



## PRESS RELEASE

Gothenburg, September 10, 2003

### **Nobel Biocare to launch the NobelPerfect™ dental implant for natural esthetics**

**Nobel Biocare, the world leader in innovative dental solutions, will this week introduce a unique patented implant called NobelPerfect™ at the American Academy of Oral and Maxillofacial Surgeons (AAOMS) scientific meeting in Orlando, USA.**

NobelPerfect™ is the first implant that effectively eliminates the “black triangle” often encountered with conventional implants. This revolutionary “scalloped” profile implant is primarily indicated in cases where a patient has teeth missing in the esthetic region of the mouth.

Heliane Canepa, President & CEO of Nobel Biocare, says, “For the first time, a manufacturer has addressed the problem of bone degradation between two implants thereby replicating the natural anatomy. This is actually the first time in many years that this industry has launched a completely new implant design, thereby solving a clinical problem that was impossible to treat before. Combined with our ceramic/prosthetic Procera components, this will offer an optimal solution for patients who have high esthetic demands and expectations”.

The customer target group for this product is the advanced implant users who perform > 200 implants a year. As a niche product, the unique NobelPerfect will be a complement to Nobel Biocare’s new streamlined assortment of 800 products that was launched in November 2002. The new implant has also been cleared for Immediate Function by the FDA.

The NobelPerfect™ implant design is based on an invention by Dr. Peter Wöhrle, USA. Nobel Biocare has an exclusive licence for this product.

A complete presentation of the clinical background and patient benefits is available on the Nobel Biocare website

<http://www.nobelbiocare.com/global/en/products/perfect/default.asp?perfectorigin=press>

NOBEL BIO CARE HOLDING AG

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Nobel Biocare is the world leader in innovative esthetic dental solutions with the brands Brånemark System®, Replace® Select and Procera®.

Nobel Biocare has around 1,300 employees and, in 2002 net sales totaled EUR 311.2 million. Global headquarters are located in Gothenburg, Sweden, while production takes place at four production sites in Sweden and the USA. Nobel Biocare has its own sales organizations in 27 countries.

The shares of the parent company Nobel Biocare Holding AG are listed on both the SWX Swiss Exchange and the Stockholm Stock Exchange. **[www.nobelbiocare.com](http://www.nobelbiocare.com)**