

## Media release

### **Straumann launches Emdogain PLUS in Europe**

*New product combination used to save teeth severely damaged by periodontal disease*

**Madrid, 30 June 2005:** At the fifth Meeting of the European Federation of Periodontology (EuroPerio) in Madrid today, Straumann, a global leader in implant dentistry and dental tissue regeneration, announced the European launch of Straumann Emdogain PLUS, the latest addition to its system of solutions for regenerating oral tissue.

The new product is used to save teeth that have been considerably damaged by periodontal disease. It supports regeneration of the tissues that anchor the root of the tooth, and provides the support necessary to fill wide defects. Emdogain PLUS is specifically indicated as an adjunct to regenerative surgery in wide defects, for use in periodontal pockets greater than 6mm, or where soft tissue support is required. Additional uses typically include root furcation defects and extraction sites.

Straumann Emdogain PLUS conveniently combines the regenerative capabilities of Straumann Emdogain with the mechanical stability of Straumann BoneCeramic.

#### **Straumann Emdogain**

Straumann Emdogain is a well-documented, effective and easy-to-apply gel that supports the predictable re-growth of hard and soft tissues, leading to the regeneration of tooth attachment. Since its introduction in 1996, Emdogain has been used to treat more than one million patients and has been the subject of more than 140 scientific publications.

A recent peer-reviewed publication on the product appeared in February. It reported the 5-year results of a long-term study in 82 patients and showed statistically significant increases in tooth attachment after 1 year ( $p < 0.001$ ). Remarkably, tooth attachment increased even further at 5 years ( $p < 0.01$ ) after treatment, endorsing the product's long-term effectiveness in regenerative periodontal surgery<sup>1</sup>.

Notwithstanding, more than 90% of the patients suitable for Emdogain remain untreated, indicating a large unmet clinical need.

#### **Straumann BoneCeramic**

The other component in Straumann Emdogain PLUS is Straumann BoneCeramic, which was launched separately in Europe earlier this year. This is a fully synthetic bone-graft substitute, which is used, for example, in patients who do not have sufficient bone to support implant procedures.

---

<sup>1</sup>Heden G, Wenström J: Five-year follow-up of regenerative periodontal therapy with enamel matrix derivative at sites with angular bone defects. *J Periodontol* 2006;77:295-301

Approximately one in five patients needing tooth replacement does not have adequate bone to provide sufficient stability for a dental implant. Such cases are commonly treated with a bone graft, although the process of harvesting/removing bone from the donor site in the patient can be painful and is associated with risks. One alternative is to use materials from another human source or from animals. Fully synthetic bone graft materials provide an attractive alternative solution, but available products are limited by their absorption or handling characteristics.

Straumann Bone Ceramic is characterized by excellent resorption properties and outstanding handling convenience. Its two-phase composition of hydroxyapatite (HA) and tricalcium phosphate ( $\beta$ -TCP) supports the formation of new vital bone, maintains mechanical stability, and enhances the subsequent replacement of new tissue with mature lamellar bone.

Prompted by the overwhelmingly positive response from clinicians in pre-market testing, Straumann BoneCeramic was launched in the US ahead of schedule towards the end of last year. The European roll-out began earlier this year.

The quantity and quality of bone are crucial to the success of implant treatment. In addition, an adequate bone structure ensures that the gum is preserved and does not recede. The essential conditions for implantation and restoration of tissue can be created with regenerative products that promote bone and/or gum tissue formation. To meet the increasing demands for quality and esthetics, new materials and technologies are called for. With such technologies Straumann seeks to offer customers a portfolio of regenerative products that corresponds to and complements the company's successful implant solutions.

### **About periodontal disease**

Periodontal disease is a major cause of tooth loss. It begins with plaque and calculus formation in the region of the tooth neck. This leads to inflammation and the formation of pockets. Subsequently the tissues attaching the tooth are destroyed. If left untreated, the tooth is lost. Periodontal disease is generally under-diagnosed and under-treated. More than 60% of any adult population is affected by moderate-to-severe forms, while 5 to 20% of all adults suffer from severe generalized disease, with pockets in excess of 6mm and a poor prognosis for the affected teeth<sup>2</sup>.

The majority of patients treated receive non-surgical intervention, such as scaling and root planing and antibiotics. It is estimated that only one in 10 treated patients undergoes surgery.

Although oral hygiene is improving, the increasing age of the population can be correlated to a rise in periodontal disease, making it a significant healthcare issue.

---

<sup>2</sup> Epidemiology of Periodontal Diseases. American Academy of Periodontology report, *J Periodontol* 2005; 76:1406-1419.  
Strengthening the Prevention of Periodontal Disease: The WHO approach, *J Periodontol* 2005; 76:2187-2193.

### **Further information**

More details about Straumann solutions are published in *Starget*, Straumann's customer magazine, and at [www.straumann.com](http://www.straumann.com).

**Presentation slides, pictorials, and other information** can be downloaded from [www.straumann.com](http://www.straumann.com).

---

**Straumann Holding AG**, Peter Merian-Weg 12, 4002 Basel, Switzerland

Phone: +41 (0)61 965 11 11 / Fax: +41 (0)61 965 11 01

E-mail: [corporate.communication@straumann.com](mailto:corporate.communication@straumann.com)

Homepage: [www.straumann.com](http://www.straumann.com)

### **Contact:**

Mark Hill, Corporate Communication

+41 (0)61 965 13 21

### **About Straumann**

Headquartered in Basel, Switzerland, the Straumann Group (SWX: STMN) is a global leader in implant dentistry and oral tissue regeneration. In collaboration with the International Team for Implantology (ITI), leading clinics, research institutes and universities, the Group researches and develops implants, instruments and tissue regeneration products for use in tooth replacement solutions or to prevent tooth loss. The Group manufactures implant system components and instruments in Switzerland and the US and dental tissue regeneration products in Sweden. Straumann also offers comprehensive training and services to the dental profession worldwide and devotes approximately 5-6% of sales to research and development. Altogether, Straumann employs approximately 1420 people worldwide and its solutions, products and services are available in more than 60 countries through the Group's 18 distribution subsidiaries and broad network of distribution partners.

### **Concerning forward-looking statements**

This press release contains certain "forward-looking statements", which can be identified by the use of terminology such as: "regenerate", "save", "may", "can", "re-growth", "to meet the increasing demands", "seeks to offer", or similar wording. Such forward looking and other statements include statements regarding trial outcomes and statements that reflect the current views of independent researchers and/or of management and are subject to known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements to differ materially from those expressed or implied. These include risks related to the success of and demand for the Group's products, the potential for the Group's products to become obsolete, the Group's ability to defend its intellectual property, the Group's ability to develop and commercialize new products in a timely manner, the dynamic and competitive environment in which the Group operates, the regulatory environment, changes in currency exchange rates, the Group's ability to generate revenues and profitability, and the Group's ability to realize its collaboration projects in a timely manner. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those described in this release. Straumann is providing the information in this release as of this date and does not undertake any obligation to update any forward-looking statements contained in it as a result of new information, future events or otherwise.