The removable industry continues to grow, making this a great time to partner with an Authorized Ivoclar Vivadent Removable Lab and to add removable services to your practice. Ivoclar Vivadent has been a leader in removable for years, and through the company’s Smile Design Kit, the Ivoclar Vivadent Removable System and the resources available on morethanadenture.com/pro, you’ll be prepared to offer the best materials and most advanced techniques in your practice—leading to predictable, beautiful dentures even your most demanding patients will love.
As a dentist, you’re always looking for new ways to grow your practice and your income. You want to keep honing your craft, and to offer a variety of services that not only attract new patients, but that also meet your current patients’ needs. Learning new techniques and procedures is a great way to do both, while also increasing production in your practice and filling up any down time you have in your schedule—not to mention making dentistry more fun and exciting for you and your team.

Many dentists are now turning to removable prosthetics as one of these new services. As the population continues to age, more and more people will need dentures. Today, the average life expectancy is 78 years, and that number is continuing to grow, with life expectancy predicted to hit 90 years by 2050.

As life expectancy increases, so will the number of people in the population who are 65 and older—the most likely candidates for dentures. In 2000, 268 million people were 65 or older. By the year 2030, that number is expected to reach 309 million.

Looking at these numbers, it’s no surprise that the removables industry is expected to grow in the next 20-30 years—and it’s already pretty large today. In fact, according to the American College of Prosthodontists, there are more than 35 million edentulous Americans—with 90 percent of those 35 million people wearing dentures, and 15 percent of them buying dentures every year. Within the geriatric population, the ratio of edentulous individuals is 2 to 1, with about 23 million completely edentulous and 12 million edentulous in one arch.

Not only is the number of edentulous people in the U.S. rising, so is the number of those who are partially edentulous, which is expected to increase to 200 million in the next 15 years. Today, 178 million people are missing at least one tooth.

These numbers tell a compelling story. There is a huge opportunity for dentists to capitalize on the growing removables market, and now is the time to get started—even if you’ve never thought about offering dentures in your practice before.

Not only is the demand increasing, the materials and techniques are improving. You can now create beautiful dentures that stand up to any cosmetic smile design case. You just need the right materials, tools and techniques to make it happen—along with a good relationship with a top-notch lab, such as an Authorized Ivoclar Vivadent Removable Lab. With this combination, you can offer your patients dentures that go far beyond traditional removables—dentures that will not only function properly, but that will also give your patients a beautiful, confident smile.
What patients want

While the demand for dentures is increasing, so are patient expectations. They’re not happy with the traditional option and want something more—opening up a huge opportunity for dentists who have the materials, tools, know-how and lab support to create durable, yet beautiful, dentures.

A recent consumer denture survey, prepared by Cornerstone Research and Marketing, found that of the 426 denture-wearers surveyed, 48 percent of them said they were unhappy with their current denture—and only 5 percent were completely satisfied. So what exactly made them unhappy with their dentures? At 77 percent, most respondents wanted to improve the comfort of their denture, while 49 percent wanted to change the appearance.

Comfort and esthetics are huge considerations for patients who need dentures, and there are many reasons patients leave their dentist’s office unhappy with how their dentures look. What are some of those reasons? According to the survey, 46 percent of respondents didn’t like their facial appearance or lip support, 42 percent didn’t like their teeth position, and 38 percent said the gums/pink acrylic didn’t look natural. Only 9 percent were completely satisfied with the overall appearance.

These numbers may be a little disheartening, but they should also serve as an inspiration. The evolving removables industry presents a huge opportunity for you to not only grow your practice income, but to also provide patients with esthetic dentures that enhance their lifestyle—making it easier for them to eat, speak and smile with confidence. And, according to this survey, patients are willing to pay for it.

In fact, 76 percent of respondents said they’d pay more for a denture that fits better, 63 percent said they would pay more for a denture that looks like natural teeth and 71 percent indicated they would pay more for a denture that resists staining, plaque, odor absorption and bacterial growth.

Denture patients also want choice—but, according to this survey, they’re not getting it. Almost half—47 percent—were not familiar with various options in denture quality and esthetics. What’s worse, 54 percent weren’t given any options by their dentist.

Many of these survey respondents plan to purchase a denture soon—36 percent in less than a year and 13 percent when their dentist tells them it’s time. And because so many of these patients are unhappy, they’re going to be looking for better options.

The results of this survey are staggering, and clearly shows many patients just aren’t happy with their dentures. They want more, and they’re willing to pay for it. But they also need education, and to be aware of and understand their choices. Now is the time to take advantage of this opportunity by incorporating new products and materials into your practice, educating your patients and providing them with reliable options. Partnering with a high-quality Authorized Ivoclar Vivadent Removable Lab is another important step in creating the beautiful, functional dentures your patients deserve, and growing your practice income at the same time.
Tips from Dr. John Nosti

Dr. John Nosti, who practices at Advanced Cosmetic and General Dentistry in both New Jersey and New York, is passionate about offering patients beautiful, dependable dentures—and about helping other dentists to do the same. Through his CE courses and articles, Dr. Nosti shares tips and tricks to providing patients with high-quality removable prosthetics they’ll love.

His first tip? Apply smile design principals to denture cases. This not only makes denture cases faster, more predictable and profitable, it also makes them more fun. To get started, he suggests investing in Ivoclar Vivadent’s Smile Design Kit and to use the Ivoclar Vivadent Removable System in your practice to provide a comprehensive systematic approach to removable dentistry. The kit is an important part of that approach, and includes the tools you’ll need to provide better records to your lab, and that will lead to improved appearance and fit. You can learn more about the Ivoclar Removable System and its benefits at morethanadenture.com/pro, a website committed to helping dentists provide patients with quality, esthetic and predictable restorative solutions.

The kit features three key products that you should use during the first visit: The papillameter, the denture gauge and the centric tray. These tools require you to add a few extra steps to that first visit, but they’ll also enable you to provide your lab with the most accurate information possible, and that will mean faster, more predictable second, third and fourth visits.

THE PAPILLAMETER.

If the patient doesn’t already have a denture, after you take impressions, you’ll use the papillameter to measure the length of the patient’s lip relative to the incisive papilla both at rest and while smiling. Providing this information to the lab will help ensure the gingival contours won’t be excessively displayed when the patient smiles, and that the selected teeth are a sufficient length.

Why is this so important? Without a papillameter measurement the laboratory has to rely on average values to create the wax rims. A stock maxillary rim normally provided by a laboratory measure 22mm. Dr. Nosti has treated patients with very different measurements, both at rest and while smiling. He’s treated a patient with a 19 mm at rest lip line, and one with a 7.5 mm measurement. These patients need very different maxillary wax rims for optimal esthetics, and these measurements will help your lab technician create a custom maxillary wax rim called an “Esthetic Control Base” that is nearly perfect when the patient’s lip is at rest. If you don’t measure, there’s a good chance you’ll either spend time cutting or adding wax during the esthetic evaluation appointment.
THE DENTURE GAUGE.

If the patient already has a denture she likes and doesn’t want to part with it so you can send it to your lab, you can use the denture gauge to accurately and efficiently evaluate that denture, and then communicate the measurements to your lab. This is more effective than simply taking an impression of the denture, and will help ensure your lab knows exactly what to do to create a new denture that will not only look exactly the same, but also will fit the patient perfectly.

THE CENTRIC TRAY.

The last thing you’ll need to do at the first visit is employ the centric tray, which is designed to provide a fast preliminary reading of the Centric and Vertical Dimension Record. It also provides a predictable means of communicating “jaw relationship” to your lab before fabrication of the wax bite rims.

When you order the bite rims based on all these readings and results from the centric tray, you’ll have a more successful second visit, where you’ll do your final Centric and Vertical Dimension Record and talk with patients about esthetics and how they want the denture to look in their mouth. This is where you determine what adjustments need to be made (and you can use other tools from the Smile Design Kit to help take measurements and communicate any adjustments to the lab). This of course will lead to a more successful wax try-in during the third visit, and a happy patient when it’s time to deliver the denture during the fourth visit.

DID YOU KNOW...

Partial edentulism affects the majority of adult Americans.

Standard dentures VS. Premium dentures
Throughout the process, it’s important to know exactly what a patient is looking for in a denture. Does she want a natural-looking smile, or a cosmetic smile? How much teeth does she want to show when she smiles? How much of the gum line? Before you can deliver results patients will be happy with, you have to know exactly what they expect and want from their dentures. You also have to give them choices.

Dr. Nosti offers his patients both natural and cosmetic options. Some patients don’t want people to know they’re wearing dentures, so they’re looking for a softer option that’s more true to how their natural teeth would look. They want translucency and natural morphology. Other patients want a more cosmetic result. They want a dazzling, bright smile that will rival any celebrity’s. These are both viable options that you can offer in your practice as long as you have the right tools and a strong relationship with your lab.

Dr. Nosti also doesn’t leave tooth selection to the lab. He sits down with his patients to determine tooth selection, and then tells his lab exactly what his patients expect in the denture. Some may want a soft look, while others prefer a bold look. Dr. Nosti uses Phonares denture teeth from Ivoclar Vivadent because this option delivers natural-looking teeth he knows even his most demanding patients will love, no matter what look they prefer. With Phonares you can also pick a universal look, as well as size and age appropriate finishes.

Dr. Nosti recently treated a patient named Sophia, and directed his lab to create both natural and cosmetic options. You can clearly see the difference between the two, and why a patient who wants a natural look may not be happy with a cosmetic result. While they both deliver great outcomes, talk to your patients about their expectations before choosing for them. Educate them during the process, and direct them to morethanadenture.com, the consumer side of morethanadenture.com/pro, for even more information on Ivoclar Vivadent dentures and the entire process. Once they know what’s available, they’ll be able to tell you what they want, which will help you and your lab deliver the end result your patients truly desire.

Dr. Nosti also recently treated Anna, a part time sales associate from Sewell, New Jersey. She’d spent years trying to fix or adjust ill-fitting dentures on her own, and finally decided to ask Dr. Nosti to help her find a better alternative. She was tired of her dentures hindering both her professional and personal life, and was ready to find comfortable dentures that didn’t hold her back. She no longer wanted to feel like she needed to cover her mouth when she smiled; she wanted a smile she could be proud of.

After Dr. Nosti created her new set of dentures, she was thrilled with the esthetic result, but wasn’t prepared for the dramatic shift in her bite and jaw position. She’d worn poorly fitting dentures for so long, it made it difficult to adjust to her new, properly fitting dentures. She was worried about being able to speak and eat comfortably, so Dr. Nosti encouraged her to visit the practice as often as she needed for adjustments. She sometimes stopped in several times a week, but the effort was worth it. With help from Dr. Nosti and his team, Anna soon had dentures that not only looked great, but that felt great, too.

Dr. Nosti also gave Anna a choice between natural dentures and cosmetic dentures, and worked closely with her and his lab to create her perfect smile. You can do the same at your practice, and create results that rival your most beautiful smile design cases. You can clearly see the difference between what traditional denture procedures offer, and what you can achieve with the tools found in Ivoclar Vivadent’s Smile Design Kit and by using the Ivoclar Removable System. If you learn these procedures, it will not only set your practice apart, you’ll have happier patients to show for your efforts.
The benefits of Phonares

Dr. Nosti uses Ivoclar Vivadent’s Phonares denture teeth in his practice because of their strength and esthetics. Phonares is a Nano Hybrid Composite that offers exceptional wear resistance and lifelike results. Patients can choose from soft, bold and universal molds as well as universal, youthful and mature age options. This enables patients to get the strong, functional, beautiful dentures they’re after. When you use Phonares, your denture cases should be able to stand up to any of your ceramic cases—something many dentists never thought was possible.

The Phonares line of denture teeth not only closely replicates natural dentition in shape and surface texture, the teeth also feature a harmonious four-layer design and beautiful opalescence and fluorescence. The nano-hybrid composite material the teeth are made of is what gives them extraordinarily high wear resistance. The SR Phonares NHC anterior teeth molds can be used in complete and partial denture prosthetics, and this strong material is also a great option when placing implant-supported dentures. As these dentures are not supported by soft tissue, the masticatory forces are fully transferred to the materials used in the restorative process—exposing them to very high levels of stress. Bottom line: These denture teeth offer improved wear resistance, optimal fracture resistance and natural esthetics. Also available from Ivoclar Vivadent and made from the same NHC material is the PhysioStar® line of denture teeth.

The IvoBase Injector

Finding the right lab also plays a huge role in the success of your denture cases. If you use the Smile Design Kit and the Ivoclar Vivadent Removable System to provide your Authorized Ivoclar Vivadent Removable Lab with the most accurate measurements and all the information they need, they’ll send you a beautiful, strong denture that will enable patients to eat without pain or discomfort, to talk normally and to show off their smile with pride.

When looking for a removables lab, which you can find on morethanadenture.com/pro, you can choose a lab that uses the original IvoCap® or new IvoBase® processing system from Ivoclar Vivadent. The IvoBase and IvoCap systems permit fully automated, controlled injection and polymerization of IvoBase and IvoCap PMMA resins. During the processing cycle, the patented smart thermo-management technology of these systems compensate for shrinkage of the acrylic. The result is a denture base with outstanding accuracy, density and strength.

When labs use the standard heat cure pack and press method of processing, you’ll see a denture base acrylic shrinkage rate of between 6-7 percent. If you prescribe IvoBase or IvoCap for processing, that shrinkage rate will decrease to almost nothing at .25 percent—and that means you’ll have an accurate fit when the patient comes in for delivery. You won’t have to worry about needing to reline because the fit is way off. Other benefits include a residual monomer of less than 1 percent, twice the flexural strength of traditional processing and a dense, non-porous surface that prevents absorption and bacteria growth.

Labs that use the IvoBase system are more efficient because they don’t have to worry about traditional acrylic packing. The material is pre-measured and nearly impossible to mix incorrectly. The injection technique is foolproof, and that results in improved quality and fewer in-lab repairs—and you get to pass those benefits on to your patients.
Finding a quality lab

Finding a quality lab that you can truly partner with may feel like a daunting task, but Ivoclar Vivadent has made it easy for you. If you visit morethanadenture.com/pro, you can find Authorized Ivoclar Vivadent Removable Labs that offer IvoBase or IvoCap processing, as well as other Ivoclar Vivadent products. There are more than 200 labs listed, as well as educational resources about the Ivoclar Vivadent Removable System. You’ll find everything you need to know about the newest materials and processes available, and this will help you present quality options to your patients. If you need help marketing these services, you can find that support from on morethanadenture.com/pro as well.

On the consumer side, morethanadenture.com is filled with resources designed to help patients become familiar with Ivoclar Vivadent dentures and what they can expect during the entire process. The website features testimonials from happy patients, as well as a resource section and FAQs for patients who want to learn more about the system and the experience.

It’s time for a change

To create the high-quality dentures your patients want and deserve, you have to focus on fit, function and esthetics over price. Use quality materials like Ivoclar Vivadent’s Phonares or PhysioStar denture teeth, both made from Nano Hybrid Composite material, for enhanced esthetics. Also use tools from the Smile Design Kit to achieve the perfect fit and the look your patients want. Finally, partner with a strong lab, such as an Authorized Ivoclar Vivadent Removable Lab that offers IvoBase or IvoCap processing, and who understands that you’re working together to create much more than a denture. You’re creating a smile.

There’s no question the removables industry will continue to grow. The demand for high-quality dentures will only get stronger, making this a great time to add denture services to your practice, or to improve the services you already offer. You can start by visiting morethanadenture.com/pro for more information about the products available, investing in Ivoclar Vivadent’s Smile Design Kit, following the Ivoclar Vivadent Removable System and partnering with an Authorized Ivoclar Vivadent Removable Lab.

Once everything’s in place, you’ll reap the financial benefits of offering quality removables services, while giving your patients the chance to experience what it’s like to wear a comfortable, beautiful denture that not only enables them to eat and talk normally again, but that also gives them their smile back.

Encourage your patients to visit morethanadenture.com for details on the Ivoclar Vivadent denture and what to expect during the process.