



# The next big thing

## White Dental Beauty

Give your practice the **White Dental Beauty** treatment - a professional range of high quality products from Optident

**N**ew 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. 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.

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





### 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 - two to four hours or overnight

To become a White Dental Beauty stockist, for bespoke practice branding or to learn more about Dental Beauty.TV please contact Optident (see below).

## Contacts

**Optident**

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## 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.
- They are proven, effective and predictable
- They are available in 6% HP the highest percentage of professional peroxide available
- They achieve visible whitening in less than a week
- They have a high water content to help prevent dehydration
- They have an attractive contemporary design and presentation
- They offer 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.

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.

White Dental Beauty is a trusted brand which is patient facing and modern with a huge emphasis on marketing support. The Optident marketing team have designed the tools you need to help you optimise your whitening success.

## 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. ■

