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FOR IMMEDIATE RELEASE:

G-CEM™ Capsules Now with Increased Working Time

Alsip, IL – October 2011 – GC America is proud to announce an enhancement in the working and setting time for G-CEM Capsules. G-CEM Self-Adhesive Resin Cement features an advanced formulation that offers unparalleled self-adhesive properties that seal and protect the tooth while eliminating sensitivity. This natural complement to the tooth surface means you will be able to quickly and efficiently handle a variety of restorations with far better results - generating more satisfied patients in the process.

By increasing the working and setting time for G-CEM Capsules, this now allows for G-CEM to be used in post and core indications as well. Working time has increased to three minutes. The enhanced product working time allows for these indications:

- Cementation of all types of ceramic, resin and metal-based inlays, onlays, crowns and bridges
- Cementation technique for metal, ceramic, fiber posts and cast post and cores

For metal, fiberglass and ceramic posts, attach a GC Capsule Elongation Tip to the G-CEM Capsule. GC Capsule Elongation Tips allow for closer access to the working area. New temporary packaging of G-CEM Capsules will include 10 complimentary GC Capsule Elongation Tips. Boxes of 50 GC Capsule Elongation Tips will be available in mid-October under a separate SKU. The GC Capsule Elongation Tips are only compatible with G-CEM Capsules.

For more information on GC America and its complete product line, please visit our corporate website at www.gcamerica.com.

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