

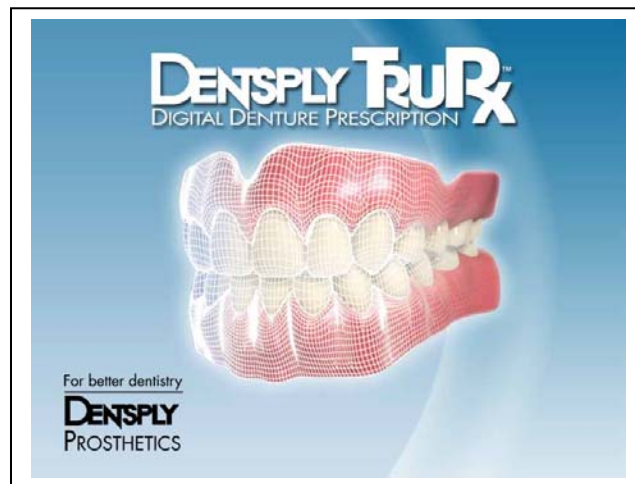
For better dentistry

**DENTSPLY**  
PROSTHETICS

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**FOR IMMEDIATE RELEASE**

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### **Introducing DENTSPLY TruRx™ Digital Denture Prescription**

YORK, PA – DENTSPLY Prosthetics announces the introduction of DENTSPLY TruRx™, The Intelligent Denture System. This proprietary (patent pending) software is the first-of-its-kind and greatly simplifies the denture process. User tests show 80% of evaluating dentists prefer TruRx to conventional methods for the majority of their cases.<sup>1</sup> The digital platform of TruRx helps to create a technology-savvy, competitive advantage for dentist users, which potentially enables them to charge more for their consultative services.

The standardized process allows delegation of the TruRx denture consultation to a dental team member, increasing office productivity and profitability. TruRx facilitates

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dental professional communications with both the patient and the laboratory. It also can be used to educate patients for increased understanding and acceptance of a premium treatment plan. The summary prescription can be sent to the laboratory via email, fax or print-out. TruRx removes the guesswork of an incomplete prescription, improving laboratory processing efficiencies and accuracy.

The TruRx consultation begins with a digital photograph of the denture patient, which is imported into the program. It then guides the dental professional and the patient through the consultation process in a logical sequence, as they address key denture considerations. TruRx culminates in a detailed prescription that includes the patient's post-therapy image, complete with a likeness of their beautiful IPN® smile.

The TruRx program requires use of calibration tools which are made of a soft, biocompatible, gray foam material. They include an Index square, which is placed on the patient's forehead, and a Cosmetix™ mouthpiece. The color gray enables the program to adjust the patient's image so that skin tones and tooth shades are color-balanced. The size of the Index square is recognized by the program and allows the image to be snap-fit to the correct size for measurement calculations. The Cosmetix™ mouthpiece provides a location for the likeness of the patient's new smile to appear. When both the Index and Cosmetix™ are properly in place, a digital photograph of the patient is taken and imported into the program.

The program uses key facial contours to calculate anterior mould form width and length. Once a shade system has been selected, TruRx provides the IPN® anterior maxillary and mandibular denture teeth mould form recommendations. In addition, the program offers selections for posterior denture teeth, occlusal schemes, and denture base materials (Lucitone 199® and Eclipse®).

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The TruRx Digital Denture Prescription Kit (PN 908400) is available through the DENTSPLY Trubyte authorized dealers for \$99 suggested retail. Reorders of the consumable calibration tools (PN 908402) are available, six sets (1 sheet) for \$10 suggested retail.

For more information contact your DENTSPLY Trubyte Dealer of choice or your DENTSPLY Prosthetics Sales Representative. Additionally, you can call DENTSPLY Trubyte Customer Service at 1-800-786-0085 or visit [trurx.dentsply.com](http://trurx.dentsply.com).

<sup>1</sup> Data on file.

Image(s): attached