

# INNOVATIONS

## Glitz and glamour at your practice

Optident explains how you can give your practice a make-over by promoting its whitening treatment

**W**hite Dental Beauty is a professional range of high-quality peroxide gels, available available in 5%, 10% and 16% carbamide peroxide and 6% hydrogen peroxide, giving you versatility and clinical freedom.



All White Dental Beauty gels have active sensitivity management designed into the formula.

Conveniently packaged in 1.2ml and 3ml syringes to aid precise application, the gels are formulated to give the best possible results and patient satisfaction.

They feature:

- Active sensitivity management formula
- High water content to prevent dehydration and reduce sensitivity
- Viscous gel with pleasant mint flavour
- Optimised pH levels for maximum whitening effect.

White Dental Beauty is one of the market leaders in tooth whitening systems. These products have been used by the dental profession globally for more than 20 years. White Dental Beauty tooth whitening gels are produced with a special patented formula to achieve optimum results while remaining kind to the teeth. These carefully selected ingredients minimise sensitivity, help keep the teeth hydrated and have a pleasant mint flavour that leaves your mouth feeling really fresh.

### Bespoke practice branding

Optident is offering a fantastic opportunity for bespoke practice branding that will help drive whitening patients into the practice as well as enhancing the practice image.

Optident wants to help the dentist build their business with White Dental Beauty, through the gels, the marketing and creative support.

Research says dentists and patients do not want to change whitening products. Those on long-term at home whitening do not want to receive a new product from

the dentist when they collect replacement supplies – it is a matter of perceived trust.

‘Your patients expect you to provide the highest quality dental treatments, outstanding care and an excellent service. Having trust in the products you offer enables you to deliver consistency, reliability and confidence within your practice’, says Rebecca Haworth, marketing manager at Optident. She continues: ‘White Dental Beauty gels are specifically formulated, packaged and delivered with your patients in mind, ensuring you have everything you need to offer them a successful whitening treatment.’



Left: 4x3 syringe packaging



Tube kit



Tube kit bespoke

### Marketing support

Marketing support material includes:

- Patient literature
- Posters
- Bags
- Press release information on CD of images
- ‘A’ boards
- Feather flags
- Pull up banners.

White Dental Beauty is a professional range of high quality peroxide gels, available in 10% to 16% carbamide peroxide and 6% hydrogen peroxide, giving you versatility and clinical freedom.

Relaunched recently with a new emphasis and formula, White Dental Beauty is the ideal range of products for practices that want to grow their whitening business and offer their patients excellent results. **DH&T**



For bespoke practice branding opportunities please contact the Optident marketing team for further information. Call Rebecca Haworth on 01943 605050.