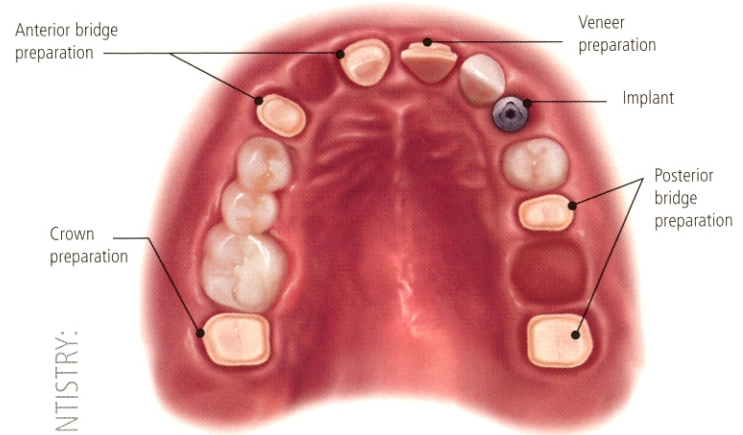


**IPS e.max®**  
all ceramic all you need

all ceramic all you need

IPS Empress® and the Esthetic Revolution<sup>SM</sup> held the promise of better dentistry, the promise of changing the lives of dentists and most importantly patients. Today, there is a technological revolution happening in dentistry that presents new opportunities for high strength laboratory fabricated restorations. For the first time, the Esthetic Revolution and Technological Revolution have aligned propelling dentistry to a new horizon.

Today, IPS e.max takes Empress to the max. Designed with simplicity and versatility in mind, IPS e.max allows you to select the most appropriate material - either high strength zirconium oxide or high strength glass ceramic - and the ideal fabrication technique for the case you are completing. A single layering ceramic, IPS e.max Ceram, offers simplicity - ultimately delivering outstanding esthetics, and predictable shade matching even with difficult combination cases.



THE NEXT REVOLUTION IN DENTISTRY:

Optimizing Strength and Esthetics