

MARKETPLACE

Forward thinking for tooth whitening

Tony Beale looks at the Opalescence tooth whitening gels



The Opalescence 'take home' whitening kit'

Ultradent 'Opalescence'

The long running debate on tooth whitening has at last seen common sense prevail, with dental practitioners now being able to offer patients access to treatment programmes that will satisfy their needs.

Opident have always been at the forefront in tooth whitening, having introduced Ultradent 'Opalescence' tooth whitening gels to the UK dental market over 20 years ago. Throughout this period, Opident have always maintained their belief that the most appropriate tooth whitening treatments should only be delivered to patients by qualified dental professionals.

The company are now pleased to announce the relaunch of Ultradent 'Opalescence', and can now make available a comprehensive range of innovative tooth whitening products that provide safe, predictable and aesthetically pleasing results.

Gold standard

Ultradent's Opalescence whitening gel has long been recognised as the 'Gold Standard' and has been described as 'the most tried and tested tooth whitening product in the world.'*

'Opalescence' was developed and produced by Ultradent in 1990, and is regarded internationally as

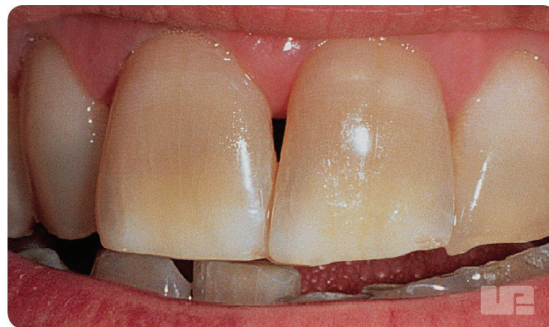
a product that can satisfy patient's unique whitening needs, which will vary according to lifestyle, budget and overall expectations.

In introducing Opalescence to the dental market, Ultradent's aim was to produce a safe and effective product that would protect teeth from dehydration and also increase shade stability. For these reasons, the product takes the form of an aqueous-based gel that is available in two different levels of carbamide peroxide (10 and 16%) with its formulation incorporating potassium fluoride.

Potassium fluoride has been found to contribute to an increase in enamel hardness, the prevention of dental caries and a decrease in tooth sensitivity¹⁻⁵.

'Opalescence' possesses an ideal level of viscosity, helping to hold the tray in place, and prevent any swallowing of the gel, regardless of the method of delivery. A choice of regular, mint or melon flavours is available to suit differing tastes, with overnight wear times for 10% carbamide peroxide of approximately eight to ten hours and four to six hours for a 16% gel. Opalescence is the only sustained release product on the market.

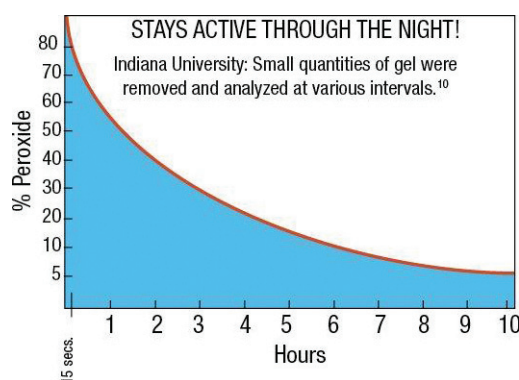
The product can also be highly effective in restoring the appearance of tetracycline stained teeth, being the preferred treatment method. It is also now available



Tetracycline stained teeth before whitening with Opalescence



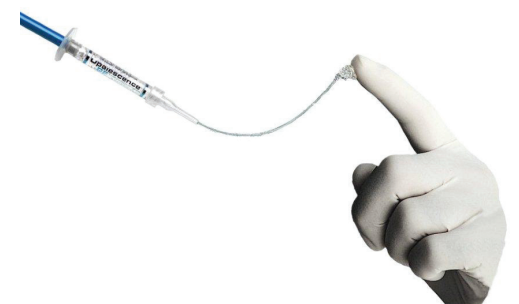
The same case after whitening with Opalescence



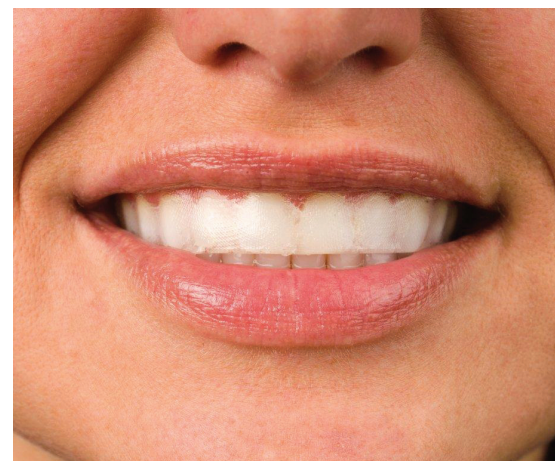
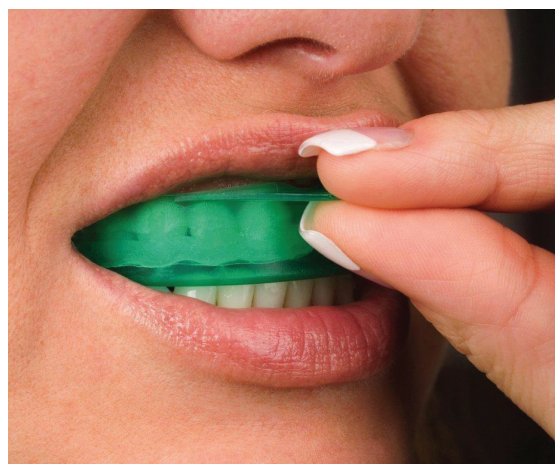
Graph showing the sustained release of fluoride over a 10-hour period



Opalescence toothpaste



Opalescence gel exhibits viscosity



The Opalescence TresWhite Supreme kit presentation'

The ready to use Tres White system. The tray is easily placed, and the outer tray layer is removed, leaving the inner tray in place

in various product presentations. Traditionally, home whitening, using a custom made tray can prove to be most effective, but more recently, highly effective 'Take home/ready to use' whitening products have been introduced, with Opalescence 'Tres White' Supreme offering patients a useful alternative.

Opalescence 'Tres White' Supreme

In addressing the requirements for a product that of a ready to use whitening product, Ultradent have produced 'Tres White'. This product possesses virtually all the properties of Opalescence and does not require the use of a custom-made application tray. Tres White is supplied as a 6% hydrogen peroxide gel, and comes in a convenient and ready to wear tray, that the patient can easily insert and should then suck down to bring into contact with their teeth. The outer layer of the tray is then removed, leaving an inner tray in situ, which should be left in place for approximately 60 minutes each day, with noticeable results being seen in five to ten days.

The Tres White has obvious advantages. It is more convenient for the patient, is hygienic, with no impression required for a laboratory made tray, saving time, with less practice visits, and offering great potential as a lucrative practice builder. This method of application can also prove useful when used as a 'top-up' for those patients that have undertaken previous tooth whitening treatments, and 'quick starts' for immediate whitening. Two gel flavours are available - regular and mint.

'Tres White' is an ideal adjunct to orthodontic treatment, and can be used post-treatment.

In seeking to fully satisfy both patient and dental practitioners tooth whitening demands, Optident provide a unique 'bespoke' packaging and design service for those who wish to create their own unique product promotions for their dental practices. Customised packaging of whitening products featuring practice names, logos and colours can be produced.

Details of all Optident Tooth Whitening products can be obtained from: Optident Ltd, International Development Centre, Valley Drive, Ilkley, LS29 8AL. Tel: 01943 605050 email:sales@optident.co.uk Website: www.optident.co.uk



Examples of Optident's 'bespoke' packaging for various private practices. These can be highly effective marketing aids

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