

INSIDE

FOCUS ON THE ANTHOGYR NEWS

axiomx3[®]
BEYOND FRONTIERS



AN IN-DEPTH LOOK

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IMPLANT SOLUTION

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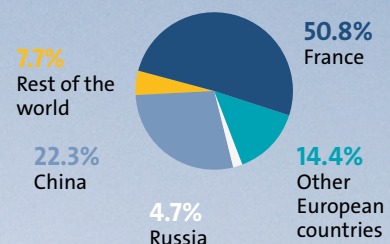
Anthogyr
A Straumann Group Brand

KEY FIGURES*

OVERALL
GROWTH IN
REVENUE **+4.3%**

IMPLANTOLOGY
REVENUE **+6.3%**

REVENUE BY GEOGRAPHIC REGION



NUMBER OF
IMPLANTS SOLD
BY COUNTRY **+7.9%**

343
EMPLOYEES

R&D
8%
of revenue

*As of the end of September 2022 vs. 2021

“ AXIOM X3®, EXPLORE NEW WORLDS TOGETHER ”

Look at how far we've all come since the initial launch of Axiom® back in 2009. Now 13 years later we've launched Axiom X3®. More than ever, we will continue to work hand in hand with you. And we will continue to innovate our way, adding value through simplicity, the “ultimate sophistication.”* Thanks to the combined efforts of our dedicated personnel as well as all our ambassadors and testers, we can now offer you an implant solution that combines performance with adaptability, preservation with care, and effectiveness with freedom. **The best of innovation and co-construction.**



A collaborative approach – something we and you continue to foster together.

The appointment of Philippe Neimark as General Manager is a further step forward for the company as we once again go “Beyond frontiers” and accelerate our international development. I wish Philippe the very best in his new position.

Lastly, a big thank you to every one of you, our dear customers, for your loyalty and trust.

Good reading! 📖

Éric Genève
Vice-Président, Anthogyr

*Quotation from Leonardo da Vinci.



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#News

“ DISCOVER THE NEW INTEGRAL GUIDED SURGERY SOLUTION ”



With the INTEGRAL guided surgery solution, walk on a trusted path!

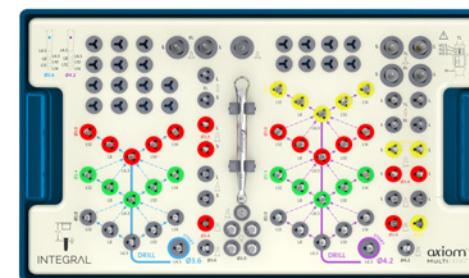
INTEGRAL is a fully guided surgery solution developed to address all your guided cases with the flexibility you need.

The **INTEGRAL** range gives you the freedom to match your clinical needs as closely as possible. Smart kits and instruments are designed to enhance the accuracy and ergonomics of your surgical procedures.

INTEGRAL is an open solution that allows you to integrate major workflows. Enjoy the predictability, safety and minimally invasive procedures of guided surgery.

- + **FLEXIBILITY**
- + **ERGONOMICS & PERFORMANCE**
- + **ACCURACY**
- + **FREEDOM**

Choose INTEGRAL and its distinctive design developed to increase your surgical efficiency.



INTEGRAL
Guided surgery



*More info about our
INTEGRAL Guided Surgery*

“ OUR NEXT EVENTS ”



AEEDC, Dubai
February
7th to 9th 2023



IDS 2023, Cologne
March
14th to 18th 2023

“AXIOM X3®, THE HOME OF BONE PRESERVATION”

The launch of Axiom X3® marks another bold step forward in our quest to meet the needs of modern dental implantology. Our latest implant is the pinnacle of our achievements, as we push bone preservation even further, to the very heart of dental practice.



Catherine Berruyer,
Product Manager

Yanik Segginger,
Marketing director

The Axiom® ecosystem continues to evolve

Since originally launching in 2009, the Axiom® system has constantly evolved. First came Axiom® REG. Then Axiom® PX. And now Axiom X3®, the product of over 15 years of industry knowledge and customer feedback. Among implantologists, the Axiom® system is renowned for its comfort of use during surgery and the performance of its prosthetic components. Now Axiom® has gone one step further, helping practitioners deal with the challenges of implantology.

Axiom X3® – Bone is Gold

Axiom X3® really did have its work cut out for it, as it had to accommodate different practices and adapt to every clinical indication (including immediate loading), all while preserving bone and without requiring a change of surgical kit.

And that's not to mention modern implantology's need for immediacy and simplicity. The ambitious project to develop this next-generation implant had to cover every eventuality. So how did Axiom X3® do it? **It is its unique, doubly patented design and innovative construction that ensure universal anchorage while preserving bone.**

DID YOU KNOW?

Practitioners have a simpler workflow in dense bone thanks to fewer instruments; more flexible drilling in soft bone to improve implant stability; optimal insertion and guidance; as well as streamlined inventory management through full compatibility with the entire Axiom® range.

Patients benefit from less invasive procedures, better bone preservation, less time in the dentist's chair, as well as short or intermediate treatment times.

Hence Axiom X3® does an especially good job of equipping practitioners to deal with any and every clinical challenge, regardless of the patient's profile. 🌐

How is this new solution being rolled out to the market?

“Axiom X3® had to tick a lot of boxes.”

Yanik Segginger

We are proving our ability to creatively support and foster the growth of our customers and partners. We organized a product launch in six regions simultaneously, specifically the Benelux countries, Spain, France, the United Kingdom, Italy, and Portugal. Our rollout now continues with Germany, South-East Asia, the Middle East, and China until completion in 2025.

Even the launch campaign went “Beyond frontiers.”

The marketing campaign was perfect! In keeping with our identity: having fun tackling ambitious projects, doing things no one else is doing, taking a fresh approach, creating a buzz. Between the Livestream party on March 10th and the orders we are getting now, I think it's safe to say that the launch has been a success. 🌐

What differentiates Axiom X3® from Axiom® REG and PX?

Rather than difference, I think the word is evolution or enhancement.

Axiom X3® is a natural progression from its predecessors, REG and PX. It fully integrates with the Axiom® ecosystem, which has been leading the way since 2009 as regards its comfort of use during surgery and the performance of its prosthetic components.

With Axiom X3®, the aim was to push Axiom® even further. How could we combine better performance and flexibility in a single implant to better meet the needs of modern implantology, especially immediacy?

What have practitioners made of these improvements?

“Axiom X3® is the result of nearly 15 years of dialog and feedback from customers about the Axiom® system.”

Catherine Berruyer

To develop this implant, we made full use of both an upstream co-construction phase with Axiom® users as well as a downstream test phase with more than 63 practitioners around Europe.

This collaborative approach to innovation is what allows Axiom X3® to provide real solutions to current challenges, including minimal invasiveness, quality of anchorage, immediacy, and day-to-day simplicity.

Is Axiom X3® already a success?

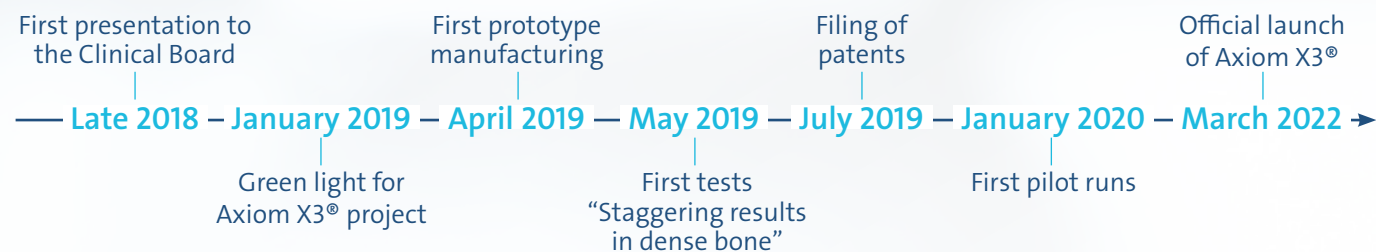
Everything about Axiom X3® is bold, from its development to its marketing to its launch. But what practitioners have really loved is the continuity of innovation. That's Anthogyr to a tee! 🌐



“INNOVATION IN ACTION”

Just when it seemed that every implant design had already been tried, **Anthogyr surprises the market with a wholly novel design that takes added value to another level.** Delve into the innovation mindset behind this technological prowess.

“Anthogyr fast-tracks innovation.”



In the beginning, there was co-construction

The next-generation Axiom X3® implant is certainly unique, with its heightened performance and streamlined design. But the last 3 years of R&D that led to it were just as impressive. Starting with the origin of the project, which was built around feedback from clinicians.

In late 2018 when Anthogyr brought renowned oral surgeons together for monthly meetings, **high-density bone and the post-extraction setting soon emerged as problem areas.**

This led Hervé Richard, Anthogyr’s implant design manager, to dream big: could we build something “different, more universal, more immediate, but still compatible with the same surgical kit? And could we do that and preserve our most precious resource – bone of differing density?”

A unique design

As usual, the ingenuity of the answer lay in knowledge and inspiration. The solution was to lower every

second thread, like the double-helix staircase in Chambord Castle. Which is not as easy as it sounds, since a new design means a new process and a new machine. When fabricating a conventional implant, the threading tool creates a single helical thread with a defined depth. With Axiom X3®, the tool also creates a second thread with a slightly different depth. This lowers every second zone. As the implant no longer rubs against bone in the lower zones, torque is reduced and the implant can be inserted into dense bone without the need for a bone tap. However, Axiom X3® would never have seen the light of day without a massive investment in new machinery. **“Others would have given up, but we dug our heels in and never stopped believing!”** says Hervé with a smile.

2 patents filed

A few months later, the first prototype was fabricated by a team of two engineers whose work was kept confidential. Next came a battery of tests. The results went far beyond our expectations in dense bone and a range of characteristics. By July 2019, two patents had been filed.

The rapidity with which we overcame the technical difficulties was as astounding as the effectiveness of the final implant. In truth, **Axiom X3® really does do all we hoped, only far better than we expected. It provides universal anchorage, super-easy insertion, enhanced stability, as well as adaptability to all bone densities and all clinical situations, including immediate loading.**

Alternating thread lengths on the Axiom X3® implant

BENOÎT CHAUVIN, R&D director & **HERVÉ RICHARD**, implant design manager

What kind of mindset does it take to come up with such an innovation?

B. C.: It took 18 months from pitching the idea to analyzing the first clinical cases. That’s much faster than the 3 to 4 years it usually takes. The whole process was sped up by having a small, agile, tight-knit team who were invested in the project. The organization was fantastic, particularly between those involved right from the beginning and the younger team members who joined later. I never doubted that we would succeed!

H. R.: At Anthogyr, the innovative process is anything but textbook. We always try to stay one step ahead and that can sometimes mean taking risks, such as saying yes to an unconventional idea or saying “Come on!” when our competitors would have given up.

Were you surprised at the results of the first clinical tests?

B. C.: It was the first time that international practitioners were involved in our testing. It was fantastic. We were expecting benefits like adaptability, speed, and simplicity. What we were not prepared for was the “smooth” sensation that made placement very comfortable for our surgeons. We were particularly mindful of that feedback. After all, it’s all about practitioners enjoying themselves, isn’t it?

H. R.: There was also a really positive reaction when we added 2 large diameters to the range (5.8 and 6.4 mm). Generally speaking, customer satisfaction doesn’t happen all by itself. A colossal number of **tweaks were made to the original idea. It took 700 hours of work in all, 4 times more than a conventional implant.** That’s why Axiom X3® is not just a product of innovation, but of 15 years of experience and industry knowledge.

“A SUCCESSFUL TRANSITION TO MASS PRODUCTION”

Launching Axiom X3® simultaneously across all of Europe was not something that could be improvised. The launch was part of a development strategy that came on top of Anthogyr’s marketed services, so it required an investment in additional resources. But it wasn’t just the investments that made this project a success. It was our values as a company.



Olivier Pigny,
industrial operations director,
and Olivier Martinez,
methods engineer

Anticipating future needs

There is no room for error in health, more so than in any other sector. To be ready by March 2022 and begin rollout to the western European markets by May, the production teams had their work cut out for them. “The first pilot runs happened during the 2020 lockdown with a small team working on a machine set aside for the task. That was after a year of preparation and dialog with R&D and Operations Management. To be ready for the launch date, we made sure to set up quality sampling systems early and to validate them well beforehand. This helped us stay well on top of inventory and restocking,” explains Olivier Martinez, Anthogyr’s methods engineer. That protected the technical teams from any nasty surprises when production began in October 2021 and the pallets left the factory 5 months later. “The number one priority was to meet demand. Running out of stock was not an option. For example, to make sure that our investment

“With Axiom X3®, we’ve shown that we can improve production without compromising quality.”

Olivier Pigny, Industrial operations director



Axiom X3® production facility, Sallanches, France

in machines stayed ahead of growing demand required medium-term planning. At the moment, it takes between 6 months and 1 year to acquire a new machine. In all, 35,000 implants were fabricated for the launch,” says Olivier Pigny, industrial operations director.

Keep adapting

Another facet of anticipation, and the one that matters most, is knowing how to continually adapt. From the prototype just off the engineer’s desk right through to full-scale production, flexibility and agility at each step of the process are what make all the difference. Which is why the project was initially overseen by an ad hoc team involving R&D, Industrial Operations, and Production. “The key to the commercial success of Axiom X3® was having a group of people who worked particularly well together” says Olivier Martinez. And it’s a good thing they did, because we had to program 700 hours of complex milling, with the added difficulty of needing to build custom tools for the task, as the standard ones did not work with all the implant’s profiles.

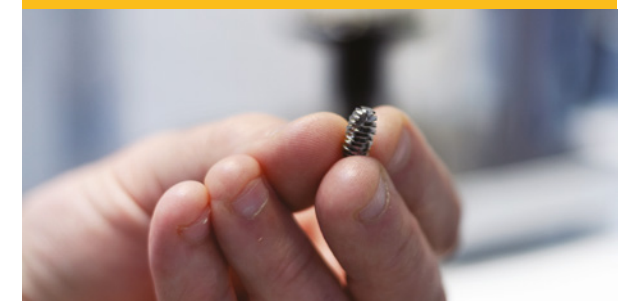
Full control over the value chain

Anthogyr’s expert knowledge was the key ingredient in Axiom X3®. That and the fact that the same quality standards were applied to each stage of production. Our new implant does not just have an innovative design. From milling and sandblasting to the connection interface, each process along the way has been carefully managed by Anthogyr since the launch of the Axiom® range in 2009. “One of our strengths is our total independence. The entire design and manufacturing phase is handled internally, and our processes have been thoroughly tried and tested.

35 000 IMPLANTS FOR THE LAUNCH

If the launch of Axiom X3® seems larger-than-life, then the commercial rollout has been just as mammoth. Next up after France and Europe are the Middle East, South-East Asia, and China. Completion is expected by 2025.

The best of luck to our colleagues who will have the machines working at full capacity.



That’s why we were able to guarantee end-to-end quality and to react in real-time [...] Our priority was to maintain Anthogyr’s quality standards while maximizing productivity. An accomplishment made possible by the ingenuity and cohesion of our teams,” concludes Olivier Pigny. Whether it was staying a step ahead, investing where needed, inventing new solutions, moving forward together, or never giving up, Axiom X3® ticked all the boxes. 🇫🇷



AXIOM X3® LIVESTREAM, WHAT A NIGHT! ”

Anthogyr unveils Axiom X3® at a one-of-a-kind online and in-person event



Watch the replay of the **Axiom X3® Livestream**

After a carefully orchestrated teaser campaign, Anthogyr hosted a Livestream party in Chamonix for 150 oral surgeons and implantologists as well as more than 900 online attendees from 70 countries.

In keeping with the ambitious Axiom X3® development phase, we pulled out all the stops in 2022 to capture the world's attention. This unique event aired in English with live translations into French, Spanish, Italian, and German. Speaking at the event were 11 oral surgeons and implantology specialists from across Europe, who discussed their clinical experience with our innovative new implant solution. The captivated audience was treated to discussions on a range of topics, including stability and osseointegration, bone preservation, modified protocols and rationale, controlled insertion, guidance, universal anchorage, and impact of the Axiom X3® design. The attendees are now ready to cater for new patient profiles.

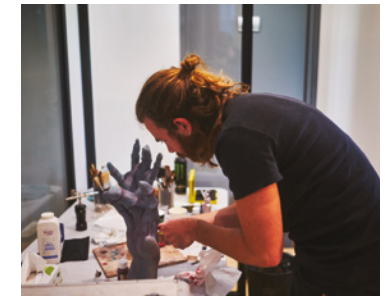
Axiom X3®, going beyond frontiers with a launch out of this world! 🌌



#Making of



A LOOK BACK AT OUR LAUNCH VIDEO ”



It took an unprecedented 3-hour make-up session to bring our extraterrestrial patient to life, including 3 make-up artists and 1 costume designer.



Our staff got the chance to contribute to the Axiom X3® launch video and watch on as it was filmed over 2 days in the center of Paris by a crew of around 20 professionals.

“An actual video to communicate our message differently. That’s who we are. Right down to the marketing, we do things no one else would do. Innovate, captivate, give people a surprise.”



Watch the **making** of the Axiom X3® launch video

“AXIOM X3®, MORE CLINICAL FEEDBACK THAN **EVER** BEFORE.”

9 COUNTRIES
63 PRACTITIONERS
706 IMPLANTS PLACED

Nicolas Courtois, our research and clinical affairs manager tells us about the unanimously positive feedback received after a few months of use.



Nicolas Courtois
Research and clinical affairs manager

CLINICALLY PROVEN – AND APPROVED!

Shorter, simpler protocols to preserve patients' existing oral anatomy, improve comfort, and shorten the duration of surgery.

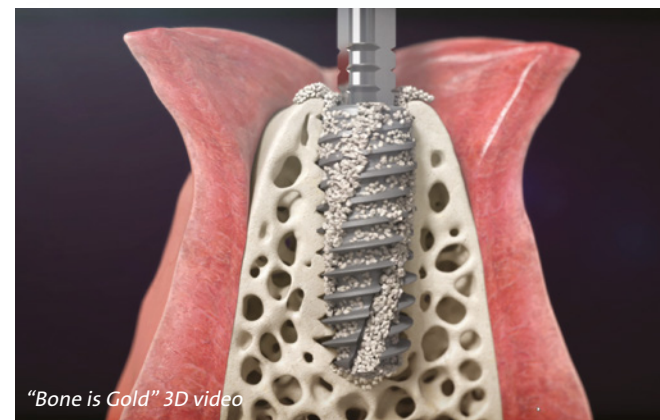
Up to **52% more bone preserved** compared with a conventional implant in soft bone.

- **Shortens the drilling protocol by up to 2 steps** (depending on bone density).
- **Proven design and stability** around Axiom® BL implants*

*Chacun D, Gritsch K, Droguet G, et al. Retrospective cohort study of bone level implants up to 7 years of follow-up. Journal of Clinical Periodontology 2022;49(S23):143–288.

**Esposito M, Salina S, Rigotti F, et al. Multicentre within-person randomised controlled trial of 0.5 mm versus 1.5 mm subcrestal placement of dental implants with internal conical connection Five-year post-loading results. Clinical Trials in Dentistry 2020;2(3):77–89.

There is real excitement in the dental community about the Axiom X3®. The **bone preservation** results and **shorter procedure times** show why this innovative new implant solution adds real value for practitioners and patients. For the launch, Anthogyr tirelessly interacted with and sought feedback from a panel of more than 60 practitioners across Europe. Each with his vision and his sensitivity, all embarked on the same process of co-construction. These results build on the Axiom® BL implant range, with its solid performance and excellent long-term clinical data**.



“Bone is Gold” 3D video



DISCOVER OUR CASE STUDIES AND CLINICAL VIDEOS:

Dr. Philippe Colin, France & Mr. Fabio Levratto, dental technician, Monaco

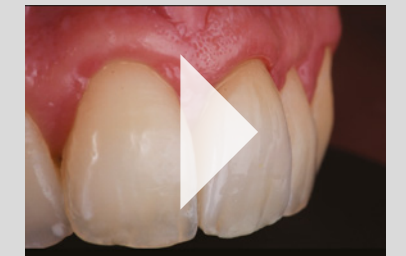
BENEFITS OF THE AXIOM X3® IMPLANT FOR PRIMARY STABILITY IN THE MAXILLARY REGION



axiomx3 Anthogyr

Dr. Claude Authelain, France

COSMETIC RESTORATION WITH AXIOM X3®: EXTRACTION, IMPLANTATION, AND IMMEDIATE LOADING



Dr. Damien Carrotte, France

FULL-ARCH RESTORATIONS ON 4 AXIOM X3® IMPLANTS



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Dr. Jean-Baptiste Verdino, France

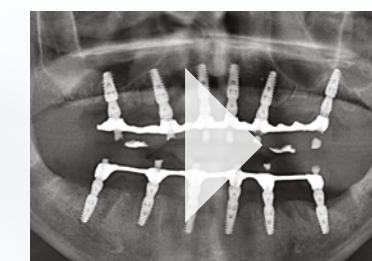
IMMEDIATE IMPLANT PLACEMENT AND LOADING OF A FULL-ARCH RESTORATION SUPPORTED BY 4 AXIOM X3® IMPLANTS



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Dr. Pierre Bruet, France

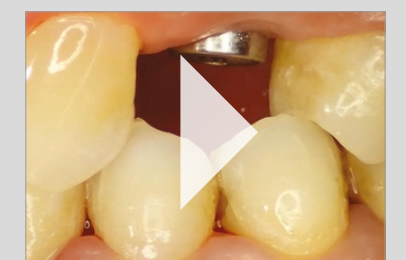
FULL-MOUTH REHABILITATION WITH AXIOM X3® SIMPLIFICATION OF THE DRILLING PROTOCOL



Find **all our clinical content** on our website

Dr. Chloé Monnot, France

SINGLE-UNIT REHABILITATION WITH AN AXIOM X3® IMPLANT



“

THEY BETA-TESTED AXIOM X3®”

DR. FRANÇOIS VIGOUROUX & DR. FABIAN HIRSCH. ONE IS FRENCH, THE OTHER GERMAN. BOTH SPENT SEVERAL MONTHS TESTING OUR NEW IMPLANT SOLUTION IN THEIR PRACTICES. AND BOTH WERE WON OVER. WE CAUGHT UP WITH 2 PASSIONATE INDIVIDUALS WITH STRONG PRINCIPLES.



François and his assistant, Jennifer Galoup



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Dr. François Vigouroux

Dr. Fabian Hirsch

DR. FRANÇOIS VIGOUROUX, Cadaujac/Pessac Léognan, France
Dental practice with 4 dentists. François practices in partnership with his dental/training assistant
SPECIALTIES: Implantology, periodontology, and training



@dr_francois_vigouroux

DR. FABIAN HIRSCH, Zeuthen, Germany
Dental practice with 2 dentists + 2 dental hygienists (10 employees)
SPECIALTIES: Implantology and implant-supported prostheses

How did your relationship with Anthogyr begin?

Dr. François Vigouroux: I took an interest in the company as soon as I started practicing 10 years ago. Their clinical standards were a perfect fit for what I wanted to do. And it was a French brand. I've been exclusively working with Anthogyr for several years now, as well as being an Anthogyr Campus trainer. This year, 2022, was the first time I was asked to be a clinical tester for their new implant, Axiom X3®.

“Anthogyr aim higher. They want to make life as easy as possible for practitioners. As I always say, once you try them, you'll never go back!”

Dr Fabian Hirsch

Dr. Fabian Hirsch: I gave a talk about bone substitutes at a conference in 2014. A colleague from Frankfurt, Dr. Anke Isser, spoke at the same event about the Axiom® system. I found it fascinating and quickly realized that the system was exactly what I needed. I tried out some Axiom® PX implants the very next week. The simplicity and performance of the system had me immediately hooked.

You've both been working with Anthogyr for a while now. How would you describe your relationship with the brand?

Dr. F.V.: It's more than the product or service itself. I feel like I am part of a family. The mindset of the company and its people is very much in line with my way of thinking and being. It's just so easy and a pleasure to use. They're so straightforward to deal with. I'm as much a fan of Anthogyr for the people as for the quality of their products.

Dr. F.H.: I agree. For my part, it's quite simple: I've been a fan since the beginning, even during that short period when Anthogyr was no longer available in Germany, I just ordered directly from France. I think that says it all!

You are now Axiom X3® ambassadors. What prompted you to get involved in the launch of this specific product?

Dr. F.V.: I was asked to be a tester for the new implant. I said yes straight away because I knew what difficulties I was coming up against in my work and I felt sure that their next innovation would be the solution.

Dr. F.H.: The first time the product was presented at Sallanches, I could see the advantages and immediately understood what was innovative about it. I do a lot of immediate-loading protocols and Axiom X3® just blew away the limitations.

Speaking of which, what would you say are the benefits of this new implant?

Dr. F.V.: They can be used with any indication so long as you are comfortable with the technique. I may still keep a few other implants around, but it's mostly for peace of mind!

Dr. F.H.: I agree. There are no contraindications. And on top of that, we've managed to shorten procedure times even further. Plus, between you and me, I just find the Axiom X3® more enjoyable. **As a surgeon, nothing quite compares to how this implant feels as you insert it.**

Could you tell us a little more about the beta-testing phase?

Dr. F.V.: I started working with Axiom X3® in September 2021 and have been using it almost exclusively since last March. It takes a while to get used to, I find, like breaking a thoroughbred or driving a Ferrari. It may be the best car in the world



"Bone is Gold" 3D video

and unbelievably powerful, but first you must learn to control it. So long as you know your bone and you have good dexterity, it quickly becomes comfortable to use.

Dr. F.H.: The test phase was a success for both me and my patients. I immediately loaded the Axiom X3® implants in almost all those cases. **The patients were just as happy with the shorter treatment times, as the operation took less time and fewer post-operative visits were needed.**

What were the net benefits for you and your patients?

Dr. F.V.: I use fewer drills. I can go faster because there are fewer steps. Bone preservation is better. And as the connection interface and prosthetic system are exactly the same as Axiom® Multi Level®, it's easier for my assistant to manage inventory. I don't have to worry about which implant to use. I just pick the diameter and length. That takes some of the pressure off. Axiom X3® is truly the solution for modern implantology.

Dr. F.H.: We are delighted to be able to incorporate Axiom X3® into our daily practice. We love the consistent quality of Anthogyr's products and the innovation mindset at the company. 🌟

As a surgeon, nothing quite compares to how this implant feels as you insert it.

Dr François Vigouroux



Fabian and his assistant, Simone Hecht

“AXIOM X3® EUROPEAN TOUR, READY FOR **B**LASTOFF!”

How can our solution help you reach new levels and continually improve the care you deliver to your patients?

To answer that question and following on from the launch of Axiom X3® last March, we have organized a series of events around Europe. This is your chance to discover the Axiom X3® at a location near you.

From Seville to Rome with stop-offs in Lyon, Marseille, and Bordeaux, we will be traveling to more than 4 countries, 15 cities, and 34 conferences until the end of November 2022.

This will be the perfect opportunity to meet us and interact with our clinical ambassadors. The clinical feedback that will be presented will show you why the new design of the Axiom X3® may help you reach new levels and continually improve the care you deliver to your patients. Don't miss your chance to discuss the Axiom X3® with us. 🚀

4 COUNTRIES:
FRANCE, BENELUX,
SPAIN, AND ITALY
15 CITIES
34 CONFERENCES



Find out everything
you need to
know about our
Axiom X3® Tour



axiomX3[®]

BEYOND FRONTIERS

Explore new territories, to better answer the needs of your patients.

Benefit from an implant solution adapted to clinical diversity, respecting and preserving the most precious environment: the bone.

Discover Axiom X3[®], a new experience, beyond your frontiers.

More
information



anthogyr.com

Anthogyr

A Straumann Group Brand