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FOR IMMEDIATE RELEASE:

G-Cem™ Self-Adhesive Resin Luting Cement in Capsules

G-Cem™: A new Generation luting cement

G-Cem™ is a new generation one-step, dual cure self-adhesive resin luting cement in a capsule. The unique hydrophilic chemistry incorporates the best of glass ionomer and 7th generation adhesive technologies resulting in a cement that delivers consistent high bond strengths regardless of whether the tooth is moist or dry. It has the lowest thermal expansion of all self-adhesive resin cements, making it ideal for all ceramic restorations including Cerec® and Procera®. The result is ultimate ease of use with no risk of post-operative sensitivity. Available in shades A2, AO3, Translucent and BO1, G-Cem is indicated for luting of all-ceramic, metal or composite indirect restorations as well as endodontic posts.

For more information on GC America and its products, please visit www.gcamerica.com.

If you plan on publishing this release in a newsletter or publication, please notify Shirley Mims at Shirley_Mims@gcamerica.com.