

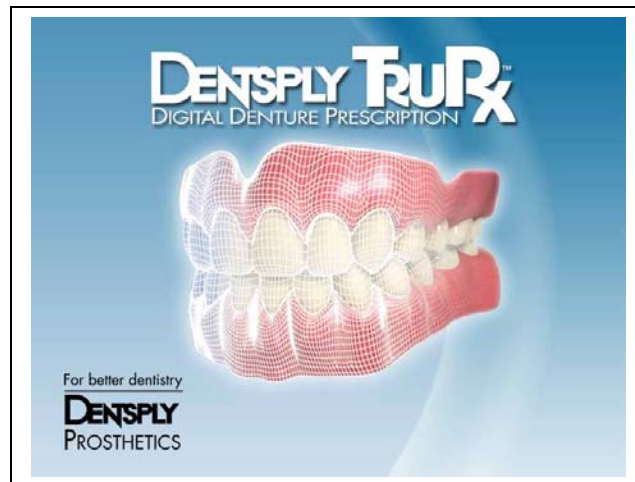
For better dentistry

DENTSPLY
PROSTHETICS

**DENTSPLY International
Prosthetics Division**
570 West College Avenue
P.O. Box 872
York, PA 17405-0872
(717) 854-7511
www.dentsply.com

FOR IMMEDIATE RELEASE

Contact: Kimberly L. Violante
DENTSPLY Prosthetics
717-849-4490
kviolante@dentsply.com



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.¹

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

Used collaboratively with doctor accounts, TruRx can help to grow the dental laboratory's premium denture business. The comprehensive summary prescription provides much needed information and helps to save fabrication time by alleviating the need for guesswork and follow-up phone calls. Since the doctor can email the TruRx prescription to the laboratory ahead of the case pan, TruRx also can help labs with work flow planning and tooth inventory management.

The digital platform of TruRx helps to create a technology-savvy, competitive advantage for both lab and dentist users, which potentially enables them to charge more for their consultative services.

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®).

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.

¹ Data on file.

Image(s): attached