

THE NEXT BIG THING? OPALESCENCE GO

New Opalescence Go from Ultradent features on-the-go convenience with an enhanced UltraFit tray for an even more adaptable and comfortable tooth whitening experience

Ultradent has been at the forefront of product development for over 20 years and 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.

Having realised that many dental practices now offer tooth whitening, patients 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.

Opalescence Go combines everything that is current in whitening. It's convenient, comfortable, ready-to-use, disposable, hygienic, effective and predictable. And what's more its European compliant 6% PF hydrogen peroxide formula is delivered in a unique tray, which custom forms in the mouth using heat-activated polymers, for optimal results and instant application.

True to its name Opalescence Go is perfect



Pretreatment



Post-treatment

for travel, top-ups and quick starts. It is an ideal treatment option to complement other tooth whitening and stain removing procedures offered in the practice and a therefore a great practice builder.

10 REASONS TO GET GO-ING

- 1. The new unique tray material** offers an extremely comfortable fit and easily forms to any patient's individual smile with its unique heat-activated moulding
- 2. The molar-to-molar coverage** ensures the gel comes into snug contact with posterior teeth and forms to the occlusal surface
- 3. The UltraFit tray's superior adaptation** ensures the maximum amount of gel stays in contact with the teeth during whitening
- 4. Available in the European standard 6% hydrogen peroxide** (with wear times from 30-90 minutes)
- 5. Opalescence whitening gel includes PF** (potassium nitrate and fluoride). Potassium nitrate has been shown to help reduce sensitivity. Fluoride has been shown to help reduce caries and strengthen enamel. Together they help to improve the overall health of the teeth. (Studies available)
- 6. Delicious mint flavour** for a pleasant patient experience
- 7. Convenient pre-filled trays** can be worn right out of the package for immediate use
- 8. Optimal gel quantity** allows easy cleanup after whitening
- 9. Sleek packaging** provides superior stability, shelf life, and branding



Opalescence Go includes heat-activated moulding trays

- 10. To help dentists market treatments and services to patients** a wide range of patient literature, posters, whitening menus and images for your websites and PR features are all available.

Optident's product managers are available for practice visits to discuss whitening options and opportunities for practice growth. Please contact 01943 605050 www.optident.co.uk

To ask a question or comment on this article please send an email to: PPD@fmc.co.uk

