

P R O F E S S I O N A L  
T O O T H W H I T E N I N G  
S Y S T E M S



AVAILABLE FROM ALL LEADING DENTISTS

WHITEDENTALBEAUTY.COM



THE SECRET  
TO A BEAUTIFUL SMILE



AVAILABLE FROM   
t. 01943 60 50 50  
e. sales@optident.co.uk w. optident.co.uk  
    

AVAILABLE FROM  |   
t. 0800 023 2558  
e. sales@henryschein.co.uk w. henryschein.co.uk  
    

Please visit <https://www.henryschein.co.uk/dental-gb/legal-terms.aspx> for full terms and conditions

E&OE

T R A N S F O R M I N G S M I L E S W O R L D W I D E



## GROW YOUR PRACTICE

W I T H   W H I T E   D E N T A L   B E A U T Y

White Dental Beauty is a worldwide leading tooth whitening brand. We are known in the dental industry for providing high quality, innovative and clinically reinforced whitening products with a dedicated marketing support package. We work closely with the world's leading clinicians and key opinion leaders paving the way for the latest developments and advancements in technology and science.

Here at White Dental Beauty, we work with some of the most established manufacturers & distributors in the world. Fuelled by our creative marketing and approach to detail our brand sits in a unique position within the dental market. Our goal is to create & provide products which are safe, effective, unique and offer a patient experience unlike any other.



## WHITE DENTAL BEAUTY

PROFESSIONAL WHITENING SYSTEMS

INTRODUCE...

# NOVON<sup>®</sup>

ENHANCED FORMULA





# WHY USE WHITE DENTAL BEAUTY ?



- WHITE DENTAL BEAUTY GELS CONTAIN NOVON® PATENTED FORMULA FOR OPTIMUM WHITENING EFFECT
- ACTIVE SENSITIVITY MANAGEMENT FORMULA
- NO REFRIGERATION NEEDED \*
- PROVEN EFFECTIVE AND PREDICTABLE RESULTS
- ACHIEVE VISIBLE RESULTS IN LESS THAN A WEEK
- AVAILABLE IN 4 DIFFERENT CONCENTRATIONS TO SUIT ALL PATIENT NEEDS\*\*
- AVAILABLE IN MILD FOR PEOPLE WITH SENSITIVE TEETH
- HIGH WATER CONTENT TO HELP PREVENT SENSITIVITY & ENHANCE SHADE STABILITY
- ECO FRIENDLY PACKAGING TO HELP REDUCE CARBON FOOTPRINT
- ATTRACTIVE CONTEMPORARY DESIGN & PRESENTATION APPEALING TO PATIENTS
- BESPOKE PRACTICE BRANDING SERVICE & FULL MARKETING SUPPORT PACKAGE

\* Stability tested over 24 months at a storage temperature of 2-24(degrees C)  
 \*\* 6%HP - HIGHEST PERCENTAGE OF PROFESSIONAL PEROXIDE AVAILABLE

**6%<sub>HP</sub> | 16%<sub>CP</sub> | 10%<sub>CP</sub> | 5%<sub>CP</sub>** - MILD FOR PEOPLE WITH SENSITIVE TEETH

**WHITE DENTAL BEAUTY** is a market leader in tooth whitening materials. Its professional range of high quality tooth whitening gels are available in 6% hydrogen peroxide and 5% 10% & 16% carbamide peroxide with NOVON®, giving you versatility and clinical freedom to whiten your patients teeth from as little as 30 minutes a day.

White Dental Beauty is powered by NOVON®, a new chemical technology which uses an Intelligent pH Acceleration for a maximum whitening effect. Teeth can be whitened quickly and effectively in a reduced time frame for greater patient compliance.

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

The stylish packaging and beautiful presentation presents the ultimate patient buying experience.



# NOVON®



# ABOUT NOVON®

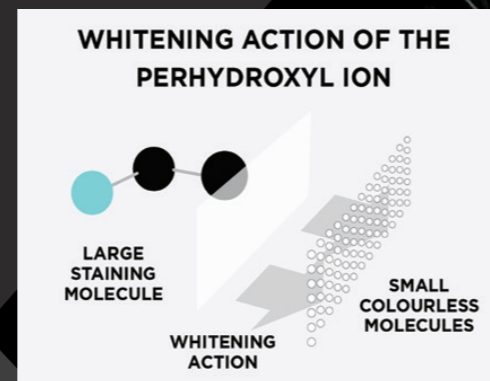
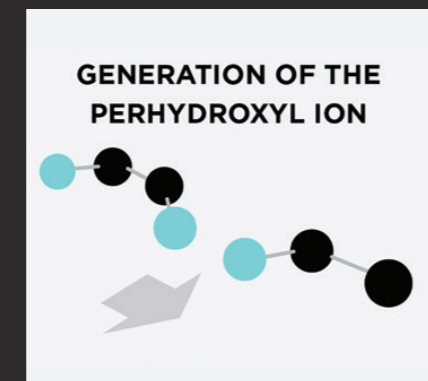
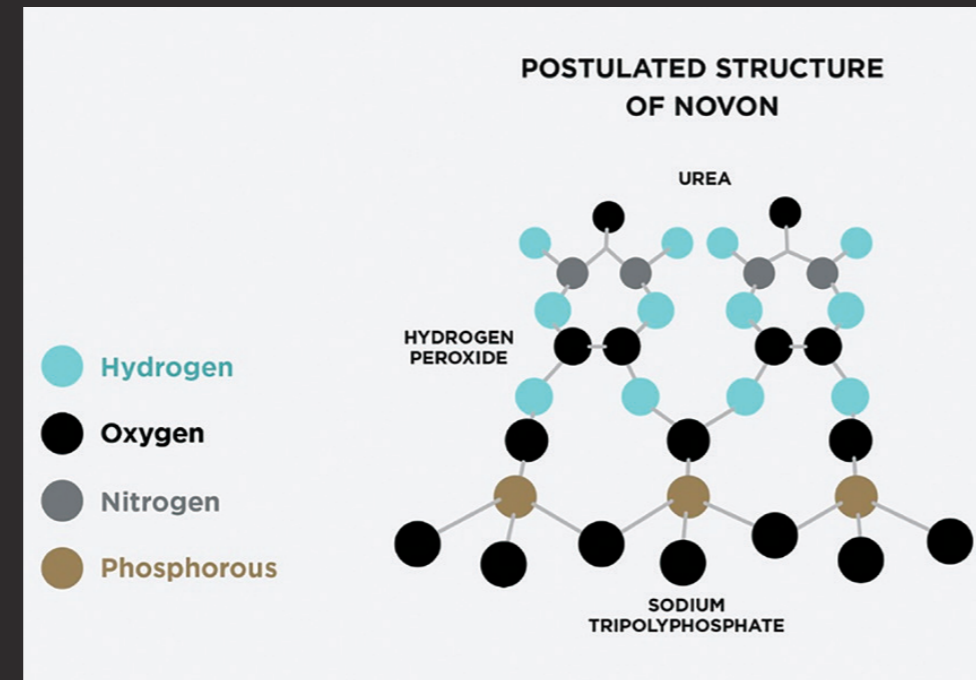
NOVON® + WHITE DENTAL BEAUTY

= BETTER BLEACHING ACTION

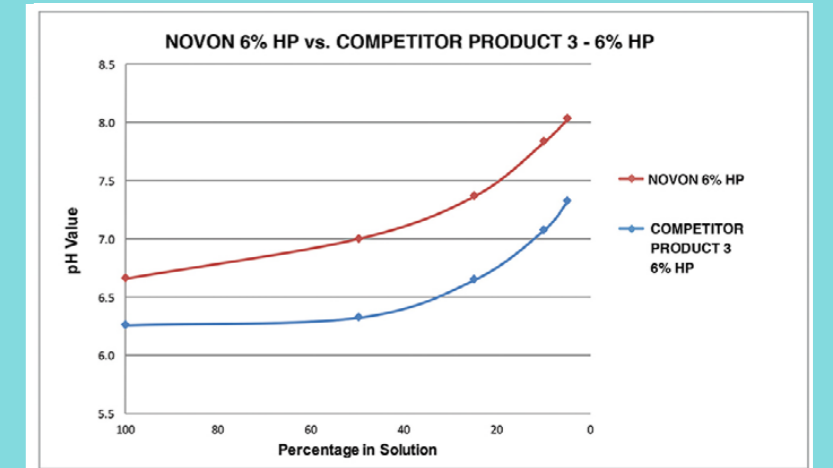
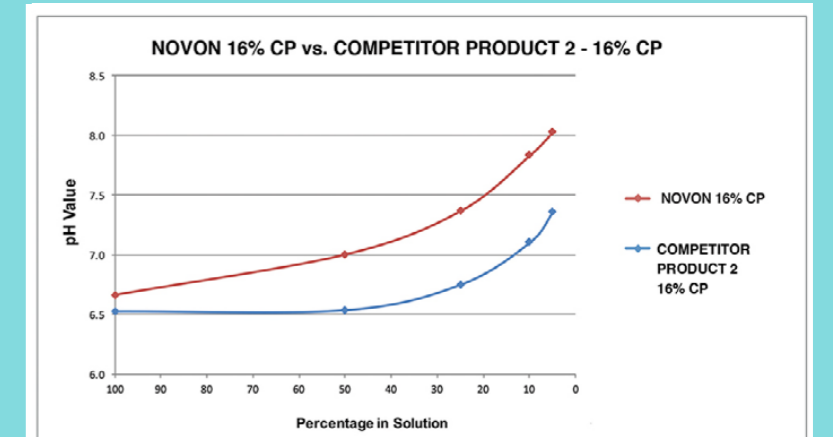
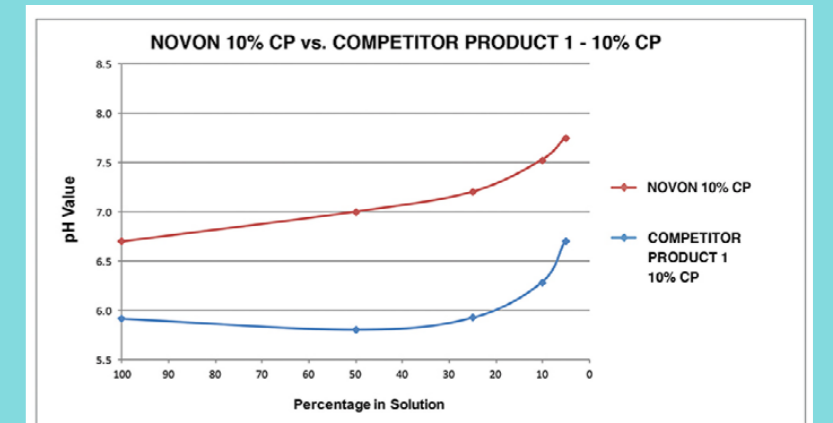
NOVON® has a unique inherent feature in that, on application, it produces a “pH jump” into the alkaline pH range. This “pH jump” enhances the release of perhydroxyl ions for a faster whitening effect.

NOVON® containing gels can therefore produce a similar whitening effect within a shorter time frame, in comparison to whitening using a regular gel. Alternatively, within the same time frame, a similar level of whitening can be achieved with a lower inclusion level of NOVON® (Hyland et al., 2014).

This should be an advantage to patients with sensitive teeth.



In addition to the enhanced whitening effect, a further advantage of NOVON® containing gels is their superior stability characteristics over a 24 month test period at a storage temperature of 2 - 24°C.



Comparison carried out by Industrial Research & Technology Ltd

# THE STYLEITALIANO PRODUCT OF CHOICE

The Styleitaliano team believes in creating effective, affordable & minimally invasive dentistry which will improve both health and aesthetics.

Using a combination of tooth whitening and restorative materials, dentists can achieve outstanding and predictable results.



DR WALTER DEVOTO



DR ANGELO PUTIGNANO



DR ANNA SALAT



DR ANGIE SEGATTO

The Styleitaliano movement began with a meeting of great minds. Two friends; Dr Walter Devoto and Professor Angelo Putignano, both of whom are worldwide recognised experts in conservative and aesthetic dentistry, came together to create a simple, predictable and unbiased approach to dentistry that in its evolution is helping over eleven thousand clinicians across the globe, deliver great dentistry on a daily basis.

The Styleitaliano whitening material of choice is White Dental Beauty.



[WWW.STYLEITALIANO.ORG](http://WWW.STYLEITALIANO.ORG)  
[WWW.WHITEDENTALBEAUTY.COM](http://WWW.WHITEDENTALBEAUTY.COM)



# RESTORATIVE & WHITENING CASES



WHITENING  
CASE 1

BY DR ANGIE SEGATTO



WHITENING & RESTORATIVE  
CASE 2

BY DR WILLIAM HOLMES



WHITENING  
CASE 3

BY DR ANISH PATEL



WHITENING  
CASE 4

BY DR SANA SADIQ



WHITENING  
CASE 5

BY DR GRÉGORIO CAMALEONTE



WHITENING & ALIGNMENT  
CASE 6

DR HASSAN ABBAS



WHITENING  
CASE 7

DR JO SAELE



ENDODONTIC WHITENING  
& RESTORATIVE CASE 8

BY DR MONALDO SARACINELLI



## OFFER YOUR PATIENTS A CHOICE

**6% HYDROGEN PEROXIDE**  
30 - 90 MINUTES

**16% CARBAMIDE PEROXIDE**  
1- 2 HOURS

**10% CARBAMIDE PEROXIDE**  
2 - 4 HOURS CAN BE WORN OVERNIGHT

**5% CARBAMIDE PEROXIDE MILD**  
\*2 - 4 HOURS CAN BE WORN OVERNIGHT

The length of the full treatment is prescribed by the dentist.

\*Independent study was carried out for 2 hours a day for 2 weeks



WHITE  
DENTAL  
BEAUTY

# mild

## MILD 5%CP

White Dental Beauty Mild is a gentle and safe tooth whitening gel that has been formulated to help people with sensitive teeth, whiten with confidence.

The unique 5%CP formula of White Dental Beauty Mild, which incorporates NOVON®, enables the same bleaching results as a standard 10%CP gel when applied for 2 hours a day, resulting in less overall sensitivity.\*

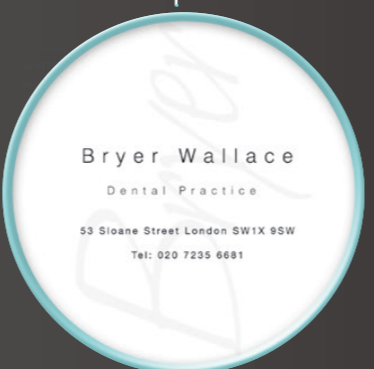
NOVON® is an exclusive patented technology (US Patent no. 8815217 B2) that produces an enhanced whitening effect.

White Dental Beauty Mild is the perfect treatment for patients who suffer from sensitivity but still want to whiten their teeth.

\* Independent studies show;

The same shade results were achieved with White Dental Beauty Mild 5%CP, when compared to a competitor product of 10%CP gel. There was less sensitivity recorded using White Dental Beauty Mild 5%CP, immediately after treatment, than with a competitor product of 10%CP gel. The sensitivity recordings after a 3 month period were the same with both products. A new three-component formulation for the efficient whitening of teeth (\*Carbamide Plus) Hyland et al Clinical Oral Invest (2015) 19:1395-1404 \*Carbamide Plus is now known as NOVON®





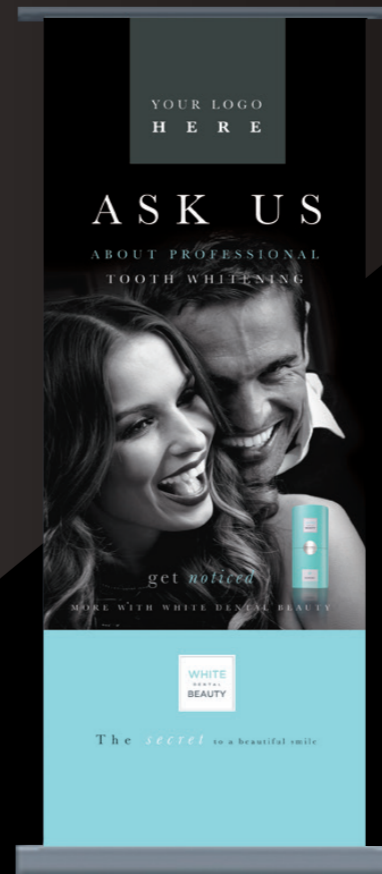
## BESPOKE BRANDING

Optimise your marketing potential and present your patients with personally branded treatments.

Take this opportunity to bespoke your kits and replace our logo with yours!

White Dental Beauty is stylishly packaged and beautifully presented in rope handles bags to give a boutique shopping experience to your patients.

**SEND US YOUR LOGO FOR A FREE DIGITAL VISUAL**



## WAITING ROOM AND EVENT

### PULL UP BANNERS

These can be personalised with your logo

SIZE: (800 x 2000mm)



## POINT OF SALE DISPLAY

includes 2 display tubes

Size: (370 x 410mm)

Please note:  
Practice logo's cannot be added to this item



# PRODUCT RANGE



## PATIENT KITS

4 x 3ml Syringe Kit



6% HYDROGEN PEROXIDE  
16% CARBAMIDE PEROXIDE  
10% CARBAMIDE PEROXIDE

Order No: 1160876  
Order No: 1160861  
Order No: 1160859

8 x 1.2ml Syringe Kit



6% HYDROGEN PEROXIDE  
16% CARBAMIDE PEROXIDE  
10% CARBAMIDE PEROXIDE  
5% CARBAMIDE PEROXIDE

Order No: 1160878  
Order No: 1160869  
Order No: 1160860  
Order No: 1160883

## REFILL KITS

40 x 1.2ml Refill Pack



6% HYDROGEN PEROXIDE  
16% CARBAMIDE PEROXIDE  
10% CARBAMIDE PEROXIDE

Order No: 1160877  
Order No: 1160862  
Order No: 1160852

20 x 3ml Refill Pack



6% HYDROGEN PEROXIDE  
16% CARBAMIDE PEROXIDE  
10% CARBAMIDE PEROXIDE

Order No: 1160871  
Order No: 1160867  
Order No: 1160857

## TOP UPS

4 x 1.2ml Syringes



6% HYDROGEN PEROXIDE  
16% CARBAMIDE PEROXIDE  
10% CARBAMIDE PEROXIDE

Order No: 1160875  
Order No: 1160868  
Order No: 1160858

2 x 3ml Syringes



6% HYDROGEN PEROXIDE  
16% CARBAMIDE PEROXIDE  
10% CARBAMIDE PEROXIDE

Order No: 1160874  
Order No: 1160866  
Order No: 1160856

10 x 1.2ml Syringes



6% HYDROGEN PEROXIDE  
16% CARBAMIDE PEROXIDE  
10% CARBAMIDE PEROXIDE

Order No: 1160873  
Order No: 1160864  
Order No: 1160854

10 x 3ml Syringes



6% HYDROGEN PEROXIDE  
16% CARBAMIDE PEROXIDE  
10% CARBAMIDE PEROXIDE

Order No: 1160872  
Order No: 1160865  
Order No: 1160855

## POCKET TRAY CASES

4 Tray Cases



WHITENING TRAY CASES

Order No: 1160844

20 Tray Cases



WHITENING TRAY CASES

Order No: 1160845

# SUPPORT MATERIAL



## BAGS

Order No. 1160890

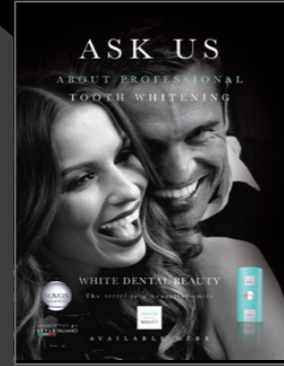
**FREE**  
with product\*



## BANNER (Pull-up)

Order No. 1160887

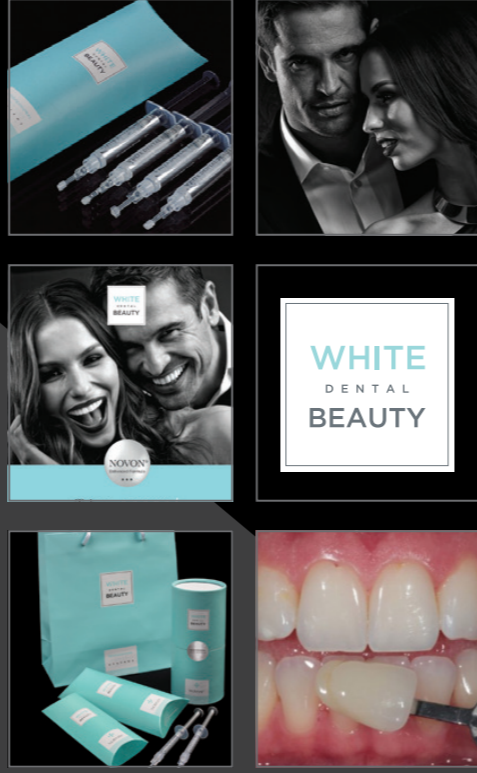
**AVAILABLE TO PURCHASE**



## POSTER (2 Sided)

Order No. 1160887

**FREE**  
with product\*



## ON-LINE IMAGE GALLERY

**FREE**  
with product\*



## PATIENT LITERATURE

Order No. 1160889

**FREE**  
with product\*



Order No. 1160886

**50 PACK**



W H I T E

D E N T A L

B E A U T Y

\* These can be requested at the time of ordering White Dental Beauty