



pure white™  
Tooth Whitening Gloss



### **What is the teeth whitening process?**

Teeth whitening is a bleaching process that lightens discolorations on the teeth. Many people notice an immediate whitening of their teeth within a few hours of bleaching.

### **Instructions for Use**

- Twist the base of the pen clockwise until you see a small drop of gel deposited on the tip.
- Smile wide, keeping lips away from teeth.
- Brush gel onto surface of your teeth, keeping your lips parted for 30 seconds. The gel will be activated upon contact with your teeth, and you will notice the gel foaming slightly, which means that it is actively dissolving the organic stains.
- Do not rinse. The effect of the gel will continue for minutes after use.

Note: You cannot smoke/drink coffee/ red wine/coloured foods within half hour of whitening. The teeth are more likely to uptake any stains during this period.

### **Caution**

Not for use on children under 15 years or pregnant/lactating women. For cosmetic use only. Avoid contact with the eyes. Rarely, tooth sensitivity may occur – discontinue use if you experience sustained discomfort or irritation. Never allow the whitening pen to overheat (do not leave in direct sunlight or in hot car). Keep below 25°C

### **Ingredients**

Glycerin, Carbamide Peroxide, Aloe Vera Gel (Aloe Barbadensis extract), d-Limonene, Mentha Piperita (Peppermint) Oil.

### **How white could my teeth get?**

Lightening of 4 – 6 shades. The results will depend on how discoloured the teeth were originally.

### **How long will it take?**

To achieve initial whitening, apply the gloss to dry teeth every 15 mins for 2 hours, OR 2-3 times daily for one week.

Maintenance: Apply once or twice weekly or as required, especially after consumption of staining foods or beverages.

### **How long will it last?**

6-12 months depending on your diet and cleaning routine.

### **Is it safe?**

Yes. The active ingredient in PURE WHITE Tooth Whitening Gloss is effective and safe for cosmetic tooth whitening. The dental community has used the ingredient for tooth whitening for years. The process safely bleaches your teeth to lighten discoloration caused by food, coffee, tobacco, aging and other sources. It will not harm the enamel, dentin or pulp of the tooth.



**What is the active ingredient?**

35% Carbamide Peroxide which is equivalent to 12.2% hydrogen peroxide, giving a highly effective whitening treatment in a short period of time. Most over the counter products in supermarkets/ chemists have less than half this amount, so more is needed to achieve the same results.

**How long does the gel last for?**

The whitening gel has a long shelf life at room temperature (up to two years). Bleaching gel should not be stored at high temperatures, nor should it be frozen. Never allow the whitening pen to overheat (do not leave in direct sunlight or in hot car). Keep below 25°C.

**Can I talk?**

Yes, you can carry on normal conversation wearing the gel, it is clear and inconspicuous.

**Are there any side effects?**

Some people may experience temporary tooth sensitivity. Gum bleeding could occur and is usually related to gum disease, eg gingivitis. As you only paint PURE WHITE onto your teeth and not your gums, this should be minimal.

**Will PURE WHITE whiten my existing crowns or veneers?**

You cannot whiten any dental work. The only thing it will do is clean any stains the crown/ veneer/filling has acquired over time.

**How does PURE WHITE compare to other methods of whitening?**

- Whitening Strips - Can cause non-uniform whitening, and incomplete coverage of the teeth, whereas PURE WHITE will work wherever it is painted on. Typically worn for 30 minutes twice daily for 14 days or longer. Lower percentage of active ingredients (approx 6% Hydrogen Peroxide).
- Other Whitening Gels - Use much lower percentage of active ingredients (usually 3 – 6% Hydrogen Peroxide). PURE WHITE is professional strength and contains a resin to make the gel adhere to the teeth.
- Whitening Toothpastes - The active ingredients are not strong enough to penetrate and whiten any stains that are within your enamel, they only remove minor surface stains.

**Will PURE WHITE whiten my antibiotic (tetracycline) stained teeth?**

You will notice an improvement, but it takes a very long time to whiten this type of stain.

**I have a lot of white spotting on my teeth (fluorosis), can PURE WHITE help?**

PURE WHITE cannot do anything for the white spots; however it can whiten surrounding teeth which will even up your tooth colouring.

**Does PURE WHITE work on tartar build up?**

No, bleaching only whitens stained teeth. It does not remove tartar build-up. This needs to be removed by your dentist or hygienist.

**Will PURE WHITE lighten Dentin?**

PURE WHITE won't effectively lighten dentin (the root portion of the tooth which shows where gum recession has occurred).

**To order phone VANI-T on 1300 780 340**