



Frost & Sullivan Recognizes Doxa AB for Ceramir[®] Crown & Bridge, its Pioneering Biocompatible Dental Cement

Ceramir[®] Crown & Bridge has been awarded the 2010 Frost & Sullivan European Prize for “New Product Innovation of the Year”. Ceramir[®] Crown & Bridge is a bioceramic dental cement developed by Doxa AB, Sweden. The first of its kind, this product heralds the introduction of an entirely new class of nanotechnology-based dental materials.

“It was only in November last year – after 22 years of research and development – that we launched our new dental cement. It feels very gratifying that Ceramir[®] Crown & Bridge has been so quickly recognised as a product that we hope can change the state of dental care”, says Doxa CEO, Fredrik Alpsten.

Doxa’s researchers have delivered a biomaterial that can coexist in an environment of saliva and warmth and is built on Nanostructurally Integrated Bioceramics (NIB). The dental cement emulates the tooth’s own tissues and is the first of its kind on account of its ability to form nanocrystals as it hardens. It produces a completely tight interface between tooth and material, which hinders the influx of bacteria. Furthermore, an independent expert report from USA has stated that the technology and the product display an unsurpassed biocompatibility.

The global consultancy, Frost & Sullivan which donates this prize annually for a meritorious product, explained its decision by stating that Ceramir[®] Crown & Bridge is the result of Doxa’s leading edge technology within the realm of new dental care products.

“The materials in the mouth are exposed to heat, rapid change in temperatures, mechanical loads and bacterial influx, hence the material used should be of very high resistance to prevent gradation with time, and reduce changes inflicted to the natural environment,” says Frost & Sullivan Senior Research Analyst Sowmya Rajagopalan. “The need for addressing these drawbacks directly links to increased biocompatibility that is the key feature of Doxa’s Ceramir[®] Crown & Bridge, which has the special ability to thrive with saliva and heat.”

She makes the point that it is essential for the biological ceramic dental material to behave in harmony with the human body.

“Ceramir[®] Crown & Bridge can coexist in a natural environment – it does not shrink and has thermal properties close to the enamel and dentine,” says Rajagopalan. “The resulting treatment, reduced pain and increased success rates of the implantation reflects on the health statistics with reduced repeat dental procedures and decrease in healthcare expenditure.”

Frost & Sullivan acknowledges both local and global products/companies where outstanding achievements have been attained within product development, technological growth, leadership and service. They seek out the best products/businesses through in-depth interviews, analysis and assiduous research programmes.

The prize-giving ceremony will be held at Emirates Stadium in London, 18th May.

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...or visit: www.ceramir.se (in Swedish only)

Facts about Doxa AB:

Doxa is a Swedish dental company, marketing, selling and developing bioceramic dental products. The company currently employs a staff of 22. Ceramir[®] Crown & Bridge, the first in a range of planned bioceramic dental products from Doxa, is an advanced dental cement used for the permanent fixture of dental crowns and bridges. SLS Invest AB, Omega Fund, Bacapps Captial AB, Länsförsäkringsbolagen and the founder, Leif Hermansson are the company’s principal shareholders. There are a further 1300 shareholders. www.doxa.se