ and the InDirect™ 1-Piece implant are designed to be improvements of Dr. Niznick's original SwissPlus and Advent Implant designs. All Implant Direct's Spectra-System Implants provide an evenly tapered body for bone expansion and 2mm of Mini-threads to reduce stress concentration near the crest of the ridge. Double-lead threads provide faster insertion. The ScrewPlant and ScrewPlus Implants are packaged on color coded fixture-mounts that can be used as transfers or shortened to serve as the final abutment. The package also includes a 2mm healing collar and a snap-on comfort cap for the modified, straight abutment. Spectra-System Implants eliminate the non-functional, apical vent of the Screw-Vent, providing more thread surface, and their longer vertical cutting groove improves self-tapping insertion. The ScrewPlant, ScrewPlus and Legacy implants replace the friction-fit connection, developed in 1993 for the Screw-Vent System (Niznick US Pat #5,433,606), with "precision-fit" having less than 1 degree of rotational movement. This simplifies attachment and removal of abutments and allows attachment in soft bone immediately following insertion as only finger pressure is needed, rather than the 30Ncm of torque required to seat a Zimmer Dental Friction-fit abutment.

### Testimonial:

"Dear Dr. Niznick,  
I had the opportunity to place 2 ScrewPlants in the posterior mandible yesterday from the group of 25 that I ordered from you. Very nice. They worked perfectly with my Zimmer surgical kit; the implants locked in @40Ncm; the extenders went on, and 4 sutures later – beautiful case. Radiograph enclosed. Looks like a Zimmer apically and an Astra coronally. I particularly like the external bevel as opposed to the internal bevel on the Tapered ScrewVent. Looking forward to doing more. Thank you for the product line."  
Dr. John Cavallaro, Jr.  
Brooklyn, N.Y.

### ScrewPlant™ Implant vs Zimmer's Tapered Screw-Vent® Implant

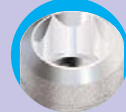
#### ScrewPlant Implant

U.S. List Price: \$150 \*Complete: Save 73.5%

\*Implant (\$150) Includes Straight Abutment, Snap Comfort Cap, 2mm Healing Collar

External Bevel  
2mm Deep Hex

First 3mm  
Below Bone  
1mm Blasted  
2mm  
Mini-Threads



Blasted Surface to  
Level of Bone  
Taper starts 1mm  
from top

2mm of  
Mini-threads  
starting  
1mm from  
Bone Crest

Double-Lead Threads  
on Body

Long Cutting Groove  
No Apical Vent

#### Screw-Vent Implant

U.S. List Price: \$566 \*Complete

\*Implant (\$350) + Straight Abutment (\$150)  
Snap Comfort Cap (\$18), Healing Collar (\$48)

Internal Bevel  
1.4mm Deep Hex

First 3mm  
Below Bone  
1mm Machined  
3mm  
to threads

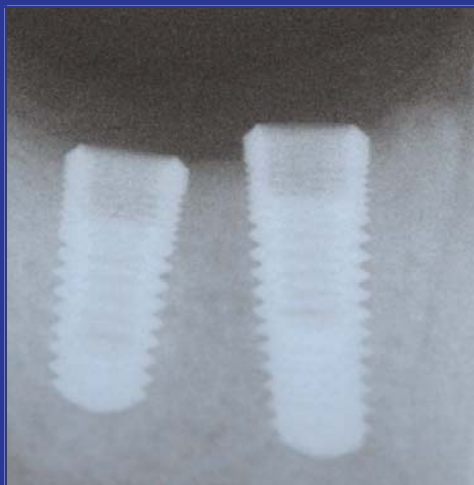


Bone Level  
First 1mm of Neck  
Machined Surface  
Taper starts 2.5mm  
from top

Triple-Lead Threads  
on Body

Short Cutting Groove.

Apical Vent not needed for  
insertion of Tapered implant





# Implant Direct's 25 Year History of Innovation



Gerald A. Niznick, DMD, MSD  
President, Implant Direct LLC  
Developer of the Spectra-System  
Inventor of 30 Implant Patents Including:  
Internal Hex-Bevel Connection #4,960,381  
Friction Fit Connection #5,433,606

**Implant Direct's Mission Statement:**  
Provide experienced implant dentists with online access to purchase application-specific implants and prosthetics, delivering high quality, innovative products at factory-direct prices.

## Dr. Gerald Niznick's 25 Year History in the Dental Implant Industry

### Developing and manufacturing high quality, innovative dental implant products

**1982:** Developed the Core-Vent hollow basket implant - the first North American implant system to consistently achieve osseointegration using slow-speed, internally irrigated drills in a submerged surgical protocol.

**1986:** Developed the Screw-Vent Implant, now sold by Zimmer Dental, the first internal hex implant.

**1990:** Developed Spectra-System, four implant designs including Core-Vent, Screw-Vent, Micro-Vent and Bio-Vent for different qualities of bone with each implant delivered on a fixture-mount in double-vial, sterile packaging.

**1991:** Funded the largest, prospective, multi-center, peer reviewed study in Implant Dentistry using 3000 Spectra-System Implants in 1000 patients at 32 VA and University Centers - Results became the subject of two Special Issues: (1) JOMS Vol 55, No. 12 Supplement 5, December 1997; and (2) Annals of Periodontology, Volume 5, No. 1, December 2000.

**1998:** Developed the Tapered Screw-Vent, SwissPlus and Advent Implants which comprise the vast majority of the Zimmer Dental implant system sold today.

**2001:** (January. 8th) Sold Paragon Implant Company to Sulzer Dental, later acquired by Zimmer Dental. A 5 year non-compete restriction did not prevent him from preparing to compete.

**2004:** Formed Implant Direct Company, re-occupied 40,000ft. Calabasas California factory leased to Zimmer Dental and hired 80 engineers, machinists, QA technicians and production staff, many of whom were former Paragon and Zimmer Dental's employees (now up to 120).

**2005:** Developed the new Spectra-System, the first Application Specific Implant System with all-in-one packaging. Developed the Legacy and RePlant product lines with Surgical and Prosthetic compatibility with Zimmer Dental's Screw-Vent and Nobel BioCare's Replace implants.

**2006:** Receive FDA Marketing Approval for the sale of Spectra-System, Legacy and RePlant Implants. Launched sale (October) in US with the industry's first web-based, graphic driven shopping cart ordering system.

**2007:** Established Implant Direct's Canadian Headquarters in Vancouver, Israeli Headquarters in Tel Aviv and European Headquarters in Switzerland. Received Canada Health, ISO and CE Mark Approvals.



**Spectra-System™ Application-Specific Implant System**

| Legacy™<br>2-Stage<br>Internal Hex<br>Lead-in Bevel | ScrewPlant™<br>2-Stage<br>Internal Hex<br>External Bevel | ScrewPlus™<br>1-Stage/2mm Neck<br>Internal Hex<br>External Bevel | InDirect™<br>1-Piece<br>3mm Neck<br>Screw-in Head | ScrewDirect™<br>1-Piece<br>1.5mm Neck<br>Straight Head | Redirect™<br>1-Piece<br>1.0mm Neck<br>12° Angled Head |
|---|--|--|---|--|---|
|   |  |  |   |  |   |
|   |  |  |   |  |   |

**One Body - Six Platform Options**

\*Screw-Vent, Advent and SwissPlus are Registered Trademarks of, and sold exclusively by Zimmer Dental.










## ZIMMER DENTAL CLAIMS A “HISTORY OF INNOVATION”

Zimmer Dental’s website, [www.zimmerdental.com](http://www.zimmerdental.com), contains claims of a “history of innovation and evolution” and “a market leader in the development of world-class implantology products.” Both of these claims are made on pages showing inventions made by Dr. Gerald Niznick. Zimmer Dental’s implied claims of inventorship was an issue in an Arbitration dispute between the parties. The Arbitrator’s binding ruling restricts Zimmer Dental’s claims of being an innovator to references to its own inventions, not those it may have bought from Dr. Niznick. The Arbitrator’s Award states:

**“Zimmer may not make the claim in its advertising or other corporate materials that Zimmer is the originator, inventor, or developer of dental implant innovations that were in fact originated, invented, or developed by Niznick.”**

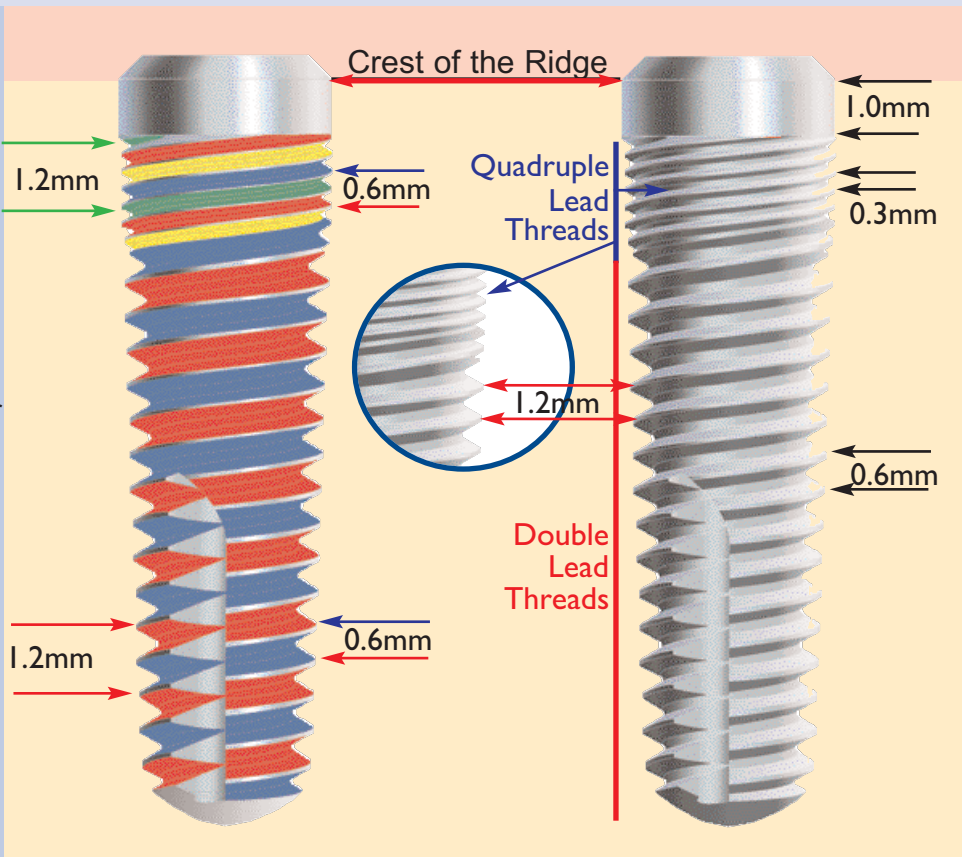
Dr. Niznick sold Zimmer Dental’s predecessor, Sulzer Dental, a number of his patents as part of the sale of Paragon Implant Company’s implant business in 2001. The Arbitrator’s ruling makes it clear that Zimmer Dental does not have the right to claim it was the “originator, inventor or developer” of these products. In spite of repeated requests by Dr. Niznick that Zimmer Dental abide by the Arbitrator’s ruling in this regard, Zimmer Dental continues to provide a link on its website to a page entitled “Company> About Us” that claims Zimmer Dental “has earned a reputation as an innovator of trend-setting products, technology, and techniques in implant dentistry.” Shown below is a reproduction of part of that page. The actual patent numbers have been added in red, along with the name of the inventor. In fact, 8 of the 9 inventions relate to patents issued to Gerald Niznick by the US Patent and Trademark Office. Zimmer’s main claim to having “a history of innovations” is the spring loaded hex tool they developed. Implant Direct uses an O-ring on a hex tool for the same type of retention at a lower cost and without risk of spring fatigue. To paraphrase Zimmer Dental’s marketing claims, it is Implant Direct that deserves the “reputation as an innovator of trend-setting products, technology and techniques in implant dentistry” because Dr. Niznick, the inventor of Zimmer Dental’s most popular implants and abutments, is also the President of Implant Direct, and developer of its product line. To the extent that a history of innovation “ensures customers can be confident that our products will perform and deliver under the most demanding clinical circumstances” as Zimmer claims on its website, then that statement would more correctly apply to Implant Direct’s new products as they share a common history of inventorship by Dr. Niznick.

\* *Screw-Vent is a registered trademark of Zimmer Dental*

|   |   |   |   |   |   |
|---|---|---|---|---|---|
|  | <p><b>1982</b><br/>First internal anti-rotational implant connection for cemented abutments</p> <p>G. Niznick US<br/>Patent #4,431,416</p>    |  | <p><b>1990</b><br/>First multi-function fixture mount</p> <p>G. Niznick US<br/>Patent #5,062,800</p>                      |  | <p><b>1997</b><br/>First two-stage implants packaged for one-stage surgery</p> <p>G. Niznick US<br/>Patent #5,622,500</p> |
|  | <p><b>1987</b><br/>First small-diameter, HA-coated, threaded implants</p> <p>G. Niznick US<br/>Patent #5,061,181</p>                          |  | <p><b>1991</b><br/>First anti-rotational, screw-retained, angled abutments</p> <p>G. Niznick US<br/>Patent #5,281,140</p> |  | <p><b>2000</b><br/>First tapered multiple lead thread implants</p> <p>G. Niznick US<br/>Patent #5,570,017</p>             |
|  | <p><b>1989</b><br/>First HA-coated cylinder implants with anti-rotational internal connections</p> <p>G. Niznick US<br/>Patent #5,076,788</p> |  | <p><b>1994</b><br/>First internal interface friction-fit abutments</p> <p>G. Niznick US<br/>Patent #5,433,606</p>         |  | <p><b>2003</b><br/>First delivery tools internally engaging implant with spring loaded ruby ball bearings</p>             |

**Mini-threads with Double-lead Threads for Faster Insertion**

The body of all Spectra-System implants (excluding RePlant Implant) are tapered evenly down from the top to facilitate insertion in an undersized socket (stop at intermediate drill) for expansion in soft bone. This increases initial stability (G. Niznick: *Clinical Oral Health 2000 "Achieving Success in Soft Bone"*). The SBM textured surface extends over the entire endosseous portion of the Spectra-System implants. Mini-threads start 1mm below the crest of the bone and extend for 2-2.5mm before transitioning into double-lead threads to the apex of the implant. The Mini-threads are half the depth and half the distance between adjacent peaks compared to the double-lead threads that extend to the apex of the implant. Mini-threads reduce stress in the critical crestal bone region while double-lead threads reduce the number of turns required to seat the implant. Vertical cutting grooves extend half way up the implant from the apex for self-tapping insertion.



**S B M a n d H A C o a t e d S u r f a c e O p t i o n s**

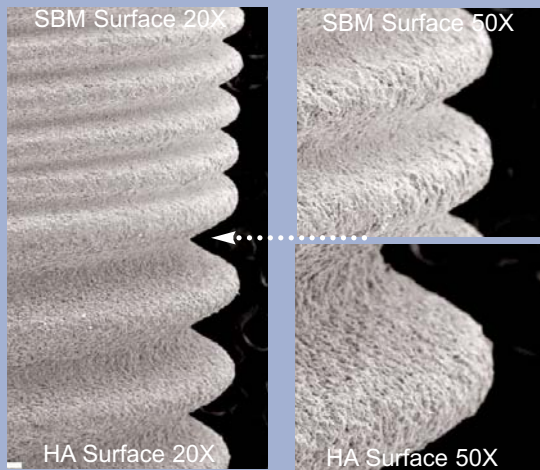
**SBM** surface is created by using a **S**oluble **B**last **M**edia of Hydroxlyapatite (HA) crystals to create a medium-rough texture. Implant Direct uses the same vendor for its SBM and HA coated surface treatments as used by Paragon Implant Company from 1992-2000 when these studies were conducted.

**SEMs of Implant Direct's Surfaces**

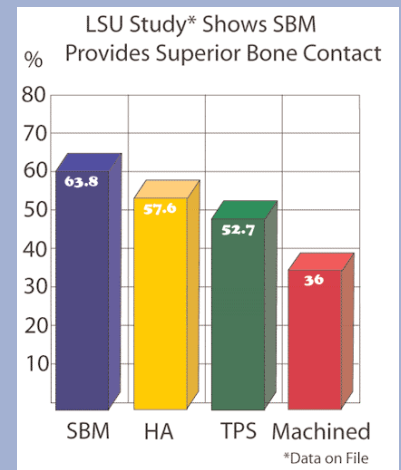
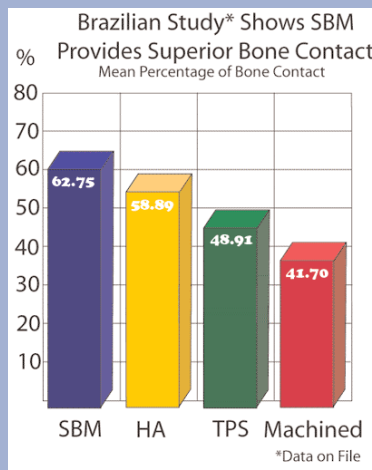
Mini-threads textured by blasting with

**SBM™**: Blasted with Soluble HA Particles

**HA Coating**: High Crystalline 40u layer

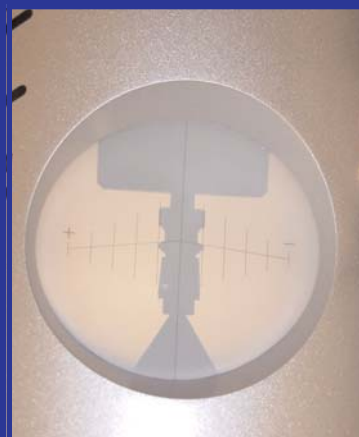


**Animal Studies Bone Response to SBM Surface**

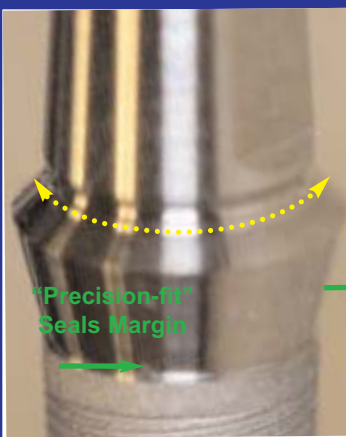




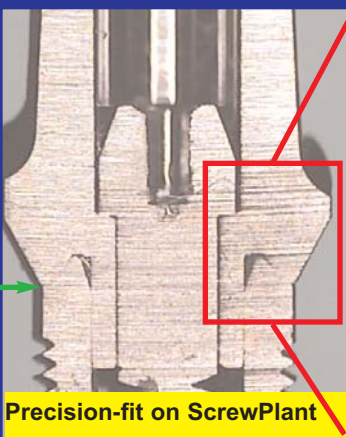
# Precision-Fit Eliminates need for Friction-Fit Connections



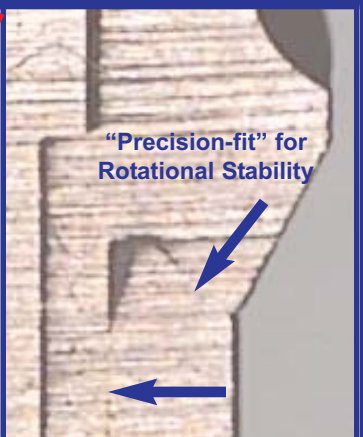
**Laser Measuring Device Captures 18 Dimensions**



**Fixture-mount Abutment with Retentive Groove**



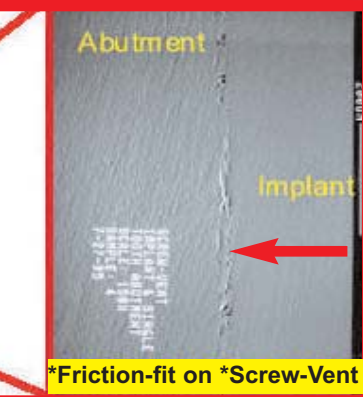
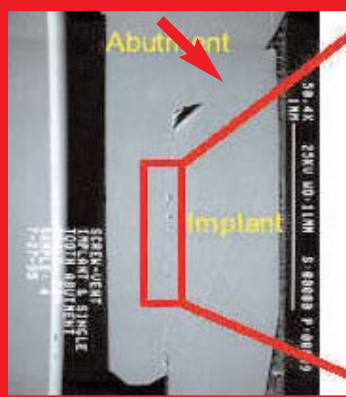
**Cross-Section: Abutment on External Bevel ScrewPlant**



**Abutment Grips and Seals External Bevel of Implant**

Zimmer Dental's Friction-fit connection is created by applying 30Ncm of torque to force a slightly tapered, oversized abutment hex into the Screw-Vent's internal hex. Developed by Dr. Niznick in 1993, it provides 0deg. rotation but adds complications to Clinical & Lab Procedures.

1. It requires 30 Ncm. of torque to fully seat the abutment into the implant, otherwise the interface between the abutment and the implant's internal bevel will leave a gap.
2. With the increase in immediate load procedures, a dentist may not want to fully tighten the abutment screw to 30Ncm. in the newly placed implant because that can cause the implant to rotate in soft bone.
3. Removal of the fixation screw requires special tools and procedures that new referral dentists need to be advised.
4. Attachment and removal of friction-fit abutments from implant analogs complicates laboratory procedures.
5. Verification of full seating requires post-operative x-rays.
6. Slight variations in manufacturing tolerances or in accuracy of the torque wrench may result in a failure to fully seat the abutment, leaving a gap at the margin that can compromise the soft tissue health and lead to bone loss.



### Remove \*Friction-fit Abutments

1. Disengage fixation screw from the implant's internal threads using a frictional 1.25 hex tool.
2. Lift screw to engage internal threads of the abutment.
3. Complete the removal of the fixation screw.
4. Thread a removal tool through the abutment threads.
5. Engage the bottom of the implant's shaft and turn to disengaging the friction fit hexes.



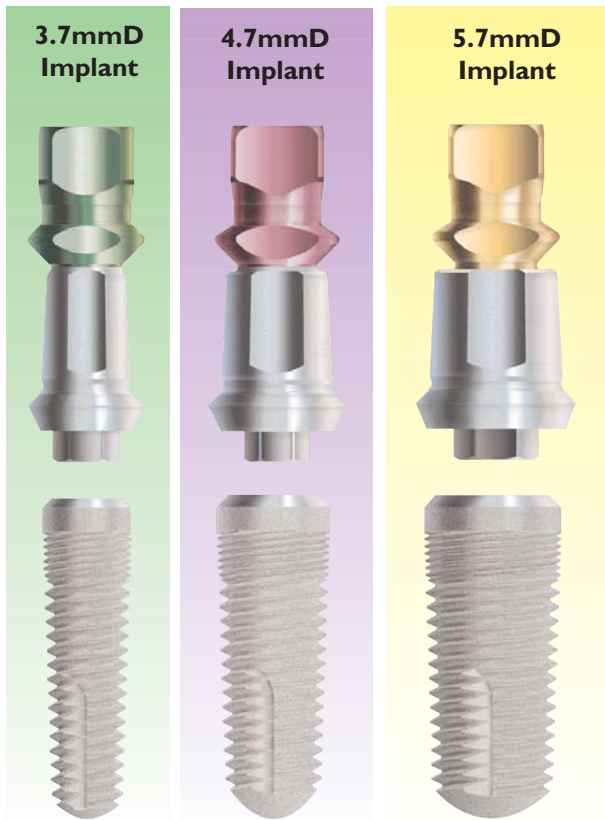
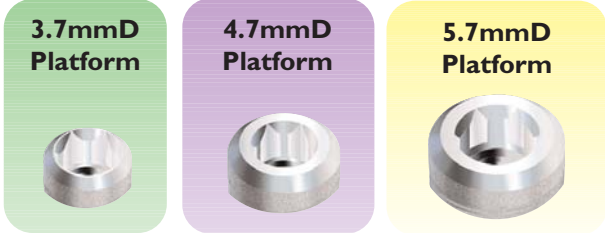
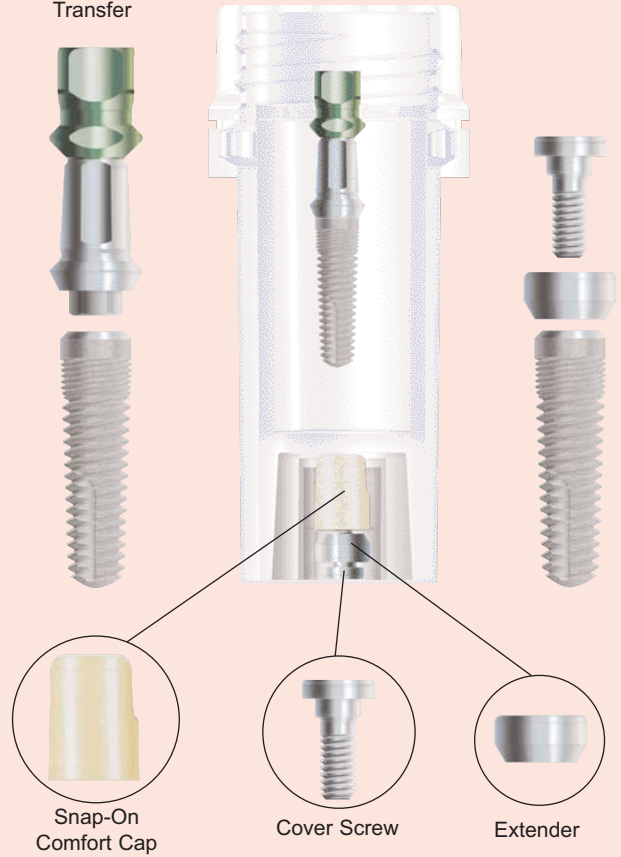
\*Screw-Vent and Friction-Fit are Registered Trademarks of Zimmer Dental Inc.

### ScrewPlant Two-Stage Implant System featuring:

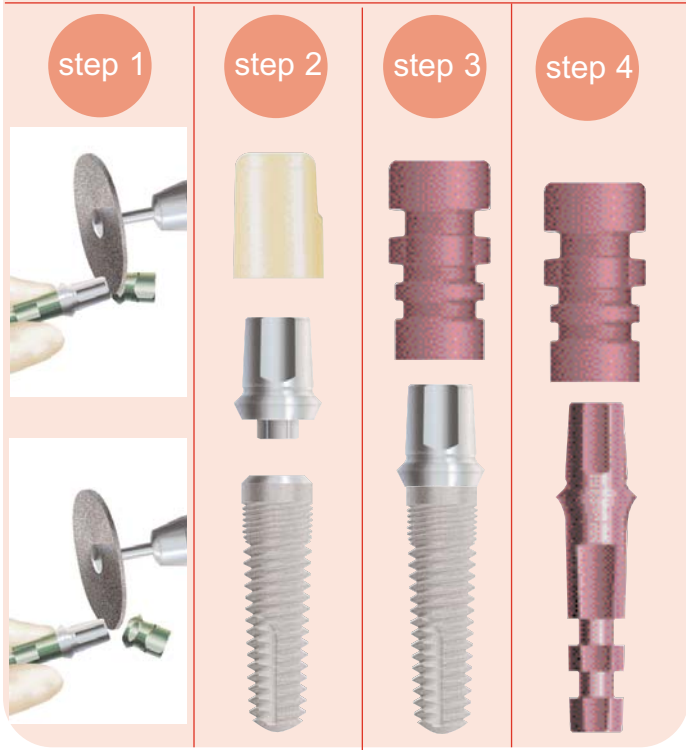
- Internal connection with 2mm long hex and external bevel
- Color-coded fixture-mount usable as a transfer and shortened for use as a straight abutment with snap-on comfort cap
- 2mm extender retained by cover screw for use as a healing collar or for one-stage surgery
- Surface options: SBM (Soluble Blast Media) or HA-coated
- Tapered body allows insertion using Zimmer Dental's Tapered Screw-Vent® drills

### ScrewPlant Packaging

Fixture-Mount Transfer



**Fixture-Mount Transfer:** Shortened for final abutment with snap-on comfort cap and transfer





# ScrewPlant, ScrewPlus & RePlus Fixture-Mount Packaging

The implant is mounted on a color-coded fixture-mount, designed for use as a transfer or shortened for a straight abutment. A snap-on comfort cap is provided for the modified abutment. A cover screw is included in each vial. The ScrewPlant and ScrewPlus also includes a 2mm extender retained by the cover screw for use as a healing collar.

All of Implant Direct's implants come in a sterile vial



Each label is color-coded with two tear-off labels



Each cap is color coded by Platform diameter of implant



Drop implant assembly out of vial onto a sterile surface



Remove implant assembly with a fixture-mount drill or ratchet



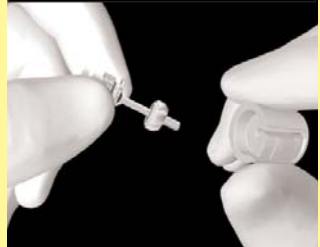
Remove the holder with the Cover Screw, Extender & Cap



Snap-on Comfort Cap is located in the top portion of holder



Remove Cover Screw & optional 2mm Extender with 1.25 Hex Tool



Prepare surgical site with double cutting Step Drill



Insert Implant into osteotomy



Index Fixture-mount-flat to labial



Remove Fixture-Mount



Attach Fixture-Mount to corresponding color-coded implant Analog

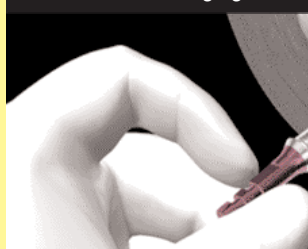
Use 30Ncm in hard bone. In soft bone, only use finger pressure



Check for occlusal clearance prior to attaching Comfort Cap



Remove Colored section from Fixture-Mount through groove



Test retention and rotate if necessary to increase retention



Suture soft tissue around Comfort Cap





Legacy

### Legacy Two-Stage Implant System Featuring:

- Internal connection with 2mm long hex and internal bevel
- Tapered body allows insertion using Tapered Screw-Vent® drills
- Surface options: SBM (Soluble Blast Media)
- Double-lead threads for 2x faster insertion and quadruple-lead threads near top for crestal bone preservation
- Color coded carrier usable as a closed tray transfer

3.5mmD Platform



4.5mmD Platform



5.7mmD Platform



3.7mmD Implant



4.7mmD Implant



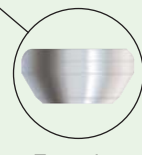
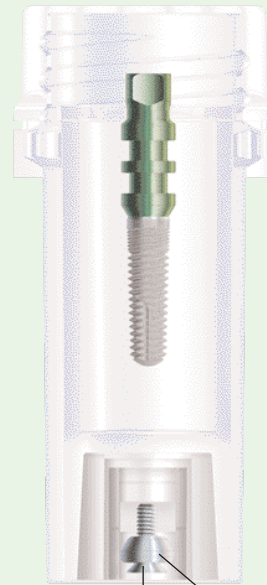
5.7mmD Implant



### Legacy Packaging

3.7mmD Platform  
803713  
13mm Length

Carrier/Transfer



Cover Screw

Extender

### Placing Carrier/Transfers & Taking Impressions



Color-coded aluminum fixture-mount carrier



Align slot to labial for indexing of tri-lobe



Fixture-mount is frictionally retained



Use fixture-mount as closed tray transfer



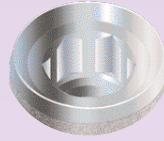
# Legacy & \*Screw-Vent® Abutments for Cemented Restorations

\* Screw-Vent is a registered trademark of Zimmer Dental.

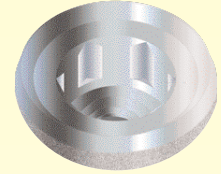
## 3.5mmD Platform



## 4.5mmD Platform



## 5.7mmD Platform



### Straight Abutments, Transfers, Analogs and Comfort Caps

Straight Abutments  
1, 2 & 3mm  
Collars



Straight Abutment  
Comfort Cap  
Transfer  
and  
Analog

\*Included with  
Abutment



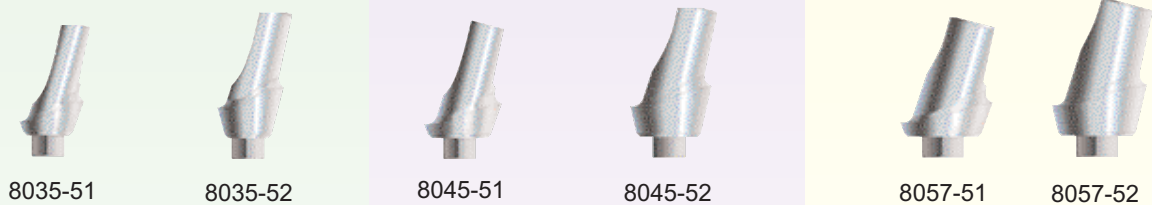
### Straight Contoured, HLA and Preparable Lab Abutments

Straight  
Contoured  
HLA & Lab  
Abutments  
0, 1 & 2mm  
Collars



### 15° Angled Contoured Abutments

Angled  
Contoured  
Abutments  
1 & 2mm  
Collars



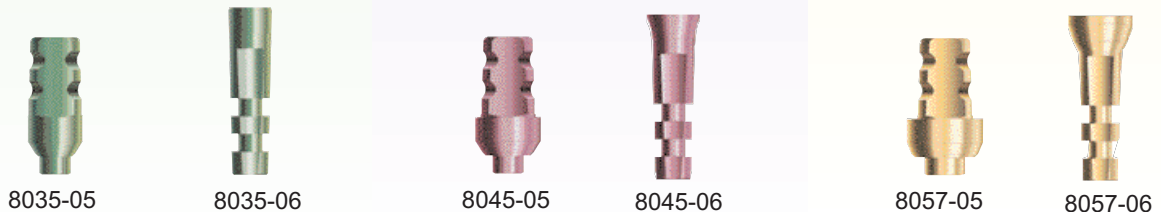
### Gold Abutments

Gold  
Abutments



### Implant Analogs and Direct Transfers

Implant  
Analogs &  
Direct  
Transfers



# SCREWPLANT INTRODUCTORY OFFER

Select 25 Implants - For \$750 Discount, Apply Coupon "20-5" at Checkout

One redemption per Dentist and/or Office - expires 12/31/2007






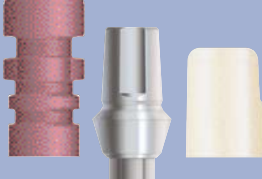








**IMPLANTS INSERTED WITH TAPERED \*SCREW-VENT DRILLS**

**BUY 20 SCREWPLANT IMPLANTS FOR \$150 EACH AND RECEIVE 5 FREE**  
**NO RISK OFFER:** Insert the 5 Free Implants and if you are not completely satisfied, return the 20 unused implants in their sealed sterile vials and receive a full refund. If 20 Implants are returned for refund, the 5 used implants will have to be paid for prior to future orders.

*Each implant includes Cover Screw, 2mm Healing Collar and a Fixture mount/Transfer/Final Abutment with Snap-on Comfort Cap.*

**IMPLANT PRICE COMPARISON:** ScrewPlant = \$150 vs \*Screw-Vent = \$566:  
 Implant (\$350) + HC (\$45) + Straight Abutment (\$150) + Snap-on Transfer (\$19)

**ZIMMER ABUTMENT PRICE COMPARISON**

|  |  |  |  |  |  |
|--|--|--|--|--|--|
| <p><b>3.7mmD Platform</b></p>   | <p><b>4.7mmD Platform</b></p>   | <p><b>5.7mmD Platform</b></p>   | <p><b>Fixture Mount</b><br/>                 Use as transfer and shortened for final abutment. Snap-on Cap <i>Included</i></p>   |  <p><b>Snap-on</b><br/>                 \$85 vs \$191</p>          |  <p><b>Straight</b><br/>                 \$85 vs \$150</p>  |
| <p><b>3.7mmD Implant</b></p>  | <p><b>4.7mmD Implant</b></p>  | <p><b>5.7mmD Implant</b></p>  |  |  <p><b>15° Angled</b><br/>                 \$85 vs \$170</p>    |  <p><b>Gold/Plastic</b><br/>                 \$100 vs \$155</p>                                       |
|  |  |  |  |  <p><b>Ball + Cap</b><br/>                 \$97.50 vs \$142</p> | <p><b>Screw-Receiving Abutment</b></p>  <p><b>3 Components</b><br/>                 \$85 vs \$180</p> |

\*Screw-Vent is a registered trademark of Zimmer Dental



Order Online @

www.implantdirect.com