

FOR IMMEDIATE RELEASE

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**Venus Smile Celebrates National Breast Cancer Awareness
Month with Free Teeth Whitening**

Patients who want a whiter, brighter smile use Venus® White teeth whitening gel

SOUTH BEND, INDIANA, September 29, 2009—In recognition of Breast Cancer Awareness Month, Heraeus, the worldwide leader in dental esthetics, is offering **Venus® White** teeth whitening gel for FREE (estimated retail value: \$400) through its Venus Smile Program. The mint-flavored, take-home gel is available nationwide through participating Venus Smile dentists. Patients can locate a dentist and book an appointment online at www.MyVenusSmile.com. Patients can also experience a new smile at the **Venus® White** Virtual Smile Makeover site, www.TryAVenusSmile.com.

The **Venus® White Breast Cancer Initiative** is a key part of Heraeus' larger citizenship program and reflects the company's commitment to use its resources to help enhance the health and well-being of females. "We are inspired by the tireless work of those on the front line who are seeking a cure for breast cancer," says Christopher Holden, President of Heraeus Kulzer.

The Company also donates a portion of proceeds from the sale of **Venus® White** to support breast cancer research.

Although breast cancer deaths have declined, it remains the second leading cause of cancer death in women.

For more information on **Venus® White** visit www.MyVenusSmile.com. For more information about NBCAM, please visit www.nbcam.org.

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Note to Editors

If you are interested in learning more about Heraeus Kulzer, please visit www.heraeus-kulzer-us.com or the global corporate website 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 in the business segments of precious metals, dental health, sensors, quartz glass and specialty lighting sources. With revenues of more than EUR 10 billion (\$15 billion) and more than 11,000 employees in over 100 countries, Heraeus has stood out for more than 150 years as one of the world's leading companies involved in precious metals and materials technology.

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.

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.

About NBCAM

The National Breast Cancer Awareness Month program is dedicated to increasing public knowledge about the importance of early detection of breast cancer. Fifteen national public service organizations, professional associations, and government agencies comprise the Board of Sponsors, who work together to ensure that the NBCAM message is heard by thousands of women and their families.