Neodent, one of Latin America’s leading dental implant companies, announced this month that its dental implant system is now available to U.S. dental professionals and their patients. The company’s official launch event took place at the Academy of Osseointegration’s 29th Annual Meeting in Seattle, held March 6–8. Its range of products will be available through direct sales representatives in various U.S. cities and the company’s new U.S. base/service center in Andover, Mass.

Neodent specializes in the design, development and manufacture of dental implants and related prosthetic components. For more than 20 years, it has built a reputation for delivering excellence and innovation and is both well-prepared and uniquely suited for the U.S. market, according to the company.

During the past 10 years, the company has expanded rapidly in Latin America and Southern Europe and is the market leader in Brazil, the world’s largest market in number of implants sold. This success has been achieved through a philosophy of making tested and cutting-edge implant solutions more affordable to a broader population, the company asserts.

The U.S. expansion will be led by Anthony J. Susino, who for the past eight years has been with Straumann and most recently held the position of vice president and head of strategic projects in North America.

Dr. Geninho Thomé, co-founder and CEO of Neodent, noted: “Our proven system has earned the trust of more than 30,000 clinicians, and we have sold more than 5 million implants worldwide. We believe our proven, versatile and complete system will make an immediate impact in promoting implant dentistry as the standard of care in North America.”

Founded in 1993 as JJGC Indústria e Comércio de Materiais Dentários S/A, Neodent was the first Brazilian company in the implant sector to receive certification from the Ministry of Health. After rapid expansion, the company opened its own premises in Curitiba in 1998, where its headquarters and a state-of-the-art manufacturing facility are located. Neodent employs more than 900 employees, operates more than 100 branches in Brazil and works with a wide network of distributors positioning the company as a market leader in the LATAM region.

Neodent also has subsidiaries in Portugal and Mexico and distributors in other geographies targeting the non-premium segment in these markets.

It places considerable importance on education and training with the aim of ensuring quality treatment standards and patient care. It does this through the ILAPEO (The Latin American Institute of Dental Research and Education), one of the largest dedicated implant training centers in the world, offering courses to thousands of participants from all over the world each year, the company reports.

For more information, email info@neodentusa.com, call (855) 412-8883 or visit www.neodentusa.com.