

INNOVATIONS

The brand that can help build your business

Give your practice the White Dental Beauty treatment. *DH&T* magazine explains how and why

New White Dental Beauty is a professional range of high quality tooth whitening gels, available in 6% hydrogen peroxide and 10% to 16% carbamide peroxide, giving you versatility and clinical freedom to whiten your patients' teeth from as little as 30-minutes a day.

White Dental Beauty is one of the market leaders in tooth whitening systems. These products have been used by the dental profession globally for 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 the mouth feeling really fresh.

The stylish packaging, beautiful presentation and full marketing support makes White Dental Beauty the perfect choice for every dental practice serious about tooth whitening.

What do patients want?

Research says patients want consistency, convenience and familiarity. Those that begin take-home whitening treatments do not want to receive a different product from the dentist when they collect their top-up package – it is a matter of perceived trust.

Marketing support material includes:

- Patient literature
- Posters
- Bags
- Press release information and images on CD.



Point of sale support includes:

- Swing boards – featuring your logo
- Pull-up indoor banners – featuring your logo
- Feather flags – Tooth Whitening Available Here

Promotional patient videos are also available through Dental Beauty.TV, the complete video marketing service that will increase treatment uptake in a simple format that anyone can use.



Why use White Dental Beauty?

- White Dental Beauty has an intelligent pH acceleration for maximum whitening effect
- All White Dental Beauty gels have Active Sensitivity Management designed into the formula
- Proven, effective and predictable
- Available in 6% HP, the highest percentage of professional peroxide available*
- Achieve visible whitening in less than a week
- A high water content to help prevent dehydration
- An attractive contemporary design and presentation
- Bespoke practice branding and full marketing support
- Also available in 10% CP and 16% CP
- Eco-friendly packaging
- Conforms to EU directives.

Offer your patients a choice

- 6% Hydrogen Peroxide – from as little as 30 minutes a day
- 16% Carbamide Peroxide – from as little as 60 minutes a day
- 10% Carbamide Peroxide – 2-4 hours or overnight.

White Dental Beauty gels offer predictable results, ease of use and reassurance from an established manufacturer, Optident Ltd. Top-ups are available in convenient packaging enabling you to facilitate your patient's requirements.

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

Grow your practice

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

Optident wants to help build dental businesses with White Dental Beauty, through their trusted products and creative marketing support.

'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.'

White Dental Beauty is a trusted brand that is patient facing and modern with a huge emphasis on marketing support. Optident has designed the tools you need to help you optimise your whitening success. **DH&T**

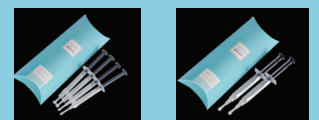
Kits

- 8 x 1.2ml syringes
- 4 x 3ml syringes



Top ups

- 4 x 1.2ml
- 2 x 3ml



Refills

- 20 x 3ml
- 40 x 1.2ml



Pocket Tray

- 4 Tray cases
- 20 Tray cases



To become a White Dental Beauty stockist, for bespoke practice branding or to learn more about Dental Beauty.TV please contact the Optident team on 01943 605050, email sales@optident.co.uk, or visit www.optident.co.uk.