

# “Confidence in You” contest to mark BLX implant system launch



To mark the full European market release of its new BLX implant system, Straumann ran an online contest in which the top prizes are 3 lifetime lion adoptions at Drakenstein lion park, South Africa, where Straumann has already adopted a lion named “Tarzan”. More than 500 dental professionals worldwide have participated in the contest. The three lucky winners will be announced on [www.confidence-in-you.com](http://www.confidence-in-you.com) after the IDS 2019. Additionally, the company will give away 20 “Anna and the Lion” children books signed by the company’s CEO Marco Gadola. The winners will be announced after the IDS 2019 in Cologne.

Taking “Arena of Confidence” as its main theme, the Straumann booth at IDS will focus on the confidence that the company, its people, products and solutions bring to the world of dentistry, from dental professionals to patients. A highlight of the IDS show is the full European market release of the Straumann® BLX implant system. The fully-tapered implant is a next generation solution for confidence beyond immediacy. It combines an innovative design concept aiming for optimised stability with high performance Roxolid® metal alloy and SLActive® surface. This creates an implant system that offers new levels of confidence.

In addition to launching BLX, Straumann will use its booth to highlight key topics that represent current industry focuses and trends, each featuring a range of products, solutions and services. These include:

- Straumann® Pro Arch Fixed Edentulous Solutions offering tailored fixed immediate full-arch restorations on four to six implants with a highly aesthetic prosthetic outcome.
- Straumann DenToGo, a remote dental monitoring solution that enables orthodontists and dentists to remotely monitor the treatment progress in their patients.
- In biomaterials, Straumann launches Emdogain® FL, the first product that has been clinically demonstrated to eliminate and sustainably regenerate periodontal pockets as part of scaling and root planing and dental hygiene procedures.

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