AN INTEREST IN COSMETIC PROCEDURES CAN START WITH ORAL-B® WHITESTRIPS™
IT'S A SIMPLE WAY FOR PATIENTS TO GET STARTED!
Did you know that whitening is the most asked about dental topic, but only 15% of patients have had a professional treatment?¹,²

For many patients interested in whitening, concerns about the cost or unanswered questions about efficacy and safety can be a barrier.

**Oral-B Whitestrips—a simple first step to whiter teeth**

- Fast, encouraging whitening results
- Strong safety profile
- Easy to use

¹Berry J. What do they think? ADA survey offers up the scoop on your patients. ADA News. 2004;35(8):1, 8.
Whitestrips delivers noticeably whiter teeth, results that may provide patients with the confidence and encouragement to invest in other restorative procedures.

In the years following the launch of Whitestrips in the US, the cosmetic dentistry industry grew 12.5%.

“Whitening regularly opens the door to acceptance for more complex, higher-revenue cosmetic and restorative procedures.”

—According to the Levin Group, A world leader in dental business consulting

Patients with a brighter smile tend to be more interested in other cosmetic procedures.

PATIENT INSIGHT

1Crest Whitestrips Supreme—Give your patients something to smile about. Levin Group Practice Management Kit.
Start seeing whiter teeth in just 5 days

Whitestrips delivers consistent treatment, extrinsically and intrinsically

- Innovative polyethylene strip surface contains a fine (.13 mm) concentrated layer of hydrogen peroxide gel (6% w/w)
- Thin strip allows for high concentration of hydrogen peroxide at lower overall dose
- Uniform layer of treatment is delivered via upper and lower strips for consistent whitening across teeth

Highly significant color improvement*†1

*Whitening benefit is defined as a decrease in “b” (yellowness), decrease in “a” (redness), and an increase in “L” (lightness) versus baseline.
†p< 0.0001.

Results from a meta-analysis of 7 clinical studies run at the University of Florida.
An enamel-safe first step into whitening

Whitestrips provides a controlled delivery mechanism that allows for safe application of hydrogen peroxide to teeth

Whitestrips is designed for maximum contact with the teeth and minimal contact with the gingiva. Whitestrips delivery mechanism minimises salivary hydrogen peroxide levels and focuses the hydrogen peroxide on the teeth, where it can be most effective.

Any sensitivity experienced is temporary, and the majority of these incidences events are mild in nature.

Even at hydrogen peroxide concentrations as high as 14%, there is no effect on structural features of enamel.

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99.7% of adults believe a smile is an important social asset.


14% hydrogen peroxide Whitestrips product not available in Australia & New Zealand.
To help your patients achieve optimal outcomes, here are a few tips:

1. Each foil pouch has a cut in the top and bottom for easy-tear opening. Once the Whitestrips are removed from the pouch, the zigzag slit on the backing allows for simple removal of the strip from the liner.

2. After the strip is placed firmly on the teeth, patients can ensure good adherence by closing their mouths tightly and sucking in once or twice.

3. For best results, remind patients to use this treatment for 7 consecutive days (2x/day for 30 minutes).
Let an interest in cosmetic procedures begin with Oral-B Whitestrips

It’s an effective, safe, and easy first step

Quick results—Start seeing whiter teeth in just 5 days

Safe—No structural effect or damage to the enamel. Any sensitivity is typically mild, temporary and not harmful.

Simple—3 easy steps are all it takes

In just 5 days, patients can start to see a whiter smile, and you may see increased interest in other restorative procedures!

Oral-B Whitestrips will be available to you in February 2014.
If you are interested in adding Oral-B Whitestrips to your practice, contact us at 1800 282 265.

Research indicates that whitening is often the first aesthetic treatment patients accept.¹

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