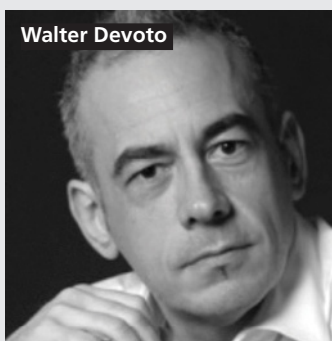


# White Dental Beauty: the product of choice for Styleitaliano



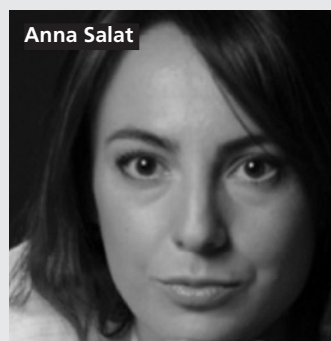
A closer look at why Europe's premier group of expert clinicians back the stunning bleaching results achievable with **NOVON®** technology



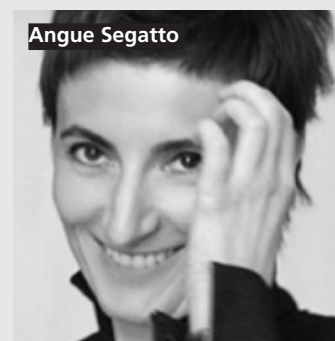
Walter Devoto



Angelo Putignano



Anna Salat



Angue Segatto



Originating in Italy, this group of expert clinicians have become a respected voice to be reckoned with, amassing more than 90,743 followers on social media. Their mission is to offer all dentists an independent vision and an understanding of the best methods when creating effective, affordable and minimally invasive dentistry to improve both health and aesthetics. Their influence, combining experience with research and clinical tips, has spread globally, thanks to their fully comprehensive gallery of videos, case studies, photos and articles, available through their website, Twitter and Facebook.

'Feasible, teachable and repeatable' is the Styleitaliano recipe for success in dentistry.

The Styleitaliano tooth whitening material of choice is White Dental Beauty for many reasons.

## The proof is in the performance

NOVON® is an exclusive patented technology (US Patent no. 8815217) that produces an enhanced whitening effect. NOVON® has a unique inherent feature in that, on application, it produces a 'pH jump' into the alkaline pH range (Figure 1). This 'pH jump' enhances the release of perhydroxyl ions for a faster whitening effect. NOVON® containing gels can therefore produce a similar whitening effect within a shorter time frame, in comparison to whitening using a regular gel. Alternatively,

within the same time frame, a similar level of whitening can be achieved with a lower inclusion level of NOVON®\*. This should be an advantage to patients with sensitive teeth.

White Dental Beauty gels all feature NOVON® patented technology for optimum performance and decreased sensitivity. Novon is active in all percentages of White Dental Beauty gels. The 6%HP is a fast acting formula with an application time of as little as 30 minutes per day. The 16%CP and 10%CP can be worn by day or night and the newest addition, 5%CP Mild – specifically designed for patients with sensitive teeth.

The results of the efficacy of Novon in comparison to conventional whitening gels has been tried and tested by Styleitaliano and well documented online by many members including Anna Salat and Angie Segatto.

## Mild 5% carbamide peroxide with NOVON

Peroxide whitening has often been a barrier for patients who want to whiten despite having sensitive teeth. With the help of NOVON®, White Dental Beauty is the only brand on the market to give these patients the ability to whiten using 5% CP. The gel contains lower levels of peroxide, yet it can achieve the same results as a standard 10% CP gel, meaning the teeth are less exposed to the sensitivity issues higher concentrations can cause\*.

Rebecca Haworth, Marketing and Brand

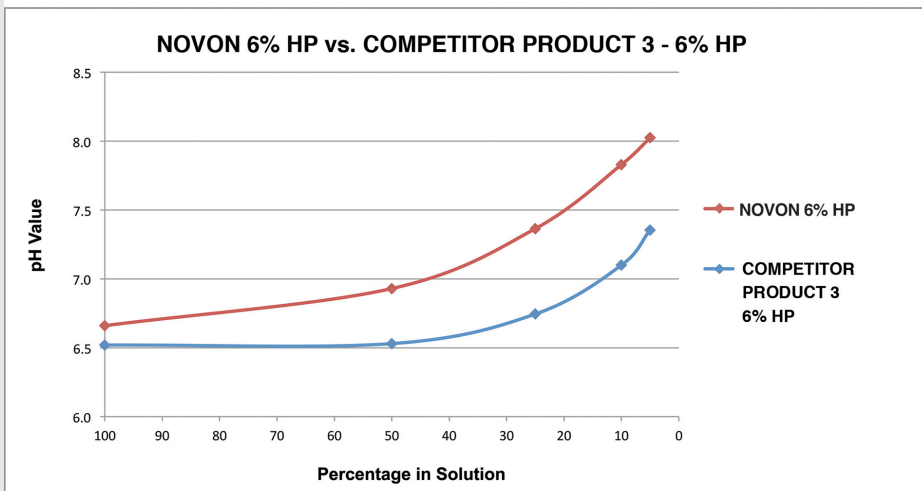
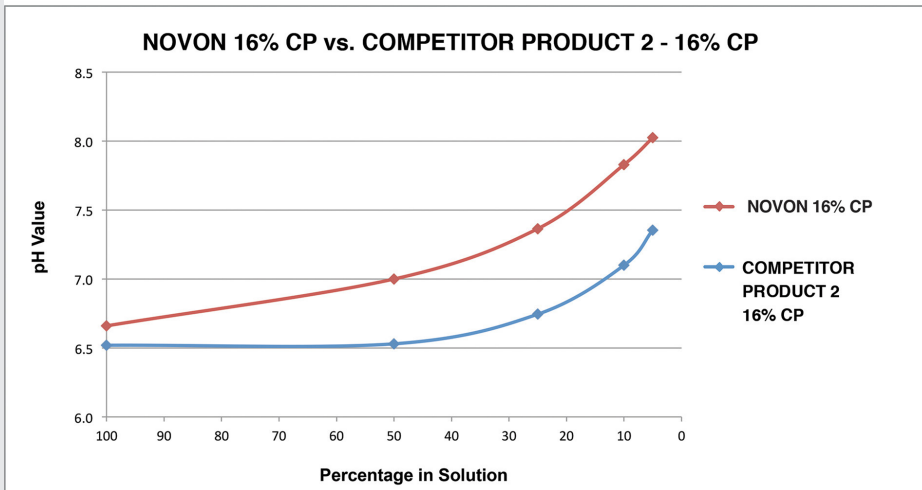
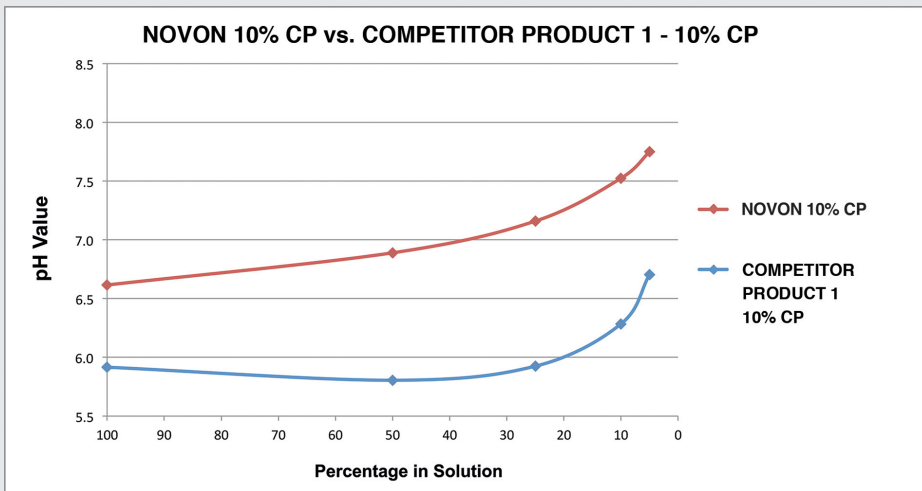


Figure 1: Novon + White Dental Beauty = better bleaching action



Figure 2: Case study by Dr Gregory Camaleonte



Figure 3: The premium touches continue with the marketing leading packing

Development Manager at Optident, said: 'We want to give our customers the best whitening results and help practices provide the best possible service. The end user is always in the forefront of our minds which led us to develop a product that may help patients who suffer with sensitivity.'

With the full White Dental Beauty range, dentists can now cater for every patient's needs.

### Market leading branding

The creators of White Dental Beauty fully understand that as more practices recognise the potential for revenue growth with whitening treatments, patient-led packaging and marketing is key. Optident's reputation as a leader in innovative products was heightened when customers reacted positively to the new White Dental Beauty branding in 2014 (Figure 3).

All practices can easily and effectively set out their stall with the package of complimentary materials such as leaflets, instruction cards and posters. Many also opt for the bespoke service, where the practice logo is placed onto the box free of charge when a threshold spend is made. Products such as a swing board, indoor pull up banner and outdoor feather flag are also available with the option for bespoke branding on certain items. Additionally, any content needed for websites is available free of charge.

*\*A new three-component formulation for the efficient whitening of teeth (Carbamide Plus) Hyland et al Clinical Oral Invest (2015) 19:1395-1404 Carbamide Plus is now known as NOVON®*

**FOR MORE INFORMATION**, to order, or to learn more about what White Dental Beauty can do for your practice, contact Optident on **01943 605 050**, email [sales@optident.co.uk](mailto:sales@optident.co.uk) or visit [www.optident.co.uk](http://www.optident.co.uk).