

MARKETPLACE

A wealth of experience.

Safe, effective and hygienic tooth whitening on the go

Tony Beale discusses a new convenient and patient-friendly product

Dentistry, just as with all other professions, undergoes continuous change. In recent years there has been much emphasis placed on cosmetic and aesthetic treatment programmes.

Increased marketing of the various dental treatment options and services now offered by dental practices, together with patient awareness, has resulted in cosmetic and aesthetic treatment becoming a key part of private practice income.

Quick results

Patients are now more likely to request cosmetic based treatments, as highlighted by a recent survey carried out by the American Academy of Cosmetic Dentistry. In the survey, patients were asked 'What would you most like to improve about your smile?'. The most common response was 'To have whiter and brighter teeth!'. UK dental trends inevitably reflect those found stateside (albeit somewhat later), and this has been clearly illustrated by the growth in tooth whitening services now offered by British and Irish dental practices.

Having realised that many dental practices now offer tooth whitening, patients then expect to see quick results with easy applications and minimal 'in-the-mouth' wear times. Practitioners therefore require safe, reliable and consistent products that they can prescribe.

Optident have been at the forefront of dental product development for over 20 years; the company pioneered the introduction of safe and controlled tooth whitening products primarily through its Opalescence brand name. This name is now instantly recognised through its long-term distribution in the UK by Optident Ltd.

Dental pioneers

Now, a new and innovative version of this product, Opalescence Go!, has become available. It combines all the desired features of an ideal tooth whitening product in one package, and it is European compliant, with a mint flavoured 6% hydrogen peroxide version now available in the UK market and recommended wear times of only 30 - 90 minutes.

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Comfort and style

Opalescence Go! is different - it provides patients with a product that is

convenient, comfortable and ready to use. It is hygienic as well as disposable, utilising an enhanced, adaptable Ultrafit tray that allows a more comfortable tooth whitening experience.

Opalescence Go! aqueous whitening gel is delivered in Ultrafit trays which have superior adaptation properties. They mould themselves in the mouth using heat-activated polymers, and molar-to-molar coverage ensures that all occlusal tooth surfaces have a snug contact with the gel.

The product also has several other advantages, including the addition of potassium nitrate and fluoride to the gel. Potassium nitrate has been shown to help reduce sensitivity, with fluoride contributing to caries reduction and enamel strengthening.

Branding and travel

Opalescence Go! lives up to its name, as it is perfect for travel, top-ups and quick starts. It will prove to be an ideal treatment option and will readily complement other tooth whitening and stain removing procedures. The convenient pre-filled trays can be worn immediately upon removal from the packaging (see Figures 1 to 6), and optimal gel quality and viscosity will ensure that easy clean ups are guaranteed after whitening.

Optident not only provide users with the product, but they also offer much in the way of marketing support through the provision of customised packaging and branding, specially designed patient literature, posters, whitening menus, and quality images that can be readily used for practice websites and other PR services.

Optident's team of knowledgeable product managers are always available to visit dental practices and to offer first-hand advice on all tooth whitening treatment options and opportunities for marketing and practice growth. **ID**

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Figure 1: Removal of ultrafit tray from product packaging



Figure 2: Placement of Ultrafit tray in mouth



Figure 3: Seating of Ultrafit tray



Figure 4: Removal of outer tray, leaving inner tray in situ



Figure 5: Inner tray in correct position in mouth



Figure 6: Tray to be worn for 30 - 60 minutes



Figure 7: Opalescence Go! packaging

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