

# A leader in whitening for over 25 years

A closer look at the rise of Opalescence® – from its ground-breaking launch to its position of dominance in the world of bleaching

Opalescence whitening has gone from being the first and only ADA-accepted, syringe-delivered whitening gel to becoming the number one dentist-recommended professional tooth whitening system in the world! After 26 years, it's still the bright smile standard.

Optident is extremely proud to continue flying the Ultradent flag as a trusted partner in the UK. Since the late 1980s Optident has been a supplier and active educator for the Ultradent range; Opalescence is one of its longest-standing products that has stood the test of time.

## Gold standard

Ultradent's Opalescence whitening gel has long been recognised as the 'gold standard' and has been described as 'the most tried and tested tooth whitening product in the world.'

Opalescence was developed and produced by Ultradent in 1990, and is regarded internationally as a product that can satisfy patient's unique whitening needs, which will vary according to lifestyle, budget and overall expectations.

In introducing Opalescence to the dental market, Ultradent's aim was to produce a safe and effective product that would protect teeth from dehydration and also increase shade stability. For these reasons, the product takes the form of an aqueous-based gel that is available in two different levels of carbamide peroxide (10 and 16%), with its formulation incorporating potassium fluoride.



Figure 1: The Opalescence 'take home' whitening kit

Potassium fluoride has been found to contribute to an increase in enamel hardness, the prevention of dental caries and a decrease in tooth sensitivity (Basting et al 2003; Al-Qunaian 2005; Clark et al 2006; Amaechi et al 2006; Browning et al 2006).

Opalescence possesses an ideal level of viscosity, helping to hold the tray in place, and prevent any swallowing of the gel, regardless of the method of delivery. A choice of regular, mint or melon flavours is available to suit differing tastes, with overnight wear times for 10% carbamide peroxide of approximately eight to ten hours and four to six hours for a 16% gel. Opalescence is the only sustained release product on the market. The product can also be highly effective in restoring the

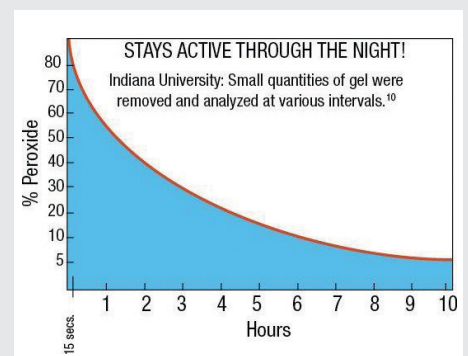


Figure 3: Graph showing the sustained release of fluoride over a 10-hour period

appearance of tetracycline stained teeth, being the preferred treatment method.

## Convenient and unique

It is also now available in the unique pre-loaded Opalescence Go – UltraFit tray which is great for immediate use, post ortho and where patients have a dislike of impression taking.

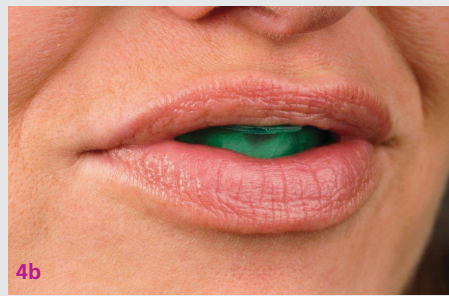
Opalescence Go is 6% hydrogen peroxide gel, and comes in a convenient and ready to wear tray, that the patient can easily insert and should then suck down to bring into contact with their teeth. The outer layer of the tray is then removed, leaving an inner tray in situ, which should be left in place for approximately 60 minutes each day, with noticeable results



Figure 2a: Tetracycline stained teeth before whitening with Opalescence



Figure 2b: The same case after whitening with Opalescence



**Figures 4a-4e:** The ready to use Tres White system. The tray is easily placed, and the outer tray layer is removed, leaving the inner tray in place

being seen in five to ten days.

In seeking to fully satisfy both patient and dental practitioners tooth whitening demands, Optident provides a unique 'bespoke' packaging and design service for

those who wish to create their own unique product promotions for their dental practices. Customised packaging of whitening products featuring practice names, logos and colours can be produced. ■



**Figure 5:** The Opalescence Go patient kit



**Figure 6:** Opalescence toothpaste



**Figure 7:** Opalescence gel exhibits viscosity



**Figure 8:** Examples of Optident's bespoke packaging for various private practices. These can be highly effective marketing aids



## References

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