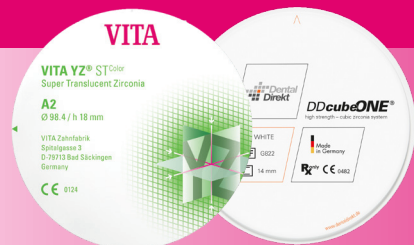


# VITA IN CHICAGO

2023



# LARGEST ZIRCONIA PORTFOLIO ON THE MARKET TODAY



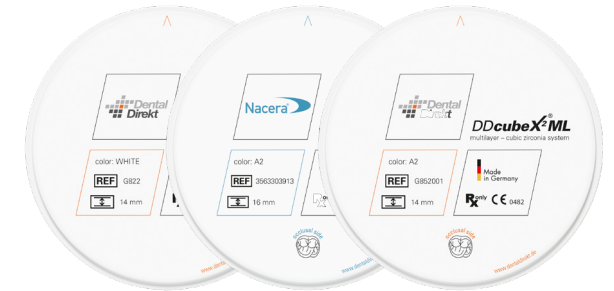
As the Exclusive Distributor of Dental Direkt, VITA North America is now offering you the largest and broadest zirconia portfolio in the market with a comprehensive premium and new mid-line zirconia.

Scan here to enter to win free zirconia discs!



## VITA YZ® Solutions Premium Zirconia Line.

VITA's premium zirconia line, VITA YZ® Solutions, is available in a variety of sizes and four different translucency levels, including white, color and multicolor variants. VITA is also the only manufacturer to offer pre-colored and multicolor zirconia in all VITA classical A1-D4® and VITA 3D-MASTER® System shades.



## Dental Direkt Zirconia Midline Zirconia Line.

In addition to the VITA product line, customers will now have access to Dental Direkt's value-priced midrange zirconia product lines. Its eight zirconia offerings are available in a range of sizes in white, color, multicolor and multilayer, as well as all 16 VITA classical A1-D4 shades and VITA Bleached Shades. The non-shaded zirconia is accompanied by the corresponding shade liquids for individual characterization. The newest addition to the Dental Direkt Zirconia line is the industry leading Nacera® Pearl, a multilayer, multicolor disc with different translucencies and colors in one zirconia disc. In addition to a large offering of zirconia, a complete product line of high-impact thermoplastic polymers will also be available.



## Dental Direkt Contrast Color and form concept.

DD contrast®, the color and texture system from Dental Direkt, gives full monolithic restorations optimum color dynamics, vivid depth effect and various intensities of fluorescence. It creates a wonderful symbiosis with the color and light systems of our monolithic zirconium oxides.

We are excited to partner with a quality material manufacturer, who completes our consumable portfolio ideally to fulfill all material needs of our customers. With this exclusive partnership, the United States and Canada will have access to

**the most  
expansive  
and advance  
zirconia  
portfolio in the  
market today,**

combined with accelerated distribution time and superb customer service.

- Patrick Bayer

Vice President of Sales and Marketing, VITA North America

SHOW PROMOTIONS  
VALID FEBRUARY 22-25, 2023 ONLY

4-Drawer Tooth Cabinet 144 Anteriors, 96 Posteriors



FREE SCANNER INCLUDED  
FOR EASY RE-ORDERING!

VITA MFT®  
**\$1,395**  
(\$2,586 retail)



VITAPAN EXCELL® & VITA LINGOFORM®  
**\$3,195**  
(\$11,898 retail)



8-Drawer Tooth Cabinet 288 Anteriors, 192 Posteriors



FREE SCANNER INCLUDED  
FOR EASY RE-ORDERING!

VITA MFT®  
**\$2,695**  
(\$5,162 retail)



VITAPAN EXCELL® & VITA LINGOFORM®  
**\$6,395**  
(\$23,789 retail)



VITA VACUMAT® 6000 M  
**\$5,100**

Bundle includes: Firing unit, vPad Excellence and pump

VITA



FURNACE BUNDLES AVAILABLE!



VITA SMART.FIRE  
**\$5,450**

Bundle includes: Firing unit,  
vPad Excellence and pump



VITA VACUMAT® 6000 MP  
**\$6,950**

Bundle includes: Firing unit, vPad  
Excellence and pump



VITA ZYRCOMAT®  
**\$13,500**

Bundle includes: Firing unit  
and vPad Excellence

2023



SHOW PROMOTIONS  
VALID FEBRUARY 22-25, 2023 ONLY



**3+1 VITA Blocks**  
Buy 3 sleeves of VITA Blocks, Get 1 Free\*  
\*of equal or lesser value



**Buy 4 sleeves of blocks & 2 bottles of VITA etch,**  
Get a polishing Kit and Polishing Paste Free



**Buy a VITA AKZENT® Plus Kit,**  
Get a VITA AKZENT® Plus Mini Kit Free



**3+1 VM Bottles**  
Buy 3 Bottles of VM, Get 1 Free\*  
\*of equal or lesser value

VITA

**NEW! VITA Easyshade® LITE**  
**\$795<sup>95</sup>**  
after \$100 rebate

**BUY 8 SLEEVES OF VITA ENAMIC®,**  
**GET A VITA AKZENT® LC EXPERT KIT FREE**



**VITA Easyshade® V**  
**\$1,687<sup>95</sup>**  
after \$300 rebate



2023

# LMT LAB DAY

## VITA DISCOVERY ROOM SCHEDULE

February 24-25, 2023  
Grand Hall K, Gold Level, East Tower

### FRIDAY, FEBRUARY 24, 2023

| TIME            | SPEAKER                                 | TITLE   |
|-----------------|---|---|
| 8:00-9:15am     | Marc Wagenseil, DD, RDT                 | An Easy Centric Concept for Quick and Reliable Occlusion: Setting Within the Chew Cycle |
| 9:30-10:45am    | Dr. Michael Tholey                      | Speaking Framework Science, Understanding Materials                                     |
| 11:00am-12:15pm | Peter Pizzi, CDT, MDT. F.N.G.S          | Teeth and Gingiva: Harmonizing the Total Patient Smile with Zirconia Ceramics           |
| 12:30-1:45pm    | Marc Wagenseil, DD, RDT                 | We Do Not Slap Digital Dentures Together, Come See Why                                  |
| 2:00-3:15pm     | Urban Christen, DD, RCS Dipl. Denturist | Digital Denture: Embracing Next Generation Workflows                                    |
| 3:30-4:45pm     | Jenelle Tabaković & Nina Frketin        | Signature Full Arch Artistry for Digital and Analog Dentistry                           |
| 5:00-6:00pm     | Peter Pizzi, CDT, MDT. F.N.G.S          | Interpretation of Tooth Color; Evaluating Shade Beyond the External Visual Surface      |



Scan for Full Course Descriptions

# LMT LAB DAY

## VITA DISCOVERY ROOM SCHEDULE

February 24-25, 2023  
Grand Hall K, Gold Level, East Tower

### SATURDAY, FEBRUARY 25, 2023

| TIME            | SPEAKER                                 | TITLE   |
|-----------------|---|---|
| 8:00-9:15am     | Peter Pizzi, CDT, MDT. F.N.G.S          | Changing the Canvas Color for Esthetic Considerations and Outcome                         |
| 9:30-10:45am    | Urban Christen, DD, RCS Dipl. Denturist | Harmonized Denture Teeth and Gingiva Sculpturing for Natural Esthetics                    |
| 11:00am-12:15pm | Marc Wagenseil, DD, RDT                 | Analysis, Set-Up Principles, and Patient Satisfaction Using a Freedom of Movement Concept |
| 12:30-1:45pm    | Dr. Michael Tholey                      | Digital and Traditional Materials: From Science to Patient, Esthetics Simplified          |
| 2:00-3:15pm     | Jenelle Tabaković & Nina Frketin        | Signature Full Arch Artistry for Digital and Analog Dentistry                             |
| 3:30-4:45pm     | Urban Christen, DD, RCS Dipl. Denturist | Landmark Analysis for Functional Digital and Traditional Dentures                         |
| 5:00-6:00pm     |   | Join VITA for Happy Hour!   |



Scan for Full Course Descriptions

VITA

2023

VITA

# Happy Hour

Have a drink with the industry's best

Relax and interact with VITA speakers and VITA professionals during a **complimentary happy hour**. Take the opportunity to enjoy a beverage, ask any questions or just share a few laughs.

**February 25, 2023**

**5:00-6:00pm**

**Grand Hall K, Gold Level, East Tower**



You asked. We Listened.  
**EASIER, FASTER  
SHOPPING  
EXPERIENCE.**



**VITA Online Store  
Coming 2023**

**\*USA ONLY**

**2023**

**VITA**

# **VISIT VITA AT LMT LAB DAY AND CDS FOR LECTURES AND DEMOS!**

## **LMT LAB DAY Exhibits**

**VITA BOOTH**

Booth #D-37 | E-36

**VITA INTERACTIVE DISCOVERY ROOM**

Grand Hall K, Gold Level, East Tower

## **Chicago Dental Society Midwinter Meeting**

**VITA BOOTH**

Booth #2234



**SCAN FOR FULL LIST OF COURSES & PROMOTIONS**