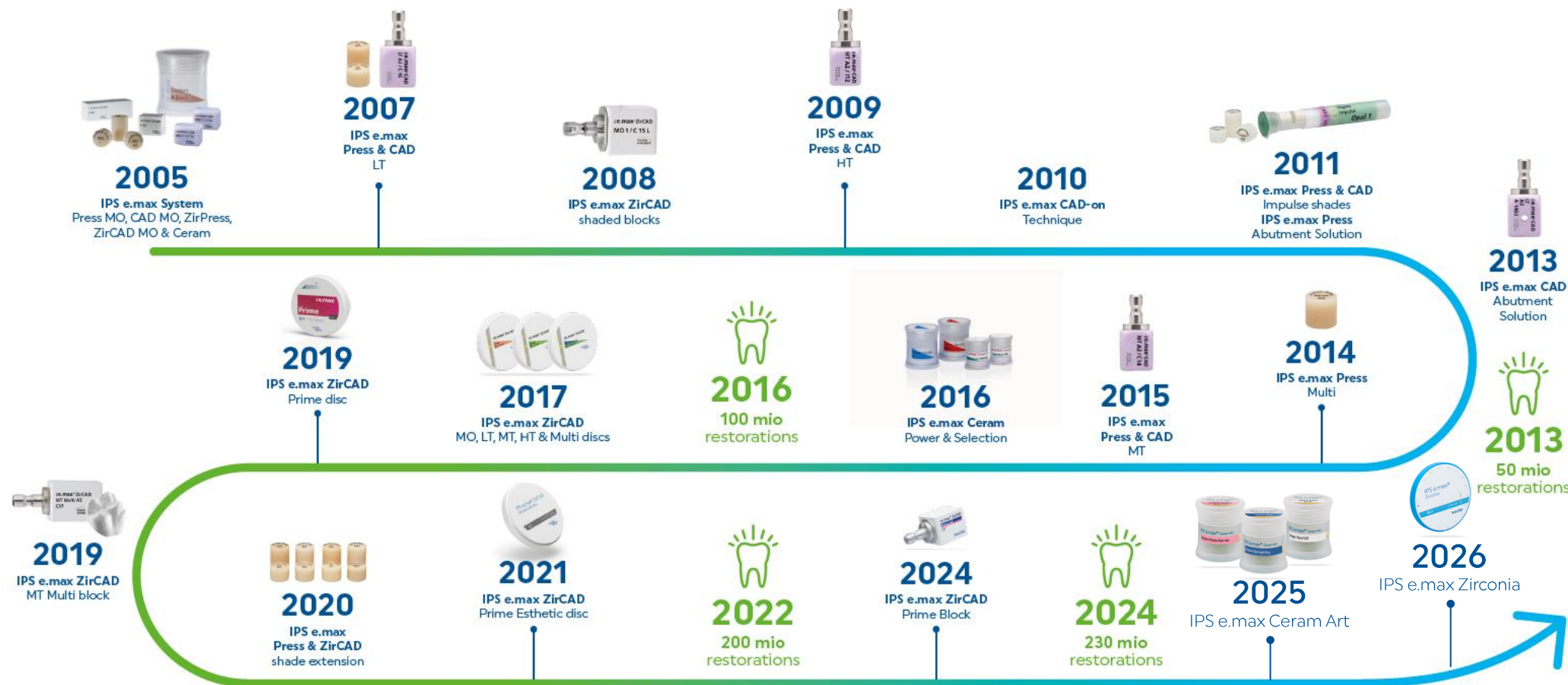


# IPS e.max<sup>®</sup> Zirconia

# IPS e.max® Innovations



The number of fabricated IPS e.max restorations is based on sales worldwide.



# Redefine Zirconia - IPS e.max Zirconia

## Redefining Esthetic

Best in class  
in any case

## Redefining Speed

Efficiency without  
compromising esthetics

## Redefining Strength

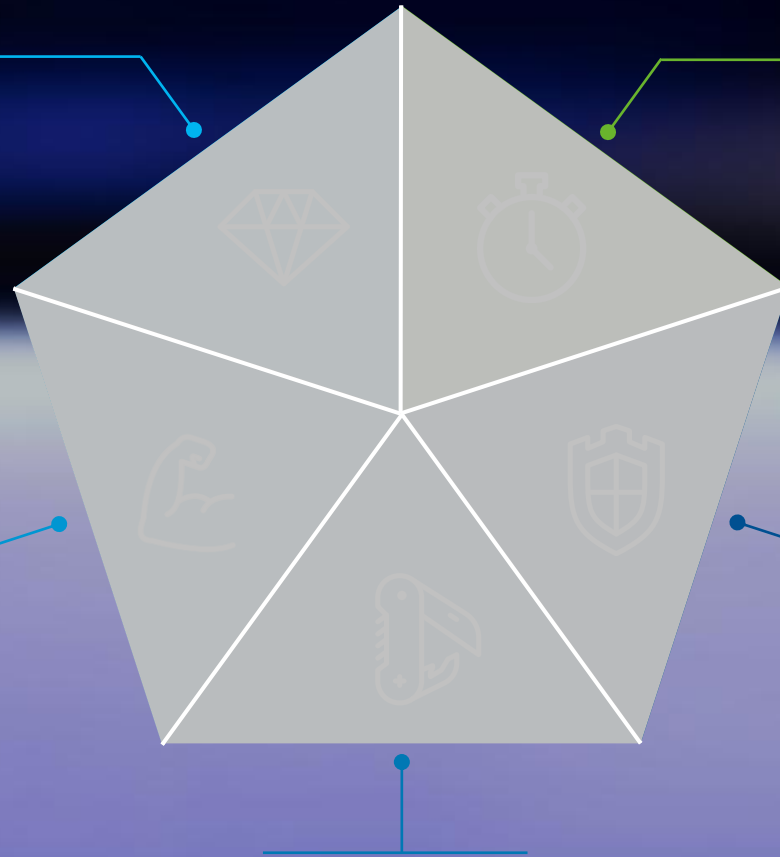
Focus on the case  
Not on the material!

## Redefining Reliability

Ensures product safety  
and customer satisfaction

## Redefining Versatility

No limits in application range



# Refined Zirconia - IPS e.max Zirconia

## Redefining Esthetic

Best in class  
in any case



# Esthetic Redefined



Most manufacturers communicate 16 shades and gradient translucency and claim to offer high esthetics. Only the perfect composition of **precise shades** with the **harmonious gradient** of translucency leads to the **best-in-class esthetic**.



# Esthetic Redefined



Most manufacturers communicate 16 shades and gradient translucency and claim to offer high esthetics. Only the perfect composition of **precise shades** with the **harmonious gradient** of translucency leads to the **best-in-class esthetic**.



# Esthetic Redefined

Accurate shades drive **speed** & speed drives **efficiency**.



# Expertise meets Innovation



Dominik Gliniecki



Hugo Hébert



Juan Rego



Yuki Momma



Ole Petter Våge



August Bruguera



Luis Mampel



Pieter Ghysens



Suchada Kongkiatkamon



Atsushi Suzuki



Mike Roberts



Jay Sober



Rafael Santrich



Sebastian Palm



Thomas Bartsch



Marie Luise Witt



Coşkun Kasapoğlu



Mohit Suryavanshi



Masashi Hirose



Katsuya Seki



Jonathan Rego



Jessica Love



Jamie Bartley



Dominique Vinci



Stefan Strigl



Michele Temperani



Vitaly Tsur-Tsar



Rams Aththiyappan



Thanh Cao



Kyungsik Park



Aiham Farah



Matt Hunt



Edwin Zanabria



Mariano Maurizi



Dragan Stolica



Davor Markovic



Maria Spanopoulou



Khittiwat Aryameung



Lyndon Hays

# Customer Integration – We Listen to You

TOTAL  
DURARTION

Nov. 2023 to  
Jan. 2026

TOTAL  
MEETINGS

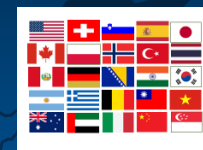
9<sub>x</sub>CI + 2<sub>x</sub>KOL

TOTAL  
CUSTOMERS

45

TOTAL  
COUNTRIES

25



# Customer Integration – We Listen to You

TOTAL  
ITERATIONS

> 300

TOTAL  
RESTORATIONS  
FOR SHADE & ESTHETIC

> 900

TOTAL  
RESTORATIONS

> 1300

TOTAL  
CHEWING SIMULATOR  
TESTING TIME

> 50'000 h





# Esthetic Redefined – Customer Feedback\*

How do you rate the shade and appearance of the crowns from very good (=1) to very bad (=4)?

Shade	Rating	Shade	Rating
BL1	1.4	C1	1.4
BL2	1.4	C2	1.3
BL3	1.6	C3	1.6
BL4	1.4	C4	1.6
A1	1.5	D2	1.6
A2	1.3	D3	1.6
A3	1.4	D4	1.7
A3.3	1.3		
A4	1.5		
B1	1.3		
B2	1.4		
B3	1.5		
B4	1.6		
Average	1.5		

**1.5** average rating  
 A-D shades Accuracy  
 IPS e.max® Zirconia



\*Feedback of 28 participants of the Customer Integration Event 28.-30.01

# Esthetic Redefined – Customer Feedback\*



IPS e.max Zirconia validated – a new level of esthetic in the field of zirconia materials

81.6 %

IPS e.max® Zirconia shows superior esthetic

91.2 %

IPS e.max® Zirconia shows natural appearance due to its gradient of shade and translucency

81.9 %

IPS e.max® Zirconia stands for a new level of esthetic in the field of zirconia materials

\*Feedback of 28 participants of the Customer Integration Event 28.-30.01.2026

# Redefining Esthetics – Customer Feedback\*



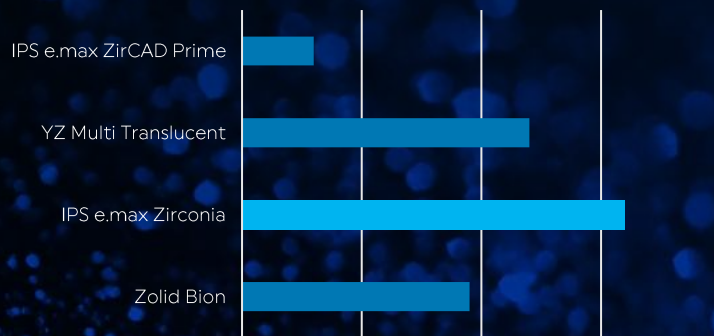
93 %

rated the speed sintering results as pleasing

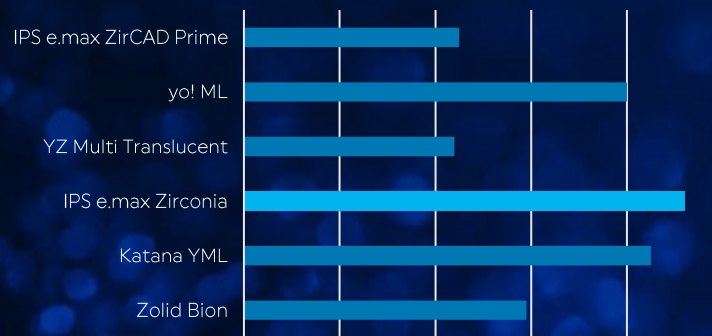
\*Feedback of 28 participants of the Customer Integration Event 28.-30.01.2026

# Redefining Esthetics – Customer Feedback\*

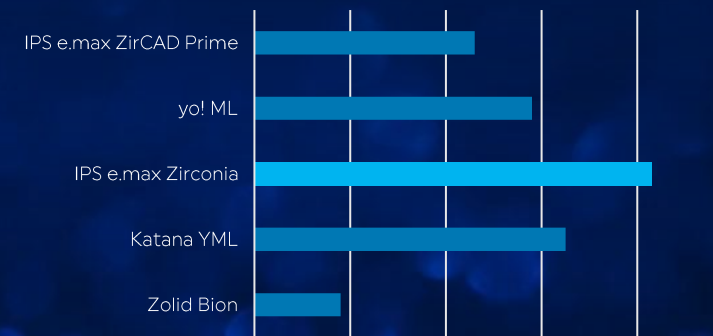
Competitor Blind Test BL2



Competitor Blind Test A2



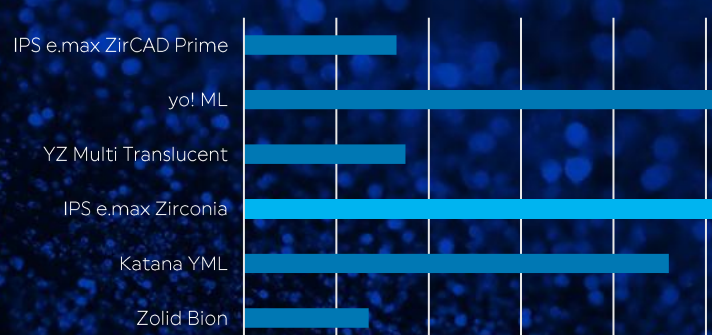
Competitor Blind Test A3.5



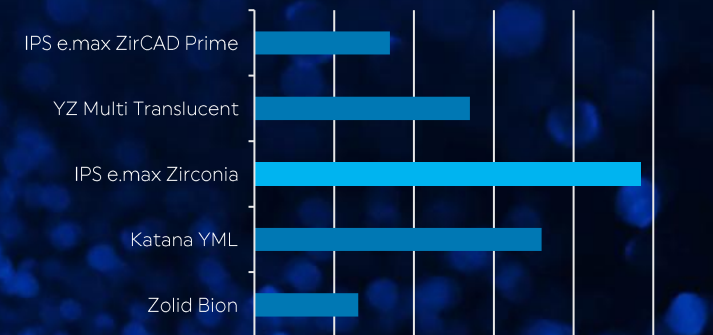
Competitor Blind Test B2



Competitor Blind Test C2



Competitor Blind Test D2



\*Feedback of 27 participants of the Customer Integration Event 28.-30.01.2026

# Redefine Zirconia - IPS e.max Zirconia

## Redefining Esthetic

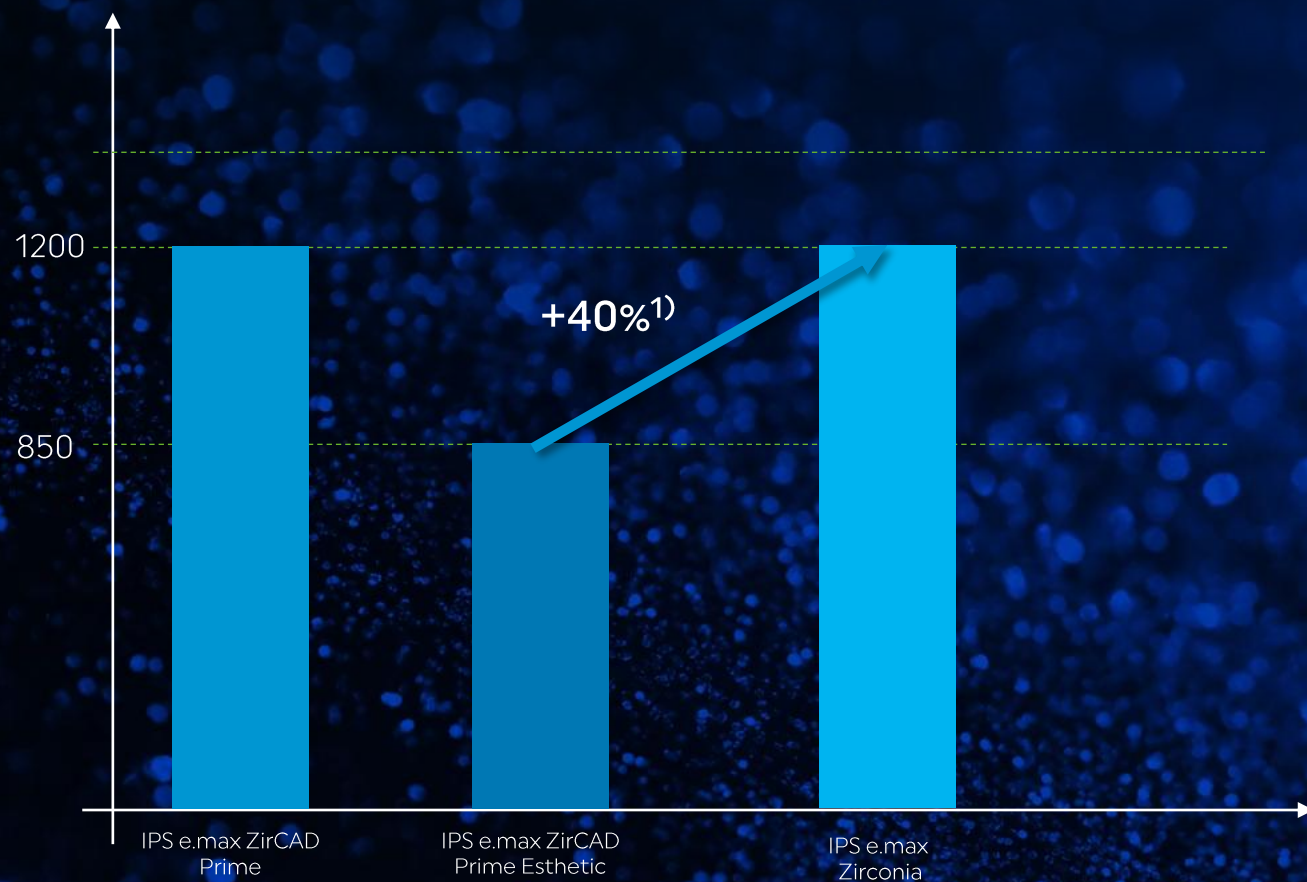
Best in class  
in any case



## Redefining Strength

Focus on the case  
Not on the material!

# Redefining Strength – IPS e.max Zirconia

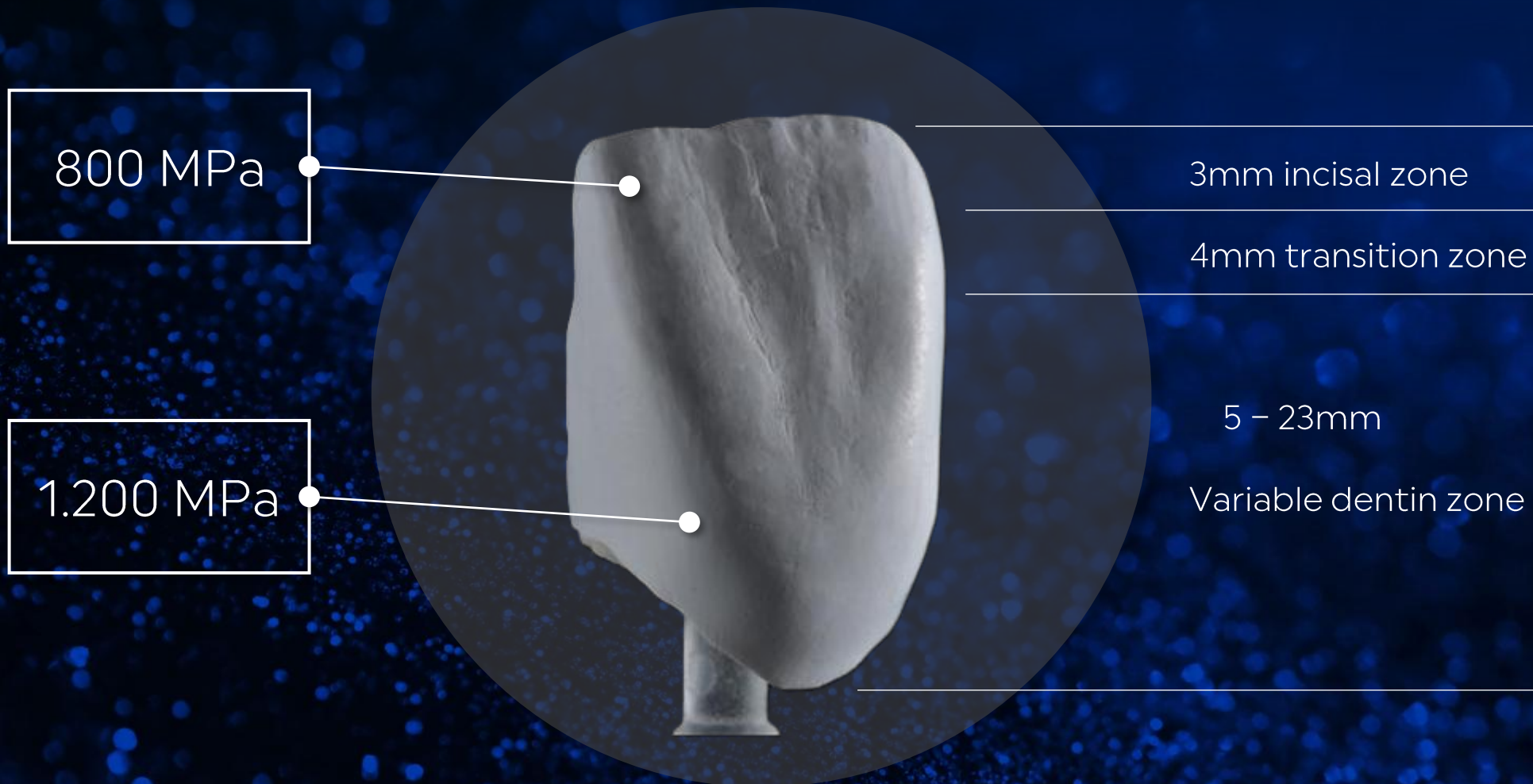


The high stability of **IPS e.max® Zirconia** is the key for the **extended range** of indication.

The fusion of esthetic and strength allows the technician to **focus 100% on the patient case**.

<sup>1)</sup> for dentin part of the disc

# Redefining Strength – IPS e.max Zirconia



# Redefine Zirconia - IPS e.max Zirconia

## Redefining Esthetic

Best in class  
in any case



## Redefining Strength

Focus on the case  
Not on the material!

## Redefining Versatility

No limits in application range

# Redefining Versatility – IPS e.max Zirconia



# Redefining Versatility – IPS e.max Zirconia



The right height for every requirement.

# Improved Infiltration

## IPS e.max® Zirconia

is a 4Y/5Y-PSZ zirconium oxide for fixed all-ceramic dental restorations.

IPS e.max® Zirconia Color Liquids are used for shading and characterizing IPS e.max Zirconia restorations.



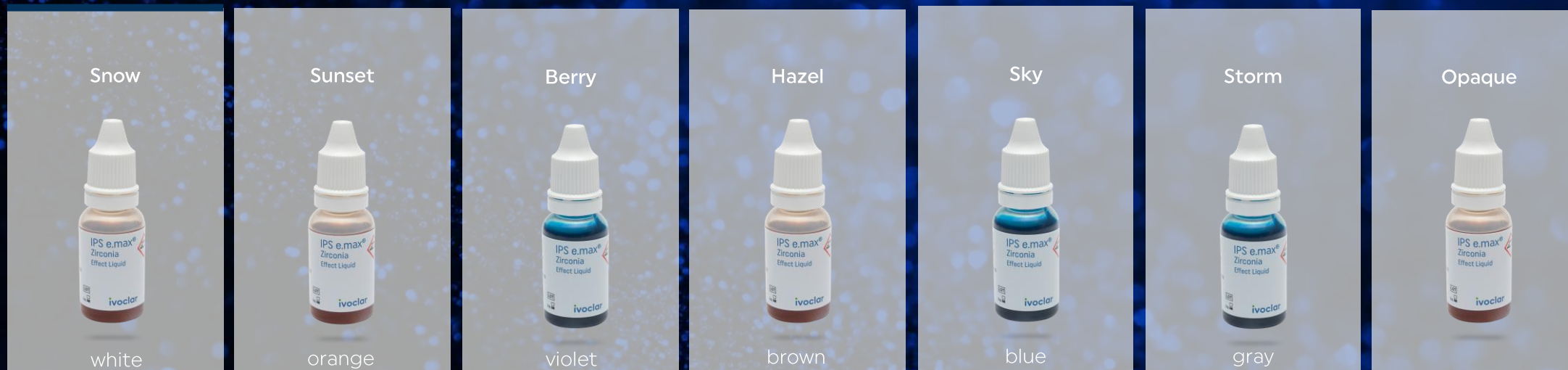
# IPS e.max Zirconia Color Liquids

## Color Liquids:

- Available in 16 Vita A-D Shades
- Featuring color indicators



## Effect Liquids:



# Redefining Zirconia - IPS e.max Zirconia

## Redefining Esthetic

Best in class  
in any case



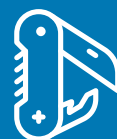
## Redefining Strength

Focus on the case  
Not on the material!



## Redefining Reliability

Ensures product safety  
and customer satisfaction



## Redefining Versatility

No limits in application range



# Redefining Reliability - IPS e.max Zirconia

A material that bears the name

**IPS e.max®**

must meet the

**highest standards.**



Ivoclar has over

**20 years** of

**Zirconia**

**expertise**

and the zirconia workflow

All Indications.  
One Disc.

12-30 mm  
height



360° colour  
information

# Advanced GTx Technology



# X-Factors – Adding the X into GT Technology

# 1

Optimized gradient profile creates lifelike light dynamics

# 2

Enhanced microstructure of the material for improved milling and sintering behaviour

# 3

Improved shading technology for unsurpassed accuracy, from selection to final result



# Redefining Reliability – Enhanced Milling Behaviour



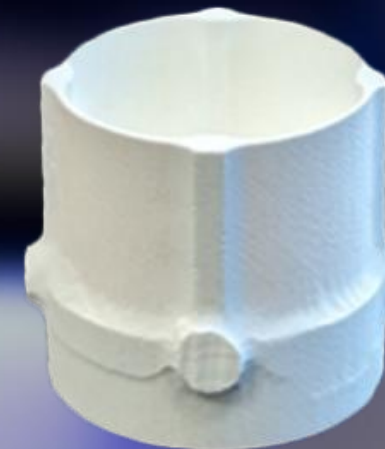
**Competitor**

Thickness 0.2 mm



**Current Zirconia  
Generations**

Thickness 0.2 mm



**IPS e.max  
Zirconia**

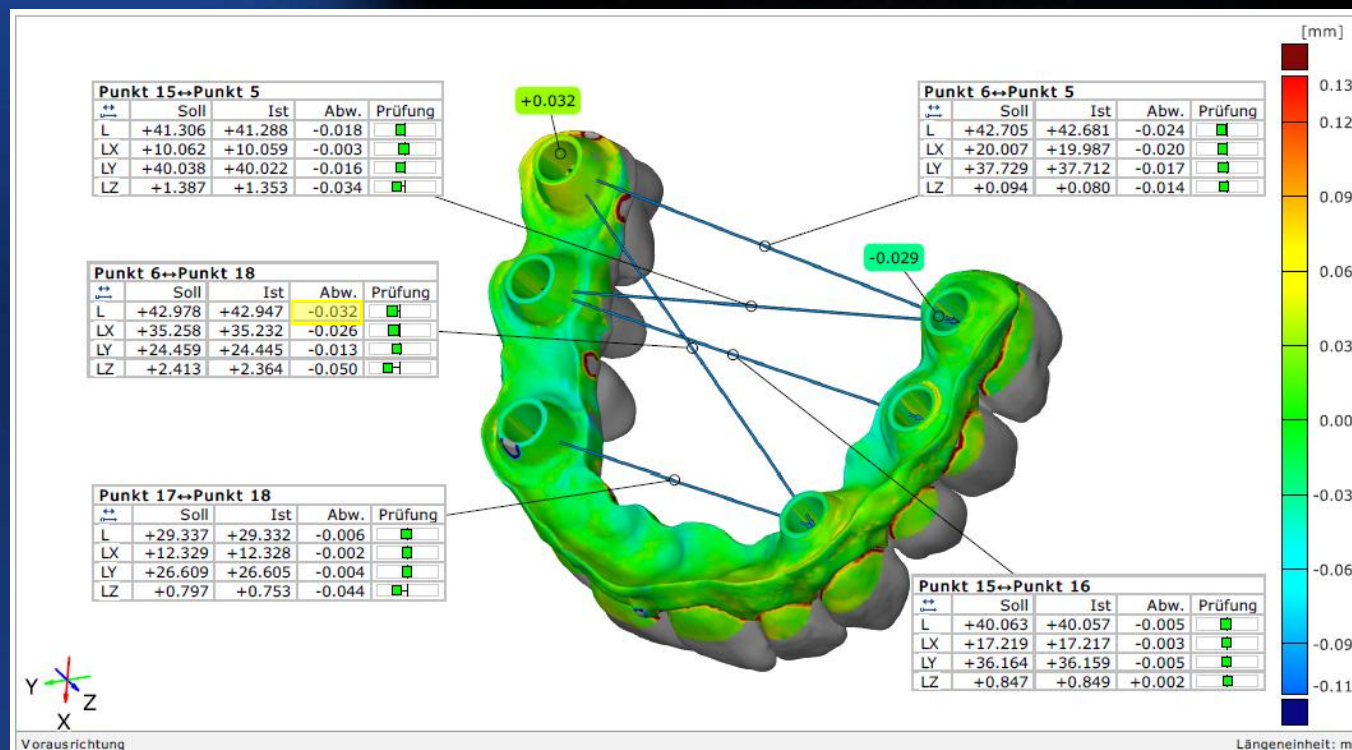
Thickness 0.2 mm

# Redefining Reliability – Fitting Accuracy (GOM)

- Clinical acceptance criteria ~ 80  $\mu\text{m}$
- Ivoclar acceptance criteria < 50  $\mu\text{m}$

Speed SINTERING (2h 57 min.)

Minimal deviation = 32  $\mu\text{m}$  ✓



# Redefining Zirconia - IPS e.max Zirconia

## Redefining Esthetic

Best in class  
in any case



## Redefining Speed

Efficiency without  
compromising esthetics



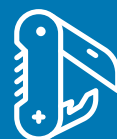
## Redefining Strength

Focus on the case  
Not on the material!



## Redefining Reliability

Ensures product safety  
and customer satisfaction



## Redefining Versatility

No limits in application range



Before



# Super-fast sintering

Now



Before



Super-fast  
sintering

Now



Before



Super-fast  
sintering

Now



# IPS e.max Zirconia Workflow



## Select

IPS e.max® Zirconia is a disc suitable for all applications. The advanced GTx Technology offers further-enhanced, material-based aesthetics, even with speed sintering.



## Produce

The PrograMill 7/7 Pure is a powerful milling machine that combines an extensive database, a wide range of materials, and software for high-precision prosthetics.



## Sintering

The Programat® S2, featuring an integrated speed sintering program for IPS e.max® Zirconia, is our compact and lightweight sintering furnace designed to deliver precise results.



## Finalize

The innovative IPS e.max® Ceram Art product line, featuring universal staining, glazing, and texturing pastes, transforms ceramic restorations into unique masterpieces.



## Firing

The Programat firing furnaces are the solution for high-quality firing, even at low firing temperatures starting at 710°C.



## Cementation

Ivoclar offers suitable cementation options for every clinical situation: conventional, self-adhesive, or adhesive, e.g., with Variolink® Esthetic LC for veneers with a wall thickness of less than 1.5 mm.

Limits redefined.  
Standards raised.



Thank you

Making  
People  
Smile

Die Inhalte dieser Präsentation sind urheberrechtlich geschützt.

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