



simply smarter.

**Newsletter
February 2008**



Gerald Niznick, DMD, MSD, Founder and President of Implant Direct

**Visit Implant Direct's Booth (323-325) At The Boston
Academy Of Osseointegration Meeting February 28 - March 1**

In This Issue...

- ◆ [Global Expansion](#)
- ◆ [Product News](#)
- ◆ [Industry News](#)
- ◆ [Product Catalogs](#)
- ◆ [Customer Support](#)
- ◆ [Manufacturing Efficiency and Cost Savings](#)
- ◆ [Online Resources](#)
- ◆ [Introductory Offers](#)

Implant Direct's Global Expansion
--

<i>Corporate Offices in Los Angeles USA, Vancouver Canada, Zurich Switzerland and Tel Aviv Israel Plus Distributors Around the World</i>
--

Customer Support

<i>Implant Direct Targets Dental Labs and Restorative Dentists</i>
--

In the 15 months since Implant Direct received FDA marketing approval to sell its Spectra-System, RePlant System and Legacy System of Dental Implants, over 13,000 dentists and dental laboratories have opened customer accounts online, not counting the many customers that our distributors serve directly. From October, 2004, when Dr. Niznick re-occupied the factory he had been leasing to Zimmer Dental, through October 2006 when Implant Direct received FDA marketing approval, its experienced staff of about 100 machinists, engineers and quality control personnel had the unique opportunity to build inventory of the broadest and most complete product line in the implant industry. In anticipation of the kind of professional acceptance Implant Direct is experiencing, Dr. Niznick established a state-of-the-art manufacturing facility that produced over 300,000 implants before the first one was sold. That kind of manufacturing capacity and inventory assures customers that Implant Direct is focused on being a major player in the implant industry, worthy of their patronage.

1000 Nobel Customers Use RePlant/RePlus Implants

More than 1,000 dentists have used Implant Direct's RePlant or RePlus Tri-lobe implants in just 15 months since Implant Direct launched sale of its products. An additional 2,000+ laboratories and restoring dentists have purchased Tri-lobe (Nobel compatible) abutments and prosthetic components from Implant Direct. Nobel Biocare, and the other major implant companies, claim that the implant market is not price sensitive. In fact, an increasing number of dentists converted to Implant Direct's products because they offer high quality, innovative products at Factory Direct prices. The savings are an average of \$432 per tooth replacement based on US list price, compared to the 5 leading brands, when you include their cost for an abutment, healing collar and transfer, all of which are included in Implant Direct's all-in-one packaging. In this time of economic uncertainty, dentists owe it to their patients, practices and families to evaluate the total costs and product advantages of buying Factory Direct. [More Information](#)

Dr Niznick's World Tour: December 2007 - January 2008

Implant Direct's commitment to customer support is reflected in the very comprehensive library of 3D graphic videos showing surgical and prosthetic procedures, available online for viewing and download.

[More Information](#)

The Home Page of our website contains a link to an Overview Slide Series that is available for viewing or downloading. We encourage you to pass on this link to your colleagues so that they can see the broad product line available from Implant Direct. [Click Here To View Online or Download](#)

The Implant Direct online ordering system allows dentists and labs to order the "right product" 24/7 with interactive links to all related instruments and components. Signing in with your email address and password is required but you can watch video tutorials showing how easy and convenient on-line ordering can be at Implant Direct.

[Click Here](#)

Customers who have questions are always welcome to contact us via [email](#) or by phone our toll free US number at **888-NIZNICK (649-6425)**



[Legacy
Prosthetic Catalog](#)

[Fixture-Mount Restorative
Procedures Video](#)

[RePlant
Prosthetic Catalog](#)

Manufacturing Efficiency and Cost Savings



Cairo Lecture: 200 Attendees

Gerald Niznick, DMD, MSD, founder of Core-Vent (1982) and Paragon (1997) implant companies, is well known around the world as an educator and manufacturer of innovative, high quality dental implant products. He holds 25 implant patents with 7 new ones pending. In the last 3 months, he circumnavigated the globe twice giving lectures in India, Singapore, Israel, Cairo, Dubai, Zurich, Istanbul and Korea. In his travels, Dr. Niznick received a Lifetime Achievement Award from the Indian Academy of Osseointegration. In Israel, during Alpha Omega Dental Fraternity's 100th annual convention, he received its highest honor, the Achievement Medal, for his contributions to Dentistry.

Implant Direct products are now available internationally via our network of distributors and subsidiaries. Click [here](#) for a link to our international distribution resources.

In February 2008, Implant Direct received TGA approval to distribute products in Australia. Australian dentists may contact us via [email](#) for more information.

The average US list price for a dental implant, abutment, healing collar and transfer exceeds \$550 from all of the top 5 implant companies. The most frequently asked question of Implant Direct's Technical Sales staff when dentists hear that they can get all of these components in one package for \$150 from Implant Direct is, "How can you produce a high quality product at such low prices?" Here is the three-part answer:

- 1). Unparalleled manufacturing with lights-out, 24/7 capabilities. Our manufacturing efficiency is extolled in these two articles from leading Machining Industry journals.
- 2). Cost savings from Web-based marketing and on-line ordering allows Implant Direct to pass along savings to our customers. Implant Direct supports its customers with a large, centralized and well trained technical sales department, rather than rely on an outside sales force.
- 3). Implant Direct is privately owned company by Dr. Gerald Niznick, who started Core-Vent Corporation in 1982 and sold Paragon Implant Company's business to what is now known as Zimmer Dental in 2001. His knowledge and experience along with a staff that has worked with him for years reduces R&D expenses while bringing innovative products and solutions to the market quickly.



[View Factory Live Cams](#)
(Requires Java 5.0)





[Q&A With Dr. Niznick From India's Dental Horizon Journal](#)



[Lifetime Achievement Award From India Academy of Osseointegration](#)

Dr. Niznick's Upcoming European Lecture Tour

TOUR DATES

- | | |
|-------------------------|-----------------------------|
| May 13: London, UK | May 21: Milan, Italy |
| May 14: Birmingham, UK | May 26: Zurich, Switzerland |
| May 16: Berlin, Germany | May 27: Sofia, Bulgaria |
| May 19: Essen, Germany | May 28: Krakow, Poland |
| May 20: Amsterdam, NL | May 29: Warsaw, Poland |

Contact Our [European Offices](#) for reservations (+41 44 567 8100)



[Article regarding Implant Direct's "Challenger Brand" Market Position](#)



[Article On Upcoming Lecture Tour and Implant Direct 's European Operations](#)

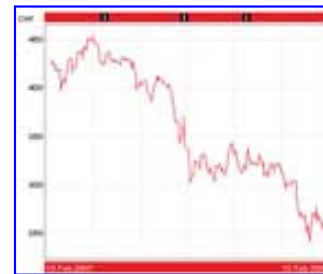
CNC West:
[Shop Of The Future](#)

Production Machining:
[Protecting Capital Equipment](#)

Dr. Niznick welcomes all interest dental professionals to visit our factory, meet our staff and see how manufacturing efficiency enables us to sell high quality products at low prices. Contact us at 888-NIZNICK to arrange your tour.

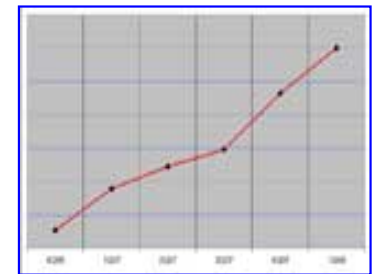
Industry News

Nobel Biocare Acquires Alpha Bio Israeli Company Feb. 10, 2008



[Nobel Biocare 1 Year Stock Prices Drop 40% through Feb. 12, 2008](#)

(Source: <http://investor.nobelbiocare.com>)



[Implant Direct LLC Sales First 18 Months \(3/08 Projected\)](#)

Nobel Analyst Report

Critical Analysis of Nobel Biocare's Statements during February 11, 2008 Analyst Meeting

On February 11, 2008 Nobel Biocare held a analyst's conference to discuss its 2007 Year End Financial Report released that morning and its acquisition of Alpha Bio Tec, an Israeli Implant Company, for \$95M. Dr. Gerald Niznick, President and CEO of Implant Direct has analyzed the statements made by Nobel's CEO Domenico Scala at that meeting and prepared this critical analysis which refutes many of Nobel's claims regarding Alpha Bio's products, quality and innovations as well as addressing the design shortcomings of the NobelActive Implant, developed for Nobel by Alpha Bio.



Istanbul Lecture: 200 Attendees

Product News

New Products Approved For Worldwide Sale

Hydroxylapatite (HA) coating is now available for the Legacy and ScrewPlus Implants. The HA surface treatment is provided by the same supplier used by Dr. Niznick's Core-Vent and Paragon Implant Companies dating back to 1991. To order Legacy HA products, click [here](#). To order ScrewPlus HA products, click [here](#)

No Price Increases Through 2008

Unlike many of the major implant companies that increase their product pricing annually, Implant Direct guarantees to hold the prices it established in 2006 through the end of 2008, and may be able to extend that through 2009. We intend on continuing to earn the title of being the Cost Containment Leader in the implant industry. Dentists and their patients benefit from Implant Direct's efficient manufacturing operations and the cost savings we can pass on from on-line ordering. We believe that continued cost savings will help build your practice and our business at the same time.

New Products In Development



[Complete Report For Viewing Or Downloading](#)

What Is Nobel Biocare's Financial Involvement With ClearChoice Implant "Super Centers"?

ClearChoice was approached by Dr. Niznick to consider our ScrewIndirect one-piece implant for more cost effective treatment, saving about 75% compared to Nobel Biocare's list prices. Dr. Niznick was told by the president of ClearChoice and by a prosthodontist in the San Antonio, TX ClearChoice office that they were using only Nobel Implants (Nobel Speedy to be exact according to the prosthodontist). Dr. Niznick was also told that the centers were charging \$28,000 - \$32,000 per arch, depending upon the type of car the patient arrived in. This exclusive purchasing and cooperative marketing relationship between Nobel Biocare and ClearChoice Implant Centers raises questions as to whether an arms length supplier relationship exists or whether Nobel is providing ClearChoice with a competitive pricing advantage over its other customers. Given the presence of Nobel Biocare's US Vice President on a TV Talk Show promoting ClearChoce centers, the question has been raised whether Nobel Biocare has a financial interest in ClearChoice's business.



Item	Price
1. Nobel Biocare Implant	\$1,200.00
2. Nobel Biocare Abutment	\$1,200.00
3. Nobel Biocare Crown	\$1,200.00
4. Nobel Biocare Bridge	\$1,200.00
5. Nobel Biocare Denture	\$1,200.00
6. Nobel Biocare Implant	\$1,200.00
7. Nobel Biocare Abutment	\$1,200.00
8. Nobel Biocare Crown	\$1,200.00
9. Nobel Biocare Bridge	\$1,200.00
10. Nobel Biocare Denture	\$1,200.00
11. Nobel Biocare Implant	\$1,200.00
12. Nobel Biocare Abutment	\$1,200.00
13. Nobel Biocare Crown	\$1,200.00
14. Nobel Biocare Bridge	\$1,200.00
15. Nobel Biocare Denture	\$1,200.00



ReActive Implants is a tapered implant that can be inserted using Spectra-System drills. It provide a Nobel compatible tri-lobe connection with micro-threads near the top and progressively deepening threads towards the apex to increase surface area. This is accomplished by switching from standard "V" threads (Branemark) to flat-based (Straumann) buttress threads that are progressively deeper towards the apex of the implant. Its tapered design, allows insertion in an undersized socket in soft bone, compacting the bone and thereby increasing initial stability essential for immediate loading.

Available Mid-2008

[View The ReActive Implant Tour](#)

SwissPlant implant will be surgically and prosthetically compatible with Straumann's one-stage implant. It is unique in that it is designed for both one or two-stage surgery because its neck has micro-texture suitable for either soft or hard tissue contact. A full line of prosthetic components will also be available.

Available second half of 2008



[View The SwissPlant Implant Tour](#)

Mini-Indirect: Implant Direct's 3.0mmD One-Piece ScrewIndirect Implant provides a simple, economical solution for narrow ridges and flapless surgery. It will include the same all-in-one packaging now available with our 3.7, 4.7 and 5.7mmD ScrewIndirect implants (implant, abutment, comfort cap, extender and transfer) Click [here](#) to see catalog page

Available mid-2008

RePlant Surgical Kit (RST): Implant Direct's RePlant implant is surgically compatible with Nobel Biocare's surgical instruments for its Replace Tapered Groovy implant. This surgical kit provides a set of drills designed for a soft or hard bone surgical protocol. It can be used for Nobel's Replace Tapered implants as well, providing substantial (70%) cost savings and eliminating the need for bone taps. Click [here](#)

Available - mid 2008

[YouTube.com Video That Ties Nobel With ClearChoice](#)

[Compare Prices: Implant Direct's OD system vs. Nobel Biocare](#)

Canadian Marketplace Update



With the near parity of the US and Canadian Dollar, Dr. Niznick, a Canadian is incensed at the high exchange rate penalty imposed by Nobel Biocare and Zimmer Dental on its Canadian customers. Implant Direct has its Canadian office in Vancouver and orders placed on our Canadian web site are shipped from that location and charged exactly whatever the daily exchange rate is between US and Canadian currency.

To order on our Canadian Web Site, [click here](#)

Compare the Cost for Dental Implants and Abutments in the USA and Canada
 Implant Direct's Prices in Canada are Based on the Actual Daily Exchange Rate
 Prices below computed on February 27, 2008 Exchange Rate of \$1.00US = \$0.9813Can (www.xe.com)

		Implant	Cover Screw	Straight Snap Abutment	Transfer	Implant Complete	Angled Contour Abutment	Gold Abutment	3.0mmD Implant
Nobel Replace Groovy	Canadian List Price	\$445	\$48	\$247	\$75	\$815	\$260	\$230	\$695 no snap-on components
	United States List Price	\$350	\$46	\$196	\$57	\$649	\$220	\$211	\$493 no snap-on components
Zimmer Dental Screw-Vent	Canadian List Price	\$436	NC	\$247	NC	\$683	\$211	\$206	\$609 with snap-on components
	United States List Price	\$357	NC	\$196	NC	\$553	\$170	\$158	\$511 with snap-on components
Implant Direct ScrewPlant	Canadian List Price	\$147	NC	NC	NC	\$147	\$83	\$98	\$147 with snap-on components
	United States List Price	\$150	NC	NC	NC	\$150	\$85	\$100	\$150 with snap-on components

[Click Image For Larger View](#)

Online Resources



[Screw Redirect Surgical Procedures](#)

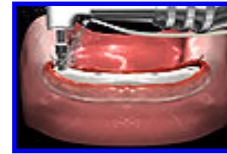


[Implant Direct Product Overview](#)

Angled, Screw-Receiving abutments for Tri-lobe implants:

These abutments provide the same top as the ScrewIndirect implant with a retentive groove. This allows for snap-on transfers and comfort caps, which are included with each abutment. This abutment, like all of Implant Direct's tri-lobe abutments is compatible with Nobel Biocare's tri-lobe implants. The 15 degree and 30 degree angled abutments will allow angulations of the implants to avoid the sinus, reducing the need for bone grafting.

Available - mid 2008



[ScrewIndirect Surgical Procedures](#)



[ScrewIndirect Prosthetic Procedures](#)



[ScrewPlant Insertion In Very Dense Bone](#)



[Screw Direct Shortening An Abutment](#)

PRODUCT CATALOGS



[Legacy System Product Catalog](#)



[RePlant & RePlus Product Catalog](#)



[Spectra System Product Catalog](#)



INTRODUCTORY OFFERS

**INTRODUCTORY OFFER #1:
3 FREE IMPLANTS AND PROSTHETICS**

Proof of purchase of implants from an Implant Company listed below is required

Click on a Company Logo* For Comparative Information And Suggested Free Implant Offers

Disclaimer: The logos below are the registered trademarks of their respective companies. Implant Direct does

not sell products manufactured by any of these companies.



These introductory offers are for first time purchasers of implants from Implant Direct. Dentists who have purchased our implants before, but have not taken advantage of any introductory offers are also eligible. One Introductory Offer is provided per dentist, dental office, group practice or partnership regardless of whether the dentist(s) practice in multiple locations.

INTRODUCTORY OFFER #2: FOR RESTORATIVE DENTISTS - BUY 10 ABUTMENTS FOR \$50 EACH
 Save up to \$1400 on your next order of 10 abutments for Nobel Biocare, Zimmer Dental or BioHorizons Implants





Introductory Offer #2
 (Click Images To View Offer Details)

LEGACY INTRODUCTORY ABUTMENT OFFER
 Compatible with Zimmer's "Secure-fit" implants
 Apply Coupon "IS-99-Abutment" at checkout
 Buy 10 Implant Direct Legacy Abutments for \$50 and save \$1100 compared to Zimmer Dental's US List Price.
 Each introductory \$50 includes all free shipping and handling charges. Limited to one offer per dentist.

High Quality, Low Cost Internal Hex Abutments
 Zimmer Dental, former of the first internal hex abutment in 1984. Over 25 years, the AS 3425-1000, and founder of Implant Direct has developed the Legacy Implant System. This system offers a complete line of abutments and provides consistent, long-lasting, durable, and reliable fit and finish.

REPLANT INTRODUCTORY ABUTMENT OFFER
 Compatible with Nobel's "Nobeltec" implants and implants
 Implants: Apply Coupon "IS-99-Abutment" at checkout
 Buy 10 Implant Direct Replant Abutments for \$50 and save \$1100 compared to Nobel Biocare's US List Price.
 Each introductory \$50 includes all free shipping and handling charges. Limited to one offer per dentist.

High Quality, Low Cost Tri-lobe Abutments
 Replant offers a complete line of abutments compatible for the Nobel Biocare's Replant implants. This Replant Direct offers consistent design, strength and optimal abutments with a 30, 45 or 75 degree alignment between 0° to 150° and the consistent strength, including the neck for superior crown abutments.

Compatible with Zimmer Dental's Screw-Vent and BioHorizons' Prodigy Implants	Legacy System Prosthetic Catalog	Compatible with Nobel Biocare's Replace Tri-Lobe Implants	RePlant - RePlus Prosthetic Catalog
			

Customers can order ONE of these Introductory Offers online by clicking on the appropriate "ORDER NOW" button, or call

1-888-649-6425 (1-888-NIZNICK) to speak with a Technical Sales representative.

To continue to receive our company newsletter, be sure to add webmaster@implantdirect.com to your address book.

* Logos represented are the trademarks of Nobel Biocare, Zimmer Dental, Straumann ITI, Biomet 3i, AstraTech and BioHorizons respectively