



## BriteSmile whitening

### **SIMPLE:**

Whiter teeth, in about one hour. It's that simple. Years of yellowing as well as staining from virtually everything you eat, drink, and inhale are almost magically erased in the time it takes to get a haircut, a manicure or eat lunch. In fact, we have clinical studies which prove that the BriteSmile whitening treatment resulted in an average improvement of 8? shades!

BriteSmile offers clients the safety and science of a dentist's office with all the comforts of a spa. First you'll have a consultation to answer all your questions. If you are interested in moving forward with the treatment, a BriteSmile dentist/hygienist will then examine your teeth and gums to ensure that they're healthy for whitening at that time. Then, while you relax, watch TV, watch a DVD of your choice, or even nap, our proprietary gel and blue light treatment work to whiten your teeth to their optimal brightness.

What does the whole procedure look like?

1. Your gums and mouth are protected with isolation materials and a "Before" picture is taken.
2. The BriteSmile whitening gel is professionally applied and activated by the light source.
3. After three 20-minute applications over a one-hour period, your whitening is completed and your "After" picture is taken.
4. You smile. Wow!

There simply is no other way to whiten teeth faster, easier, and more effectively.

### **SAFE:**

You can feel confident in your decision to have a BriteSmile procedure to whiten your teeth at Dental Excellence. Clinical testing has proven that the procedure is safe and sound. Safety studies conducted at the University of Medicine and Dentistry of New Jersey found conclusively that BriteSmile whitening resulted in no structural change in teeth; no adverse impacts on fillings and no softening of tooth enamel. And these study results were confirmed by senior researchers at New York University.

The pH balanced proprietary gel is not harmful to the gums and because it is not ingested, the gel does not carry many other risks or side-effects of other options in the marketplace.

Unlike the "do-it-yourself" at-home whitening options, our dentists and dental hygienists perform every aspect of the BriteSmile process. Before moving forward with the procedure, a BriteSmile dentist or hygienist examines your mouth and gums to ensure they are healthy. If any problems are detected, we will inform you of these potential issues and discuss ways to overcome them. Additionally, BriteSmile's whitening gel has a very small amount of hydrogen peroxide gel which further assists in ensuring the health of your teeth and gums.



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## STATE OF THE ART:

The science behind BriteSmile is the secret to the procedure's success. The BriteSmile "blue-light" technology combined with a proprietary new, wavelength-specific gentle bleaching gel, has created a revolutionary method of teeth whitening which quickly, safely and effectively whitens all teeth at once.

The BriteSmile technology was developed by a team led by Dr. John Warner, a former NASA scientist and a member of the Hubble Space Telescope development program. Dr Warner also co-invented the Lasik eye procedure.

What it all means for you is that our whitening results confirm an average of 8? shades whiter and even higher for individuals with darker teeth. Years of coffee, cigarettes, red wine and other stains seem to magically disappear.

## HOW BRITESMILE WORKS:

The BriteSmile Professional Teeth Whitening treatment at Dental Excellence consists of a gentle hydrogen-peroxide whitening gel activated by a special, patented light operating in the gentle "blue spectrum." The gel and light were both developed by BriteSmile, Inc. and are available exclusively at the offices of BriteSmile Associated Dentists. Unlike traditional bleaching methods, with BriteSmile there's no fuss or mess and no gels or trays to take home. All you have to do is sit back and relax while the BriteSmile dental professionals do the rest.

The patented BriteSmile light is not UV, heat or laser-activated. It is a gentle, blue light that is wavelength matched to our whitening gel to effectively whiten and brighten your teeth in just about an hour.

Don't accept imitations. Ask your dentist if they use the BriteSmile system. Don't be fooled by less effective, unproven systems that may not work as effectively.

## COMPARING OPTIONS:

Sure, there are a few options to whiten your teeth such as a whitening toothpaste or tray system, but nothing is as quick, convenient, and superior as BriteSmile. As the chart below indicates, BriteSmile gives you a faster, more convenient experience and a better result than all other options..



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Average whitening results of popular teeth whitening products:



BriteSmile is clearly superior! Top researchers and clinical professors from the University of Medicine and Dentistry of New Jersey, New York University and the prestigious Forsyth Institute, confirmed the safety and efficacy of 8+ shades average improvement with BriteSmile.

BriteSmile vs. competition - Consumer comparison:

	BriteSmile	Leading Tray System	Whitening Toothpaste
Clinically Proven Safe	✓	✓	✓
Whitens Over 8+ Shades In One Hour	✓		
Whitens Top and Bottom Teeth Simultaneously In One Treatment	✓		
Low Sensitivity	✓		✓
Whitening Lasts For Years	✓	✓	
State-of-the-Art Light Activated Technology	✓		
Available Exclusively Through Select Dentists	✓		