

MARKETPLACE

The brand that can help build your business

Give your practice the **White Dental Beauty** treatment. Read on to find out how and why?

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

The stylish packaging, beautiful presentation and full marketing support make 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.

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 patients' requirements.

Why use White Dental Beauty?

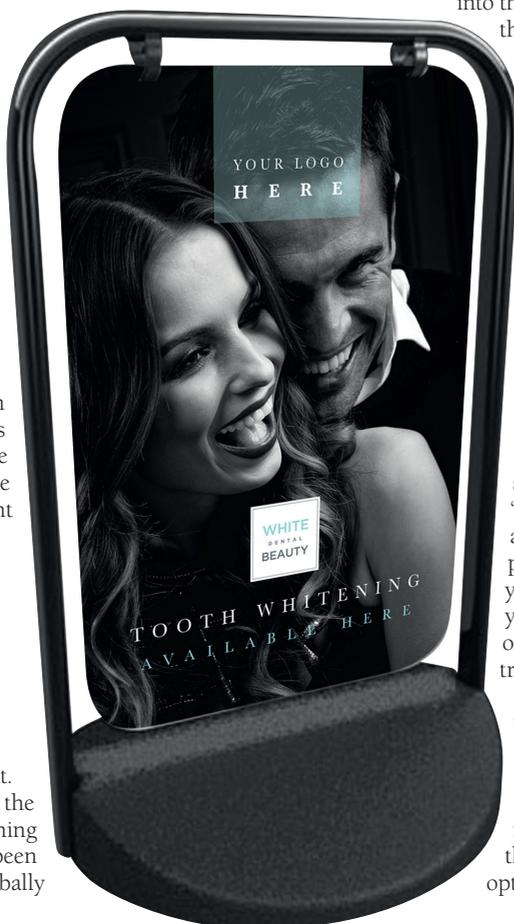
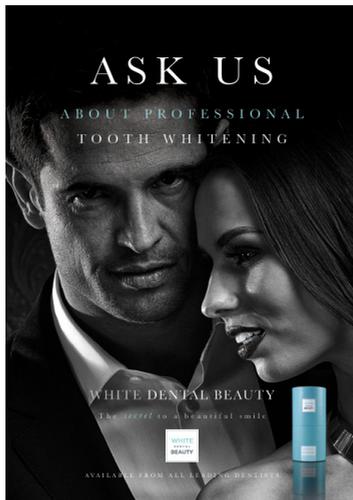
- White Dental Beauty has an intelligent pH acceleration for maximum whitening effect
- All White Dental Beauty gels have active sensitivity management designed into the formula
- Proven, effective and predictable
- Available in 6% HP, the highest percentage of professional peroxide available
- Achieve 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.

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.

Offer your patients a choice

- Time options:
- 6% HP – from as little as 30 minutes a day
 - 16% CP – from as little as 60 minutes a day
 - 10% CP – 2-4 hours or overnight.

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 your mouth feeling really fresh.

Practice growth with White Dental Beauty

Optident is offering a fantastic opportunity for bespoke practice branding, which 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 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. The Optident marketing team has designed the tools you need to help you optimise your whitening success.

White Dental Beauty gels come as:

Kits
8 x 1.2ml syringes
4 x 3ml syringes



Top ups
4 x 1.2ml



Top ups
2 x 3ml



Refills
20 x 3ml
40 x 1.2ml



Marketing support

Marketing support material includes:

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

Point of sale

- 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.

TO BECOME A White Dental Beauty stockist, for bespoke practice branding or to learn more about Dental Beauty.TV please contact the Optident marketing team.
Tel: 01943 605050 Email:sales@optident.co.uk
Web: www.optident.co.uk