

## Bassi Endo. The minimally invasive future of endodontics.

### BACKGROUND

Upon entering the United States market in 2016 and in response to wide ranging changes in the business context of Easy Equipamentos Odontológicos based in Brazil, its US subsidiary, Easy Endo USA changed its name to Bassi Endo, launched a new company e-commerce website and introduced an updated corporate identity in early 2018.

General Manager for US operations, Flavio Quintela said, *“This name change allows us to utilize our founder and CEO Dr. Henrique Bassi’s name and global name recognition into our business activities in the USA. Our operations have grown to become ever increasingly global in nature and we are rebranding our renown product line, the ProDesign Logic<sup>™</sup> files to simply Bassi Logic<sup>™</sup>,”*

Bassi Endo has adopted an aggressive expansion strategy that includes an increase of production and streamlining exports to Asia and the United States. The company manufactures endodontic instruments, the most notable of which is used worldwide and known formerly as ProDesign Logic<sup>™</sup>, now BassiLogic<sup>™</sup>; a continuous rotary single-file NiTi shaping system for performing root canal procedures that are minimally invasive with conservative preparation resulting in preservation of dentin and better patient outcomes.

### PHILOSOPHY: THE MINIMALLY INVASIVE GOAL

Bassi Endo is passionately devoted to simpler, faster, and minimally invasive endodontics. Minimally invasive endodontics is defined by access and shaping procedures that preserve dentin but allow chemical disinfection to the highest standard. Retention of tooth structure is correlated with reduced fracture and preservation of the natural tooth.

Previously, limitations in instruments and technologies have challenged clinicians to achieve these goals. Past instruments have not been flexible enough to address canal anatomy, preserve tooth structure, and yet shape canal systems to an appropriate diameter.

The advent of dental microscopes and controlled memory NiTi has, for the first time, made minimally invasive techniques possible that are at the heart of the Bassi Logic<sup>™</sup> philosophy. *“When we think about minimally invasive procedures, we should not only think about the coronal aspects of the tooth but saving dentin throughout the entire canal system — our endodontic shaping files must reflect this reality predictably, efficiently, and safely,”* says Dr. Henrique Bassi, endodontist, and founder of Bassi Endo.

## **DESIGN & MANUFACTURING: DESIGNED TO SAVE DENTIN**

All Bassi Logic™ files are designed to preserve dentin. Bassi Logic™ is a true single file shaping system, one that provides a quantum leap in functionality beyond other “single file” systems. Bassi Logic™ system features files for glidepath preparation and a single file for shaping. In many cases, Bassi Logic™ eliminates the need for K files.

Designed with the most advanced heat treatment process and state-of-the-art manufacturing, Bassi Logic™ Glidepath files have a consistent .01 taper that is both strong and flexible for canal scouting and glidepath preparation. Bassi Logic™ Shaping files feature a conservative .03, .04, and .05 taper, any one of which can be used as in a single file technique.

While the worldwide endodontic instruments market is crowded, the Bassi Logic™ system’s primary differentiator is its superior performance in its cyclic fatigue resistance and its speed in instrumentation as proven in numerous university and laboratory studies.

Globally, there are approximately 7,000 astute clinicians using the files with minimally invasive concepts. The Brazilian Dental Journal<sup>1</sup> found it to complete preparation time in 1/4 of the time of other single file systems. Another scientific research study<sup>2</sup> found Bassi Logic™ able to complete instrumentation 30% faster than the WaveOne Gold®. The same study found Bassi Logic™ to be 33% more resistant to cyclic fatigue, and no Bassi Logic™ file fractured, regardless of the rigorous testing.

The Bassi Logic™ file’s exceptional strength is achieved by exposing each blade to a proprietary heat treatment process prior to machining that yields a file with exceptional cutting ability as well as flexibility. Unique color coded handles offer the clinician quick identification that augments the speed and efficiency of instrumentation during procedures.

## **GETTING STARTED: WITH BASSI LOGIC™**

Getting started with Bassi Logic™ is simple. BassiEndo.com has a full line of videos, articles, instructions for use, and additional helpful information. In addition to Bassi Logic™, retreatment files, heat tips, and the Bassi Clean™ irrigation activation system are also available with a new obturation system planned for release in the Spring of 2019. Bassi Logic™ offers incredible value with one of the lowest costs per file in the industry.

## **WHAT DOCTORS ARE SAYING**

These illustrative testimonials have been collected from a few of the over 7,000 Bassi Logic™ users from around the globe and may be used by members of the press in crafting stories and statements about Bassi Endo and Bassi Logic™.

*“Life changing! I’ve practiced endodontics for over 30 years, and Bassi Logic instruments have transformed my practice, both in performance and profits.”*

**CATHERINE HEBERT, DDS**  
Mandeville, Louisiana USA

*“I’ve been using Logic files since their introduction to the market, and the results are the best possible. The new .03 taper series impresses me with its working safety, allowing great preservation of dentinary structure, and can be used in any type of anatomy.”*

**AUGUSTO KATO, DDS**  
Sao Paulo, Brazil

*“After 4 years using the Logic system every day, I can say there isn’t a safer and more efficient instrument available in the market. Everybody wins – patients, professionals and Endodontics itself.”*

**HUGO BASTOS, DDS**  
Sao Paulo, Brazil

*“Since I started using Bassi Logic, my endodontic procedures have improved greatly. In the Bassi Logic line, you can find a file to fit any root canal anatomy. In addition to its’ simple and safe technique, the fair cost makes it an exceptional choice.”*

**KEY FABIANO, DDS**  
Sao Paulo, Brazil

*“I can’t believe I’ve fallen in love with a file. Start to finish in just 25 minutes.”*

**DR. GARY MASSA**  
Los Angeles, California USA

*“Logic has everything I want in one file. My days just got much easier...with the confidence you have going into a case knowing that this file is going to get it done.”*

**DAVID MCCARTY, DDS**  
Colorado Springs, Colorado USA

## **ABOUT BASSI ENDO**

Bassi Endo is a leading provider of endodontic instruments and equipment and is known around the world for its benchmark product lines, including the renowned Bassi Logic<sup>™</sup> NiTi file system as well as educational services powered by a database of over 7,000 doctors worldwide. Bassi Endo has offices in Ocoee, Florida and Belo Horizonte, Brazil.

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**REFERENCES**

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2. de Menezes SEAC, Batista SM, Lira JOP, de Melo Monteiro GQ. Cyclic Fatigue Resistance of WaveOne Gold, Pro-Design R and ProDesign Logic Files in Curved Canals In Vitro. Iran Endod J. 2017;12(4):468-473.

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