



# Venus<sup>®</sup>

PRESENTS

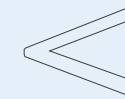
**SIMPLIFYING  
DENTAL PRACTICE**  
INSIGHTS FROM PRACTITIONERS

**NEW SIMPLIFIER**  
VENUS PEARL PURE SHADES

**COLLEAGUES' CASES**  
SEEING IS BELIEVING



**KULZER**  
MITSUI CHEMICALS GROUP



# TABLE OF CONTENTS

## 04

### SPOTLIGHT

Simplification:  
what's the recipe for coping with increasing complexity?

## 08

### BEAUTY BEYOND AESTHETICS

The new Venus – the beauty of having the choice

## 11

### THE SCIENCE BEHIND

3 questions to our Senior Scientist

## 12

### VENUS & VOICES

Seeing is believing: Venus Pure Shade Cases & Voices  
“The one in white please” – workflow strategies for the practice  
How does dentistry remain state-of-the-art in practice?

## 18

### #LIKEVENUS

Fundamentals of dental photography

## BUILDING CONFIDENCE THROUGH INNOVATION

As the team leader for Product Application, I am one of many dentists at Kulzer, and I see every day how important it is to offer my colleagues in the practice not only products, but also confidence. Kulzer's decades of expertise in composite materials is in every filling, in every smile we restore. This tradition of trust and quality is the foundation on which we build innovative solutions such as Venus Pure and Venus Art, which we would like to introduce to you in this magazine.

Close contact with dentists around the world and listening to their needs drive our developments. Extensive international application tests with the new Venus Pure Shades have provided us with valuable feedback that has enabled us to develop the products according to the needs of our customers, so that they offer added value in the daily practice routine.



Dr Sandra Kaiser

After convincing many users of Venus Pearl ONE, we collected their feedback and incorporated it into a new, simplified product line for posterior and even anterior regions. The development of the Venus Pure Shades reflects our philosophy that simplification is more than just removing complexity – it is deliberate innovation that allows dentists and their teams to focus on what matters most: the health and well-being of their patients.

Contact for feedback  
[sandra.kaiser@kulzer-dental.com](mailto:sandra.kaiser@kulzer-dental.com)

# SIMPLIFICATION:

what's the recipe for coping with increasing complexity?

When was the last time you wondered why your practice day was so hectic? If it was not too long ago, you are not alone. Many voices confirm that stress is widespread in dentistry.

## SIMPLIFYING DENTAL PRACTICE:

what are the insights from the practitioners?

Finding simplicity in the complex landscape of modern dentistry is a challenge that practitioners face every day. In an effort to shed light on effective strategies and introduce innovative solutions, the Kulzer team engaged with four esteemed dental professionals: Dr Allegra Comba, Dr Edoardo Fossati, Dr Jason Smithson and Dr Riccardo Ammannato.

Their collective wisdom, particularly regarding the use of Venus Pure Shades, provides a blueprint for simplifying dental routines while improving patient outcomes. Discover what insights they shared and how their experiences can transform your dental practice.

# 10 TIPS

by Anna-Maria Schiffer, Dentist and Product Application Specialist at Kulzer



to simplify your practice routines and gain time for your patients.

- 1 **Digital is key:** rely on digital solutions for scheduling, patient management and documentation. This will increase efficiency and reduce paperwork.
- 2 **Delegate wisely:** make the most of your team's skills by delegating administrative tasks. This allows you to focus on your core competencies.
- 3 **Optimise scheduling:** well-planned scheduling avoids overcrowded waiting rooms and reduces the pressure on you and your team.
- 4 **Train your team:** invest in training your team to improve the quality of patient care and workflow.
- 5 **Communication is everything:** clear communication within the team and with patients avoids misunderstandings and saves time.
- 6 **Standardise routines:** develop standardised procedures for common treatments to increase efficiency and safety.
- 7 **Take time management seriously:** effective time management is essential to structure your working day and reduce stress.
- 8 **Consider outsourcing:** consider whether it makes sense to outsource tasks such as accounting or marketing so that you can focus on your dental practice.
- 9 **Actively engage patients:** digital tools can improve patient education and involvement in the treatment process. Online appointment booking can also save time and stress.
- 10 **Solicit and act on feedback:** a culture that values and implements feedback promotes continuous improvement in your practice.



## Balancing care and efficiency

At the heart of every dental practice is the dynamic between managing patient expectations and performing complex procedures efficiently. “The biggest challenge today is dealing with patients who are very stressed by their busy lives,” says Dr Riccardo Ammannato. He advocates making the workflow as simple as possible without compromising quality.

For Dr Allegra Comba, the challenge in her daily work is “balancing a busy schedule while providing quality care to the patient. Patients do not always understand the complexity of their case and ask for less expensive and time-saving solutions”. These sentiments underscore the daily balancing act that dentists perform in their quest to provide exceptional care.

## STREAMLINE YOUR WORKFLOW: practical tips for practical results

Our experienced dentists offer a wealth of practical advice on how to improve practice efficiency and patient satisfaction. Dr Edoardo Fossati recommends using a simple technique, that is repeatable and time saving to optimise results: “The challenge with direct restorations, especially in the anterior region, is to achieve a good shade. Look for a composite that is easy to use and avoid a lot of composites: the more composites, the higher the risk of failure.”

“Look for a composite that is easy to use and avoid a lot of composites: the more composites, the higher the risk of failure.”  
*Dr Edoardo Fossati, Torino, Italy*



“Simplifying workflows and routines in a dental practice is crucial for efficiency, reducing stress and improving patient care.”  
*Dr Allegra Comba, Pinerolo, Italy*

Dr Allegra Comba stresses the importance of continuing education to keep up with technological advances. “Simplifying workflows and routines in a dental practice is crucial for efficiency, reducing stress and improving patient care. One of the best ways to achieve appropriate goals and expectations is to develop and adhere to standardised protocols for common treatments. This reduces variability in results and increases efficiency. Continuous education and training on new materials is part of this,” she says.

This sentiment is echoed by Dr Jason Smithson, who emphasises the need to master new dental products. “Aesthetic demands are increasing, so I am using more direct chairside composites to control aesthetics.”

The integration of streamlined processes and materials allows dental professionals to focus on what matters most – the patient. Simplified protocols and the use of versatile materials contribute to a more focused and patient-centred approach, ultimately leading to better outcomes and more satisfied patients.

“Aesthetic demands are increasing, so I am using more direct chairside composites to control aesthetics.”  
*Dr Jason Smithson, United Kingdom*



## Venus Pure Shades: a new approach to simplicity

Venus Pure Shades represent a significant step forward in the simplification of dental materials. But what do our experts who have had a close look at the new product think? “Venus Pure simplifies the functional and aesthetic dimensions of dental restorations,” says Dr Riccardo Ammannato, recognising the double benefit of the product in improving both the workflow and the result. The range, formulated to provide a universal solution for different types of restorations, can dramatically

reduce the time spent on material selection and application procedures.



“Venus Pure simplifies the functional and aesthetic dimensions of dental restorations.”  
*Dr Riccardo Ammannato, Genova, Italy*

Dr Allegra Comba shares her experience: “The reduced number of composite syringes with Venus Pure not only frees up working space, but also streamlines the decision-making process for restorations.” This ease of use is echoed by Dr Edoardo Fossati, who comments: “I like to share with my colleagues simple techniques that give good results in daily practice. And I think that Venus Pure could be such an easy material to achieve beautiful results.”

The appeal of Venus Pure Shades lies in its ability to offer predictability and consistency – a key concern for dental professionals: “I would recommend the Pure Shades for their handling, aesthetics and wear resistance,” says Dr Ammannato, pointing out that with Venus Pure Shades, dentists can expect reliable results that stand the test of time and use.

## Embracing simplicity in innovation

The dental industry is on the cusp of advances that promise to significantly simplify the complexities of practice. “Dentists are increasingly focusing on simplification rather than aesthetics. The solutions that offer this simplification will drive the market,” predicts Dr Edoardo Fossati, pointing to a trend that is shifting the focus from form to function. Dr Riccardo Ammannato adds to this vision by emphasising material innovation: “Composite materials that are even more reliable in terms of wear resistance will further guarantee the long-term quality of care.”

The insights of Drs Ammannato, Comba, Fossati and Smithson converge on a central theme: simplification is the key to modern dental practice. The introduction of Venus Pure Shades exemplifies this principle, providing a tool that not only facilitates dental procedures, but also improves the overall quality of patient care.

# THE NEW Venus<sup>®</sup>

## THE BEAUTY OF HAVING THE CHOICE

Why not choose simplicity without compromising aesthetics? Venus is responding to your demand for reduced complexity in direct restorations by dividing the brand into two categories: the new Venus Pure for simple, everyday applications and Venus Art for highly aesthetic restorations.

## Venus<sup>®</sup> PURE

### The beauty of simplicity

Developed to simplify your everyday restorative routine without compromising on aesthetics. And these two can make all the difference:

**Venus Pearl Pure Shades** for everyday anterior and posterior restorations. The simple selection of four shades not only simplifies the procedure, but also achieves excellent results in monochromatic layering, while reducing stress and errors in shade selection.

**Venus Bulk Flow ONE** is the first flowable one-shade bulk filling composite that does not require an additional capping layer. Its flowable consistency makes it the composite of choice for bulk fillings with up to 4 mm increments in the posterior region.

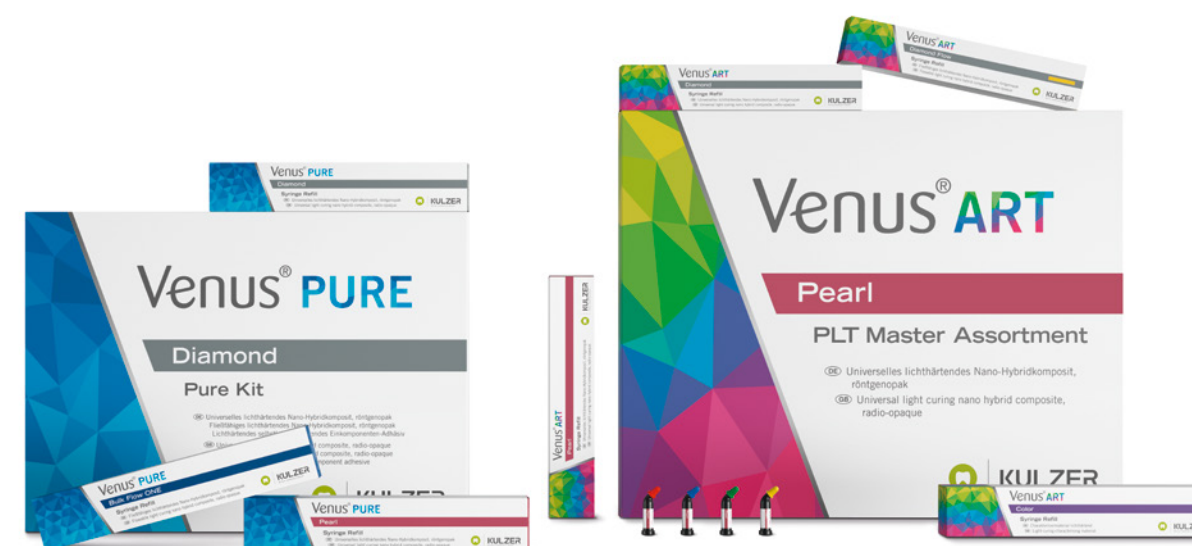
## Venus<sup>®</sup> ART

### The beauty of versatility

**Venus Pearl Art Shades** are for cases with exceptionally high aesthetic demands and which do not allow any compromise on craftsmanship and attention to detail. Venus Pearl Art Shades are the answer for those who want to go beyond the simple and explore the limits of what is aesthetically possible.

The flowable nano-hybrid composite for aesthetic perfection is called **Venus Diamond Flow**. Among other indications, it is ideal for class V restorations. Its excellent radiopacity ensures a reliable diagnosis.

Whether cracks in the enamel, discoloured fissures or white spots – your restorations will look entirely natural. With the **Venus Color** shades, which imitate the natural, individual expression and give your patients a characteristic tooth colouration.



“The choice between Venus Pearl Pure and Art Shades depends more on the personal habits or demands of the patient or practitioner than on the clinical situation.”

*Kai Lautenschläger, Product Manager for Restorations at Kulzer*

Extensive feedback from dental practices confirms that Venus Pure and Venus Art can make your work easier: while Venus Pure is appreciated for its user-friendly and time-saving application, Venus Art offers the flexibility and versatility to meet even the most demanding aesthetic challenges. The clear differentiation between the two product lines allows you and your teams to select the right products for your restorative needs quickly and efficiently.





# ONE FOR ALL? WELL, ALMOST!

## The new Venus Pearl Pure Shades



Dr Allegra Comba, Pinerolo (Italy), Venus Pearl LIGHT

### For Efficiency

Covers about 90 % of anterior & posterior restorations with only 4 shades. These 4 shades allow for **monochromatic layering**, fillings with only one shade even in the anterior, and **without needing additional blockers**.

### For Reliability

**Reliable quality results in safe applications** – connectable for special demands to Venus Art solutions. The **unique tricyclodecane-urethane (TCD) matrix** making them unique in physical properties **avoiding chippings and fractures**.

### For Simplicity

**So easy for you and your team to use** – a perfect match for everyday restorative routines.

Pure Shades	Corresponding Vita® Shades
LIGHT	A1, B1, B2, C1, D2
MEDIUM	A2, A3, B3, C2, C3, C4, D3, D4
DARK	A3.5, A4, B4
BLEACH	BXL, BL



# THE SCIENCE BEHIND:

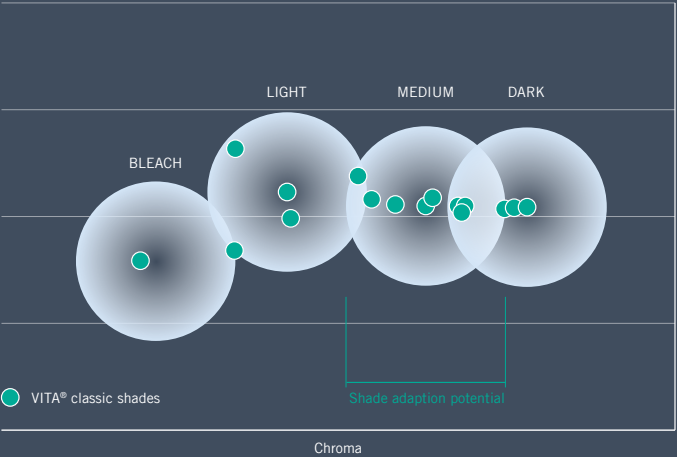
## 3 questions to our Senior Scientist



**Dr Andreas Utterodt, Kulzer**  
Constantly working on scientific innovations utilising advanced technologies and materials.

### 1 How do the Venus Pearl Pure Shades allow monochromatic anterior and posterior restorations?

The Venus Pearl Pure Shades have been optimised to match the corresponding Vita® shade range through a perfect balance of translucency, hue and chroma. This approved shade adaptation potential of Venus Pearl leads to a seamless integration in the natural tooth shade in even monochromatic applications of anterior and posterior cases.



### 2 What are the limitations?

The choice between Venus Pearl Pure and Art Shades depends more on the personal habits or demands of the patient or practitioner than on the clinical situation. Venus Pearl Pure Shades can simplify the restorative workflow to the maximum and provide peace of mind in everyday practice. Venus Pearl Art Shades offer maximum versatility to meet the highly aesthetic, individual requirements of patients and practitioners.

### 3 What is the TCD matrix and why does it make Venus Pearl so special?

The TCD (Tricyclodecane) matrix developed by Kulzer represents a breakthrough in dental composite technology. Its unique feature is the TCD urethane molecule, which vibrates less and occupies less space than traditional matrix molecules such as Bis-GMA/TEGDMA. This minimal movement results in significant benefits such as low shrinkage stress which reduces the risk of marginal gap formation and secondary caries. In addition, the high level of cross-linking in the TCD matrix increases the strength and durability of the composite, reducing the risk of chipping or fracture.

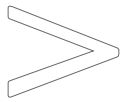
Furthermore, the TCD matrix does not contain any BPA structure at all. Investigations of an external accredited analytical laboratory could not find any BPA release from unpolymerized and polymerized Venus Pearl and Venus Diamond composites above the detection limit.<sup>1</sup>

<sup>1</sup>Source: Test report 10-2023. | Vita® is a registered Trademark of VITA Zahnfabrik.



Watch the video for more details:  
[kulzer.com/tcd-matrix](https://kulzer.com/tcd-matrix)





## SEEING IS BELIEVING

### Venus Pure Shade Cases & Voices



Dr Daniel Çaga, UK, Venus Pearl LIGHT



Dr Siddarth Gupta, UK, Venus Pearl LIGHT



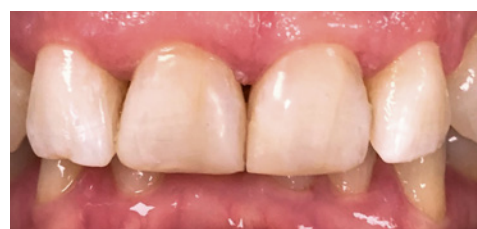
Dr Fraser Tait, UK, Venus Pearl MEDIUM



Dr Francesco Lerda, Italy, Venus Pearl MEDIUM



Dr Lucy Flanagan, UK, Venus Pearl DARK



*“Less stock. **Highly adaptive colour matching.**”*

Dr Jon Ivarsson, Sweden

*“Simplification **without sacrificing aesthetics.**”*

Dr Giulio Bortolussi, Italy

*„The composite offers superior **results**, and I was pleased with the reaction of patients following their appointments.“*

Dr Leah Tate, USA

*“Really great material, also in handling, **nice and firm, but still easy to model**, good final hardness, yet easy to work out!”*

Dr Martin Sievers, Germany

**“Don’t need a shade guide and **patients love it.**”**

Dr Lucy Flanagan, UK



Dr Alícia Serra, Spain, Venus Pearl BLEACH

*“Easier decisions to select composite. **Less chair time.** Wider safety margin for shade selection.”*

Dr Melissa Wong, USA

*“Less time and excellent result.”*

Dr Iyad Safi, Netherlands

*“The small number of materials brings a good aesthetic result, all rooms can be equipped in the same way with only 3–4 colours, **the majority of the fillings can be served.**”*

Dr Ulrich Schäfer, Germany

*“Shade match made easier without layering and adding tints. **Time saver without compromising aesthetics.**”*

Dr Amisha Patel, UK

FOR D



# "THE ONE IN WHITE PLEASE"

## workflow strategies for the practice

Bureaucracy, staff shortages and increased patient demands: modern practice management faces many challenges. How can workflow optimisation strategies help to simplify processes and make them as smooth as possible? In this interview, **Dr Victoria Schardt**, dentist from Germany, provides an insight into her practice.



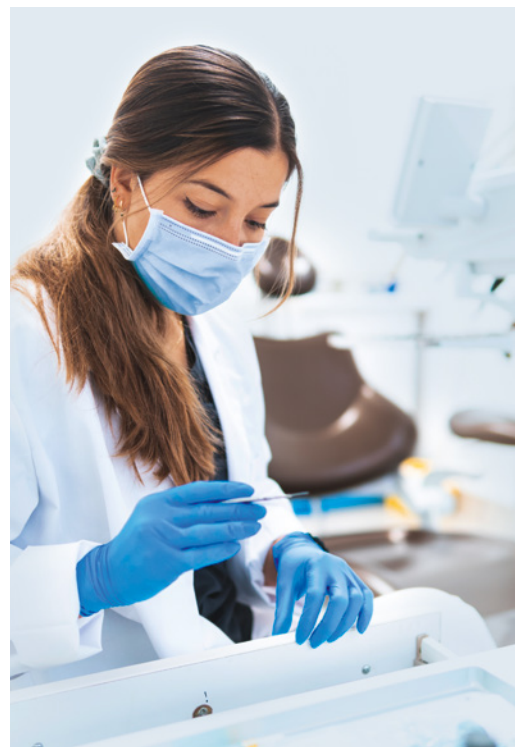
Dr Victoria Schardt

### Dr Schardt, what challenges are you currently facing in your practice?

One of our biggest challenges is bureaucracy. This means that we spend a lot of time on the computer during the day, which limits communication with our patients. This is particularly noticeable when it comes to treatment documentation or quality management. What's more, today's patients are better informed and have higher expectations of us dentists. The shortage of specialists in dentistry is also making itself noticeable, both in terms of quantity and quality.

### Can you give us examples of how you are adapting your workflow?

Structures help me to save time and perform treatments as efficiently as possible. One key is to optimise workflows, for example by clearly structuring our treatment rooms. Each room has specially organised drawers for different treatments. This allows us to access the materials we need quickly and efficiently. The colour coding of products such as iBOND Universal also contributes to efficiency as it facilitates communication within the team. I usually just say to my assistant 'the yellow bonding agent, please' and they hand me iBOND Universal.



### How does communication with colleagues help you improve your workflow?

The dialogue in WhatsApp groups or the inspiration from international colleagues who are active on Instagram is very open and valuable. In the groups we discuss problems, material experiences and general tips on practice organisation and treatment. I particularly appreciate the realistic cases of my colleagues, who also illustrate their workflows.

### What role do application videos for new products play in your practice?

Application videos are very helpful and allow us to learn new treatment methods quickly and efficiently. Easy access to this material, for example via YouTube, is another advantage. I would particularly like to see video formats from manufacturers that help me learn how to use new products. As a user, it is important to me that authentic images are shown and that it is clear that this is something for everyday use and for every user.



Tips & tricks on light curing to ensure long-lasting restorations  
[kulzer.com/lightcuring](https://www.kulzer.com/lightcuring)

### What do you think of the new concept of Venus Pure and Venus Art and how could it support the workflow in your practice?

Very modern, Kulzer has brought colour into play. I like the concept, the clear differentiation and easy handling of these products can make our workflow easier. With the white caps for the PLTs or the white plunger of the syringe, they offer quick orientation that fits well into our workflow. I'm looking forward to trying out the products!





# HOW DOES DENTISTRY REMAIN STATE-OF-THE-ART IN PRACTICE?

## Knowledge management in large dental practices

How do practices keep up to date with specialist topics, new products and product handling? What challenges do they face, how do they avoid losing knowledge when team members leave? We asked dentist **Sandra Perplies** from Lüneburg these and other questions. Since joining the LüneDent practice in 2007, she has worked there as one of six practitioners. The practice team also includes 31 employees.

**Ms Perplies, it is certainly a logistical challenge to keep everyone up to date with the latest training. In a large practice, how do you ensure that knowledge about products and handling is kept up to date?**

With a team as large as ours, the most difficult part of organising training is actually scheduling. It is not easy to reconcile up to ten assistants from one area. This is another reason why we introduced a weekly one-hour team meeting a few years ago, in addition to a weekly 90-minute doctors' meeting, in which all staff members participate. We divide the knowledge requirements into the individual areas, be it prophylaxis, assistance, implantology or other. One person

is responsible for each area and, if necessary, conducts a small further training course or moderates an exchange of information within the framework of these team meetings.

However, we also have a lot of experienced staff members who extremely enrich this procedure.

**What criteria do you use to select training topics and speakers?**

Over time, the selection becomes more difficult, as we practitioners and also the staff have been in the profession for different lengths of time. Basically, we dentists choose which training we offer and regularly review our processes and workflows for this. On the one hand, we hold regular staff meetings in which we train specific topics. On the other hand, the weekly medical team meetings reveal many topics where we see a need. There is a lot of theoretical knowledge available, which is why I think the hands-on courses are the most useful.

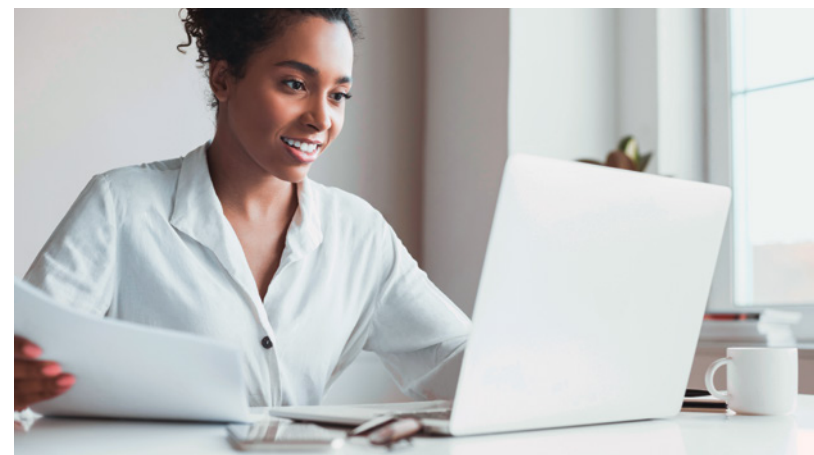
“Every new staff member is assigned a mentor who acts as a supervisor.”

**Presumably, fluctuation is not particularly high in your company. If someone nevertheless leaves the team or someone new joins, how do you ensure that no knowledge is lost?**

Of course, in practice there are manuals for all processes. In addition, clear responsibilities are important. Every new staff member is assigned a mentor who acts as a supervisor.

**How do you ensure a continuous exchange on the topics that are in focus or pose a challenge on a day-to-day basis?**

We really enjoy being six practitioners and being able to exchange ideas on such different topics and areas. Someone brings in something new or we consult on patients. We consider ourselves really lucky to be able to practise like this. Progress is unstoppable. We are therefore very grateful that we can refer to each other in the practice and exchange ideas. We always have the opportunity to draw on each other's expertise and we live this very consciously.



**How do you deal with product selection? What criteria do you use to decide on new products?**

Our top priorities are quality, result, patient satisfaction, especially with filling materials, bonding, etc. The restorative area is still one of our main activities, the product has to work for us as a doctor – and in the end especially for the patient. So we focus primarily on the result: the product must work, the patient must be satisfied, the filling must be aesthetically pleasing. In addition, there is the aspect of economic efficiency. When we try out new materials, we naturally also look at the acquisition costs and see whether we are working economically. However, the top priority is always quality.

“So we focus primarily on the result: the product must work, the patient must be satisfied, and the filling must be aesthetically pleasing.”

**Do you regularly try out new products? Do you carry out test phases?**

True to the motto “Never change a running system”, we change little. But now we have done so in the composite area, after having hesitated for a long time. We are now very, very happy with the new product solution from Kulzer – Venus Pearl ONE. The quality is right, it's user-friendly – that's important because we use it so often in our daily work. It looks great, the patients are all pain-free and symptom-free. I have to say, it's a great product at a good quality.

**Keyword patient satisfaction: Where is the focus in the patients' demands on your work?**

For many patients, the focus is on aesthetics. The claim is: “If something has to be done, then please with an aesthetically perfect result”. Low-pain or pain-free treatments are also very popular, but the aesthetic area is gaining ground.



# FUNDAMENTALS OF DENTAL PHOTOGRAPHY

## A guide to perfect shots

1

### Selecting the right equipment

- ▶ The camera must have manual mode and be capable of interchangeable lenses
- ▶ Have all equipment ready before a session (fully charged batteries, clean mirrors, etc.)

Camera	Lens	Flash	Extra equipment
DSLR camera (Digital single-lens reflex)	Macro lens (>90 mm focal length)	Ring flash	Dental photo mirrors
Mirrorless camera		Twin flash	Lip retractors Black contrastors

2

### Optimising camera settings

- ▶ Begin with these guidelines for the initial setup, use manual mode to control camera settings
- ▶ Always select the highest photo quality and resolution
- ▶ The table shows recommended ranges for camera and flash settings
- ▶ Adjust settings and equipment, and take test photos to find the best combination

	Aperture	Shutter speed	ISO	White balance	Flash exposure
Intraoral	F22–29	1/125s–1/250s	100–200	Flash	TTL or manual 1/1–1/4
Extraoral	F10–14	1/125s–1/250s	50–200	AWB	TTL or manual 1/1

3

### Mastering intraoral photography

- ▶ Always retract cheeks, lips and tongue, and use a mirror for occlusal photos
- ▶ Keep the area to be photographed clean and dry
- ▶ Use Auto Focus and aim at the recommended focus point
- ▶ Always check photo sharpness in your camera display by zooming in on the photo after each shot

Use these tips and techniques to create stunning dental photographs for diagnostic and aesthetic photos you can use on your website or social media. With practice and patience, you will soon be able to capture the beauty and complexity of the dental world through your lens.

Frontal



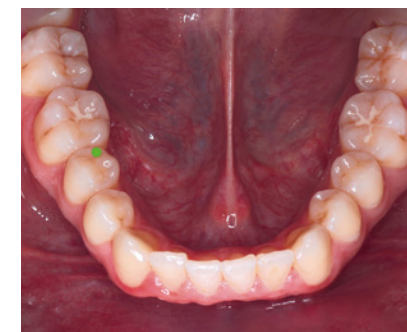
Lateral



Focus on region of interest



Occlusal (upper)



Occlusal (lower)

#LikeVenus

4

### Perfecting extraoral photography

- ▶ Take at least smiling photo for anterior restorations
- ▶ Take frontal and smiling portrait if you have a consent signed by the patient
- ▶ Ensure there is always good lighting, and prefer neutral backgrounds like white or gray





**Published by:**

Kulzer GmbH · Leipziger Straße 2  
63450 Hanau · Germany  
Tel.: +49 (0) 6181 9689-2000  
Email: info@kulzer-dental.com

**Managing Directors:**

Marc Berendes, Takeo Okuyama

**Chairman of the Supervisory Board:**

Hisayoshi Tanaka

**Place of Business:** Hanau**Registration Court:**

Local Court Hanau HRB 91228

**VAT-ID no.:** DE 812 593 096**Editor:**

Eva Gessler (responsible), Dr Sandra Kaiser, Anna-Maria Schiffer, Dr Andreas Utterodt,  
Kai Lautenschläger, Matthias Brehmke, Cristobal Herrera Faure, Daniela Jogmin, Jens Kehm

**External:**

Dr Allegra Comba, Dr Jason Smithson, Dr Edoardo Fossati, Dr Riccardo Ammannato,  
Dr Victoria Schardt

**Photo evidence:**

ORT Medienverbund (Title), Dean Drobot (4), Sus Pons Photography (10),  
Westend61 on Offset (14), Ground Picture (15), Drazen Zigic (15), Kite\_rin (16),  
Inside Creative House (17), GaroManjikian (18), Martin Lauge Villadsen (19)

**Legal notice:**

The contents of the publication were created with utmost care and to the best of Kulzer's knowledge. Kulzer does not assume any liability for the topicality, completeness and correctness of the contents. Kulzer does not assume any liability for contents linked to third party websites in the publication on which Kulzer has no influence. This publication and all contributions, illustrations, drafts and plans as well as representations of ideas contained in it are subject to copyright and other intellectual and industrial property rights. With the exception of cases permitted by law, any use, including reprinting, is not permitted without the written consent of Kulzer or the respective copyright holder. Kulzer accepts no liability for unsolicited manuscripts and images.

© 2024 Kulzer GmbH. All rights reserved.



**KULZER**  
MITSUI CHEMICALS GROUP

A6153 66078460 EN 01/2024 ORT

BE PART OF IT!