



FOR IMMEDIATE RELEASE

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Heraeus Announces its CE Schedule for the 24th Annual AACD Scientific Session

ARMONK, NY, March 20, 2008—Heraeus is pleased to announce its educational sessions for the upcoming 24th Annual AACD Scientific Session in New Orleans, Louisiana on May 6 – 10, 2008. The meeting convenes clinical leaders, dental professionals and journalists to discuss and showcase the latest advancements in cosmetic dentistry.

"Heraeus has designed a masterful variety of hands-on workshops and programs that will allow attendees to explore new clinical techniques, test-drive innovative materials, and interact directly with leading clinicians and educators. The AACD welcomes Heraeus once again and applauds its ongoing dedication to education," says Laura Kelly, 2007 – 2008 President of the AACD.

Program presenters and topics include:

Tuesday, May 6, 2008

Cherilyn Sheets, DDS and Jacinthe Paquette, DDS

Replicating Nature when Nature has been Compromised Symposium

Brad Patrick, BSc and Corky Willhite, DDS

Overcoming Challenges in Dentist-Ceramist Communication Symposium

Wednesday, May 7, 2008

Robert Marus, DDS

Composite and Smile Makeover

Joyce Bassett, DDS

Maximize Your Esthetic Results through New Concepts in Preparation Design

Lynn Jones, DDS and Brad Patrick, BSc

The Ten-Minute/Ten-Unit Addition Reduction Wax-Up for Ideal Prototype Restorations

John Schwartz, DDS

Porcelain Layering Application of Pressed Venus[®] Laminates: Esthetics from a Physiological Perspective

Shannon Pace, DA, II

The Complete Care Dental Assistant

Thursday, May 8, 2008

John Cranham, DDS

The Cosmetic Occlusion Connection

David Little, DDS

Esthetic Implant Restorations

Michael Koczarski, DDS

Anterior Direct Composite Restorations: Exquisite Beauty from a Practical Approach

Aldo Leopardi, DDS

Esthetic Concepts and Techniques in Complete Denture Therapy

Friday, May 9, 2008

Rob Ritter, DMD, Chris Ramsey, DMD and Nelson Rego, CDT

Smile Design: Contemporary Esthetic Techniques

Bob Lowe, DDS

Techniques to Create Beautifully Esthetic Indirect Restorations

Newton Fahl, DDS

Composite Artistry: Creating Anterior Masterpieces

Gary Radz, DDS

Achieving the Ultimate Veneer Result to Meet Your Custom Patient's Needs

Shannon Pace, DA, II

Setting the Pace for Dental Assisting

"Heraeus is honored and grateful for the opportunity to bring together some of the industry's leading and brightest minds to explore the latest trends in restorative and esthetic dentistry. All of our programs and hands-on workshops feature cutting-edge content, techniques and materials. We hope that these

programs inspire and enable participants to provide an even higher level of patient care " says Sonny Serreno, Director of Program and Product Development for Heraeus.

For more information on the AACD Scientific Session or any of these programs visit www.aacd.org. This roster of programs can also be seen on www.smilebyvenus.com/venus_academy.php. For more information on Heraeus, visit www.heraeus-kulzer.com or call **800.431.1785**.

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Note to Editors

If you are interested in learning more about Heraeus Kulzer, please visit www.heraeus-kulzer-us.com or the global corporate website www.heraeus.com. For product shots, please contact Heraeus Kulzer Marketing and Communications Department at **800.431.1785**.

About Heraeus

Heraeus, the precious metals and technology group headquartered in Hanau, Germany, is a global, private company in the business segments of precious metals, dental health, sensors, quartz glass and specialty lighting sources. With revenues of more than EUR 10 billion (\$15 billion) and more than 11,000 employees in over 100 countries, Heraeus has stood out for more than 150 years as one of the world's leading companies involved in precious metals and materials technology.

Heraeus Kulzer GmbH, a subsidiary of the precious metals and technology group Heraeus, is one of the world's leading manufacturers of dental products, with headquarters in Hanau, Germany, and subsidiaries in the US, Europe, and Asia. As a system provider and service partner for dental offices and dental laboratories, with more than 1,500 employees worldwide, the company grossed EUR 327 million (\$452 million) in sales in 2006.

The Heraeus Kulzer Dental Division provides dentists, laboratories and patients with the ultimate in esthetic dental solutions. Heraeus Kulzer empowers dental professionals to provide patients with the most natural-looking restorations while respecting a healthy and conservative approach to clinical dentistry. For more information on Heraeus or its products, call **800.431.1785** or visit www.heraeus-kulzer-us.com.