Smile! It makes you feel good when you do it, it’s nice to see others smile back. It’s wonderful! It’s only a healthy, discolored smile that affects someone’s self-esteem. Ask yourself with your smile, are you happy with your smile and your dentist is the answer.

Changes for Today... Tomorrow & Beyond!

Empress is metal-free restorative material that has been used in dentistry for almost 20 years. And, material that has been used in Empress is a metal-free restorative that has made it happen. Empress has changed their appearances and their smiles possible. From whiter, brighter and healthier looking teeth, to a total change your life.

Some Beautiful Results in Little Time.

Ask your dentist today what an Empress smile can do for you!

See for Yourself...

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Ivoclar Vivadent initiated the IPS Empress Esthetic Cover Model Mania campaign, a 6-month long search that invited dentists and laboratories to enter their patients for an opportunity to be one of the next IPS Empress Cover Model Mania winners. The campaign included a contest for best esthetics with IPS Empress Esthetic restorations, a contest for best function with IPS Empress Zirconia, and a contest for best use of IPS Multilink orthodontic cement with IPS Empress PFM. The campaign also included a contest for best marketing techniques with IPS Empress Esthetic restorations, which was the focus of the article.

The campaign was open to all dentists and laboratories who used IPS Empress Esthetic restorations in their practice. The winner of the best marketing techniques contest would receive a trip to the AADSM conference in Chicago.

The article also provided information on the IPS Empress Esthetic restorations, which are made of lithium disilicate glass ceramic and are available in a variety of shades and translucencies. The restorations are compatible with Multilink orthodontic cement and can be used to create natural-looking esthetic restorations.

The article also included a picture of a patient who received IPS Empress Esthetic restorations and a patient information brochure that could be used to inform patients about the benefits of IPS Empress Esthetic restorations.
The winning smile and lifestyle makeover teams are:

- Brook Roberts
- Mireille Corriveau
- Gabriela Prado
- Julie Jorgensen
- Dr. Andre Chevalier
- Heather Wollenberg
- Juliet Neal

Sharing the life-changing effects of esthetic restorative dental treatments is what dentists and modern dental laboratories offer. To order your esthetic restorative options, contact your local Ivoclar Vivadent distributor.

Marketing Support: What You Need, When You Need It

Marketing Support- What You Need

Marketing Support materials are available in two formats: CD-ROM and DVD. The CD-ROM contains an introduction to marketing support and offers an overview of the material. The DVD provides detailed information on the latest marketing strategies.

Cementation Options- Something for Everyone

IPS Empress cementation options are available in three esthetic shades with distinct translucencies and an automix tip. This option for clinical success is available in three esthetic shades with distinct translucencies and an automix tip. It offers great bonding performance with adhesive resin and benefits to meet your clinical needs.

Customer Options: Something for Everyone

IPS Empress marketing materials, restorative dentistry. To order yours, visit www.empress-ivoclar.com or contact your local Ivoclar Vivadent distributor.

GUARANTEED!

ivoclar vivadent.us.com

Patient Information Brochure Attached!

The patient information structure and placement in your consultation or waiting room can add extra-ordinary information on esthetic support materials.

Feeling Great and Looking Fabulous at 40!

Making the Doctor Feel Better… With a New Smile!

Tearing Down Barriers with the Gift of A Smile!

Confidence, Self-Esteem, & Loving to Smile!

When You’ve Got It, Flaunt It!

A new Empress smile.

A new Empress confidence.

A new Empress beginning.

GUARANTEED!

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Restorations can be about what dentists and modern dental health care providers can do, patients will seek out what you offer esthetic restorative options to your patients. Becoming more educated about the dental technology that esthetic dentistry can provide, patients will become more demanding and will expect more from their dentists.

Sharing the winners' stories can help you offer esthetic restorative options to your patients. Sharing the life-changing effects of esthetic dentistry can provide.

To celebrate the life-changing impact that Empress Esthetic Cover Model Mania provided, IPS Empress Esthetic and Empress porcelain and Ivoclar Vivadent, a leading global manufacturer of dental materials, are proud to announce the winners of the 10 winning smile and lifestyle makeover campaign.

10 winning smile and lifestyle makeover teams were unveiled.

1. Gina Pozza (Not Shown) Dr. Timothy M. Meyer
2. Ulf Broda Aurum Ceramic Dental Laboratories
3. Laura Santucci (Not Shown) Dr. Bard J. Levey
4. John Lavicka Dental Ceramics Inc.
5. Juliet Neal Dr. Edward Lowe
6. Nelson Rego, CDT Smile Designs by Rego
7. Heather Wollenberg Dr. Paul R. Barnes
8. James Morehead Morehead and Associates Inc., Dental Ceramics
9. Brook Roberts Dr. Jeffrey M. Leinassar
10. Suzanne Warrington Microdental Laboratories

For years she dreamt about fixing her face. After meeting with her dentist, she held back and didn’t smile, not even to her best friend. She finally decided to try a new procedure to help improve her smile. She knew that she couldn’t fix her teeth by herself, so she went to the dentist and asked if there was a way to improve her smile. The dentist recommended a new procedure that could help improve her smile and she decided to try it.

When you travel the world working with patients from around the world, you learn very quickly that smiling can tear down barriers. It can touch lives in a simple way. People may not always be able to express their emotions in words, but a smile can speak volumes.

“Happy gift” of a smile to all she met. When you travel the world working with patients from around the world, you learn very quickly that smiling can tear down barriers. It can touch lives in a simple way. People may not always be able to express their emotions in words, but a smile can speak volumes.

Making the Doctor Feel Better... With a New Smile! After receiving her new Empress smile, the response has been amazing. She’s been complimented on her smile, the veneer was placed with adhesive resin cements, and Ivoclar Vivadent provides something for everyone.

For Mireille, who didn’t have a great smile, the results were incredible. She has a new smile and a new confidence.

Chipped, short, yellow and worn down teeth. It was time to do something about it. Julie’s Empress restorations without removing much of her own tooth structure at all, and the results speak for themselves. Julie’s Empress restorations without removing much of her own tooth structure at all, and the results speak for themselves.

A Perfect Smile for Less Than You Think!

When you travel the world working with patients from around the world, you learn very quickly that smiling can tear down barriers. It can touch lives in a simple way. People may not always be able to express their emotions in words, but a smile can speak volumes.

The Solution She Was Waiting For!

Remember, every smile is different and unique. Every smile is a gift. Don’t let someone else decide what your smile should look like. Remember, every smile is different and unique. Every smile is a gift. Don’t let someone else decide what your smile should look like.

For the young woman who’d NEVER thought about wearing braces as an adult was an agonizing thought, and the more she worked in Russia to start up new churches you could imagine being able to laugh out loud with the Gift of A Smile!

There’s a special bond between a dentist and her patient. As a dentist, you’re able to shape beauty as well as the face. It’s another when you do. Juliet had a new smile and she’s smiling more and more these days. After seeing her new smile, the response was amazing. She’s been complimented on her smile, the veneer was placed with adhesive resin cements, and Ivoclar Vivadent provides something for everyone.

IPS EMPRESS® THE ULTIMATE IN METAL-FREE ESTHETICS

**Empress®**

**Smile!**

Smile. It makes you feel good when you do it, it’s cute to see others smile back. It’s wonderful the way a healthy, smiling smile can affect someone’s whole attitude. Are you happy with your smile? Do you want to improve it? Empress restorations can change your life.

**What Can Empress Do for You?**

- **Venetian Crown:** Visit your dentist today and ask about Empress Crowns.
  - Unlike traditional porcelain crowns, Empress crowns are available in a range of shades that will look natural and blend with your existing teeth.
- **Bridges:** Visit your dentist today and ask about Empress Bridges.
  - Bridges are used to replace missing teeth and can be made of metal, porcelain, or a combination of both. Empress Bridges offer a natural look and feel.
- **Veneers:** Visit your dentist today and ask about Empress Veneers.
  - Veneers are thin shells of瓷material that are cemented to the front of your teeth to improve their appearance.
- **Inlays/Onlays:** Visit your dentist today and ask about Empress Inlays/Onlays.
  - Inlays and onlays are used to repair damaged teeth and can be made of porcelain, metal, or a combination of both. Empress Inlays/Onlays offer a natural look and feel.
- **Crowns:** Visit your dentist today and ask about Empress Crowns.
  - Crowns are used to protect and strengthen weakened teeth or to improve the appearance of discolored or damaged teeth.
- **Bridges:** Visit your dentist today and ask about Empress Bridges.
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**Changes for Today, Tomorrow & Beyond**

Implant dentistry has been what people have been waiting for. It is a way for people to have a beautiful smile and a quality of life they may not have thought possible. Empress is a metal-free alternative for people who want a new start in life. It can be used to make your smile look and feel natural, giving you back your confidence and a whole fresh start.

Ask your dentist what an Empress smile can do for you today.
Empress® IPS Empress®

The Ultimate in Metal-Free Esthetics

Empress is a metal-free restorative available for almost 20 years. And, Empress has made it happen. Changes for Today, Tomorrow & Beyond

Empress restorations-whether veneers, crowns, inlays/onlays or bridges-can be used by your dentist to correct a variety of dental conditions, including discolored teeth, crooked teeth, broken teeth or improve the overall appearance of your smile. Veneers are custom-made, thin ceramic shells that are placed on the front of your teeth using very strong cement. They will take care of your smile and make it perfect. Invisible to the naked eye, they are made of ceramic that fit perfectly into place around your gumline. You won't see a black tell-tale dark line between a metal and a dental restoration that increases the look of your teeth and the clinical success rate.

Crowns, sometimes called caps, are cemented into your natural tooth. They are used by dentists when a tooth has had extensive damage, or is too weak. Empress Crowns are a metal-free, all-ceramic material that dentists around the world are using to make their patients smile. If you are unhappy with your teeth and would like to close spaces, repair chipped or broken teeth or improve the overall look and feel of your teeth, Empress is what you’ve been looking for. They are so pleased with the results, and how painless the process was. In fact, they are wondering why they waited so long. In most cases, only minimal amounts of their own natural tooth structure were removed between visits, a ceramist at a dental laboratory will custom-create your restorations to meet your expectations and the clinical successes are backed by hundreds of scientific studies. In fact, clinical success rate proves that Empress restorations-whether veneers, crowns, inlays/onlays or bridges-can be used by your dentist to correct a variety of dental conditions, including discolored teeth, crooked teeth, broken teeth or improve the overall appearance of your smile. Veneers are custom-made, thin ceramic shells that are placed on the front of your teeth using very strong cement. They will take care of your smile and make it perfect. Invisible to the naked eye, they are made of ceramic that fit perfectly into place around your gumline. You won't see a black tell-tale dark line between a metal and a dental restoration that increases the look of your teeth and the clinical success rate.

Empress Inlays/Onlays

Inlays and onlays are custom-created pieces of ceramic that fit perfectly into place to close spaces and treat a variety of dental conditions, such as missing teeth, extensive cavities or large fillings, extensive cavities or old fillings. They are cemented into your natural tooth and are held into place by two porcelain coverings cemented into the look of your smile, and make it perfect. Invisible to the naked eye, they are made of ceramic that fit perfectly into place around your gumline. You won't see a black tell-tale dark line between a metal and a dental restoration that increases the look of your teeth and the clinical success rate.

Empress Bridges

Bridges are all-ceramic restorations that dramatically change your life. Each one tells a different story, changing your smile can change your life. These patients are living proof that Empress veneers look and feel natural, giving them a natural look. The smile of your dreams could be in So Little Time. Ask your dentist today what an Empress smile can do for you.

Ask your dentist today what an Empress smile can do for you.

Available from your trusted IPS Empress Laboratory.