



The first and only patented, sticky, viscous gel with an optimum combination of potassium nitrate and fluoride to avoid sensitivity, strengthen enamel and prevent caries

Opalescence

Opalescence, the world's leading take home bleaching tooth whitening brands, is back and available now in the UK and Ireland, as **Optident** explains...

Most of you already know that Optident introduced Opalescence to the UK and Ireland market back in the early 1990s and have been fundamental in obtaining the freedom for dental professionals to treat patients at their clinical discretion.

It was always Optident's 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. It should be remembered that in 1998 Optident won its case, the whole confusion arose as that judgement was appealed by the government. At Optident 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'.

As with any market, the consumer requires choice and clinical freedom. Opalescence remains the gold standard

in tooth whitening gels. A patented unique formula with sustained release ensures effective and predictable results with minimal or no sensitivity and a pleasant patient experience. Optident were the first company to introduce a 6% HP gel to the market over four years ago, in anticipation of this change in directive and have always remained at the forefront of the dental market.

White Dental Beauty gels and packaging have been developed, allowing Optident to further support their customers with marketing and bespoke branding opportunities which prove to be great practice builders. They are dedicated to helping you promote these treatments to your patients. This bespoke option is also available with the re-launched Opalescence products.

Optident would like to thank their loyal customers for their valued custom over the years and look forward to supporting you in future years. **ID**

'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. Our patients love the packaging. 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)
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Opalescence is also available in Ireland through Henry Schein Ireland



Opalescence gels are available in a variety of concentrations and flavours for complete clinical freedom