



**24** CLINICAL EVALUATORS

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**224** TOTAL USES

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**89%** CLINICAL RATING

**Key features:** Take-home whitening system • Applied directly to the teeth with a wand applicator • LED light to enhance results

## Description

### Crest Whitening Emulsions with LED Accelerator Light

is a take-home whitening system where:

- Whitening material is placed on the teeth with an applicator wand. This wand has a silicone tip that delivers the whitening material onto the teeth.
- Active hydrogen peroxide microdroplets diffuse into the teeth.
- A blue light is utilized at the end of the whitening session to boost whitening results.

## Indications

- Take-home whitening.
- Ideal for all teeth alignments.

## Unique Attributes

- This product is applied directly to the teeth with a silicone tipped wand; there are no trays.
- An LED Accelerator Light is only needed for 3-minutes after the patient has worn the gel for 30-minutes.
- This material is safe enough to be used up to four times per day with virtually no sensitivity.



## Clinical Tips

- Make sure your teeth are dry before applying.
- You only need to use a small amount.
- You get better results if you use the product more than one time per day.

**"NO SENSITIVITY IS A GAME CHANGER."**

## Evaluators' Comments

"It was easy to apply, it had a nice minty fresh flavor, and I liked that there was no tray needed."

"The lack of sensitivity afterwards was big for me as I usually have sensitive teeth."

"It is easy to use on individual teeth."

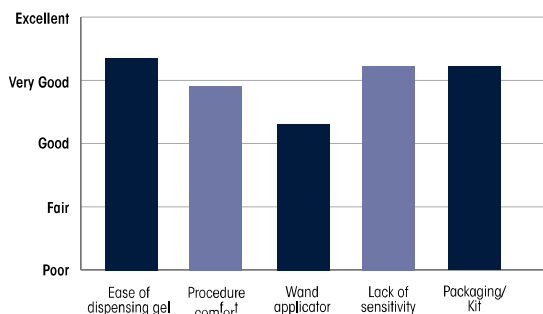
"This product is good for teenagers, post-ortho."

"A tray option would be nice. Other than that, I love it!"

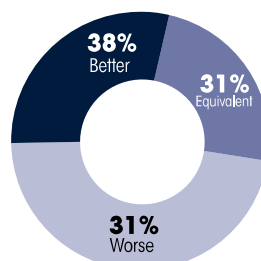
"I would like to see a formula that only needs 15-minutes of application instead of 30-minutes. Only because you have to wait until the end to use the light."

"Great concept and packaging."

Professionals Evaluation Summary:



Comparison to Competitive Products  
(Professional as well as non-professional strengths):



Consultants who would:

**50%** Recommend to a colleague

**67%** Recommend to a patient

Consultants who would want to stock in their office:

**50%** Yes, instead or in addition to current

**22%** I might want to order this product for certain cases



**107** PATIENT EVALUATORS  
**1255** TOTAL USES  
**90%** CLINICAL RATING

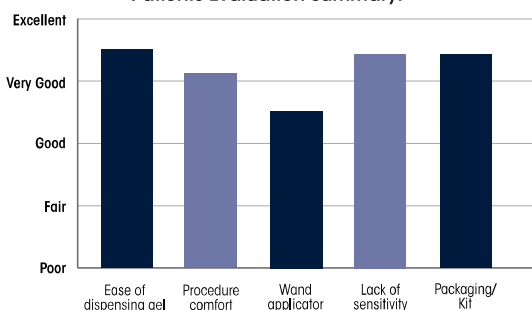
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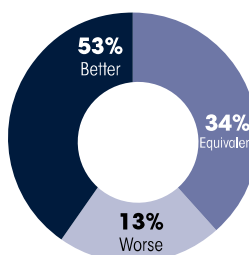
## Patient Comments

- **"I couldn't believe how fast my teeth whitened!"**
- "The results were great and the process was easy."
- "My teeth didn't hurt at all when using **Crest Whitening Emulsions**. Also, my teeth turned out nice and white."
- "I liked the light and that I couldn't really feel the gel on my teeth."
- "I like the fact that it was only a 30-minute process and I was still able to talk on the phone and conduct business while whitening."
- "They say that it is still on my teeth, but it feels like it dissipates too quickly."
- **"The packaging was nice; Crest is a reputable company and the brand that I use for my toothpaste as well."**
- "Zero sensitivity to my gums. That's always been an issue with other products. Also, once the gel is applied with the wand, it's a no brainer. There is nothing to rinse off."
- "This product was very easy to travel with."
- "I was not a fan of the application wand. A brush may be a better tool?"
- "The material felt kind of goopy and I felt that it was hard to get on my teeth and stay."

Patients Evaluation Summary:



Patients Comparison to Competitive Products:



Patients who would:

**71%** Recommend to a friend or family member

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Patients who would consider purchasing in the future:

**52%** Yes

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