

## OVERVIEW

- Deproteinized bovine bone matrix (DBBM) + 10% type I collagen derived from porcine skin.
- Sold in USA and Canada since 2015.
- 1 sterile block per packaging.
- One single particule size: 0.2-1.0mm mixed with 10% collagen Type I porcine origin.
- Conservation time: 3 years.
- Should be stored in a clean, dry place at room temperature (2–30°C/35.6–86°F)
- Sizes:
  - 6x6x6, 100 mg block
  - 7x8x9, 250 mg block
  - 9x10x11, 500 mg block
  - 4.6 x 40mm, 250 mg syringe
  - 5.6 x 45mm, 500 mg syringe



## FEATURES & BENEFITS

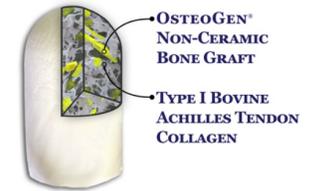
Feature	Benefit
Contains 10% type I collagen derived from porcine skin.	<ul style="list-style-type: none"> <li>▪ <b>Helps to improve the handling: having the granules in a bloc is simple and rapid.</b></li> <li>▪ <b>No loss of granules.</b></li> <li>▪ <b>Particularly useful for extraction socket management.</b></li> </ul>
2 methods of application: block or syringe	<ul style="list-style-type: none"> <li>▪ <b>Ease-of-use/Convenience</b></li> </ul>
Xenogain bone is on the market since 15 years	<ul style="list-style-type: none"> <li>▪ <b>Proven product</b></li> </ul>
Ca/P calcium-phosphorus ratio (1.679 in Mol/Mol) of xenogain similar to human bone (Ca/P = 1.680)	<ul style="list-style-type: none"> <li>▪ <b>Effective for the patient clinically</b> – The closer the material gets to human bone (physico-chemical properties), the more likely it is to be integrated into the human bone formation and remodeling processes.</li> </ul>

## PROBING QUESTIONS

1. Do you sometimes struggle in handling all the bone graft granules?
2. Are you using xenograft bone substitute in your practice?
3. What biomaterials are you using currently?
4. What do you expect from these products?
5. Do you sometimes mix autologous bone with xenograft bone for your surgeries?

## OBJECTION HANDLING

- **It's expensive for what it is!**
  - The handling benefit compensates the price difference.
  - The bone-collagen composition of the product really makes it easy to use.
  - We have many customers that are very happy with xenogain collagen.
- **The collagen is slowing down the bone regeneration process!**
  - There is no scientific evidence showing that collagen is slowing down the regeneration process.



	Geistlich Bio-Oss® Collagen	Straumann® XenoFlex	Tecness Osteobiol MP3®	Tecness Osteobiol GTO®	Osteogen® Plug
<b>Weaknesses</b>	-Price is higher than creos. -Don't have xenoprotect and implants to bundle with.	-	-Bone is from porcine or equine. -Ca/p ratio is not disclosed by the manufacturer. -Syringe only.	-Bone is from porcine or equine. -Ca/p ratio is not disclosed by the manufacturer. -Syringe only.	-Resorbable synthetic bone. -Ca/p ratio is not disclosed by the manufacturer. -2 plug sizes only (10mm diam. x 20mm length and 6mm diam. x 25mm length).
<b>Comp Strengths / Claims</b>	-Leading competitor in bone graft substitute market. 30 years of clinical success, more than 1,000 publications.	-Aggressive sales and marketing.	-It's pre-hydrated - Composition : 90% granulated mix, 10% collagen gel.	-It's pre-hydrated - Composition : 80% granulated mix, 20% OsteoBiol® TSV Gel.	-Low price. -No need for a membrane to close the graft.
<b>Parity</b>	-	Straumann® XenoFlex is same product as xenogain collagen	-	-	-
<b>Our Key to Success</b>	-xenogain collagen is our equivalent product but at a better price: <ul style="list-style-type: none"> <li>• Our xenogain bone is on the market for 15 years – Not new as well.</li> <li>• We follow the same standards of product quality and safety.</li> </ul> -We have our membrane xenoprotect that we can offer you with the bone. -We can make you a good offer with the implants of your choice.	-Offer the product with xenoprotect. -Bundles/offers w/ implants.	-Better bone origin - xenogain is from bovine, which is the the closest xenograft to human bone to be regenerated, second only to autografts (Haugen et al., 2019). -CA/p ratio similar to human bone - xenogain CA/p ratio is 1.679 (in Mol/Mol), similar to human bone (1.680). -Better choice of sizes - We have syringe and block, they only have syringe. -We have xenoprotect to be offered with.	-Better bone origin - xenogain is from bovine, which is the the closest xenograft to human bone to be regenerated, second only to autografts (Haugen et al., 2019). -CA/p ratio similar to human bone - xenogain CA/p ratio is 1.679 (in Mol/Mol), similar to human bone (1.680). -Better choice of sizes - We have syringe and block, they only have syringe. -We have xenoprotect to be offered with.	-Better volume stability - xenogain bone is slowly resorbable and maintains volume for long times. Synthetic grafts tend to resorb faster and have an inability to maintain their defect volume. -Better bone origin - xenogain is from bovine, which is the the closest xenograft to human bone to be regenerated. (Haugen et al 2019, attached). -CA/p ratio similar to human bone - xenogain CA/p ratio ois1.679 (in Mol/Mol), similar to human bone (1.680). -Better choice of sizes - Xenogain collagen offers more options to the clinician in terms of sizes. -We have xenoprotect to be offered with.