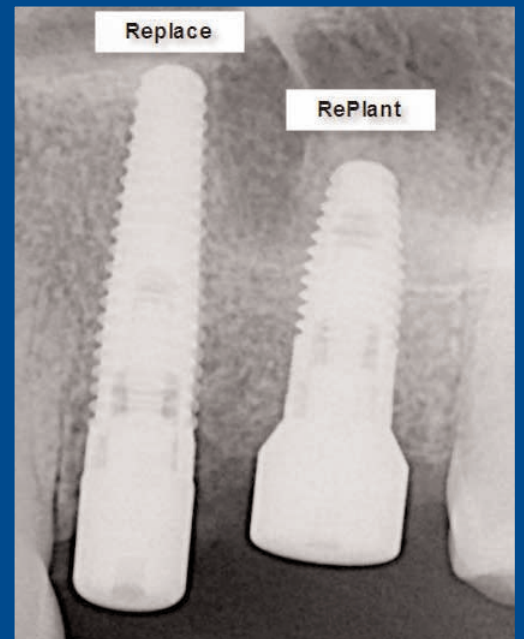
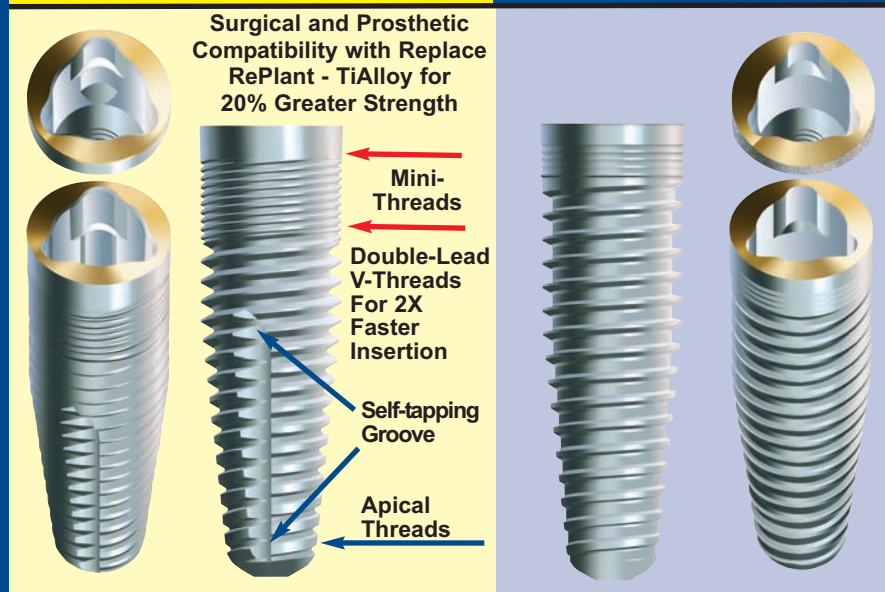


Open Letter to Nobel Biocare Customers

Implant Direct is pleased to offer the RePlant Tri-Lobe implant with FDA marketing approval to claim both surgical and prosthetic compatibility with Nobel Biocare's Replace Tapered Groovy Implant. The RePlant implant provides 20% greater strength because it is made from medical grade Titanium Alloy compared to the CP Titanium required for TiUnite application. Implant Direct also offers the RePlus implants with an evenly tapered body for bone expansion. The wider diameter of the RePlus implant increases the strength of the small diameter implant by approximately 50% compared to the Replace Implant and provides a platform switching interface with a standard Tri-lobe connection. Both RePlant and RePlus Implants have mini-threads to reduce stress concentration near the crest of the ridge, and double lead threads to reduce the number of turns needed to insert the implant. RePlant and RePlus implants have compatible, color-coded tri-lobe platforms that accepts Nobel Biocare's abutments and Implant Direct offers a complete line of Nobel compatible prosthetic components at reasonable prices as shown below. Implant Direct's state-of-the-art manufacturing facility has been the subject of several articles in Machining Trade Journals and was described in a Merrill Lynch Implant Industry Report as a "serious and dynamic operation". Dentists can view the factory on five live cameras at Implant Direct's website: www.implantdirect.com

Implant Direct RePlant \$150 Package includes Cover Screw & Transfer

Nobel Replace Groovy \$452 adding Cover Screw & Transfer

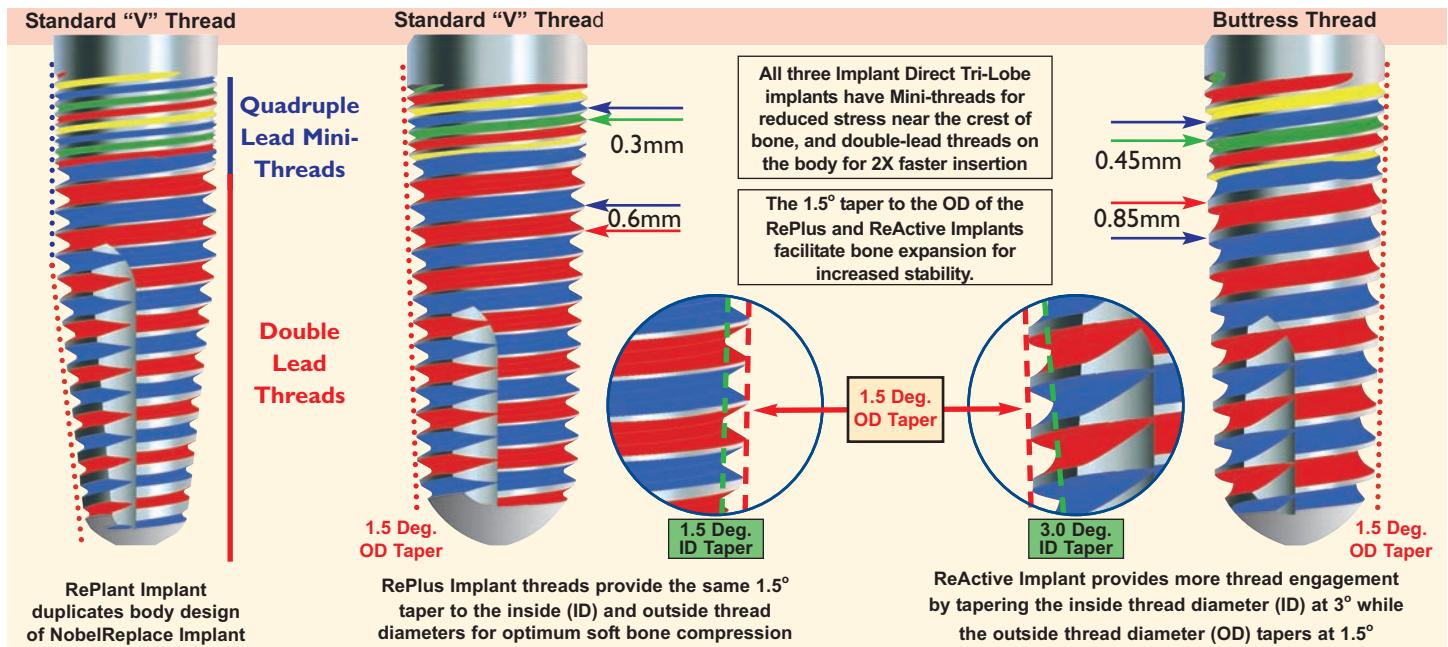


Compare Advantages of Implant Direct's RePlus™ Implant To Nobel Biocare's Tapered Replace™ Implant			
<p>IMPLANT PRICE ADVANTAGES REPLACE* Implant, Abutment, CS, Transfer = \$643 REPLUS Includes: Abutment, CS, Transfer = \$200</p>	<p>3.7mmD IMPLANT > 3.5mmD PLATFORM 4.7mmD IMPLANT > 4.3mmD PLATFORM 5.7mmD IMPLANT > 5.0mmD PLATFORM</p>	<p>Platform Switching</p>	
<p>ABUTMENT PRICE ADVANTAGES Angled Abutment: \$85 vs \$217 Snappy Abutment: \$85 vs \$191 Gold/Plastic Abutment: \$100 vs \$202</p>	<p>3.5mmD Platform</p> <p>4.3mmD Platform</p> <p>5.0mmD Platform</p>		
<p>STRENGTH ADVANTAGES RePlus Made from TiAlloy - 20% stronger Wall thickness: 3.7RePlus vs 3.5Replace = 44% 3.7RePlus vs 3.5 Replace = 50% > Torque to Fail</p>	<p>3.7mmD</p> <p>4.7mmD</p> <p>5.7mmD</p>		
<p>BODY DESIGN ADVANTAGES Evenly tapered from top to bottom - use Spectra-system drills for expansion in soft bone Platform Switching Abutment Interface</p>			
<p>THREAD DESIGN ADVANTAGES Mini-threads near top - minimizes stress at crest Double-lead threads on body for faster insertion Vertical Cutting Groove for Self-Tapping</p>			
<p>PACKAGING ADVANTAGES Color-Coded Fixture Mount designed for use as Transfer and Snappy Abutment Cover Screw and Comfort Cap Included</p>			
<p>LENGTH AND DRILL ADVANTAGES REPLACE: 8, 10, X, 13, 16 - Length Specific Drills REPLUS : 8, 10, 11.5, 13, 16 - 1 Drill for all Lengths</p>			



RePlant and RePlus Implant Design & Surface Mini-threads with Double-lead Threads for Faster Insertion

The body of the RePlus and ReActive implants are tapered evenly from the top to facilitate insertion into an undersized socket in soft bone providing compression that increases initial stability (*G. Niznick: Clinical Oral Health 2000 "Achieving Success in Soft Bone"*). The RePlant Implant is designed with a straight / tapered profile matching that of the Replace Implant (Nobel Biocare). Mini-threads start 1.0mm below the crest of the bone and extend approximately 2.0mm before transitioning into double-lead threads to the apex of the implant. The Mini-threads, half the depth and pitch of the double-lead body 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 halfway up the implant from the apex for self-tapping insertion. All three implants are available with SBM textured surface over the entire implant with HA being an option for RePlus and ReActive.



SBM and HA Coated Surface Options

SBM surface is created by using a **S**oluble **B**last **M**edia of Hydroxylapatite (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.

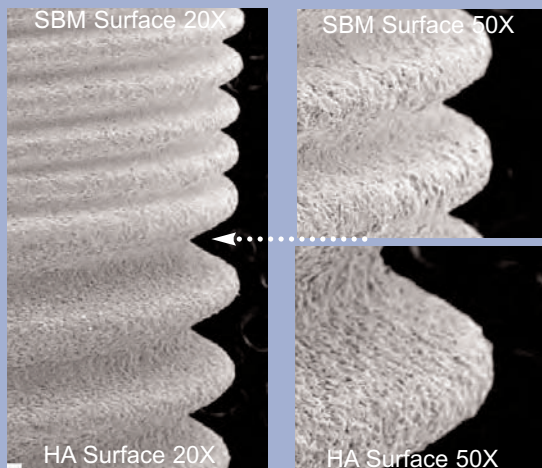
SEM's of Implant Direct's Surfaces

Mini-threads textured by blasting with **SBM™**:

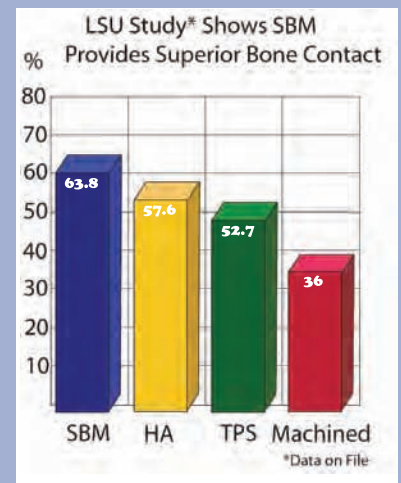
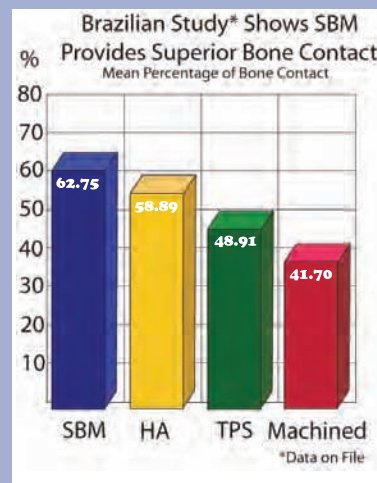
Blasted with Soluble HA Particles

HA Coating: High Crystalline 40u layer

RePlus & ReActive Implants have an HA option.





Animal Studies Bone Response to SBM Surface



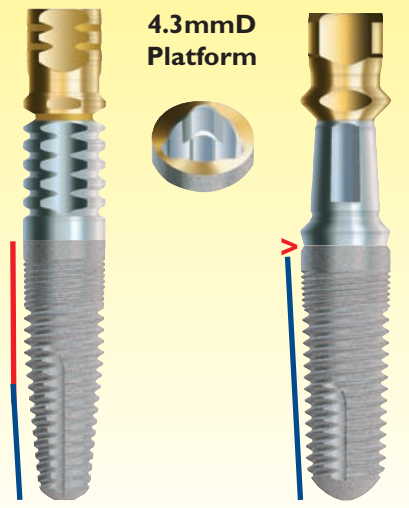
RePlant and RePlus Implants from Implant Direct

Provide Greater Resistance to Fracture than Nobel's Replace Tapered Groovy Implants.

Implant Direct's 3.5mmD RePlant Implant, requires about 20% more force (12.88in/lbs vs. 10.90in/lbs) to fracture compared to Nobel Biocare's 3.5mmD Replace Tapered Groovy Implant. The difference is due strictly to the use of stronger Medical Grade Titanium Alloy compared to CP Titanium as both have the same dimensions with a wall thickness of only 0.009" (thickness of two human hairs). Although Nobel uses Ti Alloy for its HA coated Replace implants, its TiUnite surface will not form on the Alloy, thus necessitating the use of the weaker CP Titanium. Implant Direct's RePlus Implants match the platforms of the 3.5mmD, 4.3mmD and 5.0mmD RePlant and Replace implants but match the outside diameter dimensions and design of the Spectra-System implants, tapering evenly from the outside dimensions of 3.7mmD, 4.7mmD and 5.7mmD. This shift in diameter results in a 44% increase in wall thickness for the 3.7mmD and 66% for the 4.7mmD compared to the 3.5mmD and 4.3mmD Replace or RePlant implants. This shift in diameter results in a 50% increase in strength for the 3.7mmD RePlus compared to Nobel's 3.5mmD Replace and provides a platform shift interface for thicker soft tissue.

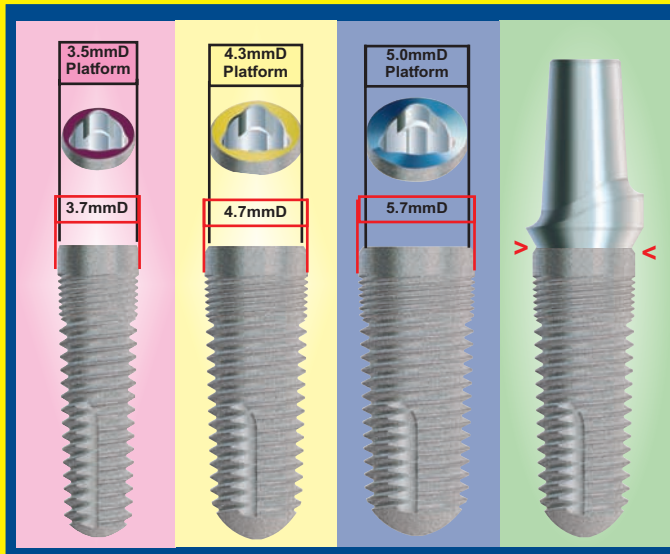
 Replace CP Ti 0.009" Wall	IMPLANT	Torque in inch-lbs	Torque in N-Cm	Mode of Failure
	3.5mmD Replace	10.90	123.20	Implant Fractured
3.5mmD RePlant	12.88	145.50	Implant Fractured	
 RePlus Ti Alloy 0.013" Wall	3.7mmD RePlus	15.75	178.00	Implant Fractured
	3.7mmD ScrewPlant	16.03	181.10	Hex Stripped

The Even Taper of the RePlus Implant along with the use of Straight Drills allows a Soft-bone/Hard-bone Surgical Protocol that Provides Greater Initial Stability in Soft Bone

		The Evenly Tapered RePlus Implant variable Surgical Protocol generates greater initial stability in soft bone and reduces torque in dense bone, requiring only 50% additional torque without use of a Bone Tap	
4.3mmD RePlant	4.3mmD Platform	4.3mmD Nobel Replace implant inserted into socket prepared in Heavy Balsa Wood (soft bone replica) using Nobel's tapered, length specific final sizing drill	Average Torque for Insertion 0.90 in/lbs
		4.3mmD Nobel Replace implant inserted into socket prepared in Oak Wood (hard bone replica) using Nobel's tapered, length specific final sizing drill	Average Torque for Insertion 11.81 in/lbs
		4.7mmD RePlus implant inserted into socket prepared in Heavy Balsa Wood (soft bone replica) using Implant Direct's 3.8mmD straight, intermediate drill	Average Torque for Insertion 3.91 in/lbs
		4.7mmD RePlus implant inserted into socket prepared in Oak Wood (hard bone replica) using Implant Direct's 4.4mmD/3.8mmD final sizing step drill	Average Torque for Insertion 6.35 in/lbs



12 Advantages of the RePlus™ Implant Compared to Nobel Replace™ Implant

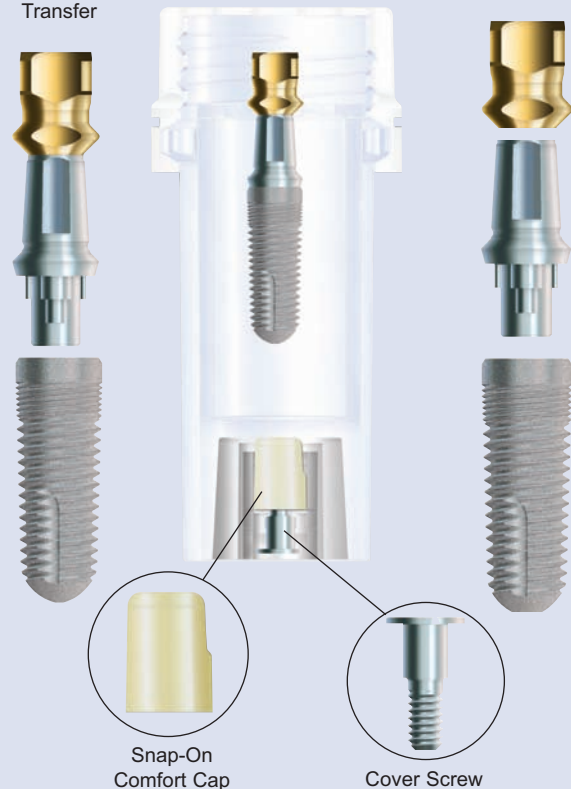


1	50% stronger Small Diameter Implant
2	Micro-threads for reduced stress near crest
3	Double-lead threads for 2 times faster insertion
4	Self-tapping vertical cutting groove 1/2 the length
5	Soft Bone Protocol: Evenly tapered for Expansion
6	Hard Bone Protocol: No need for bone tap
7	Threaded to the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

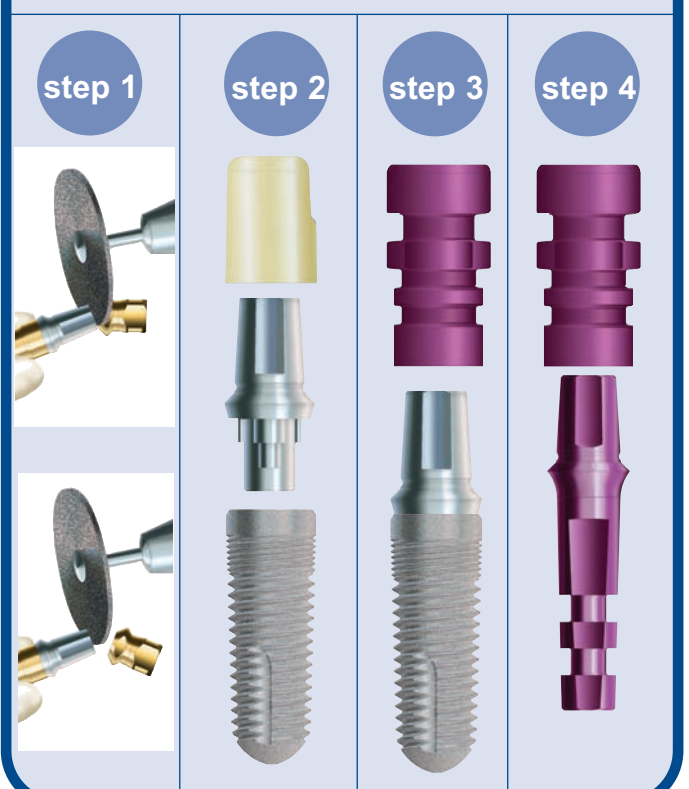
The RePlus Implant is evenly tapered over its entire length, allowing insertion into an undersized socket in soft bone. Research has shown this not only increases initial stability essential for immediate loading, it also results in increased bone attachment and removal torque following osseointegration. In hard bone, Implant Direct's final step-drills allow insertion without the need for a bone tap. RePlus Implants are available with SBM medium rough surface over their entire length and with HA coating starting 3mm from the top of the implant. The tri-lobe, color coded internal connection accepts Nobel's Replace and Implant Direct's RePlant tri-lobe abutments. The titanium fixture-mount, provided with RePlus implants, can be shortened for use as the final abutment and engages both the top and bottom set of tri-lobes for added stability. The 3.7mmD RePlus implant provides 50% greater strength than Nobel's 3.5mmD Replace TiUnite implant because of its slightly greater width and the use of titanium alloy rather than CP Titanium. The change in diameter from the 3.7mmD body to the 3.5mmD platform creates what is commonly referred to as platform switching or shifting. RePlus' all-in-one packaging provides ordering simplicity and added cost savings.

All-in-one Packaging: Includes Implant, Transfer, Abutment, Snap-on Comfort Cap, Cover Screw

Fixture-Mount Transfer



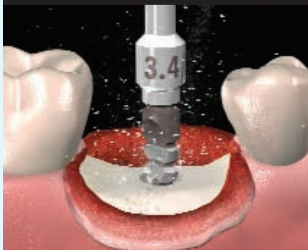
Fixture-Mount Transfer: Use as Transfer or Shortened for final abutment with Snap-on Cap



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.

Prepare surgical site with double cutting step drill



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



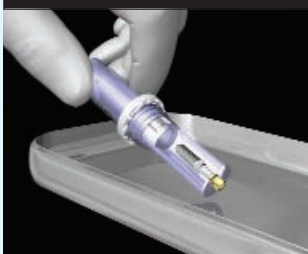
Each label is color-coded with two tear-off labels



Each cap is color coded by platform diameter of implant



Drop implant assembly out of vial onto a sterile surface



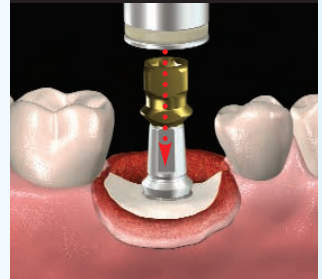
Remove implant assembly with a fixture-mount drill or ratchet



Insert implant into osteotomy



Index fixture-mount flat to labial



Remove fixture-mount



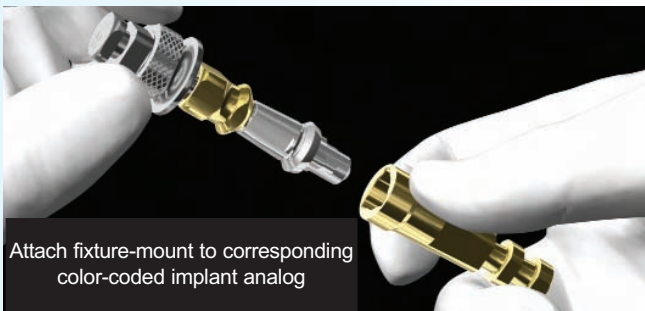
The flat of the fixture mount aligned the lobe to the labial



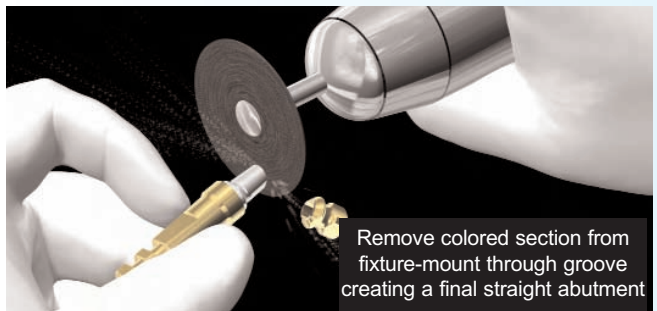
Remove the holder containing the cover screw & comfort cap



Snap-on comfort cap is located in the top portion of holder



Attach fixture-mount to corresponding color-coded implant analog



Remove colored section from fixture-mount through groove creating a final straight abutment

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



Check for occlusal clearance prior to attaching comfort cap



Test retention and rotate if necessary to increase retention



Suture soft tissue around comfort cap



REPLANT 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 *NOBEL TAPERED REPLACE DRILLS





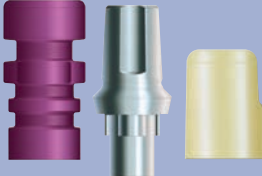












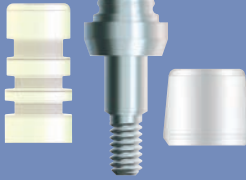
BUY 20 REPLANT IMPLANTS FOR \$150 EACH AND RECEIVE 5 FREE

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 and a Fixture-mount that also functions as a closed tray frictional Transfer

IMPLANT PRICE COMPARISON: RePlant = \$150 vs *Nobel's Replace = \$452:
Implant (\$350) + CS (*\$45) + Transfer (*\$57)

NOBEL ABUTMENT PRICE COMPARISON

<p>3.5mmD Platform</p> 	<p>4.3mmD Platform</p> 	<p>5.0mmD Platform</p> 	<p>6.0mmD Platform</p> 	 <p>Snap-on \$85 vs \$201</p>	 <p>Straight \$85 vs \$170</p>
<p>3.5mmD Implant</p> 	<p>4.3mmD Implant</p> 	<p>5.0mmD Implant</p> 	<p>6.0mmD Implant</p> 	 <p>15° Angled \$85 vs \$225</p>	 <p>Gold/Plastic \$100 vs \$216</p>
				 <p>Ball + Cap \$107 vs \$217</p>	<p>Screw-Receiving Abutment</p>  <p>3 Components \$85 vs \$229</p>

*Nobel Tapered Replace is a registered trademark of Nobel Biocare



Order Online @

www.implantdirect.com