



WORLD
LEADERS IN
INNOVATIVE
ESTHETIC
DENTAL
SOLUTIONS

now all smiles can be this

beautiful

40
ANNIVERSARY
Nobel Biocare™



“it’s time to give
all your patients exactly
what they want –
beautiful teeth now™!”

Esthetic dentistry is an idea whose day has come. With the enormous advances in implant dentistry, there has never been a more exciting time to be a dentist. More and more people now think of beautiful fully functioning teeth as their birthright – and our industry is at last in a position to deliver.

Together, modern dental professionals and Nobel Biocare – the pioneering world leader of the field – can confidently answer this demand. We now have all the solutions we need for creating healthy happy patients.



*Heliane Canepa
President and CEO*

the present is something to

smile about

40 years of excellence

It's 40 years since Professor Brånemark made the revolutionary breakthrough behind modern implant technology. In 1965 he treated his first patient, Gösta Larsson. Since then, several million dental implants have been placed in patients around the world. And, as keepers of Professor Brånemark's heritage, Nobel Biocare has been at the forefront of every scientific innovation in this area.

We now also lead the world in esthetic dentistry. We're the only company with an integrated offer of crowns, bridges and implants (C&B&I). And we can provide you with products, procedures, continuing education, support and comprehensive academic research that are simply unequaled anywhere.

how can we help you?

Our goal is to give you everything you need. So you can give your patients everything they want. We offer a complete suite of solutions for every indication you could possibly encounter. And Nobel Biocare delivers on every level. **You decide – we provide.**

We're a one-stop shop for products, training and clinically documented treatment concepts. We supply leading-edge implant systems. And we're the only company to offer a complete service from start to finish – one seamless procedure using



*Clinical case courtesy of
Dr. Iñaki Gamborena*



our unique Procera® System. This takes you from 3D planning to fully guided surgery, right through to customized ceramic restoration. As much or as little as you need.

All of which combines to produce the industry's strongest and most gratifying end result. A satisfied patient with beautiful teeth.

we give you the confidence to promise patients:

- Minimal chair-time
- Minimally invasive surgery
- Virtually pain-free procedures
- Graftless procedures

- Soft Tissue Integration™
- Immediate Function™
- Predictable results

In short, the most convincing, beautiful and delighted smile in the world.

**you build their teeth.
smiling patients build
your reputation**

The comfort isn't just confined to the patient. We'll train you in our easy-to-use technologies, so you can perform all the procedures yourself if you wish. Plus, reduced chair-time means you can treat more patients every day. These 2 factors alone will increase your productivity at a stroke.

But it's the high quality of our solutions that makes the real difference. Technically, biologically and esthetically, Nobel Biocare's standards are unsurpassed. No wonder we deliver perfect results from the root all the way to the tooth surface.

you build your practice

Of course, happy patients are their own reward. But they are also a big financial one. Nobel Biocare helps you build a healthier, more satisfying and much more profitable business around the creation of beautiful teeth.



our knowledge and innovation underpin

your future

We're constantly searching for better ways to approach the situations that face you. Our R&D investment and pace is the envy of our competitors. We collaborate with academic institutions all over the world. And we spend nearly 5% of revenue on this vital area. With revenue increasing so much, we're now spending more on research than ever before.

Overall, Nobel Biocare supports more scientific studies annually than all the competition combined. We support this with internal Vision Teams and professional Advisory Boards. We also have a strong tradition of working with the inventors themselves. This commitment guarantees the future for all of us will be brighter still.

Nobel Biocare's milestones

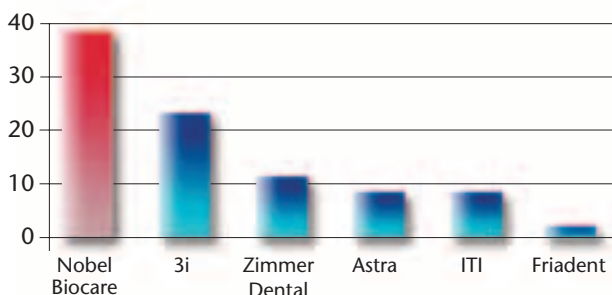
- 1965 Professor Brånemark treated his first patient with dental implants
- 1993 Matts Anderson cemented the first CAD/CAM manufactured ceramic crown – Procera®
- 1999 Introduction of the biomaterial TiUnite®
- 2005 Global introduction of Groovy and NobelGuide™
- And much more to come...

together we never stop learning

Joining forces with Nobel Biocare brings you much more than outstanding products and technology. It brings you our commitment to give you the best training at the world's leading institutes. You'll have access to the finest minds in the field.

We also offer continuing education courses on everything from clinical aspects to practice management. It's not all work either. Every year we

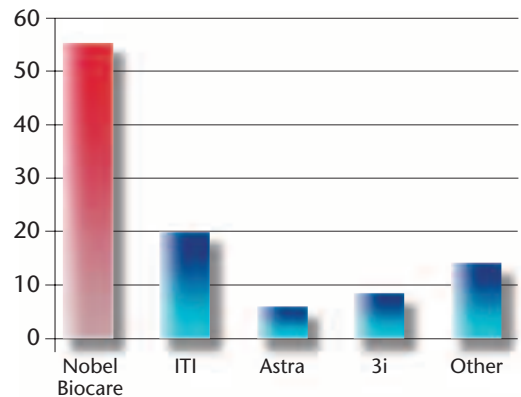
Granted US Dental Implant Patents 2001-2004



Source: Espacenet Database



Immediate and Early Function Scientific Publications



Source: MedLine Database, Feb 2005

organize internationally recognized scientific (yet fun) events. You can book all these on our user-friendly website www.nobelbiocare.com

talk to us in your own language

Nobel Biocare has fully owned sales offices in 29 countries. So there's always someone to pick up the phone. We have the leading website in the business, accessible in 8 different languages. And this includes local information as well. We're never out of reach.

All in all, you're fully supported by Nobel Biocare, in everything you want to do. You're in safe hands. And so are your patients.



our qualifications are

your security

Achievements

- Inheritors and developers of the work of Professor Brånemark – founder of modern implantology. World leaders in the field
- Providers of the most comprehensive and flexible crown, bridge and implant solutions in the world
- Creators of unique biocompatible material TiUnite® for optimal osseointegration, Immediate Function™ and Soft Tissue Integration™
- Creators of CAD/CAM dentistry
- Creators of unique Procera® System – one seamless procedure from 3D planning to fully guided surgery right through to customized ceramic restoration
- FDA cleared for Immediate Function™ (except 3.0 and Zygoma)
- FDA cleared for Teeth-In-An-Hour™ in 2004

Quality

- Zero non-conformities in 2004 FDA inspection of Nobel Biocare production units in Göteborg, Karlskoga and Stockholm

Research

- Formal collaboration with over 50 academic institutions and 600 independent scientists around the world
- More clinical studies on immediate or early loading than all other competitors combined (Medline Feb 2005)
- More prospective clinical studies with at least 5-year follow-up than all other competitors combined (Berglund et al 2002)

Support

- 165,000 customers trained by 1,985 dental professionals in 37 countries and in 19 languages, during 2004
- Own sales organizations with local Nobel Biocare staff in 29 countries
- Leading business website in 8 languages, with complete online service supplying all products and at least 500 courses available at all times



Nobel Biocare cares about the environment and all production units are certified according to Environmental Management System ISO 14001

www.nobelbiocare.com

