

Heraeus Announces Redesign of iBond® Self Etch Bonding System

SOUTH BEND, IN (September 24, 2009)—Heraeus Kulzer, LLC, the worldwide leader in dental esthetics, recently announced the redesign of its iBond® Self Etch bonding system. The new iBond Self Etch single dose has been redesigned as a free-standing component, enabling easier access and one-handed application. The new design features will allow for greater convenience and simple application for the practitioner.

iBond® Self Etch, the 7th generation, all-in-one bonding agent, etches, primes, bonds, and desensitizes with just one application. With over 15 scientific studies and Heraeus' 25 year commitment to bonding, iBond Self Etch offers less technique sensitivity with high bond strength, and proven marginal efficacy due to easy evaporation.

“The new design of iBond Self Etch really allows the dentist more flexibility when treating his patients. The free-standing base will not tip over or spill, allowing for greater control during treatment,” explained Jennifer Kalinowski, Product Manager.

iBond Self Etch is indicated for:

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

Item numbers for iBond Self Etch are:

66033607	iBond Self Etch Bottle Assortment (4 ml)
66033603	iBond Self Etch Bottle Value Pack (3 x 4 ml)
66033604	iBond Self Etch Single Dose Assortment (50 x 0.15 ml)
66033605	iBond Self Etch Single Dose Value Pack (100 x 0.15 ml)

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.

