



Press Release
For Immediate Release

Myerson, LLC Brings Back PermaSoft® Denture Liner

CHICAGO, IL, January 22, 2021 – Myerson, LLC announced they have become the exclusive licensee and manufacturer of PermaSoft® denture liner and are excited to bring it back to the marketplace. PermaSoft will be available from Myerson and through their distributors.

“The PermaSoft® denture liner was originally introduced by Myerson back in the early 1990s. When we learned last year that it had been temporarily removed from the market, we were thrilled to be given the opportunity to bring this product back to Myerson. Dental professionals have been using and loving PermaSoft for decades, so we see great value to everyone in making it available again.” says Jim Swartout, Myerson’s President and CEO.

PermaSoft® is a soft liner ideal for relining full dentures, stabilizing partial dentures and retaining implant overdentures. It can be applied chairside or processed by the dental laboratory. Available in pink and clear, it is formulated to bond chemically to acrylic without adhesive and also adheres to itself to facilitate adjustments and repairs. PermaSoft® will be sold in 60g kits.

Myerson is a globally recognized dental manufacturing company. They are specialists in the removable prosthetics market, offering materials and equipment for fabricating complete dentures, metal-free partial dentures, and sleep appliances. Their most popular products are Myerson® and Kenson® brand denture teeth, DuraFlex™, Visiclear®, and DuraCetal® materials for removable partial dentures, as well as EMA® for the treatment of snoring and obstructive sleep apnea. Myerson is headquartered in Chicago, Illinois, and their factory is in the Caribbean country of Trinidad and Tobago, where they have been manufacturing medical devices for over 70 years.

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