

Interview



Bernard Daymon

- Chief Executive Officer of LYRA ETK. In his role, he focuses on growing the company into a global player through cutting-edge innovation and rapid organic sales growth.
- He possesses extensive international experience across Mexico, the USA, Canada, Western and Eastern Europe, Turkey, Africa, the Middle East, Australia, and Hong Kong.
- His educational background includes an MBA, a Master's in Management, and a postgraduate degree in International Trade. Additionally, he holds certificates from Harvard (Strategy), MIT (Supply Chain), INSEAD (Sales Force), and the Six Sigma Institute (Master Black Belt). He is fluent in English and Spanish.

LYRA ETK is a French Medtech company specializing in dental restoration, seamlessly integrating traditional implantology with advanced digital technologies to deliver innovative, cutting-edge solutions. With over 30 years of experience and comprehensive expertise in R&D (research and development), manufacturing, and commercialization, LYRA ETK grounds its innovation in scientific excellence and develops digital workflows that elevate clinical procedures and streamline approaches.

Today, the company is accelerating its journey toward a more biological and digital practice of implantology, committed to providing “simple, safe, and accessible” solutions for practitioners,

laboratories, and patients alike—contributing to the future of dental care.

You are the new CEO driving a renewed emphasis on scientific excellence, standardized protocols and digital practices. What are the philosophy and vision of LYRA ETK?

You're right—I'm relatively new to LYRA ETK, having joined the company just over 2 years ago after gaining experience in various industries. I must admit, it has been a steep learning curve, and the journey of growth and discovery is far from over!

At LYRA ETK, we don't just follow a philosophy—we are driven by a clear mission: to restore our patient's smiles with minimal risk and long-lasting re-

Bernard Daymon, CEO at LYRA ETK: “At the core of our work are *biology* and digital *innovation*, driving the future of our industry”

sults. Guided by this mission, we dedicate ourselves every day to developing innovative solutions that address the interconnected needs of dentists, laboratories, and patients.

For dentists, we continuously enhance our offerings to ensure a safer, more predictable, and efficient practice—leveraging reliable products and proven protocols. For laboratories, our goal is to simplify and secure their communication and collaboration with dentists, enabling them to get it right the first time. And for patients, we prioritize their desire for safe and aesthetic out-

comes whilst promoting procedures that are as minimally invasive as possible. In providing these benefits, our approach is to maintain openness to all digital ecosystems within the industry, ensuring that practitioners and laboratories are not restricted to a single source or platform.

Our ambition—more than just a vision—is to grow our business on these solid foundations while actively sharing the science and knowledge we accumulate. At the same time, we remain committed to learning and evolving ourselves.

While the mission and ambition are undoubtedly inspiring, how does this translate into everyday clinical practice? What are the distinctive features of LYRA ETK's products that truly make a difference in clinical workflow and patient outcomes?

The fact that we experience rapid growth is a clear sign that our innovative solutions are gaining recognition for their unique benefits! Let me illustrate how we impact clinical practices with 2 of our flagship innovations: iPhysio and iBone.

iPhysio is a revolutionary, all-in-one emergence profile designer that is scannable, streamlining impression-taking with intra-oral scanners. It is morphologically designed to facilitate the formation of an optimal emergence profile thanks to its various shapes and heights. It is suitable for immediate loading with a temporary crown. A true 3-in-1 solution. And it is now compatible with major implant brands around the world.

Backed by a decade of clinical experience and a groundbreaking retrospective study involving 103 patients, with a 1-year follow-up published in the Journal of Dentistry, iPhysio has demonstrated outstanding results. It has recently received FDA (US Food and Drug Administration) approval and DDS (Digital Dentistry Society)

certification, reaffirming its safety and efficacy.

Key benefits brought to practitioners, laboratories, and patients include:

- Simplified and accurate impression procedures.
- Seamless recognition and digital integration for laboratories through digital libraries.
- Reduced manipulation of soft tissues, as iPhysio remains in place until the final crown is placed.
- Enhanced healing thanks to its unique surface design, conducive to lowering the risk of peri-implantitis.
- Predictable emergence profile.
- Fewer patient visits and increased operational efficiency for dentists.

From a digital workflow standpoint, iPhysio is supported by a digital selector to customize the shape and height based on patient-specific conditions. iBone is another example, in my view, of how our mission translates innovation into practical solutions. This implant features a sleek, knife-edge design but with a fundamentally different philosophy. It offers 34% less metal in the mouth, leverages specially engineered threads that provide 42% more contact surface, and uses an oblique self-tapping design that allows drilling at less than 50 Ncm torque—minimizing bone overheating, hence reducing bone stress by 42%.

“We are driven by a clear mission: to restore our patient's smiles with minimal risk and long-lasting results.”

The benefits for dentists and patients include promoting optimal biological osseointegration, ensuring long-term retention, as well as excellent primary stability, with an average ISQ of 73 across D1 to D4 bone types. Workflow-wise, iBone is supported by a digital selector for customizing the implant's height and thread profile based on the patient's own crestal and alveolar bone quality.

I believe these 2 examples highlight the practical impact of LYRA ETK'S innovations, emphasizing their clinical relevance and the tangible day-to-day benefits they bring to practitioners, laboratories, and patients alike.

LYRA ETK has recently upgraded its membership to that of a Gold Sponsor. What motivated this decision, and what are your expectations?

Indeed, we elevated our DDS sponsorship to gold status at the beginning of 2025. However, LYRA ETK has a

long-standing relationship with the DDS and many of its members. Since I took the helm at LYRA ETK, I have personally experienced tremendous support, along with a spirit of open-minded collaboration and knowledge-sharing in both scientific and digital domains—an experience I deeply value.

I truly believe we are active participants in a fascinating and rapidly evolving industry where innovation flourishes, digital technologies are transforming clinical practice, and vast amounts of data become available and effectively processable. The pace of change, along with the breadth, depth, and diversity of potential applications, is limitless. In this dynamic environment, supporting dentists and laboratories through these transformations is not just beneficial—it's essential. I therefore consider collaborating closely with the DDS to facilitate this support and contribute to knowledge sharing, a natural and indispensable part of our mission.