

# Quest for aesthetic excellence

Not contented with producing some of the world's most highly acclaimed restorative systems, Ivoclar Vivadent is back on the marketing trail with a bagful of new wares.

*Danny Chan* catches up with the dental materials giant as it embarks on a massive launch of new products.



**T**o the likes of dental clinicians and technicians, Ivoclar Vivadent is simply an innovative enterprise that offers convenient system solutions for every indication in the dental office and laboratory.

The corporate sector, however, sees it differently.

With worldwide sales of Euro 340 million, and boasting one of the largest research and development facilities in the dental world, Ivoclar Vivadent is a corporate giant that is, in every sense, a big brother of the industry. Indeed, very few dental companies in the world can come close to matching its success or for that matter, last as long as this Liechtenstein-based firm.

Yet although the company that gave us such branded materials as the IPS Empress and Tetric composite was founded over 80 years ago in Zurich, it is still far from resting on its laurels.

Formally known by its three product group names – Ivoclar, Vivadent and Williams – the leading dental materials company has since opted for a generic name to encompass all its products and services.

But what has not changed is the remarkable speed and consistency with which the company keeps coming up with innovative products, some of which are considered classics today.

Of late, the company's worldwide R&D departments have conscientiously been adding to its stellar range of aesthetic-based products.

Around 17 new Ivoclar Vivadent products were unveiled at the world's largest dental exhibition last March. Not about to let up its competitive edge in the field of dental aesthetics, the company had more than a few surprises in store for visitors and friends who showed up at its stands during IDS.

## Product surprises unveiled at IDS

An air of excitement surrounding the product launches was made more intense by crowd-pleasing side-shows featuring a radio DJ, professional dancers and even a gag-and-song routine by the Blues Brothers. Entertaining as they were, the performances did little to steal the thunder from the real highlights, which were the exhibits themselves.

From light-curing composites like the Artemis to polycarbonate crowns like the Systemp.crown, Ivoclar Vivadent had uncovered a treasure trove of new restorative systems for the entire dental sector. On display were enhanced versions of familiar names like AdheSE and Vivaglass Cem PL, which were joined by debutants like Total Etch and Vival NF to herald the arrival of a whole new generation of Ivoclar Vivadent systems for the practice and laboratory.

## CEO sees growth amid difficult times

"IDS 2003 is one of the largest most important dental shows of the year," attested CEO Robert Ganley.

"This year's was preceded by a certain amount of issues that gave this company some concern," he added, making reference to the then ongoing Iraq war and slumbering global economy. "People are concerned about world events as they are about general economics...it does affect the hierarchy of prioritization relative to dental care."

Yet characteristic of the go-getting, positive attitude that marks his style of leadership (**See other story**), Ganley was optimistic about the dental industry: "Nevertheless, dental care remains a strong industry and we still see growth in it as an industry.

"We still see wonderful opportunities

for dentists, their practices and laboratories to also grow their businesses."

Apart from offering cosmetic dentists and technicians a wider palette of choices, the new range of products underscore the company's undying commitment to aesthetic quality. "We install reliability, predictability and finally, we always provide aesthetics, which is truly borne from our innovation. "The industry look to us for our aesthetics and we will continue to fulfill that aesthetic need."

It is through such clearly defined goals and single-minded pursuit of excellence that have enabled Ivoclar Vivadent to come up trumps with one successful product after another.

Its evolution from a humble dental outfit, then producing artificial ceramic teeth, into an international company with a comprehensive product portfolio provides a glowing case study for today's students of product inventiveness.

## Today's and Tomorrow's Classics

For a clearer definition of the term 'innovation', here is a crop list and product description (culled from the manufacturer's sources) of some of Ivoclar Vivadent's classic systems as well as some of those tipped to be future classics:

### IPS Empress

Of the many innovative wares, it was the introduction of the IPS Empress more than 10 years ago that firmly established Ivoclar Vivadent as a trendsetter and developer of benchmark systems.

IPS Empress is an all-ceramic, pressed system designed for aesthetics and strength. Its unique, leucite-reinforced glass ceramic material is pressure injected; and is indicated for instances where aesthetics and strength are top priorities for posterior or anterior crowns. IPS Empress can also be used for veneers and aesthetic inlays and onlays. Incidentally, it was the IPS

Empress system that fronted Ivoclar Vivadent's successful American campaign – aimed at raising the aesthetic demands of both the professional and consumer communities of the company's core market.

### Tetra Ceram

Indicated for use in both anterior and posterior regions, the Tetric Ceram is a comprehensive resin system with unique clinical properties and a wide range of shades, that allows the clinician to create direct restorations of exemplary aesthetics. The range of 16 enamel, 3 dentin (opaque) shades, and one highly transparent shade allows the clinician to create exemplary aesthetics. The incorporation of a rheological modifier into the filler system has produced a non-slumping characteristic, which allows for ease of application in unsupported clinical situations, such as incisal edge buildups, or during the creation of occlusal anatomy and characterization in posterior teeth.

### Excite

Also enjoying cult status amongst die-hard Ivoclar Vivadent users is Excite, a single-component bonding system. Excite is a fifth-generation (i.e., "one-component"), light-activated dentin bonding agent recommended for direct bonding of resin composite, Ceromer, and compomers to enamel and dentin. Ceromer is a trademark term to describe a type of resin composite restorative material made by Ivoclar Vivadent. Excite is also indicated for use as a dentin



AdheSE

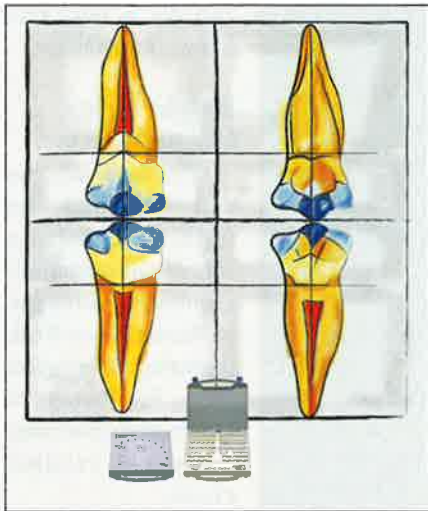
treatment prior to luting a ceramic or resin restoration with a light-activated resin cement. According to the manufacturer, Excite is distinguished from other "one-component" bonding agents in that it contains extremely small (i.e., 12-nanometer) filler particles. Because they are so small, the manufacturer claims that the filler particles can penetrate into the demineralized dentin and contribute to formation of the hybrid layer. Another purported advantage of their small size is that they do not contribute significantly to the adhesive's film thickness.

### AdheSE

AdheSE is a light-curing, self-etching all-round adhesive for direct restorative procedures. AdheSE dispenses with the separate phosphoric acid etching procedure and makes rinsing and drying unnecessary. AdheSE produces high bonding values on dentin and enamel. The initial bonding strength is particularly important, as it absorbs the stresses that are built up when the composite shrinks. These values have been proven to be especially high when



Artemis



Systemp.crown

using AdheSE. Postoperative sensitivity is minimized due to the infiltration process, which takes place during the etching procedure: monomers penetrate the surfaces of the cavity and tightly seal them. The new adhesive is highly tolerant of different conditions on the dentin surface. AdheSE is available in two color-coded bottles: one for the Primer and the other for the Bonding agent.

#### Artemis

This is a new light-curing composite

**“The industry look to us for our aesthetics and we will continue to fulfill that aesthetic need.”**

– Robert A. Ganley,  
CEO, Ivoclar Vivadent

that fulfills the most exacting aesthetic standards in restorative dentistry. The wide range of dentin, enamel and effect shades in various degrees of translucency allows the natural appearance of teeth to be expertly restored. A quality shade guide featuring ceramic samples ensures consistent shade selection results as a basis for highly aesthetic restorations.

Artemis is easy to polish to a high gloss. The material's physical properties, such as its excellent radiopacity and low light sensitivity, allows the processing time to be extended under optimal light conditions.

#### Systemp.crown

The new polycarbonate crowns called Systemp.crown makes possible

the easy and quick placement of temporary restorations. The assortment box is delivered in practical and sturdy case, containing also printed guides for the tooth mould and position.

The Systemp.crown primer included in the delivery is used to establish a bond with composite-based denture base materials. The assortment comprises 180 anterior and posterior crowns in 60 different forms and according to the manufacturer, offers a good price-performance ratio. All the materials are compatible and can be used together.

#### Total Etch

The phosphoric acid etching gel Total Etch is especially economical and offers a series of practical advantages. The manufacturer has given the 37 wt.% phosphoric acid gel an even more intense blue colour. The contrast to the tooth is thus stronger and the application easier. The new gel is easier to rinse off than its predecessor and maintains its high quality throughout the entire shelf life. Without fluctuations in viscosity, all the gel contained in the syringe has been modified to prevent the contents from drying out. The gel is available in 2-g application syringes as well as in a 30-g Jumbo package.

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## The Aesthetic Revolutionist

Robert A. Ganley was appointed the new Chief Executive Officer of Ivoclar Vivadent group (Liechtenstein) last January, following a highly successful 13-year tenure as President of Ivoclar Vivadent Inc. Under his management, the North American subsidiary became one of the fastest growing dental businesses in the American market.

By Danny Chan

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highly successful 13-year tenure as President of Ivoclar Vivadent Inc. Under his management, the North American subsidiary became one of the fastest

growing dental businesses in the American market.

The growth was ostensibly credited to the “Aesthetic Revolution”, Ganley’s



visionary concept that was instrumental in transforming the marketplace for dental materials into a vibrant hub of sophisticated and well-informed buyers.

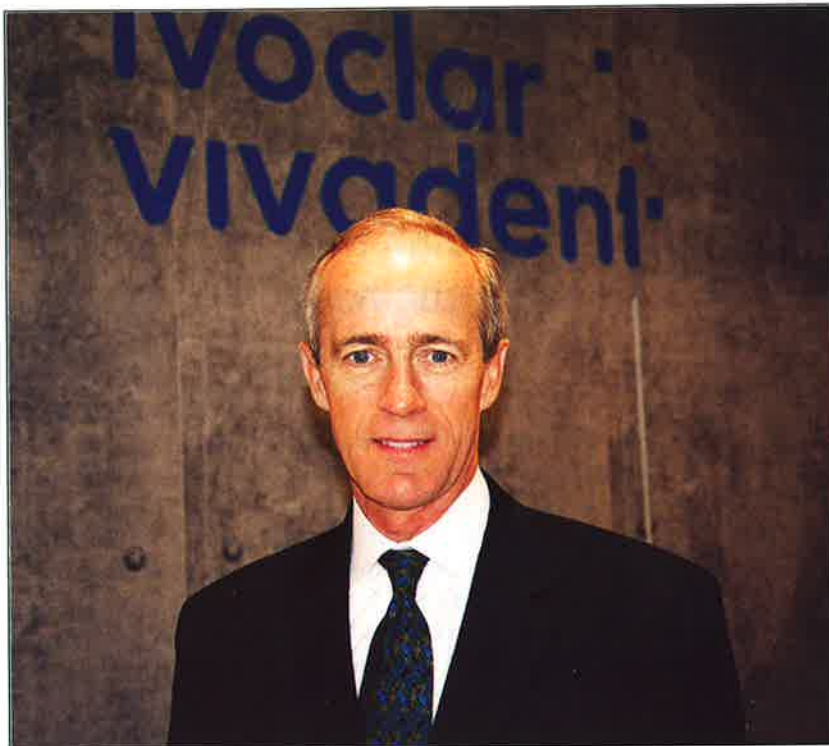
Like the company he helms, Ganley is a strong believer and advocate of continuing education. He was deeply involved with the building of an Education Centre, which formed part of an expansion project at the firm's American headquarters in Amherst, New York.

The Education Centre – just one of several multi-million dollar buildings the company set apart for the training of new dentists and technicians – spoke volumes of Ivoclar Vivadent's ideology in promoting dental continuing education as a facet of its business.

The training complex was built on a section of the additional 30,000-square-foot allotment to the expansion project. It houses among other renovations, a state-of-the-art auditorium. Equipped with an advanced camera system, the auditorium – which doubles as a spacious lecture theatre – allows the audience to participate in demonstrations taking place in separate teaching laboratories.

### The revolution takes shape

The project also added to the Amherst compound a fully automated center and renovations to more than 25,000 square feet of office space, including the Education Centre. "This will help us to deliver product to the market more efficiently and it significantly upgrades our educational



Robert A Ganley is the man behind Ivoclar Vivadent's aesthetic revolution.

capabilities," Ganley said.

Through the setting up of workshops and training centers, in addition to extensive media advertising and coverage, the all-encompassing "Aesthetic Revolution" was particularly effective in how it appealed to the end-users by increasing their awareness in terms of product knowledge, which was something normally reserved for the professionals.

Although the awareness campaign was created for the training and education needs of both professionals and end-users, the latter group benefited most from workshops and informational materials which raised their awareness on dental issues they would otherwise be deprived of. A typical lesson would touch on important consumer interest subjects such as discerning between the many dental aesthetic systems available; and learning the what's and why's of their application.

Ganley once said that "the difference between a patient asking for a product

and not is only one thing...knowledge."

### Bright lights, big publicity

Practicing what he had preached, he further marshaled a successful consumer awareness campaign in Western New York featuring television spots, distribution of informative brochures and public relation events.

In taking aesthetic dentistry to the consumer, Ivoclar North America also sponsored a NASCAR race car, a competition sailboat, opened an educational facility in a retail shopping mall and

toured the country with the IPS Empress Mobile Van.

Amidst this whirlwind of media exposure, Ganley himself became the natural spokesperson for the company, having given numerous interviews and making guest appearances at various high profile functions to plug the message.

"No longer is prosthetic dentistry solely a matter of form, fit and function. Now aesthetics must be taken into account as one of the fundamental factors determining the course of a restoration," Ganley had emphasized to one interviewer.

All that hard work in drumming up public consciousness had paid off. Consequently, and as a result of the baby boomer consumer markets, aesthetic dentistry became the fastest growing sector of the dental industry; which in no small part stimulated the Ivoclar Vivadent's sales of restorative materials. The Aesthetic Revolution was hailed as a visionary concept and Ganley

decidedly left his signature mark on an appreciative industry. The rest – as they say – is history. But history does have a habit of repeating itself.

### Ganley: IDS turnout outstanding!

Barely months after he was placed in charge of the Liechtenstein headquarters, Ganley headed for IDS Cologne to attend what must be his first major dental show as the new CEO. Predictably, he was swarmed with public-relation duties – meeting up with suppliers, dealers, visitors and customers. He was even introducing himself to fellow colleagues from the company's 17 worldwide branch offices.

As usual, his presence was not merely for the exchange of pleasantries, which in Ganley's book would have been a trip in vain. The Aesthetic Revolutionist was there to do what he does best, and that is to make sure the world's dental professionals at IDS get the low-down on Ivoclar Vivadent's new collection of aesthetic systems.

And he had more than a few helpers to make sure of that. Everyone from the booth assistants to the product managers to the PR managers were amply trained



A lecture in progress at one of many similar settings around the world.

to engage in casual conversations on subjects that ranged from viscosity of materials to bonding strength to shade matching. Some would even delve further into the product's chemical properties, which was more than what my non-clinical background had bargained for.

Judging from the standing-only booth space – which were massive by most definitions – allocated to Ivoclar

Vivadent, one could more or less figure out how the exhibition went for Ganley and his team-mates. I had a brief chat with him on the second day at the fair, to gauge his personal assessment of IDS, to which he had this to say: "Although it (economy slowdown and war in Iraq) did reduce the attendance for some areas, the overall attendance for IDS 2003 is outstanding."

Before I could ask more questions, the interview was interrupted by the arrival of some VIPs. Ganley had to excuse himself and promptly attended to his clients – his blue chip presence was yet again in demand.

Nevertheless, while the interview lasted, Ganley was ever the eloquent speaker. His answers were crisp and quick to the point. Perhaps if we had more time, we could even have advanced to the more pertinent questions: such as whether we can expect for the rest of the world, or perhaps here in Asia, an all-out publicity campaign similar to the one in North America. But it was not to be. The good news is, I have since sent new questions for Ganley to answer via e-mail, which I hope may be published as a Q&A in a future issue. So for more on the Aesthetic Revolution and its leading man, watch this space.

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State-of-the-art classrooms that illustrate Ivoclar Vivadent's support of Continuing Dental Education