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Opalescence Trèswhite Supreme 15% *A "Primetime" Hollywood Favorite*

HOLLYWOOD, September 2010 –Opalescence was welcomed back to the Emmys in Los Angeles this year to debut its newest beauty product, Opalescence Trèswhite Supreme 15%. Opalescence Trèswhite Supreme 15% was clearly the style lounge favorite among Emmy recognized celebrities from Primetime's Mad Men, Modern Family, Glee, Dancing with the Stars to HBO's True Blood. Emmy Award recipients and celebrities Neil Patrick Harris, Rico and Raini Rodriguez, Antonio Sabato Jr., Sarah Rue and Betsy Brandt were among fans of Opalescence at the celebrity suite hosted by Kari Feinstein.

Opalescence Trèswhite Supreme's powerful 15% hydrogen peroxide solution is delivered with an easy-to-use, pre-filled, adaptable and disposable whitening tray with a quick 15 minute treatment time. No other tooth whitener can promise a beautiful, professionally whitened, celebrity smile in 15 minutes leaving fresh breath and an Opalescence dazzle for the red carpet.

Want to find out more about the "primetime" Hollywood favorite? Visit us at www.opalescence.com or www.facebook.com/opalescence for more information on a full menu of Opalescence "star quality" tooth whitening products.

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.

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