

# 3M ESPE Adds New Dimension to Lava™ Restorations

*Complementary overlay porcelain delivers highly esthetic, easy to attain results*

## News Article

ST. PAUL, Minn. - (Feb. 24, 2006) — Further enhancing its Lava™ Crowns and Bridges offering, 3M ESPE introduces the latest product advancement designed to meet the high standards of today's dental technicians — 3M™ ESPE™ Lava™ Ceram Zirconia Overlay Porcelain. This newly optimized porcelain makes it easier for dental technicians to achieve phenomenal esthetics using a simple technique.

Recreating natural esthetic results with the new porcelain is even easier now utilizing 23 new effect porcelains that are more translucent, opalescent and fluorescent, extending the capabilities of the dental technician to match virtually any tooth coloring.

Lava™ Ceram was designed for the Lava crowns and bridges system and provides proven bond strength to Lava™ Copings. When used in combination, a Lava™ Substructure veneered with Lava Ceram is a true Lava™ Restoration — a highly esthetic restoration that delivers the natural-looking, long-lasting results that patients require. Hands-on courses for Lava Ceram layering techniques will be conducted by 3M ESPE in collaboration with Authorized Lava™ Milling Centers located throughout the United States.

"3M ESPE is in a unique position to help dentists and their labs throughout the entire crown and bridge procedure," said Jim Buchanan, Sales and Marketing Manager, 3M ESPE. "From the first impression, through fabrication and veneering of the Lava copings to the final cementation of the restoration, we offer a complete solution."

Lava™ Ceram is available in kits designed to fit the way dental technicians work, including the Popular Set — for those looking for the basic porcelain shades; the Performer Set — featuring all 23 new effect porcelains; and, the Pop Art Set — for high-end esthetics. A trial kit also is available.

Lava™ Crowns and Bridges are available to all dentists and their labs through Authorized Lava™ Milling Centers throughout the United States. The unique-colored Lava™ Framework is produced by Authorized Lava™ Milling Centers. Final veneering is done by the dentist's preferred lab using Lava™ Ceram. 3M ESPE warrants for five years from the date of placement that copings or substructures made out of Lava™ Frame Zirconia will not break if fabricated by an Authorized Lava Milling Center on Lava™ Equipment in strict compliance with approved indications and instructions for use for Lava™ Crowns and Bridges.\*

To order, call 3M ESPE at 1-800-344-9170. For more information, call your Authorized Lava™ Milling Center or visit our Web Site - [www.3MESPE.com/Lava](http://www.3MESPE.com/Lava)

### \* **Limited Warranty and Limited Remedy**

3M ESPE MAKES NO OTHER WARRANTIES INCLUDING, BUT NOT LIMITED TO, ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. 3M ESPE's sole obligation and the customer's sole remedy in the event of any breakage of the framework shall be limited to replacement of the milled and sintered framework, or at 3M ESPE's option, reimbursement of the milled and sintered framework at a fair market price. This warranty does not cover breakage resulting from accident or misuse, nor any additional costs such as but not limited to the cost of preparation or veneering.

**Limitation of Liability**

Except where prohibited by law, 3M ESPE will not be liable for any loss or damages arising from this product, whether direct, indirect, special, incidental or consequential, regardless of the theory asserted, including warranty, contract, negligence or strict liability.

3M ESPE manufactures and markets more than 2,000 products and services designed to help dental professionals improve their patients' oral health care. 3M ESPE is a division of 3M Health Care, the largest of seven major 3M businesses, which is dedicated to improving the practice, delivery and outcome of care in the medical, dental, pharmaceutical, health information and personal care markets. For more information on the complete 3M ESPE line of dental products visit the 3M ESPE Web site at [www.3MESPE.com](http://www.3MESPE.com) or call the 3M ESPE Technical Hotline at 1-800-634-2249. Products are available for purchase through authorized 3M ESPE distributors.

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