

Testing the Tools

## What's Hot and What's Getting Hotter

BY HOWARD S. GLAZER, DDS, FAGD

### MATERIAL

#### Venus® White

Heraeus Kulzer  
300 Heraeus Way  
South Bend, IN 46614  
800.343.5336  
[www.smilebyvenus.com](http://www.smilebyvenus.com)

Whitening continues to be the No. 1 most often requested elective dental procedure in both the United States and worldwide. So, it comes as no surprise that a leader in the field of integrating aesthetic dental ceramics and composites would introduce a whitening agent to complement its product line and allow us to enhance the beauty of our patients' smiles. Heraeus Kulzer now offers Venus® White tooth whitening gel. Venus White is available in two strengths, 16 percent and 22 percent, and it quickly works to brighten the patient's teeth. The result is sustained for a prolonged period of time (each patient varies) and touch-up kits are available and recommended at the 6- and 12-month mark for longer lasting results. Sensitivity is not a great concern, as the whitening gel

contains potassium nitrate, a well-proven agent to combat sensitivity. Heraeus Kulzer also offers a complementary series of patient-directed marketing tools to help you let patients know about this valuable aesthetic service in a professional way. Venus White tooth whitening gel is mint-flavored and is efficient, easy to use, sensitivity-free, and effective. This is a great addition to a fine line of aesthetically oriented and integrated products to enhance nature's natural beauty.



# Heraeus

## THINK PINK *with* VENUS WHITE

Venus White is the at-home, high-performance whitening system specially formulated to whiten teeth up to 7 shades\*.

Join us in our commitment to support the fight against breast cancer. When you purchase **Venus White**, Heraeus donates a percentage of sales to support breast cancer research.



*Special Offer:*

**PURCHASE 60 Venus White Patient Kits,  
RECEIVE an iPod touch or  
Translux Power Blue FREE!**

(Campaign Number 1000802700)

*"I LOVE your bleaching system! I have been whitening for MANY years and this is the first product that I actually enjoy using. KUDOS on some of the proceeds going toward breast cancer research!"*

*– Kimberly, a patient of Dr. Taraz Montamedi  
Marlton, New Jersey*



TO REDEEM FREE PRODUCTS: Purchase products from an authorized Heraeus dealer between 1/1/10 and 3/31/10. Write campaign code on your invoice and fax it to (877) 271-5211. Invoices can also be mailed to Heraeus, Attn: Free Goods Fulfillment, 300 Heraeus Way, South Bend, IN 46614. Invoice must be received by 4/30/10. All offers subject to change. Not to be combined with any other offers. Please allow 6-8 weeks from receipt of invoice for delivery. OFFER EXPIRES 3/31/10. While supplies last. \*Results may vary.

Venus® is a trademark of Heraeus Kulzer GmbH.

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Venus®  
The New Esthetics