



## FOR IMMEDIATE RELEASE

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## Opalescence Trèswhite Supreme Goes "Primetime" *Debuting at the 61<sup>st</sup> Annual Emmys*

**HOLLYWOOD, 2009** –Opalescence joined the Academy of Television Arts and Sciences to recognize the brightest stars in primetime television this past week in Los Angeles, California. After courting Kari Feinstein socialites in the Style Lounge, one thing became clear – vampires, professional dancers, dating show hosts, and "A to Z" listers alike LOVE a beautiful, professionally whitened, star-studded smile and the benefits of Opalescence Trèswhite Supreme.

Opalescence Trèswhite Supreme's powerful 10% hydrogen peroxide solution in an easy to use, pre-filled, adaptable and disposable whitening tray was the favorite among primetime celebs such as Mechad Brooks and Ashley Jones (HBO's True Blood), Adrian Grenier (HBO's Entourage), Chris Harrison (The Bachelor), Rich Summers (Mad Men), Colin Egglesfield and Shaun Sipos (Melrose Place), "Twitch" (So You Think You Can Dance) witch") and film stars from GI Joe, Tron and Fame to name a few. Which other tooth whitening system offers a make-up chair boost in 30-60 minutes with flavors that leave fresh breath and the ability to clean the most stubborn stains even a vampire may encounter? Opalescence Trèswhite Supreme!

Want to see who else has tried Opalescence Trèswhite Supreme? Visit [www.ultradent.com](http://www.ultradent.com), click on "image gallery" under the News and Events Menu or visit the newly remodeled [www.opalescence.com](http://www.opalescence.com) for more information on a full menu of Opalescence tooth whitening products.

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Ultradent Products, Inc., manufacturer and distributor of Opalescence Trèswhite Supreme, is a leading developer of high-tech dental materials, devices and instruments worldwide. Ultradent's mission is to improve the level of dental healthcare and to make dental procedures more predictable and hassle-free. Consistent with its mission, Ultradent works to improve the quality of life and health of individuals through financial and charitable programs. For more information about Ultradent, call 800 552-5512 or visit [www.ultradent.com](http://www.ultradent.com).

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