

## Media Announcement

Schaan, Liechtenstein – February 7, 2011

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## Progress through innovation

**Ivoclar Vivadent to present a whole series of innovative products at IDS 2011**

**The innovations which Ivoclar Vivadent will present at IDS 2011 will focus on the competence areas all-ceramics, direct restoratives and implant prosthetics. The IPS e.max system has been further developed, and the company will introduce a new ingot for the press technique and launch new materials for chairside procedures as well as a multimedia tool for cementation applications.**

At this year's IDS, Ivoclar Vivadent will present innovations from the competence areas all-ceramics, direct restoratives and implant prosthetics.

### **Focus on all-ceramics**

The company has taken the IPS e.max system to the next level by introducing the IPS e.max CAD-on technique. With this technique, users can fabricate high-strength and highly esthetic bridge restorations consisting of IPS e.max CAD (LS<sub>2</sub>) and IPS e.max ZirCAD (ZrO<sub>2</sub>) material.

Visitors can look forward to the introduction of an innovative ingot which opens up new opportunities in the press technology. Ivoclar Vivadent's press furnace technology has also been improved.

Another highlight in the field of all-ceramics will be the introduction of a cleaning paste that has been especially designed to create optimum conditions for the adhesive cementation of restorations. Furthermore, a multimedia tool on cementation is also bound to be launched.

### **Direct restoration**

In the area of highly esthetic composite materials, such as IPS Empress Direct, Ivoclar Vivadent will present new materials which can be used for the characterization of restorations and the masking of discoloured teeth.

Visitors will have the chance to learn about the advantages of the light-curing, universal nano-hybrid composite Tetric EvoCeram on location. This product has undergone an extensive redesign. Tetric EvoCeram will furthermore be supplied in additional shades.

### **Innovations in implant prosthetics**

In the field of implant prosthetics, high-quality products for removable and fixed denture prosthetics will be introduced. This includes products for implant-borne complete and partial dentures, fabricated for instance with the nano-hybrid composite SR Phonares NHC teeth, and new alloys. In addition, the company is extending its range of cementation options to include a material for the cementation of permanent or temporary restorations on implant abutments.

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Captions:

*(Ivoclar Vivadent.jpg)*

Fig. 1: Ivoclar Vivadent is demonstrating its innovative power at IDS 2011.

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