

## PROFESSIONAL DISSOLVING WHITENING STRIPS

Optident, a Henry Schein company, has announced the expansion of its White Dental Beauty product portfolio with the launch of White Dental Beauty Professional Dissolving Whitening Strips P3.

The strips will be an optimum addition to the professional White Dental Beauty whitening treatment in the dental practice offering patients more choice of maintaining a brighter smile. Following regulations, the strips are only available to patients from dentists as they contain 6% hydrogen peroxide; they combine two phosphates and hydrogen peroxide, which represents the addition of 'P3' to the product's name. They whiten the teeth from within and remove surface stains. The product is sold in boxes with 28 strips. With a 15-minute application – the average time of solubility is depending on moisture contact – the strips are fast and easy to use and freshen the breath.

White Dental Beauty is a professional range of high quality tooth whitening gels for dentists. Manufactured by UK-based Optident, White Dental Beauty gels are available in four concentrations to fit different patient needs and conform to applicable EU and the UK Cosmetics Products Regulations (6% HP, 10% CP, 16% CP, and 5% CP 'Mild\*'). White Dental Beauty provides dental clinicians with versatility and freedom in whitening patients' teeth and offers patients a

convenient, consistent teeth whitening experience in as little as 30 minutes per treatment. Containing a patented NOVON formula, White Dental Beauty enables a fast, optimum whitening effect". In addition, the 'Mild' formulation gives patients with sensitive teeth a professional bleaching experience. White Dental Beauty achieves optimal clinical and aesthetic outcomes, minimises tooth sensitivity, and helps keep teeth hydrated while providing visible whitening results in less than a week.

To drive patient uptake of White Dental Beauty, marketing and point-of-sale support is available to dentists. More information can be found at <https://www.whitedentalbeauty.com/>.

\*HP = hydrogen peroxide; CP = carbamide peroxide

\*\*NOVON containing gels can 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.<sup>1</sup>

### References

1. Hyland B W, McDonald A, Lewis N *et al.* A new three-component formulation for the efficient whitening of teeth (Carbamide Plus). *Clin Oral Investig* 2015; **19**: 1395–1404.



## THE ULTIMATE ORAL HYGIENE COMBINATION

Interdental cleaning is essential for an effective oral hygiene routine. Recommend the FLEXI interdental brushes from TANDEX to your patients to ensure a thorough daily interdental clean.

Getting the size right is important when it comes to interdental brushes. TANDEX interdental tools are available in a range of sizes, clearly identified by the ISO and PHD (passage hole diameter) numbers on the box. The FLEXI EDUCATOR tool helps to remind patients which size brush they should use in each interdental space. This is a fantastic tool to help your patients keep on track of their oral health.

TANDEX PREVENT GEL is the perfect addition to your patient's daily cleaning routine. When applied to the FLEXI interdental tool, it strengthens enamel and offers an antibacterial effect, because it is formulated with 0.12% chlorhexidine and 900 ppm fluoride. Plus, it's non-abrasive and pleasant tasting.

Recommend this combination to your patients to ensure an effective clean as well as long-term prevention.

For more information on Tandex's range of products, visit <https://tandex.dk/>.

Tandex products are also available from CTS Dental Supplies <https://www.cts-dental.com/> and DHB Oral Healthcare <https://dhb.co.uk/>.



If you would like to promote your products or services direct to the dental industry in BDJ Team, call Paul Darragh on 020 7014 4122 or email [paul.darragh@springernature.com](mailto:paul.darragh@springernature.com).