



KULZER
MITSUI CHEMICALS GROUP

FOR IMMEDIATE RELEASE

KULZER'S VENUS PEARL PURE SHADES SIMPLIFY RESTORATIONS

New time-saving line covers 90% of restoration needs with just four shades

South Bend, Indiana – March 4, 2024. Kulzer North America has announced the launch of Venus Pearl Pure Shades, a four-shade restorative line that makes it easier for dentists to face the daily challenge of balancing effective patient care and efficient practice management. Keenly aware that every minute counts in the dental chair, Kulzer has made it possible for dentists to efficiently cover 90% of their everyday direct restoration needs with only four shades.

According to Kai Lautenschlaeger, Team Leader Global Product Management at Kulzer, "Simplification and time saving are at the heart of the new Venus Pearl Pure Shades. Their creation is our response to a clear desire from dentists to simplify their daily restorative routine without compromising on aesthetics."

Venus Pearl Pure Shades: increased efficiency and reduced stress for everyday use

The newly developed Venus Pearl Pure Shades are designed for everyday use for monochromatic layering in anterior and posterior restorations. They promise ease of use by fitting seamlessly into dentists' daily restorative routine. The optimized, streamlined selection of only four shades – LIGHT, MEDIUM, DARK and BLEACH – covers a wide shade range of applications and greatly simplifies the restorative process. This is made possible by the proven shade-matching properties of Kulzer's Venus Pearl, which ensure seamless adaptation and integration with the natural tooth shade in both anterior and posterior applications. The four Venus Pearl Pure Shades save additional time by delivering excellent results with monochromatic layering without the need for an opaquer. This is possible in approximately 90% of cases in the anterior and posterior regions and significantly reduces stress and potential errors in shade selection.

Beta test highlights potential: 92% recommendation rate

Following an alpha test with key opinion leaders, the new Venus Pearl Pure Shades were tested by dentists in private practice. The main objective of the test was to determine user satisfaction with monochromatic solutions in the challenging field of anterior restorations. More than 240 dentists from Western Europe, the USA and Australia participated in the extensive test. The impressive result: In just three months involving more than 6,700 restorations, Venus Pearl Pure Shades achieved a 92% recommendation rate.

Innovation and reliability through scientific research

The launch of the new Venus Pearl Pure Shades is the result of Kulzer's passionate commitment to scientific research and innovation. The unique TCD matrix in Venus Pearl Pure Shades ensures excellent physical properties and durability of the materials while minimizing the risk of chipping or fracturing. Another important benefit is low shrinkage stress, which reduces the risk of marginal gaps and secondary caries.

The Venus Pearl Pure Shades have been developed to harmonize with the corresponding VITA® shade range through a perfect balance of translucency, hue and shade intensity. The composite is available in syringes and PLT single doses. In addition, as a component in an exclusive kit that also contains the proven universal adhesive iBOND® Universal and the innovative flowable bulk composite Venus Bulk Flow ONE, Venus Pearl Pure Shades optimize the user's restorative workflow.

For more information on the Venus Pearl Pure shades, please visit <https://kulzerus.com/en-us/en-us/products/venus-pearl-pure-shades.html>.

About Kulzer North America

A division of Hanau, Germany-based Kulzer GmbH, Kulzer North America is based in South Bend, Indiana. As one of the world's leading dental companies, Kulzer has been a reliable partner for all dental professionals for over 80 years. In aesthetic dentistry, digital dentistry, tooth preservation, prosthetics and periodontology, Kulzer is synonymous with trusted and innovative dental products. Kulzer's optimal solutions and services are designed to support its customers ability to restore their patients' oral health in a safe, simple, and efficient way. To this end, over 1,500 employees work in 26 locations in the fields of research, manufacturing, and marketing to serve the company's customers world-wide.

Kulzer is part of Mitsui Chemicals Group, a subsidiary of Mitsui Chemicals Inc. (MCI). Headquartered in Tokyo, Japan, MCI owns 131 affiliates with more than 18,900 employees in 27 countries. Its innovative and functional chemical products are in demand across various industries, including automotive, electronics, packaging, environmental protection, and healthcare.

ADDRESS

Kulzer North America
4315 S. Lafayette Blvd.
South Bend, IN 46614
(574) 291-0661

MEDIA CONTACT

John Pohl
jpohl@14thfloorsolutions.com
(847) 812-2879