

BruxZir®
ZIRCONIA

+ FULL-STRENGTH
+ ESTHETIC
+ RADIANT



maria

Real BruxZir Esthetic Patient

CONFIDENCE. SPEED. BEAUTY.

/26
 **Glidewell**
for the sake of smiles

BruxZir[®]
ZIRCONIA

CONFIDENCE + SPEED + BEAUTY

BruxZir® Zirconia provides solutions for dentistry's everyday challenges. The family of materials gives dentists durable, affordable and simple-to-use options for nearly every indication — from single crown to full-arch prosthesis. Though best known for strength, today's BruxZir formulations also offer confidence, speed and beauty.

2009

BruxZir®
FULL-STRENGTH

The original leader in strength, made for the **toughest challenges** of the oral environment



2018

BruxZir®
esthetic

Designed for **versatility**, with strength and translucency suited for both the posterior and anterior

Ceaseless Innovation for Everyone in Dentistry

At Glidewell, we had long dreamed of “The People’s Crown” — a material that performed as reliably as cast-gold, but with an appearance and price point loved by dentists and patients alike. This vision was made reality with the release of the

BruxZir

original BruxZir Zirconia in 2009. But we weren’t satisfied. With monolithic zirconia, the possibilities seemed endless, driving us to iterate, improve and evolve — a ceaseless effort that results in an expanding range of BruxZir formulations with distinct uses and benefits.



BruxZir[®]

ZIRCONIA

JIM GLIDEWELL, CDT
Founder and President

STEPHENIE GODDARD
Glidewell CEO

2024

BruxZir[®]
RADIANT

**Accessible
luxury** for the
smile zone, with
esthetics that
match the leading
glass ceramic

NEXT

With BruxZir Zirconia, we're committed to
constant evolution — to ensuring that you
always benefit from the latest advancements

BruxZir® RADIANT

ELEVATES SMILES. OUTSHINES GLASS CERAMICS.

- + A new category of monolithic zirconia
- + Esthetics that match the leading glass ceramic
- + Aspirational beauty, now within reach

\$129* per unit

**Price shown is for digitally submitted, model-free restorations. Restorations from physical impression are \$149 per unit. Prices do not include shipping or applicable taxes.*



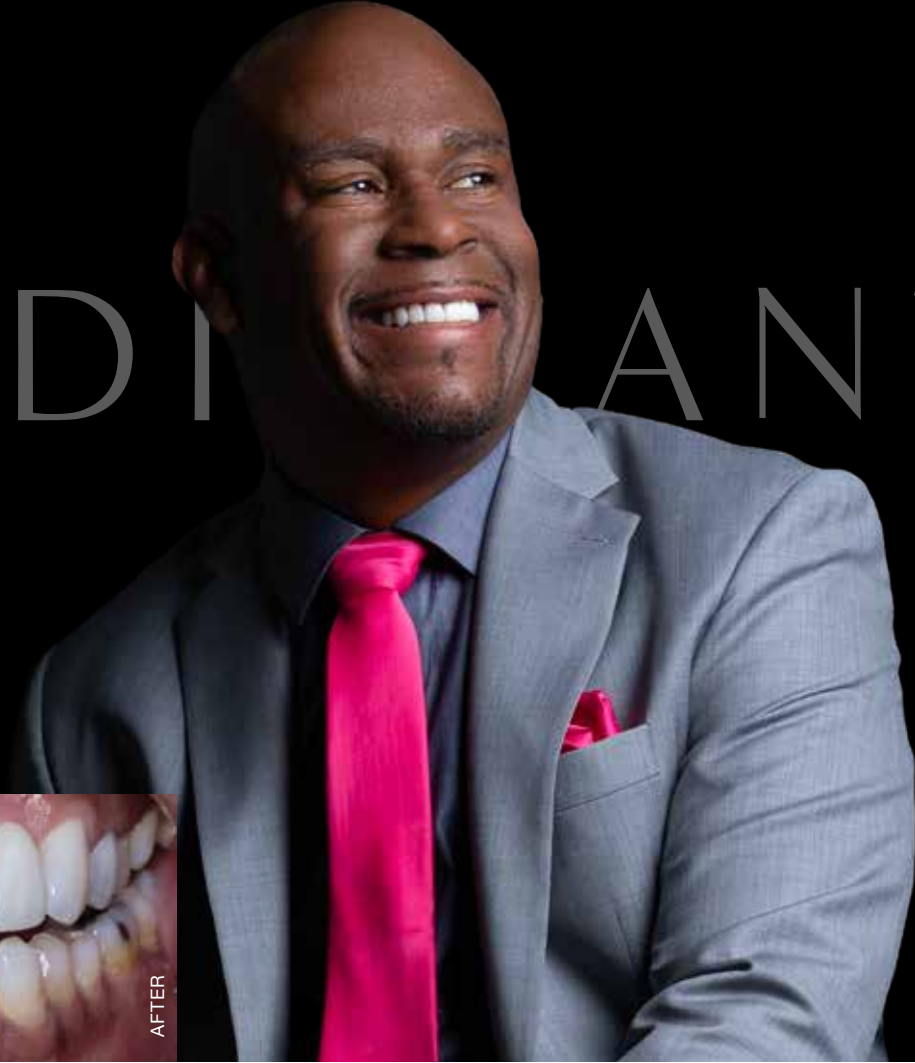
Clinical dentistry by
JINNY BENDER, DMD



RADIANT



AFTER



*Oran, real patient
His BruxZir Radiant smile is unfiltered and unedited*

VERSATILE BEAUTY FOR THE ANTERIOR AND POSTERIOR

- + Optimized combination of strength and translucency
- + Lifelike vitality, engineered for the anterior
- + Enhanced shade matching for predictable results

\$99* per unit

**Price shown is for digitally submitted, model-free restorations. Restorations from physical impression are \$119 per unit. Prices do not include shipping or applicable taxes.*



Clinical dentistry by
ANAMARIA MURESAN, DMD, ME, CDT



et

Maria, real patient



BruxZir®
FULL-STRENGTH

THE ORIGINAL LEADER IN HIGH STRENGTH

- + Engineered to withstand the toughest challenges of the oral environment
- + An esthetic alternative to cast gold and metal occlusal PFMs
- + Great for bruxers who have destroyed natural teeth or previous dental restorations

\$89* per unit

**Price shown is for digitally submitted, model-free restorations. Restorations from physical impression are \$109 per unit. Prices do not include shipping or applicable taxes.*



JIM GLIDEWELL, CDT
Visionary Behind BruxZir Zirconia

STRENGTH



BruXZir®
ZIRCONIA

CONFIDENCE + SPEED + BEAUTY



BruxZir Zirconia is proven to perform by independent research and your peers. In fact, at Glidewell we're so confident in the American-made family of materials that we back every BruxZir restoration with a **lifetime warranty** and **no-fault remake policy**. Should you ever have a problem, we'll remake the case at no cost to you.

BruxZir®
ZIRCONIA

CONFIDENCE + **SPEED** + BEAUTY



All BruxZir Zirconia cases from Glidewell only need **3 days in lab**, meaning your patients will spend less time in provisionals and get their new smiles sooner than ever before. This is made possible thanks to proprietary innovations at Glidewell, with artificial intelligence and automation guaranteeing that speed is always paired with quality.

For maximum speed, try Next-Day BruxZir Zirconia — an industry-first option for overnighting crowns and bridges up to three units.

BruXZir®
ZIRCONIA

CONFIDENCE + SPEED + **BEAUTY**

While the BruxZir brand originally built its name on strength, the formulations available today offer **patient-pleasing beauty** in addition to toughness. Glidewell's proprietary processing has led to major gains in the coloration, translucency and overall appearance of BruxZir Zirconia, making it an excellent choice for virtually every smile.



TESTIMONIALS FROM BRUXZIR DOCTORS



DR. LEIF LÖBERG
Laguna Hills, Calif.

"In our practice, BruxZir Zirconia is the gold standard. The material is unique for its fracture and wear resistance. Even for patients with severe bruxism, we've never had a BruxZir restoration break or chip. If I had to pick a word to describe BruxZir, it would be bulletproof."

DR. TINA MINH GARZA
Cypress, Texas

"BruxZir is really easy to use. With BruxZir, I don't have to stress or worry about the restoration. The fit is great. It's super strong. I have a lot of confidence, and very, very few remakes. It's a great material."



**DR. KAVEETA
CHANNAMSETTY**
Mt Kisco, N.Y.

"Esthetics is no longer optional in our practice — it is a necessity. So, we have to be able to offer our patients the best of materials. And BruxZir is it."

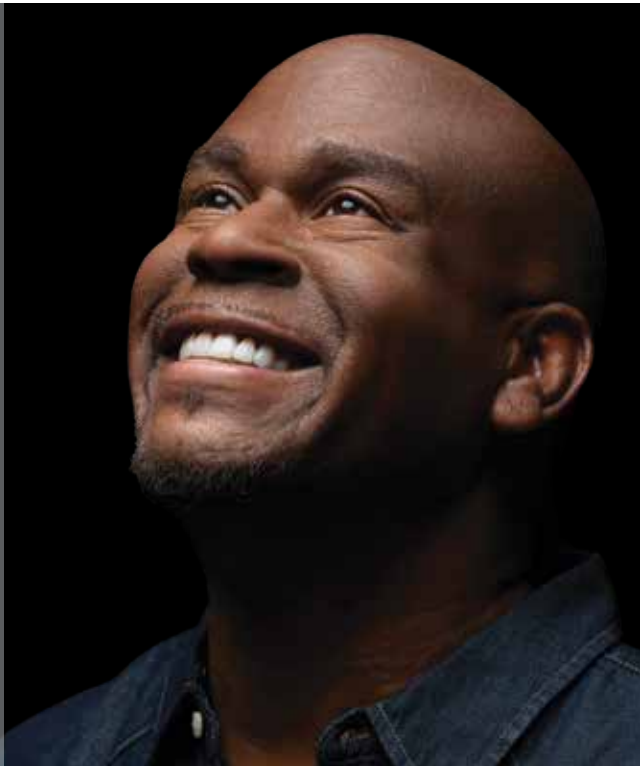
DR. JACOB HASLAM
Ogden, Utah

"We talk a lot about what costs money in running a business. What's really expensive is time in the chair for a remake. And, it's not happening with BruxZir Zirconia."



ORAN

Real BruxZir Radiant patient



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ZIRCONIA

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Digital Case?

Save \$20, automatically.

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