

Heraeus Introduces NEW iBOND® Total Etch – the perfect solution for bonding with confidence.

SOUTH BEND, IN (June 23, 2009)—Heraeus Kulzer, LLC, the worldwide leader in dental esthetics, announced the release of the new iBOND® Total Etch. iBOND Total Etch exceeds all previous expectations with its superior strength, easy handling and reliable desensitization.

The secret behind its excellent adhesive strength and desensitizing effect lies in the unique nanofiller composition developed by Heraeus specifically for this system. The nanofiller system ensures optimum bond strength on the enamel and dentin as well as providing superior marginal adaptation.

The iBOND Total Etch two-step (Etch & Rinse) bonding system is both reliable and effortless to use. Unlike many competitor products, after etching and rinsing, only a single layer of iBOND Total Etch needs to be applied without agitation. Simply air drying achieves the cross-linking effect between the adhesive and tooth surface and because of iBOND Total Etch's thicker consistency, it is not blown away. The outcome is a homogenous layer of adhesive on the dentin and enamel which forms the basis for a long lasting restoration. Due to its ideal stability, iBOND Total Etch can be stored at room temperature.

The iBOND Total Etch single dose packaging has also been redesigned as a free-standing component, enabling easier access and one-handed application.

iBOND Total Etch has undergone numerous studies involving testing with dental practitioners in Germany, Great Britain and Italy. Ninety-five percent of all dentists considered iBOND Total Etch easy to use and 93% would recommend iBOND Total Etch to their colleagues.

“Once again Heraeus has created a noteworthy product to align with the needs of its customers. iBOND Total Etch offers the reliability of a superior bonding system combined with the technology of today,” stated Christopher Holden, President of Heraeus Kulzer.

iBOND® Total Etch is indicated for:

- Bonding of direct composite restorations
- Bonding of indirect restorations
- Sealing of hypersensitive areas of teeth

For more information on iBOND® Total Etch, contact Heraeus Kulzer at **800.431.1785** or visit www.heraeus-kulzer-us.com

About Heraeus

Heraeus, the precious metals and technology group headquartered in Hanau, Germany, is a global, private company with over 155 years of tradition. Our businesses include precious metals, sensors, dental and medical products, quartz glass and specialty lighting sources. With product revenues of € 3 billion and precious metal trading revenues of € 9 billion, as well as over 11,000 employees in more than 100 companies worldwide, Heraeus holds a leading position in its global markets.

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 € 336 million in sales in 2007.

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.

