

**ATLAS
Narrow-Body
Implants**

Dentatus AB:
+46-8-546 509 00

Dentatus USA:
212-481-1010
800-323-3136

**Denture Wearers Can Now Have Comfortable,
Confident and Pain-Free Smiles**

*Website helps patients find locations for affordable, non-
invasive, 1-visit procedure*

New York, New York... There's now a reliable and affordable way for Americans wearing lower dentures to get the comfort and confidence they need to live satisfying lives—all without costly or debilitating surgery. Thanks to the Atlas® Denture Comfort™ procedure, millions of people who are suffering with the pain, embarrassment, and disabilities that come from dentures that don't fit properly can receive state-of-the-art Atlas narrow-body implants at a fraction of the cost for traditional implants, right in their own hometown.

Beginning December 1st, denture wearers can find a qualified dentist anywhere in the U.S. who performs the clinically proven Atlas Denture Comfort procedure by going to www.DentureComfort.com. The website also contains useful information about the procedure, answers to frequently asked questions, and interesting facts about the health and life-changing benefits that patients experience when their dentures are retained by the Atlas implants, which are proprietary products of Dentatus USA, Ltd.

According to Gordon J. Christensen, DDS, MSD, PhD, co-founder and senior consultant of the highly respected Clinical Research Associates (CRA) Foundation and founder and director of Practical Clinical Courses (PCC), it is estimated that 90% of the people wearing lower dentures are not satisfied with them as a result of minimal bone presence and resultant poor fit; most people, however, are satisfied with their upper dentures. Although many of these lower denture wearers could be helped with conventional (4 mm or larger) implants, that procedure is more involved and lengthier.

For more information, contact:

Nita Weissman Okamoto President, Dentatus Implant Division Dentatus USA, Ltd. 800-323-3136

“Compared to procedures for larger implants, the narrow body implant procedure, available from several companies, is non-invasive and more convenient because the implants can be immediately loaded,” Christensen explains. “They can be placed less expensively because they are simple to place, and they cost less coming from the manufacturer.”

The Denture Comfort procedure was developed by Dentatus USA, Ltd. in conjunction with world-renown researchers at New York University College of Dentistry, (NYUCD) Department of Implant Dentistry, to be a simple and affordable alternative to traditional, larger implant-supported dentures. It requires no surgical incision and no sutures—both of which are typical for wider, more conventional implants—and it can be performed in the office of a patient’s general dentist in only 45 minutes to one hour; only local anesthesia is required. What’s more, the patient can walk out of the office wearing their refitted denture right away.

Janina, a 67-year-old woman from New York City, is a prime example. “The minute after I underwent the procedure, I was in seventh heaven. I became a different person; I feel wonderful; and I am very happy with myself and how others compliment the way I look,” says Janina, who suffered horribly for 10 years. “Before having this easy procedure performed, I wasn’t able to wear my dentures because they hurt so badly, so I would take them out all the time, and that made me self-conscious of how I looked.” That uncomfortable denture ultimately caused sores and infections in her lower jaw, leaving her unable to chew, eat, or open her mouth fully. Thinking that this was just how it was supposed to be, Janina never told anyone about her pain and inability to function. All of that changed a year ago when a friend suggested she be seen by the dentists at NYUCD.

“I am not afraid to smile or talk or eat what I want, and I am not ashamed of how I look anymore. It’s amazing,” admits Janina, who was able to chew and enjoy a delicious steak for the first time after receiving the Atlas implants that keep her denture securely in place. “If someone is having problems, I would tell them to check it [the Denture Comfort procedure] out.”

Denture Comfort costs only \$1,500 to \$2,500 for the entire procedure when the patient’s existing denture is used. Conventional implant procedures cost a minimum of \$7,000! And, unlike conventional implant procedures, the ultra-small Atlas implants (only 2.2 mm or 2.4 mm) are for people who have narrow ridges; if they’ve been turned away from other implant procedures, they can benefit from this latest development. “Many fully edentulous [completely toothless] patients wearing full dentures are retired and living on a fixed income, or they are low level income earners; in other words, the working poor,” explains Dennis P. Tarnow, DDS, professor and chairman of the department of implant dentistry at New York University College of Dentistry. “The Denture Comfort procedure is ideal for these patients because of the lower expense involved and its non-invasive nature. It will help stop the bone loss in the jaw, prevent the pounding of the ridge by the denture, and overall save these people from becoming denture cripples.”

Nels Ewoldsen, DDS, MSD, a clinical researcher for DENTSPLY Prosthetics, explains that implants used to secure loose lower dentures have been shown to preserve bone. Bone preservation, he says, becomes increasingly important as the denture wearing population in the U.S. ages.

“It is generally known, particularly in females, that bone mass lessens with age,” Ewoldsen says. “It decreases remarkably in the edentulous lower jaw, so if we can place implants here and preserve some bone, these people are going to be better off.” The Denture Comfort procedure consists of placing four Atlas narrow-bodied titanium alloy implants into the toothless jaw, usually toward the front. Then, Denture Comfort’s cushioning silicone relining material—Tuf-Link™—is placed inside the denture to fit snugly over and around the short, protruding heads of the Atlas implants so that the person’s denture can be securely and confidently retained. The result is a comfortable fit and optimal retention—all with a less invasive procedure and without the bank-breaking expense.

“The surgical intervention process for placing the Atlas Denture Comfort implants is truly minimally invasive—meaning, there are no stitches,” Ewoldsen says. “When this procedure is performed, the patient experiences a minimal amount of swelling because it is so minimally invasive.”

According to Christensen, people who have had a typical lower denture may often experience high dissatisfaction, a shrunken face, an inability to keep the dentures in place, and embarrassment. Then, when they’ve received narrow body implants to retain their lower dentures, they evolve from that state to one of near normalcy—feeling better about their facial appearance and their ability to chew food. “We see a change in their life, not just a change in how they chew or function,” Christensen observes. “They feel younger and have higher self-esteem.”

Stories such as this are being shared all over the United States as people of any age who wear lower dentures regain their confidence, comfort and abilities with stabilized dentures after undergoing the Denture Comfort procedure. Steven Lynn, DDS, who maintains a private practice focusing on family dentistry in Bloomington, Indiana, still remembers the first hug he received from a patient one year ago after she’d been given back her ability to function and smile normally. Lynn recalls that this particular woman was older, had been without her teeth or comfortable use of her denture for a number of years, and couldn’t afford regular implants. Now, after the Denture Comfort procedure, she’s very pleased. “The hardest part for me is assuring patients that this procedure will work because other dentists they may have seen don’t know about it or aren’t offering it,” Lynn confesses. “But when you know you have helped your patients—when you see how miserable they’ve been from wearing dentures that don’t fit—and you can offer them this

affordable, effective way to regain their comfort and confidence, it's just marvelous." Lynn had tried other implant alternatives but wanted to find a solution that would be more affordable and acceptable to his patients. The Denture Comfort procedure, he believes, represents a reasonable, effective, and affordable way for him to create a stable platform for his patients with lower dentures, one that enables them to function normally. What's more, from his clinical perspective as a dentist, the procedure is easy once a dentist takes the proper training courses.

"Several companies manufacture and provide small-diameter implants. For a healthy patient with adequate bone present, surgically oriented general dentists should be able to place these [narrow body implants] with minimal difficulty," Christensen says. "So, if the patient is healthy with adequate bone, and the dentist has the surgical experience and likes to perform this type of procedure, there is no reason the general dentist can't do it."

Most general dentists, even today, are still not placing conventional implants, comments Keith D. Rossein, DDS, editor/publisher of *Implant News & Views*. With the Denture Comfort technique, smaller implants are placed only in the anterior of the lower jaw, so it is much less technique sensitive or invasive, and it's something that most general dentists can do.

"Most patients don't like to be referred to other dentists; they have trust in their general dentist and don't want to go somewhere else," Rossein explains. "This procedure is something general dentists can be offering to their patients in order to provide them with better retention, better support, better cushioning effect, and better stabilization of the existing denture."

"This is a minimally invasive procedure, and the process for securing the denture to the implants is less complicated than it is for any other small diameter implants currently marketed," Ewoldsen says. "The fact that you can fit a denture to the Atlas Denture Comfort implants more simply, with less hardware, with fewer steps—in addition to the procedure being non-invasive—is what attracts me to it."

For more information about the Atlas Denture Comfort procedure, visit www.DentureComfort.com, or call Nita Weissman at 1-800-323-3136.

###