

Some companies make statements... others make history

Optident introduced Opalescence to the UK market back in the early 1990s and has been fundamental in obtaining the freedom for dental professionals to treat patients at their clinical discretion.

It was always our intention and passion to make tooth whitening a recognised treatment option so that dentists would have the sole right to perform such clinical professional treatments. We are proud to say we have never compromised our integrity or our purpose to provide the dental market with the highest quality, professional products.

We believe that Opalescence is – and always has been – ‘the gold standard’ in tooth whitening gels to use. Tried and tested, this tooth whitening gel has a patented sustained release and a patented viscosity, and it also offers a money-back guarantee. The specific formulation of Opalescence means

that it gives excellent predictable and consistent results that can be relied upon time and time again, giving you the confidence when recommending this treatment to your patients. Opalescence also contains a very important ingredient, potassium fluoride (PF), for desensitising and the prevention of caries (Basting, Rodrigues, Serra, 2003; Al-Qunaian, 2005; Clark et al, 2006; Amaechi et al, 2006; Browning et al, 2006).

Optident was the first to offer a bespoke packaging option, which we are delighted to say has been a fantastic way of adding value and strengthening thousands of our customer’s brands.

Celebrating gold

To celebrate the gold standard in tooth whitening look out for a golden ticket in your Optident parcel, one lucky winner every day! There is also a limited edition platinum ticket, for an extra special prize.

At Optident, we have chosen FMC journals including *Private Dentistry* to represent our advertising and editorial features, ensuring our messages are received by the intended recipients.

For more information contact Optident Ltd by calling +44 (0) 1943 605050, emailing sales@optident.co.uk or visiting www.optident.co.uk.



Ultradent’s original Opalescence advert from 1991



- 1990 Ultradent began to manufacture and supply Opalescence 10% carbamide peroxide gel.

- 1997 David Butterfield of Optident files claim against the UK government regularity bodies, after being threatened with custodial sentence and heavy fine for supplying tooth whitening gel with medical device positioning and CE certification to dentists only.

- 1998 The judgement was made ‘I conclude, Opalescence is a medical device’.

- 1999 The UK government appealed this judgement.

- 2001 Tooth whitening products fall under the European Cosmetic Directive – less than 0.01% HP.

- 2012 Tooth whitening is accepted up to 6% HP under the European Cosmetic Directive.

‘The Optident Whitening Kits have very cleverly packaged home whitening in a travel kit with practice branding at a very affordable price. This has allowed us to provide an own-branded home whitening experience for our patients, and they leave with something tangible, and worthy of the value. Our patients love the packaging, which they can store their whitening in. The choice of strengths also allows us to tailor the home whitening experience to our individual patients needs and sensitivity levels. Definitely a practice builder.’

Dr Elaine Halley BDS, MFGDP(UK). Accredited dentist – British Academy of Cosmetic Dentistry.