



**FOR IMMEDIATE RELEASE**

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## **Heraeus Kulzer, Inc. Introduces Venus<sup>®</sup> Temp C&B**

*Industry leader continues its quest to take esthetic restorations to the next level with its launch of a durable and natural-looking temporary that offers the same esthetics found in final restorations*

**ARMONK, NY, October 2, 2007**—Heraeus Kulzer's much-anticipated launch of Venus<sup>®</sup> Temp C&B at the American Dental Association annual meeting this week in San Francisco is giving both dental professionals and patients something to smile about.

Heraeus Kulzer, the worldwide leader in dental esthetics, says patients undergoing a temporary restoration can now enjoy the same esthetics found in final restorations with its newest product: Venus<sup>®</sup> Temp C&B. At the same time, dental professionals will appreciate the product's unique combination of strength and beauty.

Venus<sup>®</sup> Temp C&B is indicated for the fabrication of esthetic temporary crowns and bridges, inlays, onlays, and veneers. Additionally, its unique and proprietary formulation makes it ideal for long-span bridges.

"The new Venus<sup>®</sup> Temp C&B gives our patients a true mirror image of what their final restoration will look like," say Dr. John Cranham, DDS, PC and Shannon Pace DA II of Cranham Dental Seminars.

Venus<sup>®</sup> Temp C&B is the newest member of the Venus<sup>®</sup> flagship brand, which is the first and only brand to marry both direct composite solutions and indirect porcelain solutions.

Demand for durable and natural-looking temporaries from both dental professionals and consumers drove Heraeus to expand the Venus® brand, which now includes Venus® Composite and Venus® Porcelain. In whole, the Venus® line is the first to offer dentists and laboratories an integrated and simplified approach to esthetic restorations.

Heraeus Kulzer, a long-time supporter of programs that support those who are disadvantaged, also announced that it is donating two percent of sales from its Venus® Temp C&B to the National Children's Oral Health Foundation. "Heraeus Kulzer is a company that cares... and works to demonstrate that daily," says Christopher Holden, President of Heraeus Kulzer, North America. "Our mission, which has never faltered, is to use our science, materials and innovation responsibly so that we may transform lives in a positive manner. We feel that it is especially appropriate to use our resources to support children in need," he adds.

For more information on Venus® Temp C&B or any product in the Venus® suite, please call **800.431.1785** or visit [www.Heraeus-Venus.com](http://www.Heraeus-Venus.com).

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#### **Note to Editors**

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

#### **About Heraeus Kulzer**

Heraeus Kulzer is a vibrant and prospering company and has stood out for more than 150 years as a world leader in precious metals and materials technology for a variety of industries. Heraeus' mission is to transform lives through innovative product solutions, technologies and partnerships. The family of Heraeus operating companies employs over 11,000 people worldwide with annual revenues exceeding \$15 billion.

The Heraeus Kulzer Dental Division provides dentists, laboratories and patients with the ultimate in esthetic dental solutions. Heraeus 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](http://www.heraeus-kulzer-us.com).

