

Heraeus Introduces Venus[®] Smile Makeover Site and Exclusive Practice Locator Service for Consumers

Online Service Links Prospective Patients with Venus[®] Smile Dentists

SOUTH BEND, IN (April 15, 2009)— Millions of people throughout the country are discovering and learning about a first-ever consumer site that allows them to envision how they would look with a new Venus Smile from Heraeus Kulzer, LLC, the worldwide leader in dental esthetics.

The interactive site, www.TryaVenusSmile.com, is designed to entice users to try on a virtual smile by first uploading their photo and then selecting a smile from the Venus[®] Smile gallery. “Often times a picture is more meaningful than anything a person could say or imagine,” says Christopher Holden, President of Heraeus Kulzer, LLC. “A Venus Smile makeover is a fun way for patients to see themselves with a new smile,” he added. The end result can be saved, printed or emailed to friends.

Importantly, the site links prospective patients with Venus[®] Smile providers through its dentist locator service. “This is exciting news for Venus[®] Smile dentists as it means more new patients will be coming in for smile consultations,” says Holden.

To participate in the locator service doctors must purchase one of five Venus[®] product packages and pay a yearly \$100 administrative fee. The fee includes access to beautifully designed marketing and patient education materials that can be customized for the practice and printed on demand. The service also allows member dentists to post an online practice profile and create slots for online appointment setting.

“This added service makes it easier and more convenient than ever for patients to book an appointment,” says Holden.

“I’ve never seen a program that has the potential to change my practice the way the Venus Smile program can,” says Robert Marus, DDS. “This is the premier esthetic solution and now they’re bringing me new patients too.”

In addition, patients who book an appointment online with a Venus[®] Smile dentist receive FREE Venus White, a high performing, at-home whitening system that is specially formulated to whiten teeth up to seven shades brighter (retail value: \$400). “The recession has sobered the nation’s mood

and brought economy back into fashion. The special Venus White promotion is designed to offer greater value and encourage patients to book an appointment with a Venus provider while it is top of mind,” explains Holden.

For dentists looking to grow their patient base in these turbulent economic times, www.myvenusmile.com offers a bigger advertising canvas than is typically available with promotions appearing in many popular consumer sites including Google, Yahoo, In Style, FaceBook and more.

Venus Smile also offers mobile marketing through a unique iPhone application. “My New Smile” is a fun way to see yourself with a Hollywood, natural or even silly smile. “My New Smile” was created exclusively for the iPhone and iPod touch and is available as a free web app on iTunes.

To learn more about the Venus[®] Smile consumer site visit www.myvenusmile.com. For doctors wishing to learn more about the Venus[®] Smile Program, visit www.smilebyvenus.com or call **800.431.1785**.

About Venus

The premier esthetic and practice building solution.

Venus epitomizes the most powerful components of health, beauty and wellness including increased confidence, self-esteem and the pure feeling of elation to be gained through a beautiful smile.

Now for the first time, superior esthetic restorations for all cosmetic procedures can be achieved simply—and with the highest in esthetic and natural-looking results.

About Heraeus

Heraeus has distinguished itself for more than 150 years as a worldwide leader in precious metals and materials technology for a variety of industries.

The Heraeus mission is to transform lives through cutting-edge product solutions, technologies and partnerships. The family of Heraeus operating companies employs over 11,000 people worldwide with annual revenues exceeding \$15 billion.

Innovation is long-standing pillar of the Heraeus growth strategy and we continually strive to improve our current products, while at the same time investing heavily in new research that paves the way for tomorrow's breakthroughs. Our success is measured by how well we help our clients prosper and solve their challenges through the use of our technology and products.

About Heraeus Dental

The Heraeus Dental Group provides dental professionals, laboratories, and patients with the ultimate in esthetic dental solutions. Heraeus empowers dental professionals to provide the most natural-looking, highly-esthetic restorations while respecting a healthy and conservative approach to clinical dentistry. Some signature Heraeus brands include:

- Venus®
- iBond®
- Flexitime®
- Gluma®
- Ivory®
- Agfa®

