MEDIA RELEASE

Gothenburg – 1 August, 2006

Nobel Biocare launches unique Easy Esthetics™ solutions for all patient indications

Nobel Biocare today launched a number of new products further strengthening the company’s complete range of restorative esthetic dental solutions. Heliane Canepa, President and CEO for Nobel Biocare said, “Patients have always gone to their dentist looking for a beautiful smile. With our new esthetic restorative dental solutions, including the Procera® Implant Bridge in Zirconia and the Procera® Bridge in Alumina, we’ve made it even easier for dentists to give their patients the esthetically superior smiles that they are looking for.”

The new Easy Esthetics™ solutions from Nobel Biocare are all designed to make it easier for dental professionals and laboratories to quickly meet the demands of patients for functional, strong and beautiful teeth that offer superior esthetic qualities.

The new products include extensions to the world leading industrialized line of Procera® all-ceramic crowns, bridges and the extremely strong laminates with a flexural strength of 700 Mpa. An updated version of the Procera® CAD software, and a new line of gingiva colored NobelRondo™ Zirconia porcelain with a strength of 120 MPa – all designed to give dental professionals a superior esthetic solution for all their patient cases.

“Previously, edentulous patients looking for a full implant bridge were fitted with our Procera® Implant Bridge in titanium, well known for the excellent precision of fit,” said Ms. Canepa. “Our new Procera® Implant Bridge in Zirconia will have the same excellent fit, at less than 30 microns up to 60mm and deliver outstanding esthetic results in combination with the extremely strong NobelRondo™ porcelain, including the new NobelRondo™ Gingiva.”

The product innovations are backed by a wide range of campaign material for the dental professionals and the dental labs including a News Magazine for patients and a Procera Book. The beauty of the laminates is proven by the four-time Olympic gold medalist swimmer Inge de Bruijn from the Netherlands, who has received Procera® laminates and has started a second career as a model. She will be the cover face for Procera® in communication towards dental professionals and patients.

"Being a famous person you are always in the public eye and people pay attention to every little thing. So you have to be representative and I love to smile”, said Inge de Bruijn. "That’s why I decided to get Procera laminates after a recommendation from friends of mine. I'm very satisfied with the result, I've had lot’s of compliments. It makes me want to smile all day.” Inge concluded
Other significant additions to the Procera® line include:

**Procera® Bridge Alumina** – Nobel Biocare is the only provider of densely sintered alumina bridges in the world. The Procera® Bridge Alumina offers a high level of strength, and provides the superior color and translucency of a natural tooth. Used most often in the anterior esthetic region, this bridge is precision milled from a single piece of alumina, resulting in a defect-free bridge.

**NobelRondo™ Gingiva Zirconia** – Designed to compliment the Procera® Implant Bridge, the extremely strong NobelRondo™ Gingiva Zirconia porcelain provides excellent esthetics even in severely resorbed situations. Available in six shades of pink, the new porcelain makes it possible to recreate the pink color of soft tissue on an implant bridge, giving patients a solution that provides the natural appearance of real teeth and soft tissue.

**Procera® Software Upgrade** – The new Procera® Software, version 1.6, makes it possible for dental laboratories to scan a Procera® Implant Bridge (PIB) in Titanium and Zirconia, thereby significantly reducing the time of delivery for a PIB. The new version of Procera® software now supports the widest range of applications on the market – from single copings and laminates to full implant bridges.

**Procera® Abutments Titanium and Zirconia** – The range of personalized esthetic abutments for other implants systems was extended to include CAMLOG Biotechnologies and Astra Tech implant systems.

Ms Canepa concluded, “These new products and Easy Esthetics™ solutions fulfill our goal to provide dental professionals with the most complete range of solutions to satisfy their patient needs. We now offer the widest range of all-ceramic crowns, bridges, and laminates and includes solutions that are cemented, bonded and screw-retained.”

Pictures are available at: www.nobelbiocare.com/download

**NOBEL BIOCARE HOLDING AG**

For further information, please contact:
Mikael Lagerqvist, PR & Media Planner Manager
Tel +31 778 87 12
Cell +31 788 712
E-mail mikael.lagerqvist@nobelbiocare.com

Nobel Biocare is a medical devices group and the world leader in innovative esthetic dental solutions with its brands Brånemark System®, NobelSpeedy™, NobelReplace™, NobelPerfect™, NobelDirect®, Replace® Select, (dental implants) and Procera® (individualized dental prosthetics). Nobel Biocare is a one-stop shop for restorative esthetic dentistry, offering a wide range of innovative Crown & Bridge & Implant products, as well as training and education and clinically documented treatment concepts. Nobel Biocare has some 1800 employees and recorded revenue of EUR 485 million in 2005. The company is domiciled in Zurich, Switzerland with headquarters in Zurich and in Gothenburg, Sweden. Production takes place at four production sites located in Sweden and the USA. Nobel Biocare has direct sales organizations in 33 countries. The shares of the parent company Nobel Biocare Holding AG are listed on the SWX Swiss Exchange and on the Stockholm Stock Exchange, Sweden.

[www.nobelbiocare.com](http://www.nobelbiocare.com)
Procera References


Easy Esthetics references


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