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FOR IMMEDIATE RELEASE

DDS Lab Is a Certified Provider of IPS e.max

Lab combines expertise with innovative material to offer unsurpassed porcelain crown options

Tampa, FL (May 21, 2008) – DDS Lab just received certification from Ivoclar Vivadent to fabricate dental prosthetics with its IPS e.max® all-ceramic crown and bridge material. IPS e.max offers outstanding, life-like aesthetics using multiple fabrication techniques that provide optimal strength and fit. “We’re so proud to be a certified manufacturer of Ivoclar Vivident’s IPS e.max line,” said Amy Ceresa, president of DDS Lab. “The strength and durability of IPS e.max material enables our dentists to more effectively address complex combinations cases.”

Combination cases that require multiple restorations are ideal for incorporating a restorative material like IPS e.max as it enables integrated, seamless fabrication for a full range of restorations. “For laboratory ceramists who work closely with dentists, IPS e.max enables versatile processing. It’s indicated for placement in all areas of the mouth where specific considerations are required,” noted Rob Bergman, CDT, crown and bridge manager at DDS Lab.

With gold prices on the rise, the demand for competitively-priced, all-ceramic restorations has increased considerably over the past few years. The superior strength provided by IPS e.max crown and bridge material has increased use of these types of restorations in aesthetic dentistry, even for posterior restorations. Additionally, IPS e.max gives dentists the ability to provide individual restorations that exhibit impeccable aesthetics and mechanical stability.

The benefits of IPS e.max include multiple levels of opacity and translucency, as well as predictable shade matching. The metal-free, glass-ceramic, high-strength material can be combined with zirconia substructure for added strength and can be used with both conventional and adhesive cementation techniques.

DDS Lab (www.ddslabsolutions.com) is a full-service dental laboratory specializing in crown and bridgework, dentures, partials, implant restorations and attachments. DDS Lab brings together the essential elements of quality products, technology, value and partnership to bring dentists laboratory solutions that fit. The company is headquartered in Tampa, Florida.

Ivoclar Vivadent (www.ivoclarvivident.us) is a worldwide leading manufacturer of dental material systems for quality aesthetic dentistry. The company operates in over 100 countries around the world. IPS e.max is a registered trademark of Ivoclar Vivadent.

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