SureSmile aligner: clear aligner solution for all clinicians premiered at Dentsply Sirona World in Orlando

Start with a digital impression, take a 2D or 3D Image, upload patient photos, approve the treatment plan, and have aligners produced – done. Powered by the most advanced treatment planning software and smile design technology, SureSmile full service aligners are a clinically proven, clinician controlled offering that all dental professionals in the US will be able to offer to their patients. Comprehensive clinical experience combined with linking X-ray and smile photo images with digital model data results in a higher degree of predictability and ideal aesthetic outcomes.

York/Salzburg, September 17, 2018. Fully digital, maximum flexibility: The new SureSmile aligners by Dentsply Sirona are designed and produced based on a digital impression scan and 2D or 3D imaging. The newly designed Elemetrix software is used, where all the data, including a photo of the patient’s face, are uploaded. An interactive diagnostic tool registers the digital treatment plan to the patient photo to ensure an ideal smile design.

During the Ultimate Dental Meeting in Orlando, Dentsply Sirona presented this concept for US market release (other markets to follow in 2019) and will enable all clinicians to benefit from this new clear aligner alternative. With the new product, orthodontists as well as general practitioners will be able to offer patients more treatment options and different price models with one versatile platform. To ensure maximum flexibility, SureSmile aligners are available with choices ranging from all-inclusive pricing to pay-per-aligner, as well as in-office “DIY” aligner design.

SureSmile aligners are designed and fabricated at a Dallas TX TechCenter, that employs clinicians and advanced digital technicians with decades of 3D model experience. Automated staging and attachment placement ensure a high plan acceptance rate. And, unlike traditional, one-size-fits-all approach, the clinician remains in control and, in particular, has the discretion to design an aligner that fits the patient. This is due to the fact that even when ordering the design and production, the practitioner may intervene in the Elemetrix software, if desired, to drive patient customization.

Comprehensive clinical experience in digital workflow

The new SureSmile aligners are also based on many years of clinical experience at OraMetrix, a digital pioneer now part of Dentsply Sirona, with a rich history of using advanced robotics for bending arch wires and developers of the SureSmile platform, the most advanced orthodontic treatment planning system. In fact, a study published by the University of

Press contact

Caroline Weaver
Senior Marketing Communication Manager
Dentsply Sirona Orthodontics
7290 26th Court East
Sarasota, FL 34243
Telephone 941-554-5019
caroline.weaver@dentsplysirona.com

Marion Par-Weixlberger
Director of Public Relations & Corporate Communications Manager
Sirona Straße 1
5071 Wals bei Salzburg, Austria
T +43 (0) 662 2450-588
F +43 (0) 662 2450-540
marion.par-weixlberger@dentsplysirona.com

Anna-Maria Dillinger
MSL
Otto-Meßmer-Straße 1
60314 Frankfurt, Germany
T +49 (0) 69 6612456-8341
anna-maria.dillinger@mslgroup.com
www.mslgroup.de

About Dentsply Sirona:
Dentsply Sirona is the world’s largest manufacturer of professional dental products and technologies, with over a century of innovation and service to the dental industry and patients worldwide. Dentsply Sirona develops, manufactures, and markets a comprehensive solutions offering including dental and oral health products as well as other consumable medical devices under a strong portfolio of world class brands. As The Dental Solutions Company™ Dentsply Sirona’s products provide innovative, high-quality and effective solutions to advance patient care and deliver better, safer and faster dental care. Dentsply Sirona’s global headquarters is located in York, Pennsylvania, and the international headquarters is based in Salzburg, Austria. The company’s shares are listed in the United States on NASDAQ under the symbol XRAY. Visit www.dentsplysirona.com for more information about Dentsply Sirona and its products.
Minnesota, US, indicated that SureSmile CAD models were the most accurate measured.1

This end-to-end digital workflow is supported by the CEREC Omnicam, with which – thanks to the CEREC Ortho software – the orthodontist can perform a guided full-jaw scan. Physical models are no longer necessary. To perform diagnostic analysis imaging systems such as the Orthophos SL can be used.

"Our goal was to design a full-service product for all clinicians, delivering a clinically proven and clinician controlled clear aligner system," states Brad Clatt, Group Vice President Orthodontics at Dentsply Sirona. "The unique linking of Ceph to 3D model and smile photo enables more biologically achievable results that support faster treatment time. The clinician has ultimate control over the treatment plan with a comprehensive tool kit that allows for full personalization as no two patients are alike."

Powered by the Elemetrix Platform, the system is open and accepts all STL files, but preferred alongside the CEREC Omnicam. One software platform delivers dental professionals multiple treatment options: fabricated clear aligners, in-office designed aligners and indirect bonding. Finally, clinicians have a flexible product to offer patients different treatment options and different price models for the modern practice.

SureSmile aligners are now available in the US, Canada, Australia, New Zealand and select European countries. Due to various certification and registration periods, the products might not be immediately available in all countries.

IMAGES

are available to > download on the website.

---