

# IMPLANT TRIBUNE

— The World's Dental Implant Newspaper • U.S. Edition —

JULY 2012 — VOL. 7, No. 7

www.dental-tribune.com

## ICOI turns 40

### *ICOI celebrates anniversary at World Congress XXIX in Orlando*

**T**he ICOI will commemorate 40 years of implant education and camaraderie when it holds its World Congress XXIX in Orlando from Sept. 20–22. The venue for this World Congress will be the World Center Marriott Hotel.

Since its inception in 1972 at its first World Congress in Paris, the ICOI has grown from a fledgling “study club” to more than 13,000 dues-paying members in 2012. Its membership spans to all continents save for Antarctica. Initially, the ICOI office was run out of ICOI co-chair, Dr. Kenneth Judy’s office, then from an office in his home. The ICOI now occupies an entire floor of an office building in Upper Montclair, N.J.

To help the ICOI acknowledge its 40th anniversary, leaders from its component and affiliate societies around the world, as well as members of its International Ambassadors’ Circle, will be present in Orlando.

► See ICOI, page B2

Orlando will be the site of the ICOI’s World Congress XXIX from Sept. 20–22. Photo/www.sxc.hu

## UCLA School of Dentistry gets \$5M from NIH to train future leaders in oral health research

In recent years, faculty at the UCLA School of Dentistry has been expanding the traditional boundaries of dentistry through groundbreaking multidisciplinary research that has led to major advances in everything from stem cell science to saliva diagnostics.

Now, a \$5 million grant from the National Institutes of Health’s National Institute of Dental and Craniofacial Research will allow the school to continue these pioneering efforts by creating a comprehensive research training program to help cultivate the next generation of dentist-scientists and oral health researchers.

The grant — now in its fourth cycle and third renewal since 1997 — establishes a pipeline that transforms dentists into leaders in science and research who will advance the oral health field and the dental profession. And while prior grant cycles allowed only

U.S. citizens and permanent residents to participate in the training programs, the new five-year grant for the first time enables foreign dentists to benefit from the NIH funds.

“This grant renewal is exciting because it allows us to open up the trainee positions to an international pool of dentists,” said Dr. David Wong, the school’s associate dean of research and the Felix and Mildred Yip Endowed Professor in the division of oral biology and medicine.

“This grant echoes the overall culture and environment of the UCLA School of Dentistry, as we are known throughout the world as a leader in academic excellence, and many talented foreign dentists come here to obtain a PhD or do postdoctoral training.”

The grant-funded program includes a number of training tracks, including a dentist-scientist program designed for

dentists pursuing a doctoral degree who can subsequently go on to postdoctoral work with the intention of becoming research-committed faculty members. Additional tracks are designed for individuals pursuing a PhD or postdoctoral training and focus on grooming future oral health-researchers.

Trainees accepted into the programs will be mentored by current UCLA School of Dentistry faculty members in four areas in which the school has centers of excellence: oral cancer and cancer biology; bone biology and bioengineering; microbiology and immunology; and stem cell and regenerative medicine.

“This grant is an unprecedented opportunity for dentists who have the desire to go on to become researchers and scientists,” said Dr. No-Hee Park, dean of the UCLA School of Dentistry. “Some of our past trainees who have come out of previous NIH grants are now full-time

faculty members whose work is impacting the oral health field on a regional, national and even international level.”

The UCLA School of Dentistry is dedicated to improving the oral health of the people of California, the nation and the world through its teaching, research, patient care and public service initiatives.

The school provides education and training programs that develop leaders in dental education, research, the profession and the community; conducts research programs that generate new knowledge, promote oral health and investigate the cause, prevention, diagnosis and treatment of oral disease in an individualized disease-prevention and management model; and delivers patient-centered oral health care to the community and the state.

(Source: UCLA School of Dentistry)

←ICOI, Page B1

Dr. John Russo created and prepared the scientific program for the Orlando World Congress. A diversified and international faculty will honor this World Congress, he said.

The complete scientific program is as follows:

**Thursday, September 20**

*Afternoon session host:* Dr. John Russo  
12:45 to 1 p.m. – Opening comments, Drs. Kenneth Judy, Jon Suzuki and John Russo

1 to 2 p.m. – Dr. Michael Pikos: “Alveolar Ridge Regenerative Strategies – Autogenous Bone vs. Tissue Engineering”

2 to 3 p.m. – Dr. Richard Kraut: “Predictable Horizontal and Vertical Bone Augmentation of the Alveolar Ridges”

3 to 3:30 p.m. – Break with exhibitors  
3:30 p.m. to 4:30 p.m. – Dr. Jon Suzuki: “Clinical Advances in Implant Regeneration Surgery”

4:30 to 5:30 p.m. – Ulrich Hauschild: “The Standardization of Computer-Aided Implantology Process Visualized on Complex Cases”

5:30 to 6:30 p.m. – Dr. Kenneth Hebel: “The Revolutionary Digital Denture: A Game Changer for Implant Dentistry”

6:30 to 8 p.m. – Tabletop and Poster Presentations/Welcome Reception

**Friday, Sept. 21**

*Morning session host:* Dr. Thomas Ford  
8 to 9 a.m. – Dr. Craig Misch: “Emerging Trends in Methods and Materials for Bone Augmentation”

9 to 10 a.m. – Dr. Edwin McGlumphy: “The Edentulous Maxilla: Questions and Answers to Current Implant Controversies”

10 to 10:30 a.m. – Break with exhibitors  
10:30 to 11:30 a.m. – Dr. Robert Marx: “The Effective Use of (rhBMP-2) in Ridge Augmentation Prior to Implant Placement”

11:30 a.m. to 12:30 p.m. – Dr. Bradley McAllister: “Bone Augmentation with Cellular Allograft”

12:30 to 1:30 p.m. – Lunch with exhibitors

**Friday, Sept. 21**

*Afternoon session host:* Dr. Thomas Ford

1:30 to 2:30 p.m. – Dr. Carl Misch: “Prosthetic-Related Complications”

2:30 to 3:30 p.m. – Dr. Rick Ferguson: “Bone Grafting – Misconceptions and Strategies for Predictable Success”

3:30 to 4:15 p.m. – Break with exhibitors

4:15 to 5 p.m. – Dr. Shohei Kasugai: “New Approach to Bone Augmentation: Respecting Endogenous Key Players and Providing Space for Regeneration”

5 to 6 p.m. – Dr. John Russo: “Reduce Complications, Increase Confidence, Achieve Excellence”

7 to 8 p.m. – Awards ceremony

**Saturday, Sept. 22**

*Morning session host:* Dr. Rick Ferguson

8 to 9 a.m. – Dr. Bach Le: “Management of the Ailing Implant”

9 to 10 a.m. – Dr. Pablo Galindo Moreno: “Bone Level Stability Around Implants Placed in Pristine and Grafted Areas”

10 to 10:30 a.m. – Break with exhibitors  
10:30 to 11:30 a.m. – Dr. Maurice



Dr. Craig Misch. Photos/Provided by ICOI

Salama: “Contemporary Reconstructive Hard- and Soft-Tissue Surgery: Myths, Realities and Future Trend in Dentistry”  
11:30 a.m. to 12:30 p.m. – Dr. Jeremy Mao: “Regenerative Dental Products: Science Fiction or Reality”  
12:30 to 1:30 p.m. – Lunch with exhibitors

**Saturday, Sept. 22, 2012**

*Afternoon session host:* Dr. Scott Ganz  
1:30 to 2:30 p.m. – Dr. Alan Fetner:

“Subcrestal Implant Placement to Optimize Soft-Tissue Esthetics – Controversy and Practicality”

2:30 to 3:30 p.m. – Dr. Fred Bergmann: “Current Protocol of Bone and Soft-Tissue Management in the Atrophic Alveolar Ridge for the Long-Term Esthetic and Functional Outcome”

3:30 to 4 p.m. – Break with exhibitors

4 to 4:45 p.m. – Dr. Scott Ganz: “A Comparison of Interactive Software Applications in Assessing the Reality of Anatomy: Diagnostics and Implant Planning Accuracy”

4:45 to 5:30 p.m. – Dr. Ady Palti: “Soft-Tissue Management for Esthetic Results with Modified Abutments. A New Concept for the Daily Practice”

5:30 to 6 p.m. – Dr. Mariano Herrero Climent: “Surgical Decision Making in Esthetic Implant Dentistry”

6 to 6:30 p.m. – Dr. Konstantinos Valavanis: “Perimplant Tissue Design: Parameters and Key Factors for Optimum Esthetics”

6:30 p.m. – Closing comments, Drs. Jon Suzuki and John Russo

A large number of sponsored pre-congress courses will be offered on Thursday morning, Sept. 20.

The event’s Gold Sponsors, DENTSPLY IMPLANTS and MIS, will provide hands-on courses.

Dr. Jin Kim, and his sponsor, DENTSPLY, will wow attendees with his course on “Mastering Clinical Digital Photography,” organizers said. Among other things, this course will instruct attendees on mastering the techniques for surgical and cosmetic operative documentation purposes.

MIS’s representative, Dr. Amos Yahav, will cover “Bone Augmentation and Ridge Preservation for Implant Placement,” utilizing bone-grafting materials and hard-tissue models for hands-on experience.

Silver Sponsors will also conduct pre-congress courses, starting with Osteogenics and Dr. Michael Pikos, whose top-



Dr. Robert Marx.

ic will be “Extraction Site Management for Implant Reconstruction: Hands-on Workshop.” The hands-on segment will include models for socket grafting, connective tissue grafting and free gingival grafting.

Dr. Dennis Smiler and NUBONE will provide a hands-on workshop on “Solving the Challenges of Bone Graft Success: Successful Grafts with Stem Cells, Stemvie Matrix, Growth Factors.” Attendees at this course will receive anatomic take-home models, DVD movies of bone marrow aspiration technique and a sterile sample of StemVie Graft Matrix.

Dr. Carl Misch will discuss “Controversies in Implant Number” for BioHorizons. Attendees at this course will learn the guidelines that determine implant number and the treatment planning for multiple missing teeth. Dr. Louie Al-Faraje will focus on the mini-dental implant phenomenon in his lecture for 3M ESPE on “Small-Diameter Implants for the Modern Implant Practice: Treatment Options and Indication for Fixed and Removable Prosthesis.”

Dr. Leonard “Lenny” Linkow will provide a historical examination of and a prognosis for the future of the implant field in his course on “Implant Dentistry: What Was, What Is and What Probably Will Be,” organizers said. Linkow’s course will evaluate where we are today with all materials and techniques, education processes and programs worldwide.

Drs. Michael Toffler and Barry Zweig and Hiossen will hold a course on “Sinus Augmentation; Crestal and Lateral Approaches; Challenges and Solutions.” Objectives of this course include an understanding of new and safer approaches to sinus lifting.

Rounding out this World Congress will be a 2½-day ADIA program for the auxiliary staff members. On Thursday and Friday, the event’s main podium will feature Drs. Jon Suzuki, Rick Ferguson, Kathy Ferguson, Carl Misch, Kostas Valavanis and Scott Ganz and Joy Millis, Emily Duross, Seon Jaromillo, Laura Jamison and Lynn Mortilla.

As is customary, the event’s last day, Saturday, will be devoted to four simultaneous certification programs for dental hygienists, dental assisting, practice management and implant coordinator training. These courses are always lively and always filled, organizers said, so plan to enroll soon.

For more information on this meeting, visit ICOI’s web site at [www.icoi.org](http://www.icoi.org).

## IMPLANT TRIBUNE

**PUBLISHER & CHAIRMAN**

Torsten Oemus [t.oemus@dental-tribune.com](mailto:t.oemus@dental-tribune.com)

**CHIEF OPERATING OFFICER**

Eric Seid [e.seid@dental-tribune.com](mailto:e.seid@dental-tribune.com)

**GROUP EDITOR**

Robin Goodman [r.goodman@dental-tribune.com](mailto:r.goodman@dental-tribune.com)

**EDITOR IN CHIEF IMPLANT TRIBUNE**

Sascha A. Jovanovic, DDS, MS  
[sascha@jovanoviconline.com](mailto:sascha@jovanoviconline.com)

**MANAGING EDITOR IMPLANT TRIBUNE**

Sierra Rendon [s.rendon@dental-tribune.com](mailto:s.rendon@dental-tribune.com)

**MANAGING EDITOR SHOW DAILIES**

Kristine Colker [k.colker@dental-tribune.com](mailto:k.colker@dental-tribune.com)

**MANAGING EDITOR**

Fred Michmershuizen  
[f.michmershuizen@dental-tribune.com](mailto:f.michmershuizen@dental-tribune.com)

**MANAGING EDITOR**

Robert Selleck, [r.selleck@dental-tribune.com](mailto:r.selleck@dental-tribune.com)

**ACCOUNT MANAGER**

Humberto Estrada [h.estrada@dental-tribune.com](mailto:h.estrada@dental-tribune.com)

**MARKETING MANAGER**

Anna Wlodarczyk-Kataoka  
[a.wlodarczyk@dental-tribune.com](mailto:a.wlodarczyk@dental-tribune.com)

**MARKETING & SALES ASSISTANT**

Lorrie Young [lyoung@dental-tribune.com](mailto:lyoung@dental-tribune.com)

**C.E. DIRECTOR**

Christiane Ferret [cferret@dtstudyclub.com](mailto:cferret@dtstudyclub.com)

**Dental Tribune America, LLC**

116 West 23rd Street, Suite 500  
New York, NY 10011  
Phone (212) 244-7181  
Fax (212) 244-7185

**Published by Dental Tribune America**

© 2012 Dental Tribune America, LLC  
All rights reserved.

Dental Tribune strives to maintain the utmost accuracy in its news and clinical reports. If you find a factual error or content that requires clarification, please contact Managing Editor Sierra Rendon at [s.rendon@dental-tribune.com](mailto:s.rendon@dental-tribune.com).

Dental Tribune cannot assume responsibility for the validity of product claims or for typographical errors. The publisher also does not assume responsibility for product names or statements made by advertisers. Opinions expressed by authors are their own and may not reflect those of Dental Tribune America.

**EDITORIAL BOARD**

Dr. Sascha Jovanovic, Editor in Chief

Dr. Bernard Touati

Dr. Jack T. Krauser

Dr. Andre Saadoun

Dr. Gary Henkel

Dr. Doug Deporter

Dr. Michael Norton

Dr. Ken Serota

Dr. Axel Zoellner

Dr. Glen Liddelow

Dr. Marius Steigmann

Dr. Pankaj Singh

### Corrections

Implant Tribune strives to maintain the utmost accuracy in its news and clinical reports. If you find a factual error or content that requires clarification, please report the details to Managing Editor Sierra Rendon at [s.rendon@dental-tribune.com](mailto:s.rendon@dental-tribune.com).

### Tell us what you think!

Do you have general comments or criticism you would like to share? Is there a particular topic you would like to see articles about in Implant Tribune? Let us know by e-mailing [feedback@dentaltribune.com](mailto:feedback@dentaltribune.com). We look forward to hearing from you! If you would like to make any change to your subscription (name, address or to opt out) please send us an e-mail at [database@dental-tribune.com](mailto:database@dental-tribune.com) and be sure to include which publication you are referring to. Also, please note that subscription changes can take up to 6 weeks to process.



# SOME IMPLANTS ARE OKAY WITH "ALMOST" COMPATIBLE.

## REALLY?



**infinity**  
Dental Implant System

infinity implants are **FULLY-COMPATIBLE**.

Compatible with your Zimmer Tapered Screw-Vent® or you may **Select to Replace** another system.

**Compatibility.**  
Uses the same drills, drivers, and prosthetics.

**Confidence.**  
Knowing your referrals already have the right components.

**Cost.**  
Only \$145 per implant, why pay more?

Visit us at the 2012 Annual **AAOMS** Meeting • Sept 10-15 • Booth# 1621

Mention this advertisement and for a limited time purchase two implants **Get one FREE\***

**ACE**

ACE Surgical Supply Co., Inc.  
1034 Pearl Street, Brockton, MA

1.800.441.3100 • [acesurgical.com](http://acesurgical.com)



\* Implants must be on the same invoice. Limit of 1 (one) free implant per new user. Zimmer® and Tapered Screw-Vent® are registered trademarks of Zimmer Dental, USA



## THE SYNTHETIC SOLUTION TO BONE REGENERATION

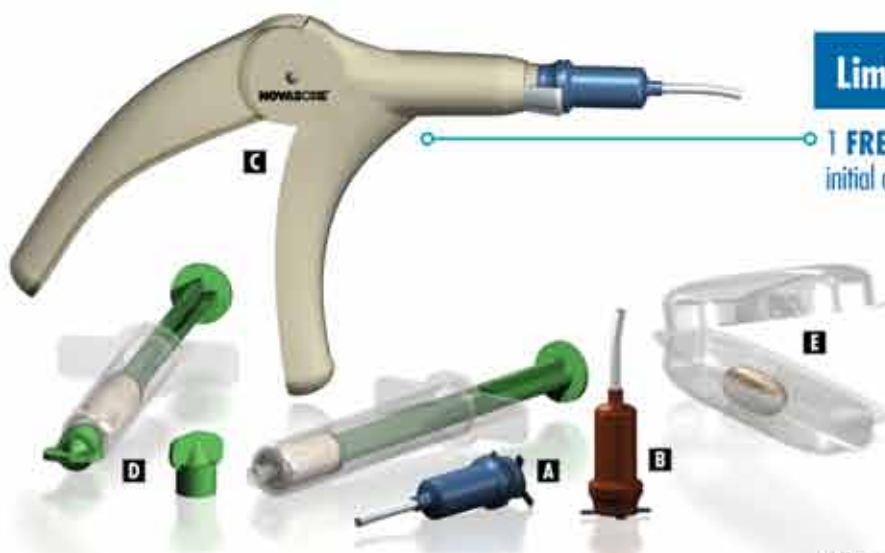
**NOVABONE**®  
DENTAL PUTTY

**NovaBone®** is the only dental bone graft putty that is completely synthetic with excellent and reliable bone formation characteristics. It is indicated primarily for implant related surgeries including but not limited to sinus elevation surgeries, extraction sockets, ridge augmentations, etc. Putty does not require mixing as it is dispensed in a pre-mixed state ready for implantation!

**NovaBone Dental Putty** is available in multiple delivery mechanisms including syringes, shells & cartridges. The consistency and formulation of the putty is identical in the various delivery systems.

**Limited Time Offer**

1 **FREE** Dispenser with initial cartridge purchase.



### NOVABONE DENTAL PUTTY CARTRIDGE SYSTEM

<b>A</b> NA3620	0.5cc Cartridges	2/pkg	\$225.00
NA3640	0.5cc Cartridges	4/pkg	430.00
<b>B</b> NA3621	1.0cc Cartridges	2/pkg	410.00
<b>C</b> NA3600	Cartridge Dispenser	each	99.99

### NOVABONE DENTAL PUTTY SYRINGE

<b>D</b> NA1610	0.5cc Syringe	1/Pack	\$105.00
NA1611	1.0cc Syringe	1/Pack	190.00
NA1612	2.0cc Syringe	1/Pack	335.00

### NOVABONE DENTAL PUTTY CLAM SHELL

<b>E</b> NA0610	0.5cc Clam Shell	1/Pack	\$90.00
NA0660	0.5cc Clam Shell	6/Pack	439.49
NA0611	1.0cc Clam Shell	1/Pack	170.00
NA0622	1.5cc Clam Shell	2/Pack	391.99

Offer expires August 31, 2012.

**ACE**

ACE Surgical Supply Co., Inc.  
1034 Pearl Street, Brockton, MA

1.800.441.3100 • [acesurgical.com](http://acesurgical.com)





# BIOMET 3i marks 25th anniversary



**B** IOMET 3i, a world leader in oral reconstructive devices, is pleased to announce its 25th anniversary.

Founded as Implant Innovations Inc. ("3i") on May 27, 1987, by Dr. Richard Lazzara, a periodontist, and Keith Beaty, an engineer, the company has grown to 1,000 employees with its global headquarters located in Palm Beach Gardens, Fla.

BIOMET 3i is recognized, the company says, for its cutting-edge product innovations in the development of biologically driven implants, winning worldwide acclaim for the microtextured surface of the

OSSEOTITE® Implant, which has more than 15 years of documented research.

More recently, BIOMET 3i introduced a Bone Bonding® NanoTite™ Surface with a complex architecture at the nano-scale, which produces a mechanical interlocking of the newly formed cement line matrix of bone with the implant surface.

BIOMET 3i has also been recognized, the company says, for its contributions to new dental technologies, such as digital dentistry, with the development of its patented BellaTek™ Encode® Impression System. At the core of this system is the BellaTek Encode Healing Abutment, which incorporates special

codes embedded on the occlusal surface that translate the dental implant information needed without the clinician having to make an implant level impression.

In addition, the impression of the BellaTek Encode Healing Abutment can now be taken with an intraoral scanner, allowing for a quicker, more comfortable impression process for the patient.

Superior customer service and supporting continuous learning for dental health care providers have been at the core of the BIOMET 3i business, the company says. This includes the recent launch of the new Institute for Implant and Reconstructive Dentistry (IIRD®), a state-of-the-art learning facility located in Palm Beach Gardens, Fla., with affiliated locations in Mexico and Italy that combines leading-edge technology with evidence-based dentistry.

BIOMET 3i has been a leader in the dental industry for 25 years through continuous innovation, education, new market expansion and long-standing relationships with global dental schools and societies. BIOMET 3i will continue to focus on treatment solutions that help to optimize dental care for patients, continuing to make implant dentistry a more widely-accepted form of treatment. More specifically,

BIOMET 3i will continue to focus on sustainable esthetics, accelerated treatment times, digitally driven patient and practice management and comprehensive tissue management.

"My dream to better the lives of patients through scientific, evidence-based research has now been fully realized. At BIOMET 3i, our primary goal is to provide clinicians and their patients the simplest, most esthetic outcomes. I couldn't be more proud of what we've accomplished throughout the past 25 years," Lazzara said.

BIOMET 3i will be celebrating this milestone at key events throughout 2012.

"It's a pleasure to continue Dr. Lazzara's vision," President Maggie Anderson said. "The strategies and mission of the founders continue to resonate in everything that we do. We look forward to another 25 years of successful innovations."

## About BIOMET 3i

BIOMET 3i is a leading manufacturer of dental implants, abutments and related products. Since its inception in 1987, BIOMET 3i has been on the forefront in developing, manufacturing and distributing oral reconstructive products, including dental implant components and bone and tissue regenerative materials. The company also provides educational programs and seminars for dental professionals around the world. BIOMET 3i is based in Palm Beach Gardens, Fla., with operations throughout North America, Latin America, Europe and Asia-Pacific. For more information about BIOMET 3i, visit [www.biomet3i.com](http://www.biomet3i.com) or contact the company at (800) 342-5454; outside the United States, dial (561) 776-6700.

(Source: BIOMET 3i)

AD

**40 YEARS OF INNOVATIONS CELEBRATING 1987-2012**

**WORLD CONGRESS XXIX**

*Innovations, Complications and Controversies in Implant Dentistry*

**ORLANDO, FL**  
September 20-22, 2012  
World Center Marriott Hotel

Train your team with a 2 1/2 day Auxiliary program including certification programs.

**ADIA**

**21 CEU CREDITS**

**www.icoiorlando2012.org**

### GOLD SPONSORS:



### SILVER SPONSORS:







**DENTSPLY Implants is the union of two successful and innovative dental implant businesses: DENTSPLY Friadent and Astra Tech Dental.\***

DENTSPLY Implants offers a comprehensive line of implants, including ASTRA TECH Implant System™, ANKYLOS® and XiVE®, digital technologies such as ATLANTIS™ patient-specific abutments, regenerative bone products and professional development programs.

We are dedicated to continuing the tradition of DENTSPLY International, the world leader in dentistry with 110 years of industry experience, by providing high quality and groundbreaking oral healthcare solutions that create value for dental professionals, and allows for predictable and lasting implant treatment outcomes, resulting in enhanced quality of life for patients.

**We invite you to join us on our journey to redefine implant dentistry.**  
For more information, visit [www.dentsplyimplants.com](http://www.dentsplyimplants.com).

\*The newly created business will actively market and sell products as DENTSPLY Implants beginning with North America, effective April 2012. Transition to the new business in all other geographic locations around the globe will follow.

ANKYLOS® ASTRA TECH IMPLANT SYSTEM XiVE® syrbios ATLANTIS™ Facilitate™ EXPERTEASE™

[www.dentsplyimplants.com](http://www.dentsplyimplants.com)



# Tired of Price Increases on Over-Priced Implants?

It's Time for a Reality Check. Choose Implant Direct for...  
Innovative Products. Great Value. Highest Customer Satisfaction<sup>1</sup>

## Legacy™3 Implant

All-in-1 Packaging includes implant, abutment, transfer, cover screw & healing collar  
\$175 vs \$621<sup>2</sup> from Zimmer Dental

✓ **Reality Check**  
Zimmer Customers  
Save \$446 with Legacy3



## SwishPlant™ Implant

All-in-1 Packaging includes implant, straight abutment/transfer, cover screw & healing collar  
\$200 vs \$705<sup>2</sup> from Straumann®

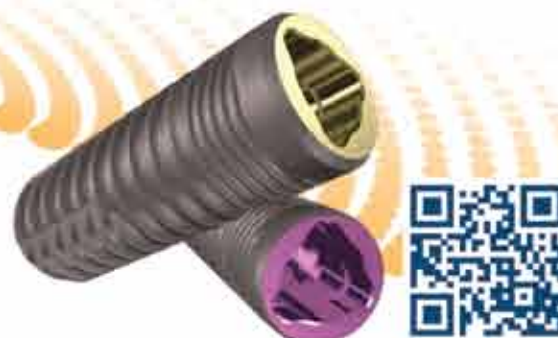
✓ **Reality Check**  
Straumann Customers  
Save \$505 with SwishPlant



## ReActive™ Implant

All-in-1 Packaging Includes implant, abutment, transfer & cover screw  
\$200 vs \$694<sup>2</sup> from Nobel Biocare™

✓ **Reality Check**  
Nobel Customers  
Save \$494 with ReActive



## Implant Direct's New Las Vegas Training Center

Implant Direct offers an extensive list of educational opportunities at its Las Vegas Training Center with computers at each desk for Image Guided Surgical Training, models/mannequins for hands-on training and a four chair dental office for live surgical demonstrations.

**Debut Courses: July 20-22 | September 13-15 | Nov 30-Dec 2**

For information on courses and dates, both in Las Vegas and throughout the US, visit Implant Direct's website or use your smart phone to link directly to our Educational Section.



**EARN 2 CE CREDITS FREE:** View Online Lecture with 3D Graphic Videos & Answer 13 Test Questions



## The Changing Reality of Implant Dentistry

Presented by Dr. Gerald Niznick

Technological advances and economic factors have shifted the implant industry toward affordable care.

Continuing education credits may not apply toward license renewal in all States. It is the responsibility of each participant to verify the requirements of his/her state licensing board(s).

Live surgical demonstrations not available at all courses.

All trademarks are property of their respective companies.

<sup>1</sup>Rated among Current and Former Users, by Company US Q211 Millersuch Research Group A Decision Research, Inc. Company.

<sup>2</sup>Price comparisons based upon US list prices of comparable items as of February 2013.

<sup>3</sup>Compatibility claims based upon Straumann's Tissue level implants.

<sup>4</sup>Terms and conditions apply. Visit [www.implantdirect.com](http://www.implantdirect.com) for details.

<sup>5</sup>System Variables: 3.3mmD & 5.3mmD SwishPlus are tapered; 3.3mmD also has SwishPlant threads.

<sup>6</sup>Shum et al. Int J Oral Maxillofac Implants 2005; 20: 677-688.

<sup>7</sup>Comparison based upon Straumann's CARES Custom Zirconium Abutment. Price varies depending upon the laboratory.

<sup>8</sup>Must be a live-time customer. Limit one offer per practice (clinic, dental office, group practice or partnership). Terms and conditions apply.



100% Surgical and Prosthetic Compatibility with Straumann® Implants<sup>3</sup>

**Replacement Warranty plus \$500 for Straumann Implants used with Swish Abutments<sup>1</sup>**



**\$150**

**Reality Check**  
**Straumann Customers**  
 All-in-1 Packaging includes Implant, compatible carrier, cover screw & healing collar  
 \$150 vs \$486<sup>2</sup> from Straumann®  
 Save \$336



Watch 12 minute 3D Graphic Video  
 Scan code or visit [www.swishsystem.com](http://www.swishsystem.com)

## SwishPlus Advantages<sup>5</sup>:

Internal Octagon (Niznick US Pat. #4,960,381 Licensed to Straumann)  
 Prosthetic compatibility with Straumann's Tissue-Level implants (Standard, Standard Plus and Tapered Effect) Internal square broached in flats of octagon for fixture-mount engagement (Pat. Pend.)

- 1 Only 1mm of 2mm neck remains smooth for bone preservation<sup>6</sup> with deeper placement
- 2 Micro-grooves for improved tissue attachment & increased surface area
- 3 Progressively-deeper threads for increased initial stability and surface area
- 4 Vertical self-tapping grooves for ease of insertion and increased initial stability
- 5 Tapered apical end to initiate self-tapping insertion
- 6 Carrier demarcations align with flats of octagon for use with indexed Swish abutments
- 7 Frictional carrier engages internal square, eliminating need for counter torque on removal

## Carrier

Compatible with Straumann tool & standard ratchet



	Solid Abutment Kit	Straight Narrow Abutment	Straight Snap-On	Straight Contoured	13° Angled Contoured	Gold/Plastic Abutment	Zirconia/Ti Abutment	Angled Zirconia/Ti Abutment	Plastic Temporary Abutment	Ball Attachment	GPS™ Attachment	Angled GPS™ Attachment	Multiple Unit w/ Cap & Transfer	Straight	Angled
Our price	\$100	\$85	\$85	\$85	\$85	\$100	\$120	\$120	\$35	\$107	\$100	\$120	\$85	\$100	N/A
Straumann <sup>2</sup>	\$240	\$190	\$190	\$195	\$195	\$255	\$339 <sup>3</sup>	\$339 <sup>3</sup>	\$65	\$275	\$195	N/A	\$180	N/A	N/A

Introductory offer for Straumann Customers: Three FREE implants from the company that dares to compare<sup>8</sup>



# Nobel Biocare's implant manufacturing facility featured on 'How It's Made'

On July 12, The Science Channel aired a segment on how Nobel Biocare dental implants are manufactured.

The top-rated show "How It's Made" has also featured Nobel Biocare manufacturing before in 2010, when they visited the NobelProcera™ manufacturing facility in Mahwah, N.J., to find out how a dental crown is made.

For this episode, the production team traveled to Yorba Linda, Calif., to see how a titanium rod goes through the manufacturing process to become a dental im-

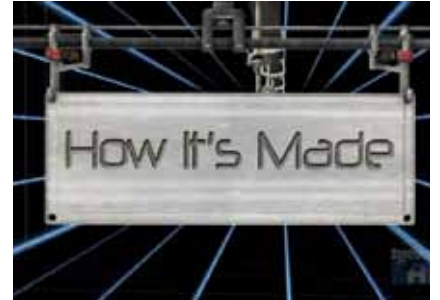
plant. The show airs on the Discovery Networks in 180 countries and in 13 languages.

Nobel Biocare (NOBN, SIX Swiss Exchange) is a world leader in innovative restorative and esthetic dental solutions. As a complete solutions provider, Nobel Biocare offers a comprehensive range of solutions from tooth to root, for single tooth to fully edentulous indications, the company said.

The solutions portfolio covers dental implants (including the key brands NobelActive™, Brånemark System® and No-

belReplace®), individualized prosthetics and equipment (NobelProcera™ guided surgery solutions and biomaterials). Nobel Biocare has more than 2,400 employees and recorded revenue of EUR 569.2 million in 2011. The company is headquartered in Zurich, Switzerland. Production takes place at seven sites located in Canada, Israel, Japan, Sweden and the United States. Nobel Biocare also has 34 direct sales organizations.

(Source: Nobel Biocare)



Nobel Biocare is featured on a July episode of 'How It's Made.' Photo/Discovery Channel

AD

IMPLANT DENTISTRY  
Debating the Options  
for Practical Solutions

61<sup>st</sup> AAID Annual Meeting  
AMERICAN ACADEMY OF IMPLANT DENTISTRY

Washington DC October 3-6, 2012

Practical Education for the Practicing Implant Dentist

[www.aaid.com](http://www.aaid.com)

## AIC Seminars recognized by the ICOI

*HIOSEN's AIC courses receive approval and support from the International Congress of Oral Implantologists to provide high-quality implant education*

The International Congress of Oral Implantologists (ICOI) and HIOSEN's Advanced Dental Implant Research and Education Center (AIC) Seminars have joined in their efforts to provide the highest quality implant education to dentists everywhere to best service their patients.

HIOSEN's AIC Seminars has submitted curricula for its basic, intermediate and advanced courses to ICOI for approval.

According to ICOI, clinicians who successfully complete HIOSEN's continuing education courses may submit the C.E. units to ICOI as a step toward qualifying for their advanced credentials for ICOI fellowship, mastership or diplomate.

AIC Seminars' aim is to aid dental providers in educating their patients about the option of implants and to better the clinician's knowledge and skill level in practical clinical information and techniques of implant surgery. AIC offers different levels of courses so that there is always a course fit for any dentist. Since 2006, AIC has strived to cover all topics of implantology and patient/dentist solutions that will benefit the givers and receivers of implants.

For more information, please send any inquiries to [master@hiossen.com](mailto:master@hiossen.com).



# ZIMMER COMMITTED TO EDUCATION.

## Hands-On Advanced Surgical Cadaver Course

### KEY AREAS OF EMPHASIS:

- Comprehensive soft tissue grafting procedures and suturing techniques
- Localized ridge augmentation
- Immediate implant loading
- Sinus lift procedures
- Block grafting procedures



### UPCOMING COURSES:

**AUGUST 27-28, 2012**

ZI East, Parsippany, New Jersey

Presenters:

Dr. Edgar El Chaar | Dr. John Minichetti



**SEPTEMBER 17-18, 2012**

ZI East, Parsippany, New Jersey

Presenters:

Dr. Salvadore Nares | Dr. Glenn Reside



**SEPTEMBER 24-25, 2012**

Florida Hospital Nicholson Center,  
Orlando, Florida

**OCTOBER 29-30, 2012**

ZI East, Parsippany, New Jersey

Presenters:

Dr. Monish Bhola | Dr. Kanyon Keeney



FOR ADDITIONAL INFORMATION AND TO REGISTER CONTACT:

Mary Carr: (973) 576-0032 x 28172 | [mary.carr@zimmer.com](mailto:mary.carr@zimmer.com)

Janet Carr: (760) 918-3362 | [janet.carr@zimmer.com](mailto:janet.carr@zimmer.com)



**ADA CERP**® Continuing Education  
Recognition Program

PennWell is an ADA CERP-recognized provider.  
ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. PennWell designates this activity for 16 hours of continuing education.

Tuition: \$3,000 per participant.

**REBATE PACKAGES AVAILABLE.**

©2012 Zimmer Dental Inc. All rights reserved.  
Please check with a Zimmer Dental representative for availability and additional information.



**Zimmer Institute**  
Learn. Do. Excel.™

[www.zimmerdental.com/education](http://www.zimmerdental.com/education)