**Press release**

The Art of Teamwork

**GC empowers dental professionals with cutting-edge Lithium Disilicate Solutions**

“Working together and with good products, you can achieve more.”

That’s the principle in GC’s latest campaign, which highlights the synergy between the Initial Lithium Disilicate Solutions (Initial LiSi), designed for creating restorations of the highest standard.

Initial LiSi Press and Initial LiSi Block, known for their outstanding quality and refined structure, along with boosting micro-layering and luting solutions, form a comprehensive portfolio for achieving stunning, remarkably aesthetic, and precise dental restorations in a time-efficient manner.

Initial LiSi has become synonymous with aesthetic excellence, strength, and durability in the world of dental technology. The refined, homogeneous lithium disilicate structure not only provides an exceptional aesthetic outcome but also underscores practical benefits, such as the ease of polishing and the assurance of accurate, smooth, and stable margins. The continuous extension of the chairside CAD/CAM-material portfolio – in combination with GC´s characterisation and luting solutions – generate increasing awareness for technicians and dentists as to the vast potential of the Initial LiSi line.

"Our products and solutions are a statement for our passion towards advancing dental care," says Laetitia Lavoix, General Manager Marketing at GC Europe. "We believe in quality aesthetic dentistry. The synergy within the Initial LiSi line and its complements, provides dental professionals with highly efficient materials to create the most outstanding restorations with the least amount of effort."

"The Art of Teamwork" is more than just a campaign; it's a celebration of collaboration and precision in the world of dentistry,” added Diederik Hellingh, Business Unit Manager Laboratory and Prosthetics. “Dentists and technicians can create masterpieces, by combining the finest materials, technology, workflows, and expertise. In leveraging the collaborative potential of Initial LiSi Products and Initial IQ ONE SQIN, a powerful synergy unfolds. This strategy not only aligns with the pursuit of meeting the highest aesthetic standards but also seamlessly integrates with the overall efficiency of the entire Initial product line, providing a time-efficient approach in achieving superior results.”

For more information about our refined lithium disilicate and its related products, visit https://www.gc.dental/europe/gccampaign/initiallisifamily

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