

**FOR IMMEDIATE RELEASE**

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## Heraeus Introduces Flexitime<sup>®</sup> VPS Light Flow and Medium Flow

*Precise detail ensures accurate marginal fit*

SOUTH BEND, IN, December 2, 2009— Heraeus Kulzer, LLC, the worldwide leader in dental esthetics, announced today the addition of two new impression materials to its award-winning Flexitime<sup>®</sup> VPS line: Light Flow and Medium Flow.

Both materials consistently provide precise detail for accurate marginal fit. A 2009 study conducted by **REALITY** showed that restorations fabricated from Flexitime impressions had smaller marginal gaps than Aquasil Ultra\*.

Flexitime offers superior hydrophilicity on a polyether level for excellent performance in moist environments. Additionally, Flexitime's exceptional toughness prevents tears and distortion upon removal. "Flexitime Light Flow and Medium Flow offer reliable impressions even in the most adverse conditions," says Dr. Howard S. Glazer, Fellow of the Academy of General Dentistry.

The Flexitime brand is backed by Heraeus' pledge and history of excellence. The Company has stood out for more than 150 years as a world leader in precious metals and materials technology.

For more information on Flexitime<sup>®</sup>, call **877.258.5937** or visit [www.heraeusdentalusa.com](http://www.heraeusdentalusa.com).

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\* Impressions were taken on prepared teeth coated with saliva.  
Source: **REALITY**, October 2009, Sponsored by Heraeus. Data on file.  
Aquisil Ultra is not a registered trademark of Heraeus Kulzer GmbH.

### **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 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 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.heraeusdentalusa.com](http://www.heraeusdentalusa.com).

