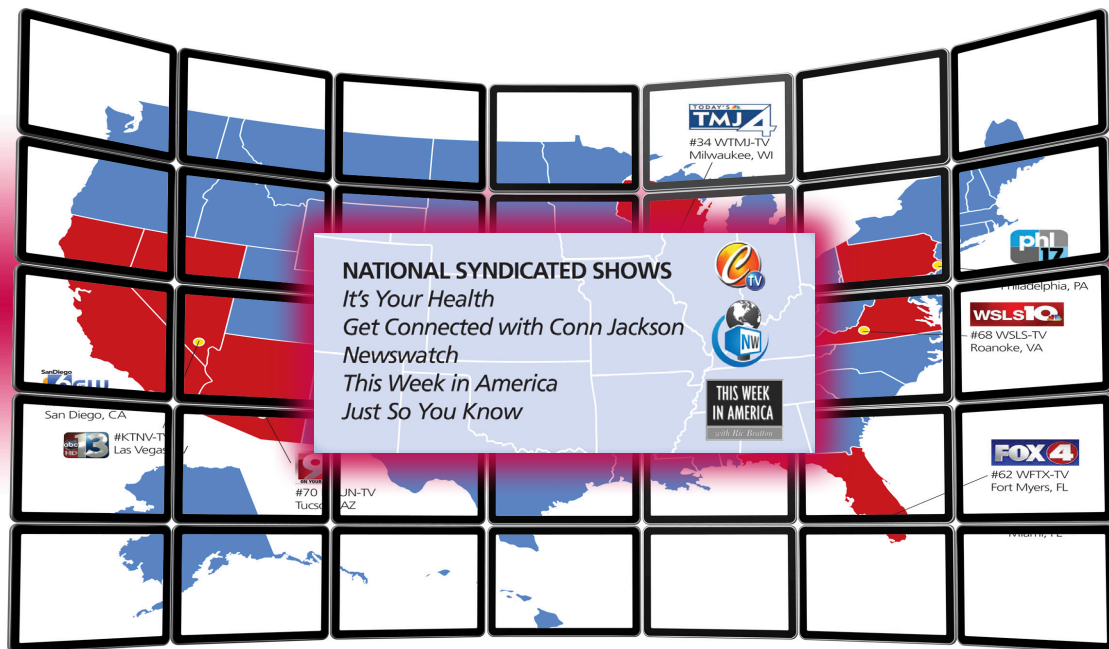


Everyone is talking about **e.max**[®]



Smile to the max media tour.

In an effort to increase the brand recognition of IPS e.max, Ivoclar Vivadent engaged in a multi-city media tour. The goal of the media tour was to educate viewers on the importance of a beautiful smile. A person's smile is their greatest asset for inner and outer confidence. For patients interested in improving their smile, there are scalable options and resources available.

For more information, go to www.smiletothemax.com!



To kick off the launch of Ivoclar Vivadent's new patient information website 'Smile to the Max', Dr. George Tysowsky, Vice President of Technology at Ivoclar Vivadent, participated in a media tour in New York City on January 24th. Dr. Tysowsky spoke with several national morning shows, as well as networks across the US including: Philadelphia, Miami, San Diego and Las Vegas, among others. This is just the beginning of the patient information campaign and we are excited to further spread the message of IPS e.max!



Check out: www.smiletothemax.com

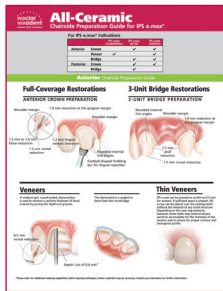
For information about e.max, general FAQs, e.max patients and their personal stories



Check out Dr. George Tysowsky's interview on YouTube by scanning the QR Code!

ivoclar
vivadent[®]
passion vision innovation

IPS e.max® marketing support



IPS e.max Preparation Guide Report #598204

This laminated card is an invaluable resource particularly for doctors transitioning from PFM to all-ceramic.



IPS e.max Patient Counter Card #627421

This stylized counter card can be displayed in the dentist's office and contains a pocket to hold the IPS e.max Patient Brochure #627338.



Make it e.max Sticker #646613

This sticker makes it easy for a doctor to prescribe IPS e.max. Simply apply this sticker to the prescription form.



IPS e.max Patient Brochure #627338

If you would like to provide some informative material to patients about IPS e.max, this brochure covers the basics in an easy reading format and also features real patients!



IPS e.max Clinical Case Guide #638755

This document reviews indications, tooth preparation, cementation usage and adjustment of IPS e.max lithium disilicate and zirconia.



IPS e.max Patient Flip Card #655805

A unique piece ideally suited for the waiting room that allows patients to flip through the benefits of IPS e.max and all of its indications.



IPS e.max Patient Statement Stuffer #655803

Doctors can use this piece in their correspondence with patients to inform them of the options available to create a beautiful smile with IPS e.max.



IPS e.max Case Book #655808

This beautiful high-quality piece exemplifies the natural beauty of an IPS e.max smile. This case book is ideal for a doctor's waiting room and highlights a series of before and after images from a variety of e.max patients.



IPS e.max Patient Poster #655804

A poster optimally suited for the dental office that portrays the beauty and ease of obtaining an IPS e.max smile.

To order IPS e.max marketing literature, contact your Ivoclar Vivadent Representative or call Customer Service at 1-800-533-6825

