

**FOR IMMEDIATE RELEASE**

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## Heraeus Introduces Venus White Teeth Whitening Systems

*Venus White Max, Venus White Pro & Venus White Ultra provide a complete offering of patient- and practice-friendly whitening systems.*

SOUTH BEND, IN, February 10, 2010— Heraeus Kulzer, LLC, the worldwide leader in dental esthetics, recently announced an expansion on its successful teeth whitening line, **Venus White**. As part of the complete Venus Esthetic System, Venus White now provides a comprehensive offering of whitening products for patients at every level of treatment.

**Venus White Max** is an in-office treatment of 38% hydrogen peroxide gel that whitens teeth in an hour or less. The syringe-to-syringe mixing chemically activates the product, ensures a thorough mix and provides maximum freshness. **Venus White Max** contains potassium nitrate which helps minimize any sensitivity associated with bleaching.

**Venus White Pro** is a mint-flavored take-home whitening system for custom-made trays. It is available in 16% and 22% carbamide peroxide strengths, and contains potassium nitrate which helps minimize any bleach sensitivity. An update to the existing Venus White product, Venus White Pro comes in sleek new packaging and has a stickier, more viscous gel.

**Venus White Ultra** is a unique entry-level whitening option comprised of seven upper and seven lower pre-filled, disposable whitening trays. The different sized

upper and lower trays allow for the best fit, while the thin trays are designed to mold securely around each tooth for maximum comfort. Each disposable tray is pre-filled with mint-flavored, 11.2% hydrogen peroxide gel.

“Venus White has allowed me to meet the needs of almost every patient when it comes to whitening,” explained Shannon Pace, CDA CDD. “Whether it’s through the in-office Venus White Max or letting them take Venus White Ultra home, there is a whitening solution for every patient.”

For more information on Venus White, please call (800) 431-1785 or visit [www.smilebyvenus.com](http://www.smilebyvenus.com).

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### **Note to Editors**

If you are interested in learning more about Heraeus Kulzer, please visit [www.heraeusdentalusa.com](http://www.heraeusdentalusa.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).

Venus White Max

Venus White Pro

Venus White Ultra

