“Predictable cosmetic dentistry with Uveneers”

An interview with Dr Sigal Jacobson, Australia

By DTI

Recognising a gap in the market, a few years ago, Australian dentist Dr Sigal Jacobson developed a unique, minimally invasive template system that was designed to create beautiful direct composite veneers with predictable shapes and symmetry in only one visit. Now exclusively distributed by dental manufacturer Ultradent worldwide, the Uveneer system was recently on display at IDEM 2016 in Singapore. At the show, Dental Tribune had the opportunity to speak to her about the development of the product and what makes it unique.

Dental Tribune: Dr Jacobson, could you please tell us the incentive behind the development of Uveneers?

Dr Sigal Jacobson: During my 20 or so years as a dentist, I developed a strong love for cosmetic work. Minimally invasive dentistry was something I wanted to follow, especially the use of composites. Much of the temporary work I did with the material lasted for many years, which showed how good composites had become.

I was still struggling, however, to do cosmetic dentistry with composites because it was very time-consuming and an artistic challenge overall. While I took many courses to learn how to place composite veneers, the time factor remained an issue. That is why I looked into the market to find out what else could help me to make treatment quicker.

While everything is templates nowadays, we did not have templates for composite veneers and so I started to work on this idea. I was surprised that no one had done it before, because it is so simple: just place a template, press and cure. I first used it in my clinic and because it was so successful, my husband and I took it to engineers in Australia. After two years of developing and perfecting the system, we finally came out with the Uveneers. I was surprised at how well it was received by dentists. Apparently, it addressed not only my problem but also those of other dental professionals.

How did the collaboration with Ultradent arise?

As soon as we had the first samples ready, we went to the Chicago Dental Society Midwinter Meeting. There, we literally had the worst booth, but we pulled through. We were very busy and after the positive feedback, we began to search for distributors and markets and to sell Uveneers worldwide over the Internet.

Later at the Greater New York Dental Meeting, we were approached by Dr Dan Fischer, the CEO of Ultradent, who had a close look at the system. Shortly thereafter, Ultradent became the exclusive distributor of Uveneers worldwide. Owing to the company’s overall minimally invasive dentistry approach regarding products, Uveneers are a very good fit for Ultradent.

What are the main advantages of the system?

First of all, it allows one to perform predictable dentistry. Cosmetic dentistry is all about predictability and it is important that one can predict the outcome before making the composite veneers. One can actually see the outcome without having to bond and etch. This saves a great deal of time.

Furthermore, it is very affordable, so dentists can increase their profits starting from the first case while being able to help patients in a very short amount of time.

In addition, Uveneers are suitable for not only direct composite veneers but also temporaries and mock-ups to show the patient the expected outcome. There are so many other uses for Uveneers. They are also autoclavable, so one can use the templates many times over.

As a dentist, I wanted to do something for other dentists. We like something that is reusable and that is quick, simple and not too expensive. We gave users a one-month money-back guarantee. While we sold thousands, not a single one came back.

This is the first generation of this product. What is in store for Uveneers in the future?

We intend coming out with other developments around the product, but for the moment, I want dentists to acquire the first one. The second generation will definitely be a surprise.

Thank you very much for the interview.