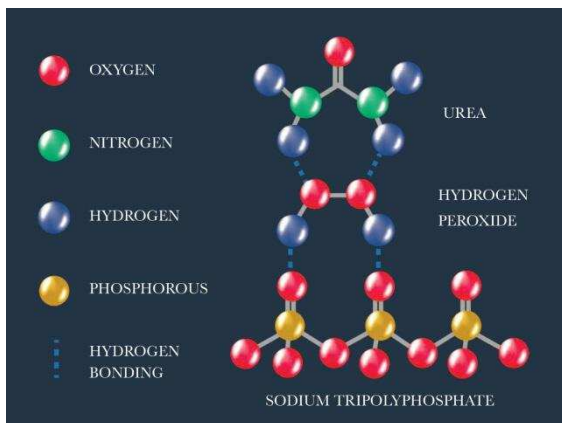


Short Novon story for WDB brochure

Hydrogen peroxide can act as an effective bleaching agent. The perhydroxyl ion, released by the breakdown of hydrogen peroxide, is responsible for the bleaching action. Hydrogen peroxide break-down is greatly enhanced in alkaline conditions.

Novon[®] + White Dental Beauty = better bleaching action



Novon[®], the patented active ingredient in White Dental Beauty gels, 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 unique formula gives White Dental Beauty gel an unsurpassed accelerated bleaching action which is safe, effective and kind to the teeth.

An independent clinical study carried out at the Eastman Dental Institute, University College London (In preparation, McDonald et al., 2010), identified that a similar level of whitening was achieved using 5% Novon when compared to a competitor 10%CP gel over the same application time.