

# Everyone's talking about Novon

## Optident lifts the lid on the exciting technology powering its exclusive line of whitening products

Optident's White Dental Beauty gels now feature Novon patented technology for optimum performance and decreased sensitivity.

Novon is now active in all percentages of White Dental Beauty gels. The 6%HP is a fast-acting formula with an application time of as little as 30 minutes per day. The 16%CP and 10%CP can be worn by day or night and the newest addition, 5%CP Mild – specifically designed for patients with sensitive teeth.

### Novon technology

Novon is an exclusive patented technology (US Patent no. 8815217 B2) that produces an enhanced whitening effect.

It has a novel inherent feature in that it remains stable at neutral pH in the syringe, yet upon dilution a rapid pH increase occurs.

This pH increase, from neutral to alkaline, produces an enhanced release of perhydroxyl ions resulting in a more effective bleaching action. Novon's formula gives White Dental Beauty gel an unsurpassed accelerated bleaching action that is safe, effective and kind to the teeth.\*

### Novon + White Dental Beauty = better bleaching action

The new Mild 5%CP with Novon has lower levels of peroxide, yet can achieve the same results as a standard 10%CP gel, meaning the teeth are less exposed to the sensitivity issues higher concentrations can cause.\*\*

It was also found that when Novon was included in the White Dental Beauty 6%HP gel, the accelerated bleaching action aided the treatment, ensuring the best possible whitening results in its class.

Optident's long term experience and expertise in the development of products and in the design and presentation of eco-friendly packaging, coupled with personalised marketing support can also help build practice profitability. This can be achieved through bespoke packaging of whitening products, such as patient kits, tailored to suit individual needs with the application of practice branding



such as practice logos.

Increased patient awareness levels can also be catered for by the production of waiting room literature and promotional signage that can be used inside and outside the dental practice and can also be customised to suit individual practice requirements.

\* Independent studies show that the same shade results were achieved with White Dental Beauty Mild 5%CP with Novon, when compared to a competitor product of 10%CP gel.

There was less sensitivity recorded using White Dental Beauty Mild 5%CP with Novon immediately after treatment than with a competitor product of 10%CP gel.

The sensitivity recordings after a three-month period were the same with both products. (Studies in preparation)

\*\*White Dental Beauty Mild cannot reverse or treat the causes of sensitivity. By using White Dental Beauty Mild, sensitivity still may occur.

Details of all the products mentioned in this article are available on request from Optident Ltd, International Development Centre, Valley Drive, Ilkley, LS29 8AL.

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