

THE *secret* TO A BEAUTIFUL SMILE

WHITE  
DENTAL  
BEAUTY

PROFESSIONAL TOOTH WHITENING SYSTEMS





G R O W   Y O U R   P R A C T I C E

W I T H   W H I T E   D E N T A L   B E A U T Y

White Dental Beauty is a worldwide leading tooth whitening brand. We are known in the dental industry for providing high quality, innovative and clinically reinforced whitening products with a dedicated marketing support package. We work closely with the world's leading clinicians and key opinion leaders paving the way for the latest developments and advancements in technology and science.

Here at White Dental Beauty we work with some of the most established manufacturers & distributors in the world. Fuelled by our creative marketing and approach to detail our brand sits in a unique position within the dental market. Our goal is to create & provide products which are safe, effective, unique and offer a patient experience unlike any other.



W H I T E     D E N T A L     B E A U T Y

P R O F E S S I O N A L   W H I T E N I N G   S Y S T E M S

I N T R O D U C E . . .

NOVON®

E N H A N C E D     F O R M U L A

# NOVON<sup>®</sup>

Enhanced Formula



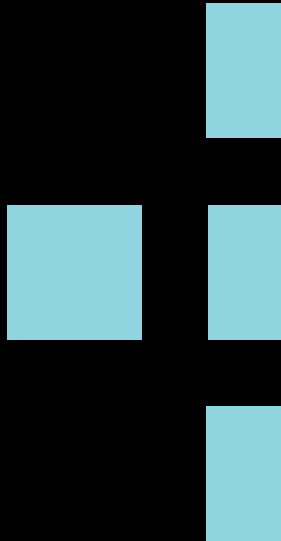
W H Y U S E

W H I T E

D E N T A L

B E A U T Y

# W D B



- WHITE DENTAL BEAUTY GELS CONTAIN NOVON® PATENTED FORMULA FOR OPTIMUM WHITENING EFFECT
- ACTIVE SENSITIVITY MANAGEMENT FORMULA
- NO REFRIGERATION NEEDED \*
- PROVEN EFFECTIVE AND PREDICTABLE RESULTS
- ACHIEVE VISIBLE RESULTS IN LESS THAN A WEEK
- AVAILABLE IN 4 DIFFERENT CONCENTRATIONS TO SUIT ALL PATIENT NEEDS\*\*
- AVAILABLE IN MILD FOR PEOPLE WITH SENSITIVE TEETH
- HIGH WATER CONTENT TO HELP PREVENT SENSITIVITY & ENHANCE SHADE STABILITY
- ECO FRIENDLY PACKAGING TO HELP REDUCE CARBON FOOTPRINT
- ATTRACTIVE CONTEMPORARY DESIGN & PRESENTATION APPEALING TO PATIENTS
- BESPOKE PRACTICE BRANDING SERVICE & FULL MARKETING SUPPORT PACKAGE

\* STABILITY TESTED OVER 24 MONTHS AT A STORAGE TEMPERATURE OF 2-24(DEGREES C)

\*\* 6%HP - HIGHEST PERCENTAGE OF PROFESSIONAL PEROXIDE AVAILABLE

6% HP | 16% CP | 10% CP | 5% CP - MILD FOR PEOPLE WITH SENSITIVE TEETH

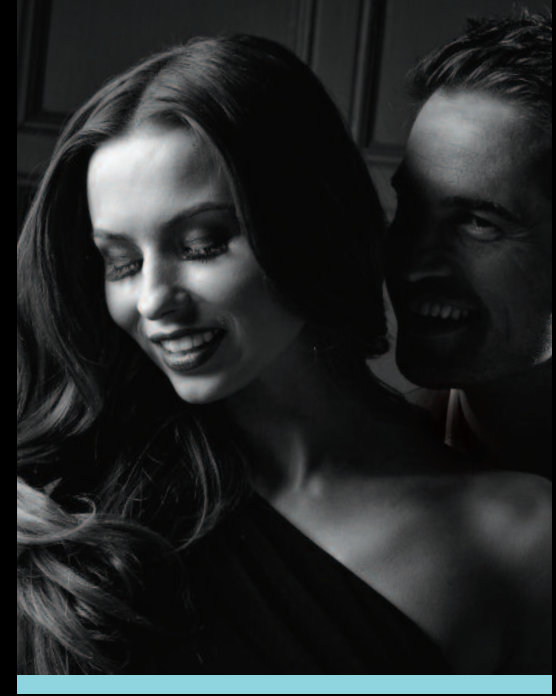
# INC



White Dental Beauty is a market leader in tooth whitening materials. Its professional range of high quality tooth whitening gels are available in 6% hydrogen peroxide and 5% 10% & 16% carbamide peroxide with NOVON<sup>®</sup>, giving you versatility and clinical freedom to whiten your patients teeth from as little as 30 minutes a day.

White Dental Beauty is powered by NOVON<sup>®</sup>, a new chemical technology which uses an Intelligent pH Acceleration for a maximum whitening effect. Teeth can be whitened quickly and effectively in a reduced time frame for greater patient compliance.

White Dental Beauty gels offer predictable results, ease of use and reassurance from an established manufacturer. Top-ups are available in convenient packaging enabling you to facilitate your patient's requirements. The stylish packaging and beautiful presentation presents the ultimate patient buying experience.



# NOVON<sup>®</sup>

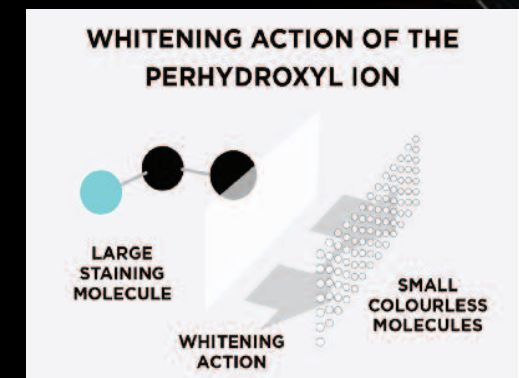
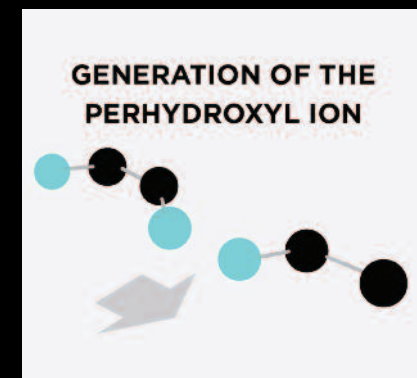
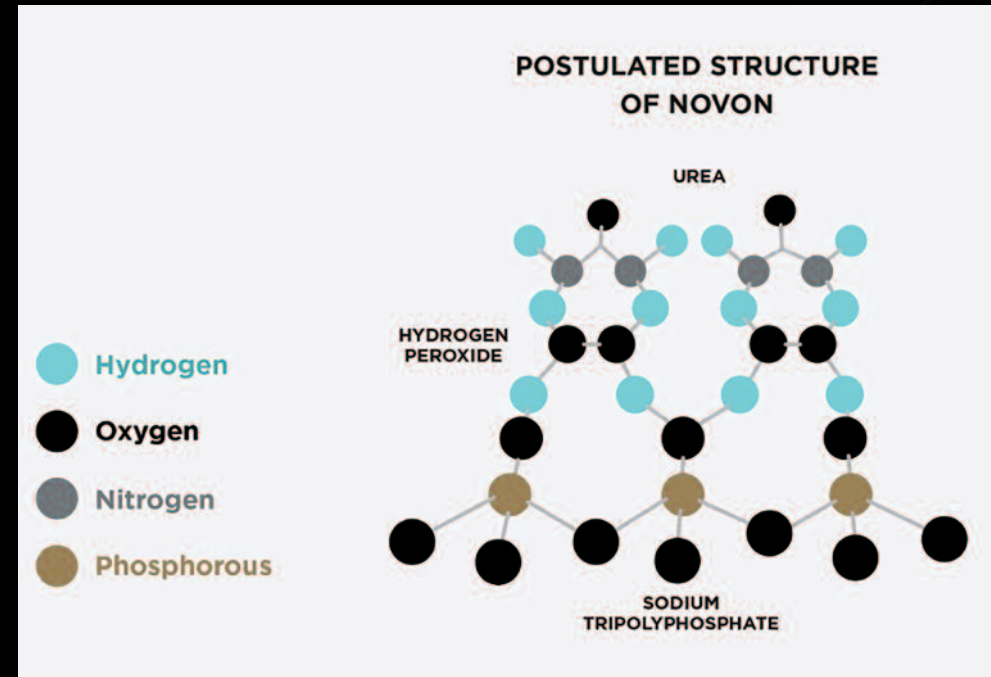


# ABOUT NOVON®

NOVON® + WHITE DENTAL BEAUTY  
= BETTER BLEACHING ACTION

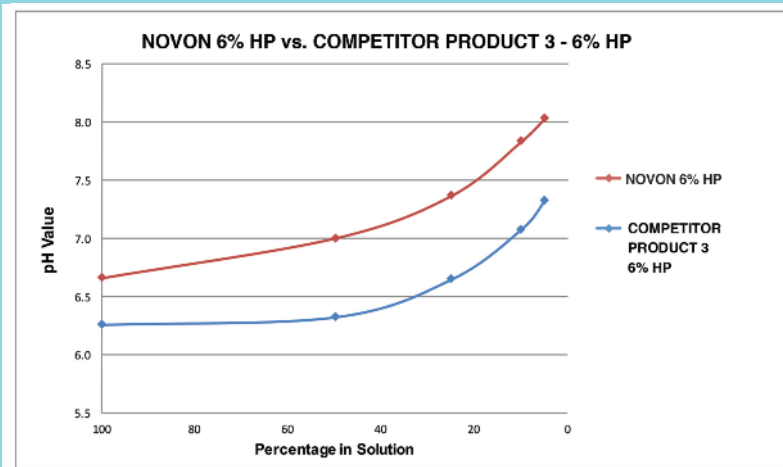
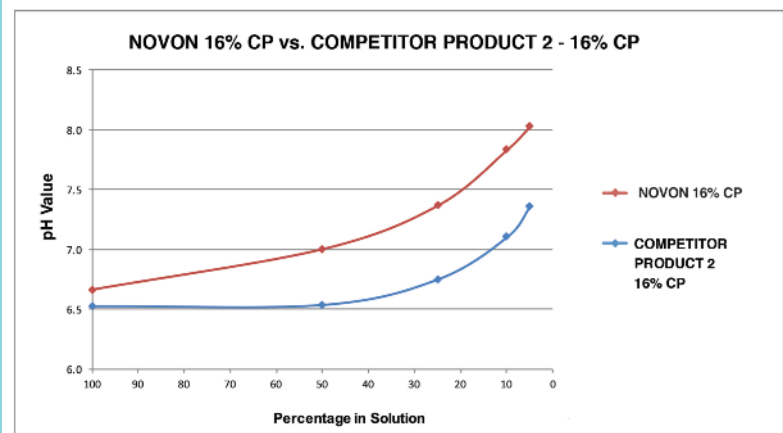
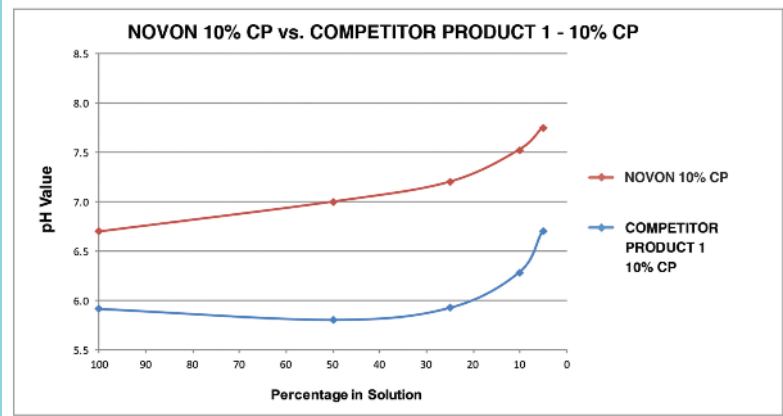
NOVON® has a unique inherent feature in that, on application, it produces a “pH jump” into the alkaline pH range. This “pH jump” enhances the release of perhydroxyl ions for a faster whitening effect.

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® (Hyland et al., 2014). This should be an advantage to patients with sensitive teeth.



In addition to the enhanced whitening effect, a further advantage of NOVON® containing gels is their superior stability characteristics over a 24 month test period at a storage temperature of 2 - 24°C.

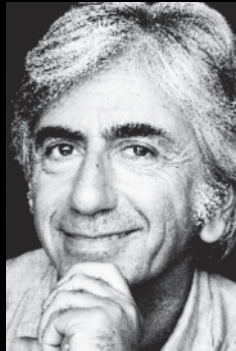
**NOVON<sup>®</sup>**  
Enhanced Formula



T H E S T Y L E I T A L I A N O  
P R O D U C T O F C H O I C E



WALTER DEVOTO



ANGELO PUTIGNANO



ANNA SALAT



ANGIE SEGATTO

The Styleitaliano team believes in creating effective, affordable & minimally invasive dentistry which will improve both health and aesthetics. Using a combination of tooth whitening and restorative materials, dentists can achieve outstanding and predictable results.

The Stylitaliano whitening material of choice is White Dental Beauty.



WWW.STYLEITALIANO.ORG  
WWW.WHITEDENTALBEAUTY.COM



R E S T O R A T I V E  
& W H I T E N I N G C A S E S



W H I T E N C A S E 1  
BY DR ANGIE SEGATTO



W H I T E N C A S E 2  
BY DR ANGIE SEGATTO



W H I T E N I N G A N D R E S T O R A T I V E  
C A S E 3  
BY DR STEPHAN KOUBI



W H I T E N C A S E 4  
BY DR GRÉGORI CAMALEONTE



W H I T E N C A S E 5  
BY DR ANNA SALAT



E N D O D O N T I C W H I T E N I N G  
A N D R E S T O R A T I V E C A S E  
BY DR MONALDO SARACINELLI

The Styleitaliano movement began with a meeting of great minds. Two friends; Dr Walter Devoto and Professor Angelo Putignano, both of whom are worldwide recognised experts in conservative and aesthetic dentistry, came together to create a simple, predictable and unbiased approach to dentistry that in its evolution is helping over eleven thousand clinicians across the globe, deliver great dentistry on a daily basis.





O F F E R   Y O U R  
P A T I E N T S  
A   C H O I C E

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6%    Hydrogen Peroxide  
30 - 90 minutes



16%    Carbamide Peroxide  
1- 2 hours



10%    Carbamide Peroxide  
2 - 4 hours can be worn overnight



5%    Carbamide Peroxide Mild  
\*2 - 4 hours can be worn overnight

The length of the full treatment is prescribed by the dentist.

\*Independent study was carried out for 2 hours a day for 2 weeks



WHITE  
DENTAL  
BEAUTY

*mild*

M I L D 5 % C P

White Dental Beauty Mild is a gentle and safe tooth whitening gel that has been formulated to help people with sensitive teeth, whiten with confidence.

The unique 5%CP formula of White Dental Beauty Mild, which incorporates NOVON®, enables the same bleaching results as a standard 10%CP gel when applied for 2 hours a day, resulting in less overall sensitivity.\*

NOVON® is an exclusive patented technology (US Patent no. 8815217 B2) that produces an enhanced whitening effect.

White Dental Beauty Mild is the perfect treatment for patients who suffer from sensitivity but still want to whiten their teeth.

\* Independent studies show;

The same shade results were achieved with White Dental Beauty Mild 5%CP, when compared to a competitor product of 10%CP gel.

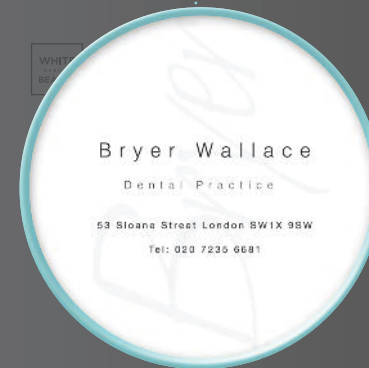
There was less sensitivity recorded using White Dental Beauty Mild 5%CP, immediately after treatment, than with a competitor product of 10%CP gel.

The sensitivity recordings after a 3 month period were the same with both products.

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®





# BESPOKE BRANDING

Optimise your marketing potential and present your patients with personally branded treatments.

Take this opportunity to bespoke your kits and replace our logo with yours!

White Dental Beauty is stylishly packaged and beautifully presented in rope handles bags to give a boutique shopping experience to your patients.

SEND US YOUR LOGO FOR A FREE DIGITAL VISUAL TO:  
SALES@OPTIDENT.CO.UK

P O I N T O F S A L E



WHITE DENTAL BEAUTY AVAILABLE HERE  
OUTDOOR FEATHER FLAG

includes water stand base

SIZE: (2900 x 700mm)

PLEASE NOTE: Practice logo's cannot be added to the feather flags



WAITING ROOM AND EVENT  
PULL UP BANNERS

These can be personalised  
with your logo

SIZE: (800 x 2000mm)



SWINGER - BOARDS

These can be personalised  
with your logo

SIZE: (500 x 750mm)



POINT OF SALE DISPLAY


includes 2 display tubes

SIZE: (370 x 410mm)

PLEASE NOTE: Practice logo's cannot be added to this item

P R O D U C T R A N G E



P A T I E N T K I T S	4 x 3ml Syringe Kit		6% HYDROGEN PEROXIDE CODE: OP002648 16% CARBAMIDE PEROXIDE CODE: OP002633 10% CARBAMIDE PEROXIDE CODE: OP002631
	8 x 1.2ml Syringe Kit		6% HYDROGEN PEROXIDE CODE: OP002650 16% CARBAMIDE PEROXIDE CODE: OP002641 10% CARBAMIDE PEROXIDE CODE: OP002632 5% CARBAMIDE PEROXIDE CODE: OP002655
R E F I L L K I T S	40 x 1.2ml Refill Pack		6% HYDROGEN PEROXIDE CODE: OP002649 16% CARBAMIDE PEROXIDE CODE: OP002634 10% CARBAMIDE PEROXIDE CODE: OP002624
	20 x 3ml Refill Pack		6% HYDROGEN PEROXIDE CODE: OP002643 16% CARBAMIDE PEROXIDE CODE: OP002639 10% CARBAMIDE PEROXIDE CODE: OP002629
T O P U P S	4 x 1.2ml Syringes		6% HYDROGEN PEROXIDE CODE: OP002647 16% CARBAMIDE PEROXIDE CODE: OP002640 10% CARBAMIDE PEROXIDE CODE: OP002630
	2 x 3ml Syringes		6% HYDROGEN PEROXIDE CODE: OP002646 16% CARBAMIDE PEROXIDE CODE: OP002638 10% CARBAMIDE PEROXIDE CODE: OP002628
	10 x 1.2ml Syringes		6% HYDROGEN PEROXIDE CODE: OP002645 16% CARBAMIDE PEROXIDE CODE: OP002636 10% CARBAMIDE PEROXIDE CODE: OP002626
	10 x 3ml Syringes		6% HYDROGEN PEROXIDE CODE: OP002644 16% CARBAMIDE PEROXIDE CODE: OP002637 10% CARBAMIDE PEROXIDE CODE: OP002627
P O C K E T T R A Y C A S E S	4 Tray Cases		WHITENING TRAY CASES CODE: OP002616
	20 Tray Cases		WHITENING TRAY CASES CODE: OP002617

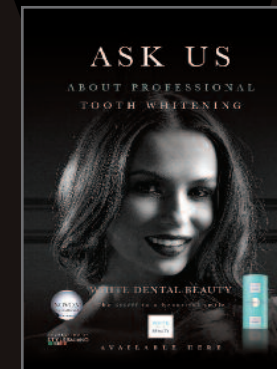
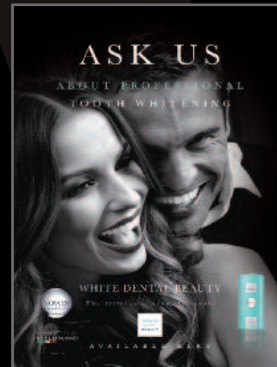
S U P P O R T M A T E R I A L



B A G S

Order No. OP002662

**F R E E**  
WITH PRODUCT\*



P O S T E R S

Order No. OP002659

**F R E E**  
WITH PRODUCT\*



P R I M A G E C D

Order No. OP002653

**F R E E**  
WITH PRODUCT\*

\* These can be requested at the time of ordering White Dental Beauty

WHITE DENTAL BEAUTY

# mild

For people with sensitive teeth

**GOOD NEWS!**

PEOPLE WITH SENSITIVE TEETH CAN NOW WHITEN WITH CONFIDENCE USING 3%GF WITH NOVON\*



WHITE DENTAL BEAUTY

get noticed  
MORE WITH  
WHITE DENTAL BEAUTY



Available from all leading dentists

www.whitedentalbeauty.com

optident™ STYL ITALIANO

NOVON  
Enhanced Formula  
3%GF

The secret  
to a beautiful smile

© 2011 NOVON

W H I T E

WHITE DENTAL BEAUTY

THE PROFESSIONAL TOOTH WHITENING SYSTEM



NOW WITH NOVON\* ENHANCED FORMULA



ASK YOUR DENTIST HOW THEY CAN TRANSFORM YOUR SMILE GIVING YOU THE CONFIDENCE YOU DESERVE

THE DOUBLE WHITENING ACTION OF WHITE DENTAL BEAUTY REMOVES SURFACE STAINING AND LIGHTENS THE TEETH FROM WITHIN.



CASE BY DR. GREGORY CAMALONTE

A SMILE CAN LIGHT UP YOUR FACE



Only dental professionals are legally allowed to carry out tooth whitening procedures. Treatments and products offered by non-professionals (such as beauty salons/running salons) could potentially cause damage to your teeth.

- We use the highest percentage of professional peroxide with Novon\* available for an effective whitening action.
- White Dental Beauty Mild is a patented formula designed to whiten with less overall sensitivity.
- White Dental Beauty gel has proven to be safe, effective and produce visible results in less than a week.
- Older or Smaller, still everyone, White Dental Beauty has helped enhance thousands of natural smiles.

STYL ITALIANO

\*New data will show the percentage of gel that is light for you with.

WHITENING YOUR TEETH CAN HAVE A DRAMATIC EFFECT ON THE WAY YOU LOOK AND FEEL.



A healthy and confident smile is an important social asset and is regarded by many as one of the most attractive facial features.

LAUGH HEALTHY  
EMOTION OUTGOING  
SMILE FUN HAPPY  
SUCCESSFUL  
CONFIDENCE  
SOCIABLE POSITIVE  
ATTRACTIVE

WHITE DENTAL BEAUTY + NOVON\* = BETTER BLEACHING

D E N T A L

P A T I E N T L I T E R A T U R E

Order No. OP002661

F R E E  
WITH PRODUCT\*

B E A U T Y



*Available from all leading dentists*



B E C O M E   A   S T O C K I S T



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