

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 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.

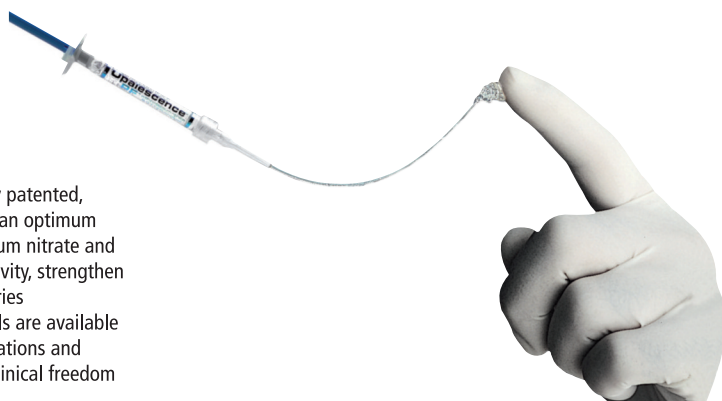
Optident would like to thank their loyal customers for their valued custom over the years and look forward to supporting you in future years.

'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, and worthy of the value. Our patients love the packaging which they can store their whitening in. 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). Accredited Dentist – British Academy of Cosmetic Dentistry

'Our patients know that we only recommend and use quality products, which is why we choose Optident's bespoke treatments. We have the reassurance of Optident quality and our patients have the reassurance of Smile Design quality.'

*Dr Komal Suri
Smile Design Dental Practice*



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

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'White done right'

Optident discuss the benefits of using Opalescence

Since its initial release in 1990, Opalescence has made a name for itself as a leader in whitening. Ultradent has pioneered many advances in whitening. More than two decades after the release of the original Opalescence 10% carbamide peroxide gel, the name Opalescence stands for the highest quality whitening available. It stands for cutting-edge technology, convenient delivery, and proven results. The name Opalescence also stands for options –options that fit every patient's lifestyle. No matter what Opalescence product used, you can be assured it will provide the best possible whitening treatment.

As the first and only patented, sticky, viscous gel with an optimum combination of potassium nitrate and fluoride, Opalescence helps patients achieve brighter, whiter smiles while also reducing sensitivity, strengthening enamel and preventing caries.^{1,2,3,4,5}

The whitening process is possible 'due to the ability of the carbamide peroxide and hydrogen peroxide to freely pass through the enamel and dentin and to permeate to all parts of the tooth.'⁶

These peroxides break down into oxygen radicals, which migrate between the enamel prisms, breaking down any coloured molecules that result in tooth discolouration. The structure of the tooth is not altered; the internal tooth colour is simply made lighter.

Tooth sensitivity can be a relatively common side effect of all bleaching procedures. If sensitivity occurs, it is transient and disappears after the completion of bleaching. However, to counter this sensitivity, Opalescence products contain PF (potassium nitrate and fluoride) desensitising agents for additional comfort. Research has shown that just as the peroxides penetrate through the enamel and dentin to the pulp, so does the potassium nitrate. Potassium

nitrate acts like an analgesic or anaesthetic by keeping the nerve from repolarising after it has depolarised in the pain cycle. Fluoride acts primarily as a tubular blocker, plugging the holes and slowing down the fluid flow that causes the sensitivity.

In addition all Opalescence products have at least 20% water content to prevent dehydration and shade relapse, making Opalescence one of the most reliable bleaching gels available.

The popularity of tooth whitening procedures is at an all-time high. Approximately 50% of people choose whitening products based on the recommendations of their dentists. With so many different formulations available, Opalescence offers the opportunity to use multiple products in a combination treatment to achieve the patients best smile.

'We learned early on that increasing the water content meant less shade relapse, as well as less sensitivity for the patient.' Dr Dan Fischer

Tooth whitening safety

Long-term safety of tooth whitening has been established repeatedly⁸. Research shows no significant long-term effects associated with professional at-home whitening treatments containing 10% carbamide peroxide.⁹

Low concentrations are safe to use when preceded by a proper dental examination.¹⁰ Many of the peroxide ingredients used for tooth bleaching have been approved as oral antiseptic and cleaning products as early as the late 1960s by the Federal Drug Administration (FDA), and were recognised to be generally safe for oral use. Additionally, it has been concluded that bleaching teeth using peroxides does not initiate carcinogenic reactions or cause cancer.¹²

Overall the whitening process has been proven to be safe time and time again. When treatment is supervised by a dental professional and preceded by a thorough exam, whitening with Opalescence is not only safe, but can also help to improve the overall health of a patients dentition.

'We found that through the bleaching process we can help to improve enamel health and prevent caries.' Dr Dan Fischer

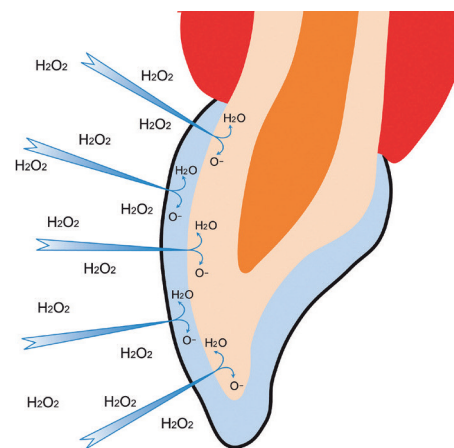


Figure 1: Carbamide peroxide and hydrogen peroxide pass freely through enamel and dentine to permeate all parts of the tooth

Professional whitening product v over-the-counter alternatives

There are a variety of over-the-counter (OTC) whitening products on the market that range from strips to paint-on-pens. Most of these products do not make any change to the colour of the teeth. Whitening pens and other paint-on whitening products have been shown to mainly remove extrinsic stains and do not change the colour of the teeth. In fact, some of these products have been shown to etch the teeth.¹⁵

OTC products allow patients to walk into a store and pick up a so called whitening product without getting an examination by a dental professional prior to use. By removing the dental professional from the treatment process, OTC products open up the door for patients to misuse the products.

Professionally administered tooth whitening is the suggested and preferred method for tooth whitening. When a patient chooses to whiten their smile through a dental professional, they receive added benefits that OTC products cannot offer:

- Patients receive an initial examination prior to whitening to determine sensitivity and significance of staining
- Whitening options are easily examined to determine which whitening approach best fits

Opalescence is available from Optident as of 31 October 2012. Call now to pre order your kits: 01943 605050
www.optident.co.uk
twitter #Whitedoneright



Figures 2-3: Opalescence gives excellent and predictable results

within the patient's expectations, needs and budget.

- Whitening treatments can be completed with a custom fitted tray or an instant prefilled tray both of which can be done in the comfort of their own home
- Professional whitening provides many additional benefits such as sensitivity prevention and fluoride.

Because patients are more likely to choose products suggested by their dental professionals, talking to them about the benefits they will receive through these whitening options can help keep whitening safe and ensure that patients receive the results they are looking for.

Over the last 20 years, Ultradent has continued to innovate in the field of tooth whitening. The trusted, award-winning formulations whiten safely and effectively. Plus, with unique deliver options, Opalescence is as easy to use as it is effective. The advances Opalescence has made through the last two decades have left a mark on the whitening industry as a whole.

Choosing carbamide peroxide or hydrogen peroxide

Carbamide peroxide is equivalent to approximately one-third hydrogen peroxide. Therefore, a product with 30% carbamide peroxide has about 10% hydrogen peroxide, and a product with 10% carbamide peroxide

contains about 3.33% hydrogen peroxide.

The recent EU directive has set 6% hydrogen peroxide as the authorised concentration, so a maximum equivalent of around 18% carbamide peroxide.

However, hydrogen peroxide and carbamide peroxide both produce the same outstanding results. A study published in JADA showed that while carbamide peroxide appeared to produce slightly more dramatic results at first, ultimately products containing equivalent amounts of carbamide peroxide and hydrogen peroxide produced exactly the same results.¹⁶

Because hydrogen peroxide is less stable it breaks down faster than carbamide peroxide. It releases most of its peroxide within 30-60 minutes. Carbamide peroxide, on the other hand, releases about 50% of its peroxide in the first two hours and can take up to six hours to release the rest.¹⁷ This means that products using hydrogen peroxides generally have shorter wear times on a given day. But that does not mean that they have to be worn for fewer days. For example, Opalescence Treswhite Supreme 6% has 6% hydrogen peroxide and only has to be worn for 30-60 minutes per day. Opalescence PF gels 10% have 10% carbamide peroxide and should be worn for 8-10 hours overnight. However, the number of days the patient will need to wear each depends not on hydrogen peroxide v carbamide peroxide, but on the individual's unique needs and rate of tooth colour change. Additionally, the same JADA study that showed hydrogen peroxide and carbamide peroxide produce the same brilliant results also showed that there is no noticeable difference in sensitivity between the two.

The same stability that keeps carbamide peroxide from releasing its peroxide as fast also keeps it from breaking down as fast. Product with carbamide peroxide have a slightly longer shelf life than those with hydrogen peroxide, although products with hydrogen peroxide still have an excellent shelf life. For example, Opalescence Treswhite Supreme 6%, with 6% hydrogen peroxide, has an 18-month shelf life if kept refrigerated and a 12-month shelf life if

left unrefrigerated. Opalescence PF gels 10%, with 10% carbamide peroxide, have a 24-month shelf life if refrigerated and a 12-month shelf life if left unrefrigerated.

Regardless of whether a product contains carbamide peroxide or hydrogen peroxide, both give excellent, high quality results.

Rely on the Gold Standard in tooth whitening – Opalescence with over 20 years of independently tested success.

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Figure 4: Treswhite Supreme 6% HP is an instant treatment requiring no impressions worn daily for just 30-60 minutes

Opalescence[®]

tooth whitening systems



The leader in whitening



The Gold Standard in Tooth Whitening is back



10% & 16% CP

melon, regular and mint flavours available

The First and Only Patented, Sticky, Viscous Gel with an optimum combination of potassium nitrate and fluoride

- PF formula strengthens enamel, decreases sensitivity, prevents caries*
- Formulated to prevent dehydration and shade relapse
- Day or night wear for patient convenience



*studies available

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