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FOR IMMEDIATE RELEASE:

**GC AMERICA ANNOUNCES THE LAUNCH OF
DIRECT COMPOSITE SYSTEM: GRADIA DIRECT**

[April 2003] GC America is proud to announce the launch of direct composite system, **GRADIA DIRECT**. GC GRADIA DIRECT is a micro filled hybrid composite used for esthetic restorations. By offering different shades and opacities with tooth-like opalescence and fluorescence, GRADIA DIRECT is designed to provide an appearance similar to the natural tooth. GRADIA DIRECT was launched at the California Dental Association Meeting in Anaheim, California on April 24, 2003.

[September 2004] GC America introduced 3 **GRADIA DIRECT BLEACH SHADES**, B1, BW, and XBW. Now, Even Better! GRADIA DIRECT high end esthetics made easy with an optimal light refractory index, Gradia Direct makes it easy to complete natural looking restorations. **GRADIA DIRECT** not only picks up the color and matches the surrounding teeth, it becomes esthetically "invisible" the best enamel replacement ever.

GRADIA DIRECT has a unique shade system consisting of standard, outside special and inside special shades for a total of 26 shades (20 Anterior and 6 Posterior). GRADIA DIRECT is available in Anterior and Posterior formulations. **GRADIA DIRECT Anterior** shades adapt remarkably to the surrounding tooth structure, making it easy to achieve an outstanding restoration with only one shade. One shade of GC GRADIA DIRECT blends superbly to match the exact shade of the tooth. GRADIA DIRECT Anterior is a direct restorative and is recommended for class III, IV, and V cavities, wedge-shaped defects, root surface cavities, veneers and diastema closures.

GRADIA DIRECT Posterior is a radiopaque composite material that combines esthetics with excellent mechanical properties enforcing high fracture toughness to resist occlusal stress, high wear resistance and low wear on opposing dentition. GRADIA DIRECT Posterior is a direct restorative and is recommended for class I and II cavities.

GRADIA DIRECT is available in pre-dosed Unitips and in Syringes, as a refill or in the attractive Introductory Kit containing shades A2, A3, A3.5, A03, CV, CT, P-A2 and a shade guide. A complete kit is also available. The Complete Kit - Syringe contains 26 Syringes, one of each shade. The Complete Kit – Unitip contains 106 Unitips, three to five Unitips of each shade.

GC GRADIA DIRECT together with Gradia Direct Flo, LoFlo and G-Bond is the complete composite system.

GC Corporation is the company to trust for exciting new biocompatible and environmentally friendly products with unequalled levels of quality and a total

commitment to service. GC has a fully dedicated research and development team committed to bringing new and innovative materials to the dental profession.

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Please e-mail shirley_mims@gcamerica.com if you will be publishing this release. Thank you!