



# BEAUTIFUL TEETH

Quality of life with **dental implants** <sup>1</sup>



**SIMPLY DOING MORE**

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## EDITORIAL



### Dear patient,

Can you really implant happiness? Sometimes, a small piece of titanium can revitalize your smile and boost flagging self-confidence.

Those who have one or more missing teeth may feel insecure and self-conscious, but there is a story behind every missing tooth: an accident or bad genes, perhaps, or maybe cavities or periodontitis are the cause of a gap. Whatever the reason, patients want to be able to chew properly, to experience reliable stability, to retain their healthy teeth and to feel attractive.

### **DENTAL IMPLANTS: an aesthetic long-term solution<sup>2</sup>**

For over 30 years now, it has been possible to replace tooth roots almost entirely with dental implants. This modern dental-medical method has been scientifically tested and used for decades. Qualified dentists and oral surgeons are offering their patients this attractive long-term solution. According to results of a survey carried out in Germany (Riegl)<sup>3</sup>, 97 % of patients questioned were happy with their dental implants.

Laughing, kissing, singing and eating are carefree and natural. Enjoy life despite your missing teeth and say "yes" to dental implants.

Franz Maier,  
Member of the Executive Management Board  
Institut Straumann AG

## THE TRUTH ABOUT **MISSING TEETH**



*Effect of missing teeth on jawbone.*

In a healthy tooth the root transmits chewing forces to the jaw bones. The tooth remains stable and generally unchanged (1). If one or more teeth are missing, these forces are no longer effective and the jaw bone may start to disintegrate (2). Dental implant therapy may help prevent gradual bone deterioration, since the implant replaces the natural tooth root.

With conventional methods, bone loss may continue and even change the shape of the face. Neighbouring teeth may also 'move' inwards, creating additional gaps.

## DENTAL **IMPLANTS**



*Natural tooth (1)  
Dental implant (2)  
Tooth crown (3)*

Nature has created the most effective building blocks and any model based on nature's solutions aims to deliver quality. A dental implant is a small part made of titanium or titanium zirconium which is placed in the jaw bone in place of the missing natural tooth root. The implant can be surgically inserted under local anaesthetic on an outpatient basis. Titanium is generally well-tolerated

by the human body and bone has been shown to bond well to titanium. Once healed, the artificial root acts as a base for fixing individual crowns and multi-tooth bridges. The implant can also be used as an anchor for entire dental prostheses.

## THE **QUALITY** ADVANTAGE



**Feel attractive. Talk. Laugh. Eat. Kiss. Which artificial tooth replacement options are both aesthetic and functional? Are implant solutions of high quality? How long do they last? What are the advantages over conventional methods? Nowadays, dentists can use artificial tooth roots to close almost any gap. Straumann implants are the modern choice for tooth replacement.**

### Five good reasons for choosing dental implants

#### **AN AESTHETIC SOLUTION**

Function and visual appearance go hand in hand: dental implants were developed to offer reliable stability, plus the new solution on implants looks natural.

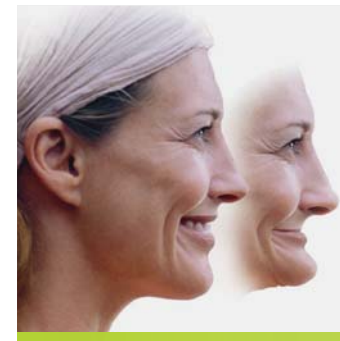
#### **BONE PRESERVATION**

Implants transmit chewing forces to the jaw bones, which helps to maintain the bone. If there is no implant, as with conventional bridges or partial prostheses, the bone may slowly recede and the shape of the face may change over time.

#### **MORE TO ENJOY**

The dental plates often required with conventional dentures may cause pressure points and other inconveniences. With dental implant therapy, such dental plates are not necessary. Therefore, patients may experience more comfort when talking, smiling and eating.

A North American survey has highlighted the advantages of implants and proven the theory that "those who kiss enjoy life more." People who have bad or missing teeth kiss others less often and are in turn kissed less than those with good teeth. Surveys conducted by the McGill University in Canada with support from Straumann have shown that unease during kissing is considerably reduced if prostheses are anchored in place by implants.<sup>4</sup>





### TOOTH PRESERVATION

With a conventional bridge, the healthy neighbouring teeth to the right and left of the missing tooth have to be ground down to support the bridge. When using an implant to close the gap, the neighbouring teeth are not affected and the natural tooth surface remains intact.

### PROVEN QUALITY

Straumann dental implants have been sold over four million times worldwide. The Straumann® Dental Implant System is one of the most frequently used systems in the world and is the result of more than 30 years of scientific experience.

### WHY CHOOSE DENTAL IMPLANTS?

- experience a tight, secure fixing of the restorations – even when prostheses are used without an adhesive cream
- can eliminate the discomfort often associated with ill-fitting dentures
- help encourage the preservation of natural jaw bone and consequently the facial structures
- preserve healthy neighbouring teeth from the grinding required in conventional bridge therapy
- maintain your smile



## THE BIG DIFFERENCE



### Comparison of conventional methods and dental implants



#### THE BRIDGE SOLUTION

With conventional methods, the two healthy neighbouring teeth have to be ground down in order to fix a bridge in place. This results in a loss of natural tooth surface. Because the bridge does not transmit chewing forces to the jaw bone, bone deterioration may occur.



#### THE IMPLANT SOLUTION

The dental implant replaces the missing tooth root. The healthy neighbouring teeth remain completely intact and are not ground down.

# STRAUMANN SOLUTIONS AT A GLANCE

## Individual tooth replacement



Replacement of an individual tooth in the front region with an implant-supported crown.

### THE SITUATION

A tooth and its root are missing. A crown on a dental implant is an aesthetically pleasing solution.

### THE ADVANTAGE

The dental implant replaces the missing tooth root and acts as a support for the implant crown. The healthy neighbouring teeth do not have to be ground down and the healthy tooth substance remains intact.



Replacement of an individual tooth in the side region with an implant-supported crown.

## Replacement of more than one tooth



Replacement of several teeth in the front region using an implant-supported bridge.

### THE SITUATION

Two or more teeth are missing. In order to prevent bone loss as well as malpositioning of the teeth and jaw bone, gaps should be closed as quickly as possible from both a functional and medical point of view. An implant-supported bridge is one possibility for closing gaps.

### THE ADVANTAGE

The healthy neighbouring teeth do not have to be ground down, which helps to improve the long-term prognosis of these teeth. In addition, treatment by way of an implant may help preserve jaw bone.



Replacement of several teeth in the side region using an implant-supported bridge.

## Replacement of all teeth



Various options for replacing all teeth.

### THE SITUATION

The jaw is completely toothless. One option for replacing all teeth is a row of teeth which is anchored in the jaw by several implants (Fig. 1).

Alternatively, a prosthesis is supported by implants and can be removed for oral hygiene (Fig. 2 and Fig. 3).

### THE ADVANTAGE

Dental implants have been developed to stay securely in place. Both solutions thus offer more stability than conventional prostheses.

Additional benefits: an implant-supported row of teeth looks natural.



## REDISCOVER YOUR "INNER" SMILE **WITH IMPLANTS**



**Three patients, one decision.** There are various different reasons for choosing artificial restorations: an accident, cavities or periodontitis, or genetics. Here, patients explain why they opted for dental implants and how this solution has changed their lives.<sup>5</sup>

## A PARTY FOR THE NEW TOOTH

**Kathrin S., 28, Flight Attendant<sup>5</sup>**



**“There are moments** you would rather erase from your life. It was shortly after midnight, a year ago on New Year’s Eve in a bar. I was dancing when the guy next to me suddenly turned around, thereby ramming the thick hard edge of his cocktail glass into my front teeth. There was blood everywhere, but all my teeth were still in place. On January 2, a day before my birthday, my dentist delivered the diagnosis: one of my front teeth was cracked along its length and the nerve had been damaged – the tooth had to come out. An artificial tooth root, an implant, would replace my front tooth. I was scared before the surgery, but the implanting procedure wasn’t that bad; the wound was just a bit sore once the implant had been inserted.

However, before my new front tooth could be fixed to the artificial root, the implant had to heal in. In the meantime, a temporary tooth with a clasp was made for me. It was a wobbly solution. I wanted to talk and laugh without wondering whether anyone would notice that my real front tooth was missing. In the four months without a secure incisor I wasn’t myself, I didn’t feel complete. Shortly after the new tooth was fixed to the implant, I celebrated with fifteen friends on the banks of the river Elba. The theme of the party? My new tooth’s birthday!”

## A SAVINGS PLAN FOR MORE CONFIDENCE

**Sarah B., 57, Tax Advisor<sup>5</sup>**

**“My problem? Periodontitis.**

The year before last I only had three of my original top teeth. The solution? Three artificial tooth roots on each side of the upper jaw which would support a rigid twelve-tooth bridge. I wasn't worried about how bad the pain would be once the implant had been inserted, but of course it was difficult. During my time with temporary dentures I often feared that they would come out in front of a client and fall into my food, or move towards the back of my mouth. I have two hundred clients and therefore I can't afford to feel insecure. For me, the implant solution was necessary from a medical point of view as well as for my general well-being. I wanted a tight fitting, security and the feeling of not having to wonder whether I could talk, laugh or eat without

having an “accident”. Also, my husband is five years younger than me, so I want to feel attractive and at ease. I therefore consciously opted for fixed dentures. Ten years ago, I decided not to take out additional insurance and instead invested some money in shares each month – which I then used to buy myself a little bit of personal happiness. Shortly after, I opened a new savings plan, since the next set of implants for the lower jaw are to be expected.”



## A LIFE-LONG INVESTMENT

**Robert S., 55, Businessman<sup>5</sup>**



### **“False teeth at 55?”**

Impossible for me to imagine. For a long time, I'd had a bridge in my upper jaw which was slowly falling apart because more and more teeth were coming loose. The dentist suggested a plate-free removable prosthesis which would be fixed to four implants. The alternative was a full set of dentures with an upper dental plate. Once all my top teeth had been pulled out and I was wearing temporary dentures with an upper dental plate during the healing stage, all my worst fears came true: the plate made me feel constantly sick and I experienced painful pressure points. The adhesive cream stuck to the palate, but it didn't really hold the dentures in place. I only noticed how hot food actually was when it reached my throat and

there was no longer any need to buy expensive wine – it didn't taste of much. Now it all feels like a brand new life: there are no pressure points, I finally enjoy eating out again – and my new teeth feel neat and attractive. As a consequence, I am more comfortable and self-confident. I also remove my current implant-based dentures from my mouth – but only in order to clean my teeth properly. At first glance it's a lot of money to splash out, but if I look after my new teeth they will last for a long time. Hopefully, they will turn out to be a life-long investment.”

## FROM DESIGN TO **SMILE**

### Treatment diary



**A step-by-step guide to a new smile. A thorough diagnosis, individual consultation and competent dental treatment are vital for successful dental implantation. The journey towards a new smile may be less complicated and time-consuming than you would think.**

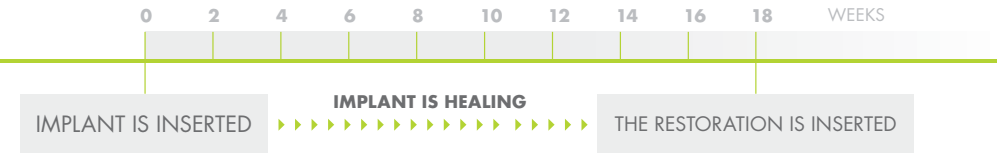
#### DIAGNOSIS

The dentist investigates and assesses which treatment is possible for the respective patient using X-rays. S/he discusses the advantages and disadvantages of various denture solutions. Using the X-ray images or computer tomographs (for three-dimen-

sional imaging) and plaster models, the length and diameter of the implant are determined by the dentist. Afterwards, the position of the implant is established.

Sufficient bone must be present in order for implantation to go ahead.

### EXAMPLE OF AN AVERAGE TIMELINE



There are patients who have insufficient substance and require bone augmentation. This may happen, for example, if a tooth has been missing for a long time – the jaw may have slowly receded. As a consequence, the bone subsequently needs to be built up.

#### IMPLANTATION

An artificial tooth root is normally inserted under local anaesthetic. The dentist creates a suitable “bed” in the jaw bone in which the implant is placed. Depending on the individual case, a temporary restoration may be placed on the implant during the healing stage. This allows the patient to enjoy a natural looking smile early in the process.

#### HEALING

Until the implant is securely attached to the jaw bone, a healing phase of between six weeks and a few months is necessary – depending on the individual medical situation. After approximately one week, the stitches

are removed. Patients should keep in mind that diligent oral hygiene is vital for healing.

#### THE NEW TEETH

Crown, bridge or denture – the dental laboratory uses an impression to produce the individual restoration, which will be inserted after healing.

#### AFTERCARE

Just like a natural root, the implant may come out if it is not regularly looked after. Professional implant hygiene increases the life span of new teeth. Bad oral hygiene and smoking may destroy an implant.

## FREQUENTLY **ASKED** QUESTIONS

### **COSTS?**

**A future model:** In the long term, cheap dentures are not always the most cost-effective solution. The initial costs of an implant treatment vary depending on the complexity of each case: how many implants are needed, is bone augmentation required? A cost plan can only be developed once these issues have been addressed. Factors to be considered include the surgery itself, lab work, the prosthesis and the dentist's and dental technician's fees. Although associated with greater initial investments, in many cases dental implants may offer a more economical solution in the long term.

### **RISKS?**

**Individual cases:** Depending on medical or other conditions of each patient, potential risk factors may vary. Bad oral hygiene, limited healing of the wound due to pre-existing conditions (for example diabetes and osteoporosis) may reduce the odds

of the implant remaining in place. Since every surgical procedure carries potential risks, patients should always consult a dental professional to evaluate whether dental implants are the option for them.

### **PAIN?**

**Individual solutions:** Dental implants are generally inserted under local anaesthetic to help minimize discomfort during the operation. If you experience any doubts about the condition of the implant site after the procedure, please make sure to consult with your dentist.

### **SATISFACTION?**

**Feel good:** According to a survey carried out with 10,000 patients in Germany (Riegl Survey<sup>3</sup>), 66 % of those questioned were "extremely happy" with their implant-supported restorations, 31 % indicated they were "happy." Of patients having conventional restorations, only 42 % claimed

to be "extremely happy" and 44 % said they were generally "happy."

### **QUALITY?**

**Scientifically tested:** Long-term surveys have shown that Straumann implants<sup>6</sup> have a survival rate of up to 98 %. Patients can count on reliable solutions as Straumann makes no compromises on quality.

### **AFTERCARE?**

**Cleaning:** Clean first, then implant, then clean again. Impeccable oral hygiene is vital before an implant can be placed. After insertion, patients should be aware of the fact that teeth need to be carefully looked after, irrespective of whether they are real or artificial. Diligent oral hygiene helps to ensure satisfactory results. Regular check-ups and preventative appointments at the dentist are also necessary.

### **AGE GROUP?**

**Never too old:** As soon as the jaw has stopped growing it is possible to insert implants. In young patients, dental implants can therefore only be used once their jaw bones are fully developed. At the other end of the spectrum, there is no age limit, given of course that the patient does not display any significant medical risk factors.

## STRAUMANN – THE COMPANY

Who we are, what we do, what makes us stand out



### WHY OPT FOR STRAUMANN DENTAL IMPLANTS?

- Products with proven long-term effectiveness
- 10 years of results of clinical studies available<sup>7</sup>
- Exclusive partnership with the International team of Implantology – with the objective to constantly improve the treatment methods and outcomes for patients
- Full compliance with international quality standards
- 5% of revenues dedicated to research and development
- A company present in more than 60 countries worldwide

### SWISS QUALITY WITH INTERNATIONAL RESEARCH

Straumann offers solutions for a wide range of dental indications, from single gaps to completely edentulous jaws. Straumann is one of the global leaders in the manufacturing of dental implants, which have been developed and produced in collaboration with leading hospitals, research

institutes and universities. Over the past 30 years, Straumann implants have been sold more than four million times worldwide, with high success rates. Straumann is an international group of companies with headquarters in Basel and distributes its products globally in more than 60 countries. Its philosophy? Simply doing more. The company offers innovative solutions which allow den-

tists to provide their patients with solutions based on the latest research. Reliability and quality are company hallmarks: Straumann solutions are thoroughly researched and scientifically proven – both now and in the future.

<sup>1</sup> "Quality of life with dental implants" refers to an improved quality of life with a dental implant compared to no treatment. Awad M.A et al, Measuring the effect of intra-oral implant rehabilitation on health-related quality of life in a randomized controlled clinical trial. J dent Res. 2000 Sep;79(9):1659-63

<sup>2</sup> Pjetursson BE, Karoussis I, Bürgin W, Brägger U, Lang NP. Patients' satisfaction following implant therapy. A 10-year prospective cohort study. Clin Oral Implants Res 2005;16:185-193.

<sup>3</sup> Riegl Survey, Germany 2009

<sup>4</sup> Heydecke G et al. J Dent 2005;33:649

<sup>5</sup> These parts of patient testimonials may not reflect your experience with dental implant therapy. The results may not be indicative for each implant placement and may not apply to every patient. For potential risks associated with dental implant therapy, please consult a dental professional and refer to the FAQ section on page 24.

<sup>6</sup> Blanes RJ, Bernard JP, Blanes ZM, Belser UC. A 10-year prospective study of ITI dental implants placed in the posterior region. I: Clinical and radiographic results. Clin Oral Implants Res 2007;18:699-706

