



GC AMERICA INC.  
 3737 W 127<sup>th</sup> STREET  
 ALSIP, ILLINOIS 60803  
 TEL (800) 323-3386  
 FAX (708) 897-4062  
 www.gcamerica.com

**Contact:**

Dan Boskocevic  
 Dental Laboratory Product Manager  
 GC America Inc.  
 800-323-7063 ext. 3012

**FOR IMMEDIATE RELEASE:**

Alsip, IL – January 2015- GC America Inc. introduces GC Initial™ IQ Lustre Paste NF Gum Shades.

GC America’s renowned Initial IQ Lustre Paste NF technology is now available for gum shades. GC Initial IQ Lustre Paste NF Gum Shades are 3-dimensional ceramic stains developed to enable technicians to create a life-like transition from the crown margin to the gingival just by painting the gum shades.

With a continuously growing demand for aesthetic implant-supported superstructures, there has also been a growing desire among dental technicians for a ceramic staining approach for the soft tissue zones. With the new unique Lustre Paste NF Gum Shades set, you have the ability to bring not only the **white**, but also the **red** aesthetics of your crowns and bridges to life. This unique gum colored Lustre Pastes allows an individual adaptation to match natural gingival shades offering a natural harmony. With their optimal match to both “low” and “high” CTE ceramics, the system is compatible with the complete GC Initial ceramic range. Available in ready to use consistency, the Lustre Paste NF Gum Shades are based on fine ceramic particles and can be applied in a thicker layer where they will exhibit unsurpassed natural gum reproduction and very natural glaze to your restorations.

**Characteristics and Benefits:**

- One kit for the complete GC Initial ceramic range (CTE-between 6,9, and 13,3)
- No complex layering or extra firing cycles required. **Fast, Easy and Secure**
- Available in ready-to-use jars for a more convenient application
- Diluting and Refresh liquids to keep the optimal consistency until the end
- Five gum colored pastes with an ideal thixotropy for easy and precise application
- Four mixable Gum Modifiers allowing unlimited creativity to copy natural gingival

Now you can paint all your ceramic aesthetics using the GC IQ Lustre Paste NF concept for both **white** and **red** aesthetics.

SKU	Product Name:	Product Description:
877088	GC Initial IQ One Body Concept, LP NF	Gum Shade Set (See Dealer Announcement for components)
876415	GC Initial IQ One Body Concept, LP NF	Gum Shade 4g, G-23
876416	GC Initial IQ One Body Concept, LP NF	Gum Shade 4g, G-24
876417	GC Initial IQ One Body Concept, LP NF	Gum Shade 4g, G-34
876418	GC Initial IQ One Body Concept, LP NF	Gum Shade 4g, G-35
876419	GC Initial IQ One Body Concept, LP NF	Gum Shade 4g, G-36
876420	Stain Modifier, for LP NF	3g LP-M1, White
876421	Stain Modifier, for LP NF	3g LP-M2, Red
876422	Stain Modifier, for LP NF	3g LP-M3, Blue
876423	Stain Modifier, for LP NF	3g LP-M4 Brown
877051	IQ LP NF	Brush 00
877052	IQ LP NF	Brush 2
877053	IQ LP NF	Mixing Dish
877054	IQ LP NF	Plastic Cover
876220	IQ LP NF	Diluting Liquid, 8mL
876400	IQ LP NF	Refresh Liquid, 8mL

**Please note product shipment will begin 3/1/15.**

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