



Tooth Whitening



25 Years WHITEsmile Made in Germany

WHITEsmile has been producing tooth whitening products since 1994 and was the first specialized company in Europe. Dentists in over 50 countries are successfully using WHITEsmile for brighter teeth of their patients.

Dental treatment and tooth whitening: a perfect match



before



after

Latest studies show that more than 85% of the people would like to have whiter teeth. On the other hand most patients don't ask their dental clinic actively about tooth whitening treatment.

Patients often forget the possibility of tooth whitening through their dental treatment.

Patients wish to be informed about possibilities for perfect smiles. And if they are proud of their teeth, they also share their experience with friends on a personal level and in social media. Modern dentistry allows perfect nature like restorations. Orthodontic treatments with clear aligner systems give even more mature people a perfect smile with aligned teeth. Combine these treatments with a tooth whitening and your patients have an even better experience: a perfect smile!

And information about the timing of tooth whitening is important because e.g. after dentures a brightening is no longer possible.



JUST LIKE THAT. WITHOUT LIGHT

POWER WHITENING YF

Medical Tooth Whitening

POWER WHITENING YF with 40% hydrogen peroxide (mixed 32%) is suitable for medical whitening of strongly discoloured teeth. Application 3 x 15-20 minutes in one session. Reasons for such discoloration of enamel and dentin can be illness, injury, medical treatments or excessive penetration of colouring substances. These cases require special medical measures to restore a healthy appearance of the teeth. POWER WHITENING YF can be used for whitening of one or more teeth or parts of a tooth, including the intracoronal bleaching of endodontically treated non-vital teeth. Reliable shelf-life of 24 months after production even for partially used syringes. The application is only allowed in the dental clinic with medical indication for patients older than 18 years of age.



See POWER WHITENING video at: www.whitesmile.com

POWER WHITENING YF is chemically activated.

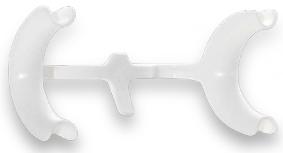
System

- POWER WHITENING YF Gel in 2,5 ml-dual-chamber syringes
- GINGIVA PROTECTOR light-curing, in 1,5 g-syringes
- AFTER WHITENING MOUSSE for desensitizing and remineralization with a fruity taste in 1,2 or 3 ml-syringes

Available concentration

- 40% HP (mixed 32% HP) Accessories
- Lip retractor with tongue guard

Also available as Cosmetic Tooth Whitening with 6% HP





EFFECTIVE. WITH LIGHT

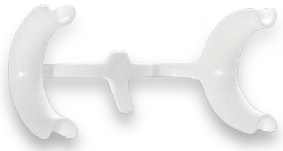
LIGHT WHITENING AC

Medical Tooth Whitening

LIGHT WHITENING AC is suitable for medical whitening of strongly discoloured teeth. Reasons for such discoloration of enamel and dentin can be illness, injury, medical treatments or excessive penetration of colouring substances. These cases require special medical measures to restore a healthy appearance of the teeth. LIGHT WHITENING AC has been developed for WHITEsmile LED-Whitening Lamps and gives the best whitening results in the shortest period of time. LIGHT WHITENING AC can be used for whitening of one or more teeth or parts of a tooth, including the intracoronal bleaching of endodontically treated, non-vital teeth. LIGHT WHITENING AC for medical application is available in 32% HP for maximum result (3 x 15-20 minutes). Reliable shelf-life of 24 months after production even for partially used syringes. The application is only allowed in the dental clinic with medical indication for patients older than 18 years of age.



See LIGHT WHITENING video at: www.whitesmile.com



LIGHT WHITENING AC gives the best possible whitening result with LED whitening lamps.

System

- LIGHT WHITENING AC Gel in 2,5 ml-dual-chamber syringes
- GINGIVA PROTECTOR light-curing, in 1,5 g-syringes
- AFTER WHITENING MOUSSE for desensitizing and remineralization with a fruity taste in 1,2 or 3 ml-syringes

Available concentrations

- 32% HP (mixed)

Accessories

- WHITEsmile Whitening Lamp, Whitening Lamp 2, Whitening Lamp XG
- Safety goggles
- Lip retractor with tongue guard

Also available as Cosmetic Tooth Whitening with 6% HP



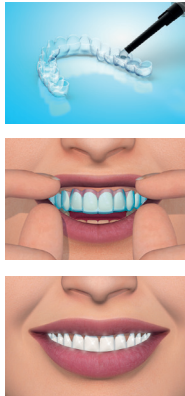
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LABORATORY CUSTOM-MADE TRAYS

HOME WHITENING

Cosmetic Tooth Whitening



HOME WHITENING Gel is available in different concentrations for different wear times of the trays. This assures flexibility for the treatment. The number of applications can be adjusted to the patients needs. The specific formulation combines a gentle whitening with optimal results. Therefore sensitivity and dehydration of the teeth are minimized. After Whitening Mousse remineralizes the teeth effectively after the whitening treatment. Reliable shelf-life of 30 months after production. For patients older than 18 years of age.

CP = carbamide peroxide
HP = hydrogen peroxide

System

- HOME WHITENING Gel in 1,2 or 3 ml-syringes
- AFTER WHITENING MOUSSE for desensitizing and remineralization with a fruity taste in 1,2 or 3 ml-syringes
- Tray sheets for production of customized whitening trays
- Light curing Blocker as spacer for laboratory models

Available concentrations

- 10% CP (~ 3,5% HP) for overnight application
- 16% CP (~ 5,6% HP) for overnight or daytime application

HOME WHITENING can also be used as follow-up treatment for POWER WHITENING and LIGHT WHITENING



LABORATORY CUSTOM-MADE TRAYS & INTERNAL ENDO BLEACHING IN-OFFICE WHITENING

Medical Tooth Whitening



IN-OFFICE WHITENING 35% CP for strong discolorations for use in the dental office with laboratory custom-made trays only with medical indication. The application can be done in the waiting room of the dental clinic. Desired results are being achieved in 3-7 applications of 30-60 minutes. Reliable shelf-life of 30 months after production. For patients older than 18 years of age. IN-OFFICE WHITENING is also suitable for internal bleaching of endodontically treated teeth with the “walking bleach technique”. To be used in the dental clinic with medical indication for patients older than 18 years of age.

System

- IN-OFFICE WHITENING Gel in 1,2 or 3 ml-syringes for medical whitening in the dental clinic
- AFTER WHITENING MOUSSE for desensitizing and remineralization with a fruity taste in 1,2 or 3 ml- syringes
- Tray sheets for production of customized whitening trays
- Light curing Blocker as spacer for laboratory models

Available concentration

- 35% CP (~ 12,2% HP) for application in the waiting room of the dental clinic

for tray use
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CARE PRODUCTS

Highlights for Whiter Smiles

Whitening Toothpaste

Special Care before and after tooth whitening treatments. For daily use.

After Whitening Mousse

Rounds up the tooth whitening treatment. Remineralizes the teeth. Effective against sensitivities. Wellness for teeth.

Tooth Whitening Pen – tooth whitening to go

Cosmetic tooth whitening: helps to maintain whiter teeth. Special formulation with 16% carbamide peroxide. Available in fresh mint taste. Easy handling. Application for 15–20 minutes in 10–15 days. For patients older than 18 years of age. Ideal also as follow-up for POWER WHITENING/LIGHT WHITENING.



Whitening Toothpaste

- 75 ml, with 30% Xylitol, potassium nitrate and 1450 ppm fluoride (RDA 60)



Tooth Whitening Pen

- 4 ml, 16% CP (~ 5,6% HP)
- Fresh mint
- Shelf-life 24 month



After Whitening Mousse

- 3 ml, 30% Xylitol, 4,2% potassium nitrate and 1450 ppm fluoride
- Fruity taste

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Marketing Tools

Information for your Patients

WHITEsmile presents attractive marketing and information media for your patients. Visit www.whitesmile.com for the most updated overview of new presentation tools.



Posters

With the WHITEsmile posters you can draw your patients attention to your whitening offers



Patients leaflets

A special designed WHITEsmile leaflet holder provides tooth whitening information in an elegant form.

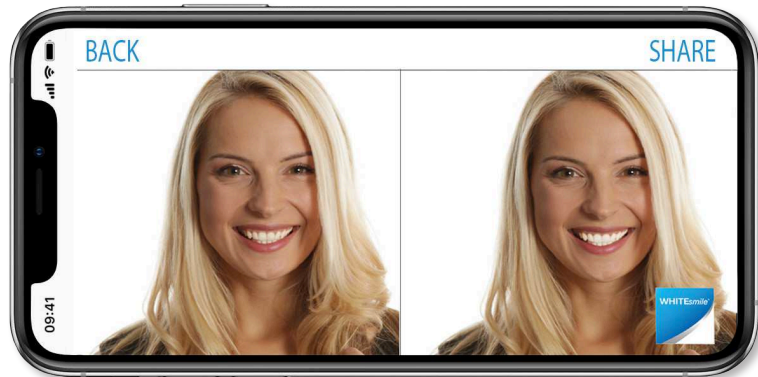
New for iPhone & Android

WHITEsmile Whitening App



Videos

The WHITEsmile patients video visualizes the advantages of the treatment and shows the steps of the treatment. Available at www.whitesmile.com.



Virtual Whitening App

The new WHITEsmile App for IOS and ANDROID which can be downloaded free of charge allows your patients to experience their new smile even before the treatment. The tool can also be used by the clinic to explain the effect of the whitening to the patient.





Tips for tooth whitening

Answers to FAQ



before



after

When is the best time to offer tooth whitening to my patients?

Tooth whitening is the ideal follow-up after a professional tooth cleaning as “prophylaxis +”. Recommend your patients tooth whitening before restorations. Restorative materials cannot be whitened afterwards. Clear aligner treatments become more and more popular. After a successful orthodontic treatment whiter teeth can enhance the overall aesthetic smile.



Should there only be one method offered in the dental clinic?

For chairside application LIGHT WHITENING is always the best choice. Only if you do not want to use a whitening lamp, you should offer POWER WHITENING. HOME WHITENING uses the least chair time and the patient is able to fresh up the treatment without an additional visit. That gives you great flexibility in offering tooth whitening in your dental clinic and to find the best offer for each individual patient.

How long do the results of the bleaching treatment last?

The duration of the effect of a tooth whitening treatment differs individually depending on the patients habits. In general the effect lasts for more than a year. The use of Whitening Toothpaste can prolong the results. With the Tooth Whitening Pen the time to the next professional tooth whitening treatment can be further extended.

Use or first use in the dental office

	Method	Application time per session	Number of applications
 	<p>POWER WHITENING YF The fast chairside method without light CHAIRSIDE CHEMICALLY ACTIVATED NO LIGHT NEEDED</p>	<p>40% HP (mixed 32%) 3 x 15 Min (max. 3 x 20 Min)</p>	<p>1 session 2 sessions in exceptional cases</p>
 	<p>LIGHT WHITENING AC The most effective and fastest method of chairside tooth whitening CHAIRSIDE LIGHT ACTIVATED</p>	<p>32% HP (mixed) 3 x 15 Min (max. 3 x 20 Min)</p>	<p>1 session</p>
 	<p>IN-OFFICE WHITENING Medical tooth whitening treatment to be used in the waiting room of the clinic IN-OFFICE WITH LABORATORY CUSTOM-MADE TRAYS & INTERNAL ENDO BLEACHING</p>	<p>35% CP in-office daytime in the waiting room, 30-60 min</p>	<p>3-7</p>
 	<p>HOME WHITENING Professional tooth whitening at home TAKE HOME WITH LABORATORY CUSTOM-MADE TRAYS</p>	<p>10% CP overnight, min. 4 hours</p> <p>16 % CP overnight or daytime, min. 3 hours</p>	<p>5-12</p> <p>5-12</p>



Tooth Whitening

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Subject to technical changes
and errors in the text.
REF 102 . 09/2022
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