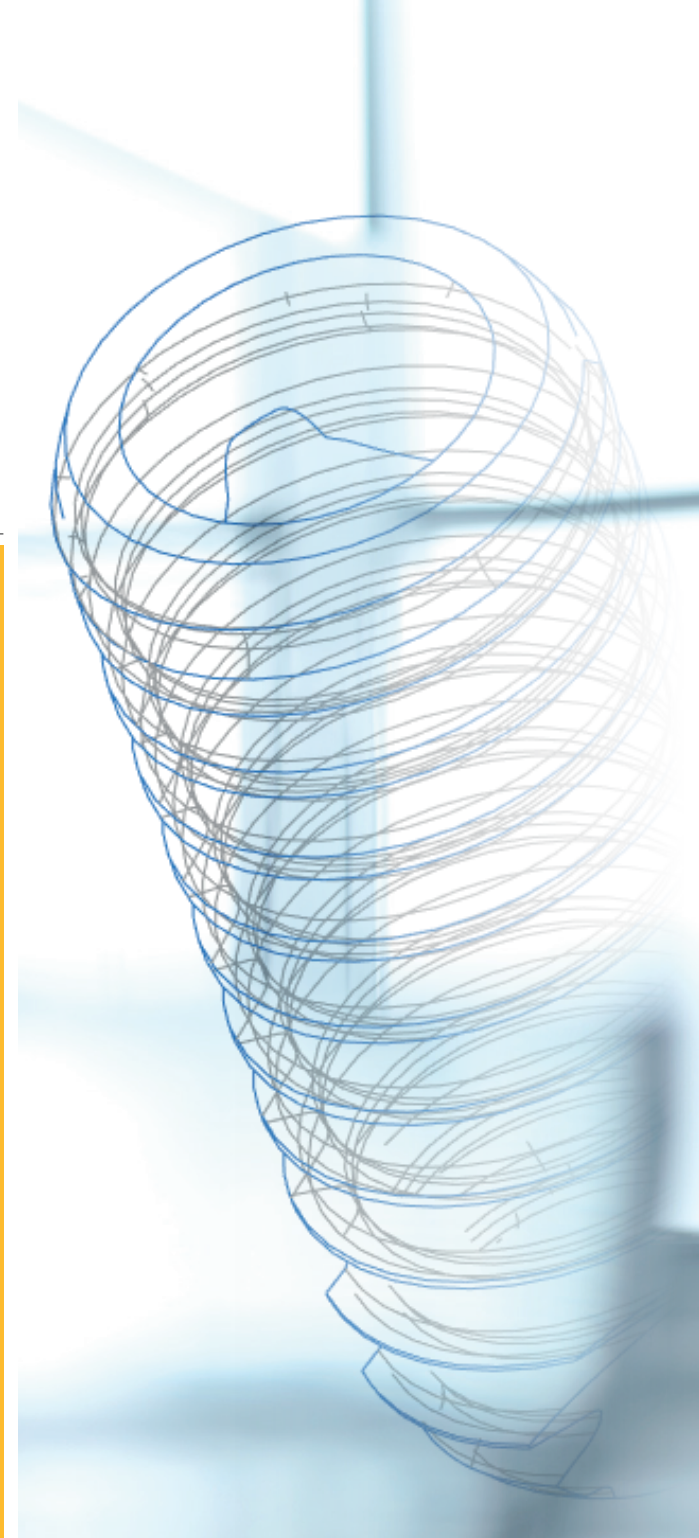


inside

Anthogyr's International Corporate Magazine



axiom[®] celebrates  10 YEARS



editorial



Éric Genève - CEO Anthogyr

“INNOVATION DRIVEN BY COOPERATION”

In 2009, Axiom® took its first steps in our strategic shift towards implantology. In the early 2000s, we decided to draw from our experience subcontracting in this domain and to focus all of our efforts on searching for breakthrough solutions. The objective was to offer practitioners greater comfort and performance in their implantology practice.

Now, in 2020, our decision is finally paying off!

Thanks to the success of Axiom®, Anthogyr has proven itself to be a top player on the implantology market. Our connection to the world leader last year is a great acknowledgement of the progress we've made. Today, our powerful innovation dynamics enable us to provide a disruptive implantology offer with high added value.

Rendez-vous in 10 years!

Of course, our Research and Development Department is already preparing for the future, working alongside all of our colleagues and partners in implantology and prosthetics. This close, long-lasting cooperation is engrained in our DNA.

Thanks to our 4.0 production centres, together we are inventing the products and services of tomorrow. Even more connected with our customers, even more in tune with the needs of their patients.

Éric GENÈVE, CEO Anthogyr



Axiom®
IN FIGURES

10 YEARS
ON THE GLOBAL MARKET

+ 28%
AVERAGE ANNUAL GROWTH
IN IMPLANTS SOLD
WORLDWIDE SINCE 2009



N°1 AXIOM®
REG



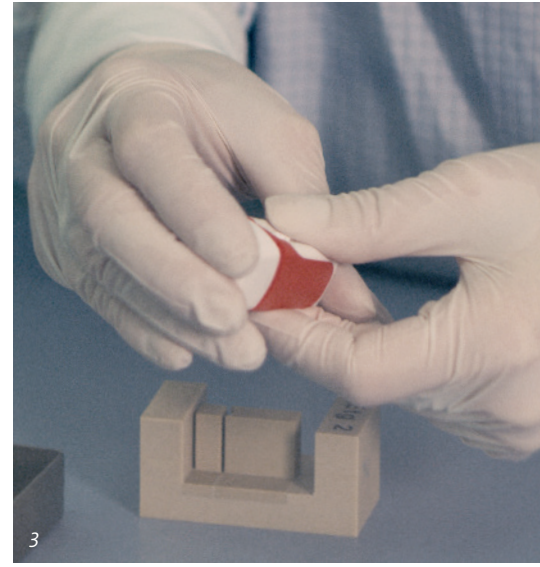
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“AXIOM®: A PRODUCTION WORKFLOW WITH VERY HIGH ADDED VALUE”

Manufacturing an Axiom® implant requires expertise and know-how. From the raw titanium rod to packaging in the clean room, it is the end result of a long transformation process performed by the expert hands, and under the watchful eye, of the Anthogyr teams. Immersion is at the heart of the Sallanches production centre (France).

1 - Titanium as a starting point

First step, selecting the materials. Thierry launches the process from the Kardex, where the titanium rods, from which the implants are machined, are stored. Each batch is identified to ensure traceability of the finished products. All Axiom® implants are made from medical Grade V titanium because of its osteointegration properties and its high resistance.

2 - Machining: precision objective

The implant island is organised for optimum production workflow. Audrey describes the operations: after programming the machine software and adjusting the cutting tools comes the creation of the first part. Once validated, the green light is given to launch the series. The implants are then collected and transferred for a first wash to remove the oil and titanium shavings.

3 - Mandatory sterile environment

Implants are packaged into finished products in the clean room. Compliant with standards ISO 7 and ISO 5 for the control of fine air particles, this sterile environment is accessible to specialised operators only, dressed in coverall gowns. The packing procedures are very strict to prevent any bacterial contamination. After irradiation and the final packaging are complete, a label is applied for traceability.

4 - A closely watched implant

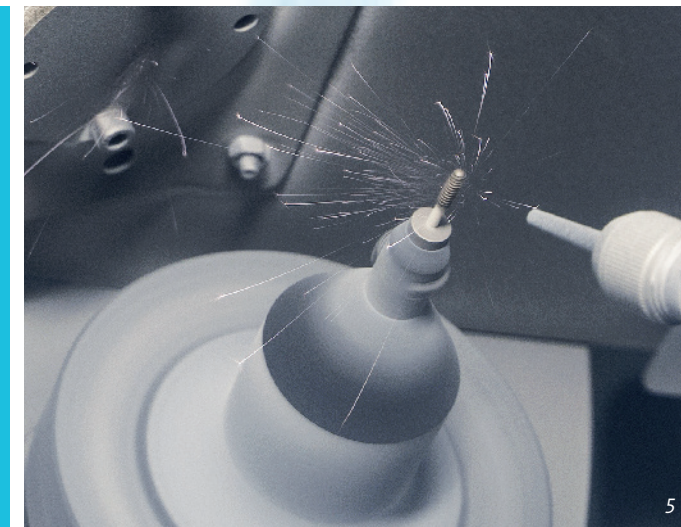
Anne-Marie describes three quality control steps. First, a visual control is completed using a binocular microscope to ensure it is free of any burrs before checking the dimensions. Then a final visual inspection is done, again with the binoculars, to verify the overall appearance and integrity of the product. Every single implant is inspected.

5 - Sand blasting, a crucial step

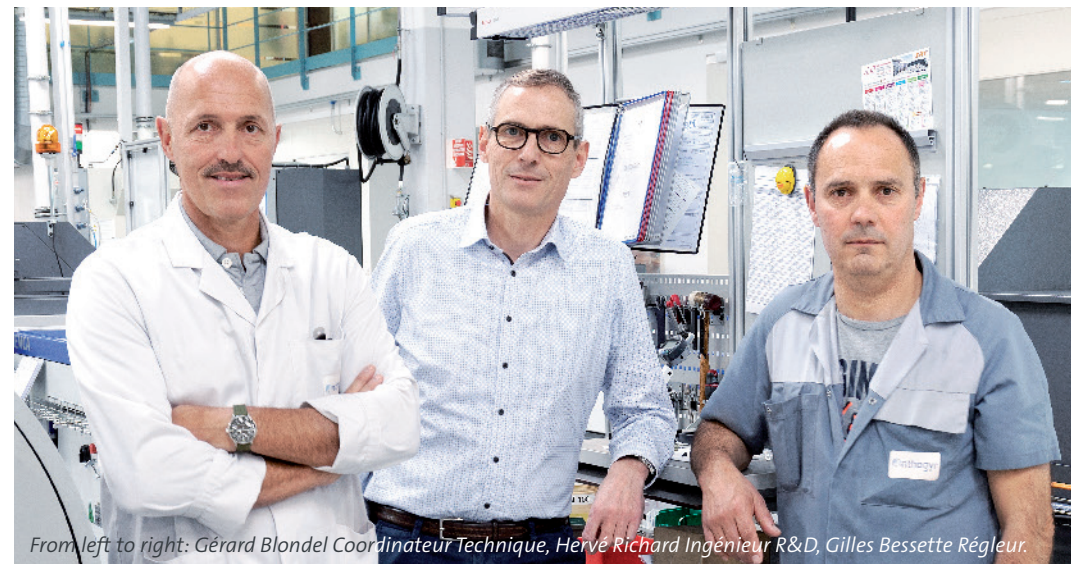
Valérie explains that, upon leaving the plant, the implant is dubbed “smooth”. A treatment with BCP* (Biphasic Calcium Phosphate) will smooth out its rough surface and give it a faster osteointegration capacity.

6 - Washing, implant immersion

This new washing stage will dissolve BCP® residue. The parts will then be packaged in bags to be stored in Kardex.



zoom
sur



From left to right: Gérard Blondel Coordinateur Technique, Hervé Richard Ingénieur R&D, Gilles Bessette Régleur.

“AXIOM® THE SECRETS BEHIND ITS SUCCESS”

INTERVIEW WITH A MULTIDISCIPLINARY TEAM. HERVÉ RICHARD, R&D ENGINEER; GILLES BESSETTE, ADJUSTER; GÉRARD BLONDEL, TECHNICAL COORDINATOR; DIDIER SAMITIER SALES MANAGER FOR FRANCE

The creation of Axiom® is an important page in the history of Anthogyr and is driving forward a powerful innovation dynamic. From the design of the first implant to the launch of AxIN®, we spoke with a talented multidisciplinary team who has contributed to the technological and industrial success over the last 10 years.

In what context was Axiom® created?

Hervé Richard: Starting in the 1980s, Anthogyr presented its expertise as a subcontractor entrusted with the design and manufacturing of several implant models (screwed, impacted, disks, plates, expanders, keyed, etc.). In 2002, the company's strategy shifted towards implantology. Resources and teams were organised around one shared mission: to widen access to this branch of dental surgery by offering innovative solutions that provide very high added technical value and that are easy to use. To this end, we have placed practitioners at the heart of our approach and

explored our massive scientific corpus acquired over the years.

How has Axiom® revolutionised the industry?

H. R.: When Axiom® BL (Bone Level) was launched in 2009, there was nothing like it on the market. It represents the culmination of a consensus on various technical points: the internal, conical and tight connection, the “platform switching” from which we have harnessed the biological benefit and the single connection. The choice of material is also bold. At the time, the main players on the market were using pure titanium, whereas we put our

money on titanium alloyed with aluminium and vanadium. Thanks to its higher resistance, we were able to launch a wide range of prosthetics with a single connection, which won over the practitioners as well as the prosthetists.

Axiom®
IN FIGURES

2 BONE LEVEL &
TISSUE LEVEL
METHODOLOGIES

2 REG & PX
PROFILES

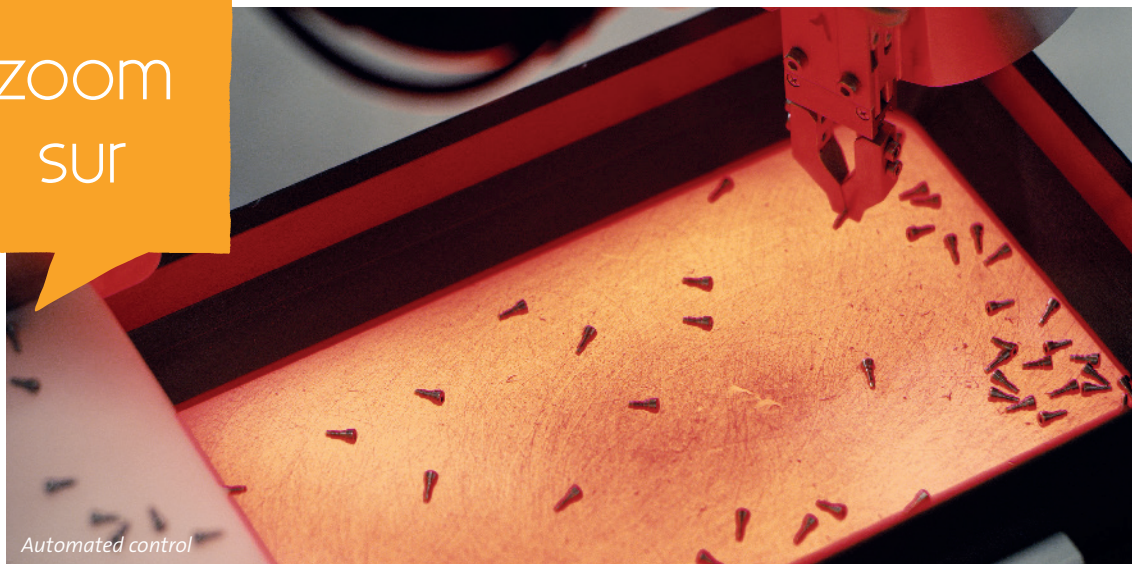
1 SURGICAL
KIT ONLY

1 SINGLE
CONNECTION

Ø 2,8 mm
THE SMALLEST

Ø 5,2 mm
THE BIGGEST

zoom sur



Automated control



Start of a new series

How did the product launch go?

Gérard Blondel: It was a challenge! Although we had manufactured implants already as a subcontractor, this one had an especially complex connection that included a trilobe, a taper, and deep tapping... Achieving this trilobe shape on a turning machine was a challenge. We weren't sure if we had the dimensions and the geometry necessary for such high volumes. We needed to find a reliable and effective process. Between releasing the pre-production models and launching production in 2008, a number of testing and adjustment phases were required to obtain an implant that fulfils the established specifications perfectly.

How was Axiom® received by practitioners?

Didier Samitier: Axiom® opened the gates to a far-reaching wave of success. However, when our products hit the market in 2009, most dental surgeons were unaware that Anthogyr produced the implants. Nevertheless, they appreciated Axiom® from the first introduction as it met all their expectations, particularly with regard to simplification. You'll recall that, 10 years ago, implantology was all about systems, protocols and very complex surgical kits. We were offering them a

practical and reproducible solution that responded to all surgical and prosthetic indications.

Was this followed by many other innovations?

H. R.: Axiom® REG, Axiom® 2.8, Axiom® PX... Very soon after, from 2009 to 2011, we were proposing new implants and discussing the Concept Axiom® range. We also introduced innovations for niche products, with the Axiom® 2.8 implant dedicated to restoring lateral and central incisors, or the Multi-Unit range designed for complex cases such as fully edentulous patients. At the same time, we released a guided surgery system.

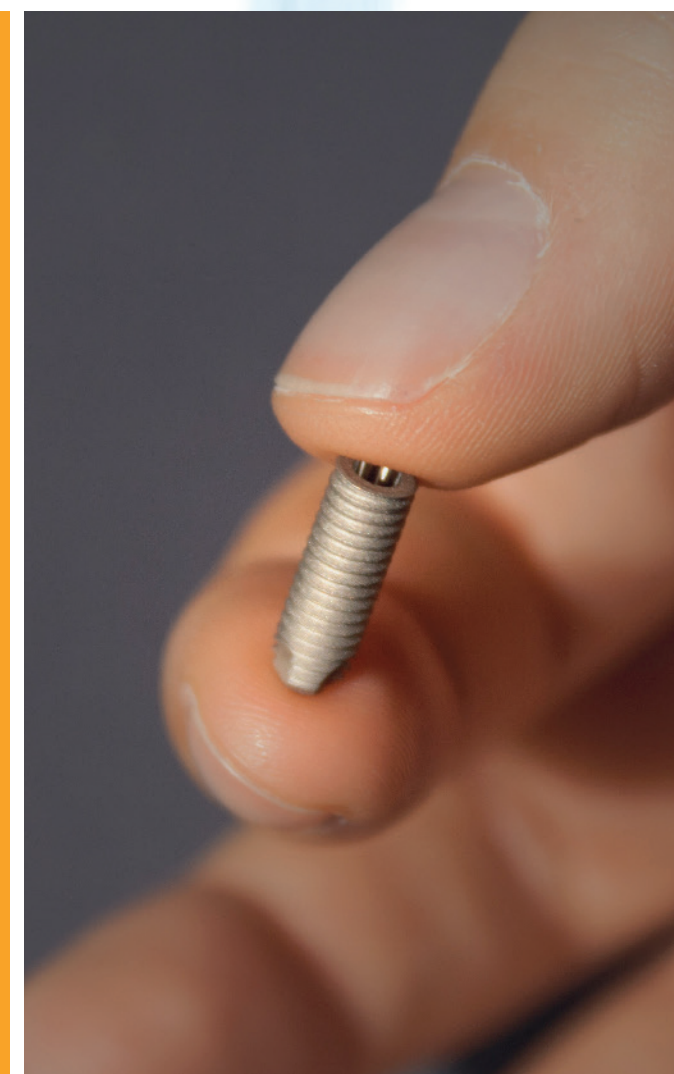
Is this visionary approach reflected in flagship products such as the customized Simeda® prostheses launched in 2012?

D. S.: We saw the digital revolution coming! We also picked up on the need to expand our positioning towards prosthesis and to incorporate customised manufacturing on an industrial scale. The acquisition of Simeda®, specialising in the CAD-CAM design of personalised prostheses, allowed us to reach and even to surpass these objectives, as it gave us the opportunity to machine personalized prostheses on Axiom® implants as well as on 230 implant platforms under other brands.

In 2017, how did Axiom® Multi Level© introduce a never-before-seen approach to implantology?

H. R.: Over the years, Anthogyr has become a global player in tooth restoration. We collaborate with a growing number of specialists with increasingly more specific and more technical needs. This demands that each innovation be more ambitious than the last, such as with Axiom® Multi Level©. For the first time on the market, we offered total compatibility between the Bone Level and Tissue Level philosophies, as well as an exclusive connection, integrated with the Simeda® prosthesis: inLink®. A set that is perfectly suited to the Axiom® universe.

Gilles Bessette: The range was very ambitious and incredibly technical, so we worked ahead of time with R&D to produce prototypes. We needed to ensure the feasibility of the models designed by the engineers. Then, we headed into pre-production and completed several test phases in order to validate the product in its final form.



zoom sur



Didier Samitier, Sales Manager Excellence
Straumann group France

FOCUS on teamwork and ethics

How did you do it all again in 2019 with AxIN® to sign off on yet another major innovation?

H.R.: AxIN® is a screw-retained zirconia tooth with Angulated Access channels. It features a removable titanium base available for both Axiom® Bone Level and Tissue Level implants. With the ground-breaking Simeda® personalized screw-retained tooth for all sectors, with no glue or sealing cement, we offer relevant treatment options that place us miles ahead of the competition. It may have started with me, but we must once again recognise the teamwork involved: for example, the production team who overcame the challenge of

machining highly technical parts with zones of which the thickness of the material was measured in tenths of millimetres. It's a real feat.

Can you tell us about your future projects?

H.R.: Several patent requests have been filed, but that's all I can say! Despite tightening regulations, we will keep innovating. We are exploring new ways to improve processes as we grow. In 2020, we should see a 20% increase in implant manufacturing.

D.S.: Thanks to Axiom®, Anthogyr has seen double-digit growth over the last 10 years and is continuing

along this trend. With 30% of dental clinics placing implants, France is a market with real potential. We must continue to make implantology accessible through innovative systems and personalised support. 🌟

This joint interview is a great example of team unity at Anthogyr and explains its talent for innovating. In the words of Hervé Richard: "A ground-breaking product comes when the company's skills and culture are turned towards the future. All departments work closely together. Free and open communication saves us valuable time in the race to innovation." Finally, everyone insists on one point summarised by Hervé Richard: "We are proud to help care for people. We have sometimes made the decision not to develop certain products and to miss out on market shares for ethical reasons. Anthogyr's top priority has always been patient well-being."



interview
with



Dr Christophe Foresti, during Le Cercle #5 in Aix-en-Provence



Dr Christophe Foresti and his team

DR CHRISTOPHE FORESTI, SURGEON, IMPLANTOLOGIST AXIOM®, PILLAR OF A LONG-LASTING PARTNERSHIP

Dr Foresti has been placing implants since 1996. Always looking to serve the best interests of his patients, he has continued to develop his practice and clinic based in Rosheim, in the Alsace region. With an open mind to innovative solutions, he opted for Axiom® in 2009 and has worked alongside the Anthogyr teams ever since.

Looking back on a wise choice

"Axiom® is what brought me to Anthogyr" recalls Dr. Foresti. "In 2008, I was convinced that the shape of the implant body and coils clearly had an impact on its osteointegration. I had just received my degree in mechanical engineering applied to oral implantology, which confirmed my convictions. At the same time, the scientific literature was insisting that implant designs were part of the solution to issues with initial cratering. I was thus looking for an innovative implant

« Axiom® is what brought me to Anthogyr »

that combined a tight connection between abutment and implant, "platform switching", a neck threaded all the way up, and a single connection enabling the use of a healing screw with a different diameter from that of the implant, which was quite revolutionary.

Axiom® fulfilled all of these expectations. Add to this the quality of the Anthogyr industrial site and the 100% made-in-France element, plus the enlightening exchanges with the managers, the design office and the sales team".

Clinical benefits are now essential

"Design changes along with technical and technological developments have transformed implant systems," explains Dr Foresti. Axiom®'s triangular indexation is a definite advantage for the placement of the abutment. It offers great simplicity and comfort. The tight connection helps prevent screw loosening, bacterial infiltration and gingival inflammation. Not to mention "platform switching", which makes it possible to achieve prosthetic profiles that better correspond with the dental anatomy, thus producing more aesthetic results. Not embracing these advancements would have been a grave medical error. I had no choice but to use these developments to help my patients".

10 years of innovation to help patients

Axiom® REG, Axiom® PX, Axiom® 2.8, Simeda® CAD-CAM solution, guided surgery which he practiced following the launch of the specific kit, impression rings completed upon request, Osteo safe®, Exo Safe, work on digital workflow and the Axiom® Multi® Level© range enabling the combination of BL and TL with a particularly innovative connection via a lock integrated into the prosthesis. Dr Foresti highlights how he witnessed the evolution of the implant range, an evolution which he would join in 2009.

"What is especially interesting about Anthogyr is having choice. You receive an extremely comprehensive and complementary system that meets all of your needs. It is the product of a successful design office that listens to practitioners' requests. Thanks to this consideration, which is directly in line with the reality of our professional practice, we can better serve our patients." 🍷

THE CLINIC

DR CHRISTOPHE FORESTI

6 ASSOCIATE GENERAL
PRACTITIONERS SPECIALISED
IN IMPLANTOLOGY,
ENDODONTICS,
ORTHODONTICS AND
PERIODONTICS

10 DENTAL ASSISTANTS

THE SCM ROMANE LABORATORY

INTEGRATED
INTO THE CLINIC

8 PROSTHETISTS

around
the world



Dr Andrea Bailo, chirurgien-dentiste implantologue



L'équipe du Dr Bailo

“AXIOM[®], AN ITALIAN EXPERIENCE”

WITH DR ANDREA BAILO, SURGEON - IMPLANTOLOGIST

Le Dr Andrea Bailo is among the trailblazers. An Anthogyr partner for over 20 years, from his home in Broni in the Pavia region of Italy, he explains what drew him to use Axiom[®] at the time.

How did you choose the Axiom[®] system at the time?

Actually, I was asked to be among the first to test the Axiom[®] implant as part of a small group of Italian colleagues. Back then, I was already using Anthofit[®] implants, so I was already aware of Anthogyr's professionalism and reliability, especially with regard to implant surface treatments. I, therefore, gladly accepted the offer. I soon discovered that this implant was the answer to several of my clinical and prosthetic concerns. I have used it ever since.

What are the main characteristics that drew you to the Axiom[®] range?

This implant has several appealing elements. First, the subcrestal placement combined with the “platform switching” concept. Then, the standardised prosthetic parts, with a single platform separate from the size of the implant. Finally, the possibility to shape gum growth with the healing screws, not according to the implant diameter, as before, but rather according to the dimensions of the future restoration.

How would you summarise the Axiom[®] system in 3 words?

Perfected, comprehensive, reliable.

What main clinical benefits have you observed in your patients who received Axiom[®] REG implants 10 years ago?

The clinical benefits are linked to its subcrestal placement. This limits the appearance of peri-implantitis and soft-tissue conditioning significantly. Plus, the system has evolved over the years thanks to new prosthetic parts that enable you to complete all types of restorations.

« The clinical benefits are linked to its subcrestal placement. This limits the appearance of peri-implantitis and soft-tissue conditioning significantly. »

Do you use other products from the Anthogyr range in your clinic?

I was able to use the small-diameter Axiom[®] 2.8 implant with a Morse taper connection. It is perfect for cases with limited space. I have also used the contra-angles, which are light.

Have you tried the Axiom[®] Multi Level[®] solution yet? What do you think of this new methodology?

I use mainly Bone Level implants because this solution is more open and versatile. It's the most widely used methodology among my Italian colleagues. It's true that, in Italy, transmucosal implants are rarely used at the moment.

What do you think of the combination of Bone and Tissue Level?

I think it's a good idea. Having the possibility of combining Tissue Level implants and endosseous implants for multiple-unit prosthetic restorations will likely appeal to practitioners who tend to prefer the Bone Level methodology.

If I gave you a “magic wand”, how would you use it to make your patients smile?

I would like to have implants with a failure indicator, that are resistant to bacteria and with one-day osseointegration... Is that too much to ask? (Laughs). You're the one who gave me a magic wand! 🪄

THE CLINIC

DR ANDREA BAILO

3 SPECIALIST DENTISTS
(RESTORATIVE DENTISTRY,
ENDODONTICS, ORTHODONTICS)

1 HYGIENIST

3 DENTAL ASSISTANTS

2 PROSTHETISTS:
• ODT. FAUSTO SBUTTONI
• ODT. MASSIMO BELLINZONA

vidéo



<https://youtu.be/DNqwalhMDaw>