

Venus[®]
SMILE CENTER
simply beautiful



Beauty is
the Promise

Beauty is the promise of happiness.

Fulfill the promise with Venus®

- Now for the first time, superior esthetic restorations for all cosmetic procedures can be achieved simply and with the highest in esthetic and natural-looking results. The ultimate restorative solution, Venus is the first and only brand to now encompass both direct composite solutions and indirect porcelain solutions.
- Venus epitomizes the most powerful components of health, beauty and wellness, including increased confidence, esteem and the pure feeling of elation gained through an esthetically superior smile.

Venus Smile Center

We're pleased to introduce the Venus Smile Center, an exciting new partnership which combines the superior esthetics of Venus with the excellent service and technical expertise of nationally-recognized dental laboratories. The Venus Smile Center brings you the best esthetic porcelain restorations from select certified Venus laboratories throughout the United States.

The Venus Smile Center means the most beautiful esthetic results for your porcelain restorations. It's a team effort—from preparation to fabrication to the delivery of the final product, clear communication between the patient, the dentist and the laboratory is critical. Together, we can achieve beautiful, long-lasting results—and a Venus Smile your patients will love.

Simply beautiful porcelain

There's nothing like natural beauty. With unparalleled luminescent and fluorescent properties, a Venus porcelain restoration reacts to light just like a natural tooth.

Following nature's example to create a natural look

The appearance of natural teeth is determined by the dynamic interaction of fluorescence and opalescence. Constantly changing light influences the color and vitality of natural tooth structures. The natural dental enamel acts as a spectral filter, causing an opalescent effect. The dental enamel predominantly reflects short-wave light, while transmitting long-wave light. Consequently, the enamel glows bluish white in reflected light but amber in transmitted light.

The brightness of a tooth is determined by its natural fluorescence. Because the dentine fluoresces more strongly than the dental enamel, teeth seem to be illuminated from within. The energy for this fluorescence comes from the short-wave UV content of daylight, which is transformed into visible energy.



The optical interaction between fluorescence and opalescence in a natural tooth



A Venus crown seen under ambient light



A Venus crown seen under UV light

Porcelain and esthetics go hand in hand

Following nature's example, Heraeus Kulzer, Inc. has created a porcelain that replicates the appearance of natural teeth: Venus®. Easy to use, with outstanding esthetic qualities, Venus porcelain provides luminescence and fluorescence that cause it to react to light the same way natural teeth do. No other porcelain material can compare!

Heraeus Kulzer re-created the complex interactions among chroma, brightness, transparency, fluorescence and opalescence that occur in natural teeth—to fully achieve the highest esthetic results. In addition, Venus porcelain is made from the clearest glass for brilliant optical clarity. With a unique 100% synthetic quartz material as its foundation, Venus provides the optimal fluorescence and opalescence—and the most beautiful, natural smile.

Simplicity of finishing

Venus porcelain protects opposing dentition because the surface is extremely smooth. It can easily be polished to a high gloss. This guarantees high resistance to plaque and kindness to gingiva.

Personal attention

Venus Smile Center personnel will communicate to you standards to meet your expectations. We will arm you with the utmost attention to detail in preparing your cases to achieve the highest result. You and your laboratory partner at the Venus Smile Center can establish a relationship that truly makes the effort of “transforming lives” a unified reality.

In profile Venus Smile Center

Send your high-esthetic cases to the Certified Technicians at the Venus Smile Center, Americus Dental Labs. Call 1-800-222-8980 to speak with a technical representative, or simply complete this script attached and submit your case.

Pricing

Indication	Per Unit
Pressed Crown, Veneer, Inlay, Onlay	\$295
Layered Porcelain Veneer	\$295
Zirconia Crown	\$295
Zirconia Bridge	\$315



Setting a higher standard

For decades, Americus Dental Labs has built a national reputation for providing comprehensive, accurate, and high-quality dental laboratory services for both private practices and the nation's leading teaching institutions. Offering a full-range of laboratory products and services that include all ceramic and metal reinforced restorations, stackable feldspathic veneers, indirect composites, provisionals, implants, removable prosthetics and orthodontic appliances, Americus is recognized for its commitment to extraordinary esthetics. Americus has received numerous awards for esthetic excellence, including the 2006 AACD "Give Back A Smile" Case of the Year along with many other gold, silver and bronze medals...firmly establishing itself as the cosmetic industry leader.

Americus, an AACD Corporate Gold Member and AGD Certified Dental Laboratory, is now proud to partner with Heraeus as the newest Venus Smile Center. Holding true to its commitment to "Set Higher Standards" of cosmetic excellence, the Americus Venus Smile Center will provide clinicians and their patients with the most sophisticated esthetics technically and artistically possible. All Venus Smile Center restorations will be created by an elite team of highly trained CDT's and MDT's who are certified by prominent educational entities such as LVI, the Pankey Institute and the Dawson Center. And, under the leadership of Danny R. Wong, President and General Manager, Americus will continue to invest in its skilled team with ongoing training and growth opportunities to maintain the industry's highest working standards and retain its valued employees.

Our guarantee

- Your new Venus Smile will be manufactured by a skilled dental team—yourself and a skilled dental technician—using the beauty of Venus porcelain.
- A warranty period as specified on your Venus Script is an acknowledgment of our confidence in the quality and durability of your Venus Smile.
- This warranty is restricted to the replacement of Venus prosthetic teeth only and does not cover reimbursement for any other cost incurred by patient, dentist, or laboratory.

The Venus guarantee

You know us for our Venus composite, now get to know the same level of technical excellence and esthetic with our Venus porcelain. Provided exclusively through Venus Smile Centers, this is more than just a porcelain restoration, it's a restoration that promises a high-esthetic result with the utmost attention to quality workmanship, impeccable service and a technical expertise acquired through years of experience and high-end training.

Heraeus is transforming lives through education

- Heraeus Kulzer provides training and tools to help dental professionals at all levels realize their potential. Each year, Heraeus Kulzer sponsors 300 continuing educational events.
- In 2007, Heraeus Kulzer officially unveiled a customized version of the video iPod®, produced in partnership with National Dental Network (NDN). It's transforming the way dentists receive content, earn CE credits and access information. Now, doctors can receive live-patient and management training right from the palm of their hands.
- This ultimate learning experience currently features CE Accredited Courses from Dr. Aldo Leopardi, Dr. Michael Koczarski, Brad Patrick, CDT, and JoAn Majors, plus product demonstrations from Dr. Howard Glazer and Shannon Pace, just to name a few.

Esthetics

- Venus porcelain is derived from the purest glass in the world. This purity gives the material unique light-handling characteristics that replicate natural dentition perfectly.
- No other porcelain luminesces like Venus. With fluorescence coming from deep within the glass matrix, the ultraviolet light comes to life like natural tooth structure, giving the final restoration a warm, vital appearance.
- A unique blend of opalescence, combined with pigments and the purity of Venus, allows simplicity in making difficult dispersionary effects a reality, just like that found in dentine.

Simplicity

- Highly polishable smooth surface.
- The predictability of this material creates esthetic uniformity and consistency.

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Heraeus Kulzer, Inc., 99 Business Park Drive, Armonk, NY 10504
Phone: (800) 431-1785 Fax: (877) 271-5211 www.heraeus-kulzer-us.com

Heraeus
www.heraeus-venus.com
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