



FOR IMMEDIATE RELEASE

Ida Baghoomian
Public Relations Manager
Ultradent Products, Inc.
(801) 553-4243
ida.baghoomian@ultradent.com

Steve Clark
Senior Brand Manager
Ultradent Products, Inc.
(801) 553-4303
steve.clark@ultradent.com

Miss Black USA Pageant Contestants “Shine” in Mind, Body, Spirit and Smile!

SALT LAKE CITY, UTAH: August 2011 – Opalescence was a shared secret among Miss Black USA Pageant contestants during the final event on August 7th in Washington, DC. All 30 contestants whitened their smiles using Opalescence Boost for their final walk down the Lincoln Center’s red carpet. With the confidence of a beautiful smile, the contestants transformed into true “divas” for an unforgettable evening. Miss Texas, Ocielia Gibson, was full of smiles as she was crowned Miss Black USA that night.

Founded in 1986, the Miss Black USA Pageant showcases African American women across the nation with aspirations to showcase their talent, beauty and drive. They are a community driven organization committed to providing educational opportunities to outstanding young women of color. Their mission is to develop the whole woman in “mind, body, and spirit”.

Each Miss Black USA Pageant contestant was evaluated and treated by Dr. Catrise Austin of NY, NY prior to the final event. For more information on Opalescence teeth whitening, please contact Opalescence at 1-800-552-5512 or visit us at www.opalescence.com.

Ultradent Products, Inc. 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.

###