

For Immediate Media Release

Amherst, New York – September 2018



Ivoclar Vivadent Reprises “Just Cure It!” Bluephase® Style Initiative

Company to donate \$100 for each curing light sold to support breast cancer research

In honor of Breast Cancer Awareness month, Ivoclar Vivadent will once again donate \$100 for each pink Bluephase® Style LED Curing Light sold during the month of October to Susan G. Koman for breast cancer research. Ivoclar Vivadent employees have also supported the cause by participating in the Susan G. Koman Race for the Cure. This marks the sixth year for Ivoclar Vivadent’s “Just Cure It!” campaign, which was initiated in 2013.

“Each year we are inspired by how well-received this campaign is, and we remain committed to helping to fund the research that is so essential to finding a cure,” emphasized Robert A. Ganley, CEO of Ivoclar Vivadent.

With its Polywave™ technology, the Bluephase Style provides the broadest spectrum available to efficiently cure all dental materials, and its specially designed light probe easily accesses posterior teeth. The Bluephase® Style can be used cordless or corded, and its slim design and intuitive two-button operation is lightweight, very small, and ideal for any treatment.

According to the National Cancer Institute (NCI), an estimated 266,120 new cases of breast cancer are expected to be diagnosed in the United States in 2018, which underscores the aggressive and deadly nature of the disease. While there is still much to learn about breast cancer, the NCI has reported a steady decline in breast cancer deaths since 1990, which is attributed to advancements in diagnosis and treatment. For more information, contact the National Cancer Institute at the National Institutes of Health at www.cancer.gov/cancertopics/types/breast, or by phone at 1-800-4-cancer.

About Ivoclar Vivadent

Ivoclar Vivadent is a global leader in innovative materials and processes for quality, esthetic dentistry. The company employs over 3200 people and operates in over 120 countries throughout the world. Ivoclar Vivadent is headquartered in Schaan, Liechtenstein. Its North American headquarters is based in Amherst, NY. For more information, call 1-800-533-6825 in the U.S., 1-800-263-8182 in Canada.

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