

The Venus White® Product Difference

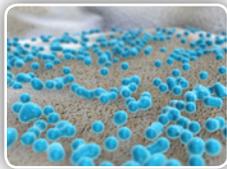
Now, you can offer your patients the opportunity to have a beautiful smile every single day—Venus White’s three levels of whitening offer customized treatment, enhanced flexibility and superior results. Plus, our maintenance and oral care products help patients retain their bright healthy smile. Venus White combines the best of cosmetic and oral care to cover a broad range of your patient needs.

Property/Component	Found In	What does it do?	Why is this important to a clinician?
Viscous gel	Venus White Max, Pro, Ultra, Touch Up Brush	Helps gel stay put and is easier to control, enhancing ease of use and tray retention	Increased patient comfort and satisfaction
Hydrogen Peroxide	Venus White Ultra, Max, and Touch Up Brush; also a byproduct of a probiotic strain found in the Venus Smile Oral Care Probiotic Mints	Bleaches teeth intrinsically	Offering professional teeth whitening (bleaching) helps meet patient needs and can increase referrals, Whitening can be a gateway to additional cosmetic treatments and can be offered before every restoration
Carbamide Peroxide	Venus White Pro	Bleaches teeth intrinsically	Offering professional teeth whitening (bleaching) helps meet patient needs and can increase referrals, Whitening can be a gateway to additional cosmetic treatments and can be offered before every restoration
Silica	Venus White Toothpaste	A mild abrasive that whitens teeth by removing extrinsic (surface) stains	Increased patient satisfaction by assisting in maintaining the results from professional whitening
Potassium Nitrate	Venus White Pro & Max	Helps decrease sensitivity associated with bleaching by calming the nerves at the center of the tooth	Increased patient satisfaction and compliance
Fluoride	Venus Comfort Gel, Venus White Whitening Toothpaste	Included in Venus Comfort Gel to help relieve sensitivity by helping occlude the dentin tubules, Included in Toothpaste to aid in the prevention of caries	Good oral care provides the basis for oral health and restoration longevity
Xylitol	V-Smile Xylitol Chewing Gum & Mints, Venus White Whitening Toothpaste	A natural sweetener that may help reduce the risk of dental decay	Good oral care provides the basis for oral health and restoration longevity
ProBiora3 (Streptococcus oralis KJ3, Streptococcus uberis KJ2, Streptococcus rattus JH145) – 3 specific strains of probiotic bacteria targeted to the teeth and gums	Venus Smile Oral Care Probiotic Mints	Re-establishes the natural microbial balance in the mouth to support tooth and gum health, Naturally whitens teeth and freshens breath	Good oral care provides the basis for oral health and restoration longevity, provides patient both health and cosmetic benefits
Mint Flavor	Venus White Pro, Ultra, Toothpaste, Probiotic Mint, Touch Up Brush, Lip Balm, V-Smile Xylitol Chewing Gum & Mints	Fresh taste and aroma for a better patient experience	Enhanced patient satisfaction and compliance

THE BLEACHING PROCESS



Bleaching gel comes into contact with tooth.



Whitening molecules attach to surface of tooth.



Molecules penetrate enamel rods towards the dentin.



Molecules dissolve and lift stains.



Teeth appear lighter and brighter.

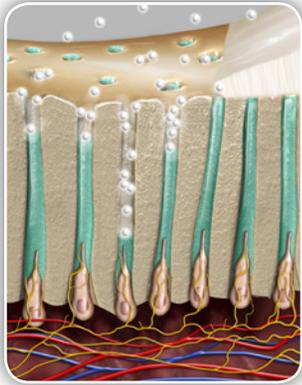
Bleaching vs. Whitening:

Products can claim to “whiten” if they effectively remove extrinsic (surface) stains with abrasives, such as the case with Venus White Whitening Toothpaste. Peroxide, in contrast, bleaches stains intrinsically. Over the years, the term “whitening” has become frequently used in place of “bleaching” because it sounds friendlier.

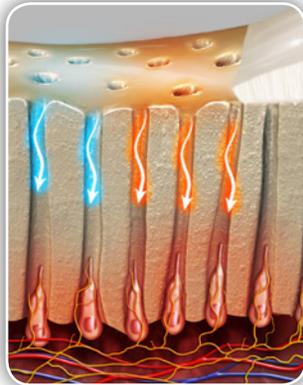
Understanding Hydrogen vs. Carbamide Peroxide

Carbamide peroxide is roughly one-third the strength of hydrogen peroxide (for example, 30% Carbamide Peroxide equates to roughly 10% Hydrogen Peroxide). Carbamide peroxide breaks down into hydrogen peroxide, the active bleaching agent, and water. This is important to know in order to compare the intensity of whitening products.

How potassium nitrate helps decrease sensitivity associated with bleaching



Bleach dissolves the dentinal plugs to expose the tubules.



When dentine is exposed, nerves within the tooth are stimulated by hot and cold foods and drinks.



Potassium ions penetrate dentin tubules towards pulp and act as an anesthetic by calming the nerves at the center of the tooth.

Venus White Pro is proven to whiten teeth up to 8.4 shades with virtually no sensitivity!*

The University of Texas

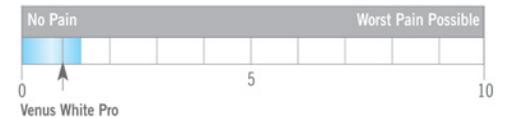
Venus White Pro Effectiveness Study Results

Shade Change Measurement, Canine

	At 2 Weeks	At 3 Weeks	At 4 Weeks
Shade Guide Units (Vita Classical)	8.4	8.0	8.0

Venus White Pro Sensitivity Study Results

Average sensitivity ratings below "2" representing virtually no sensitivity



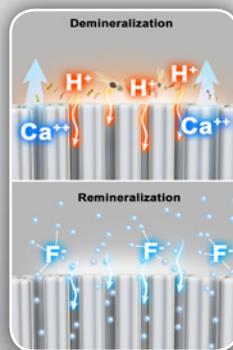
*Study: J.C. ONTIVEROS, M.S. ELDIWANY, W. WANG, M. ELDIWANY, and R.D. PARAVINA, University of Texas—Houston/Health Science Center, Houston, Texas.

Understanding Xylitol

Xylitol is a natural sugar that comes from plants. It also occurs naturally in our bodies. Xylitol is a 5-carbon sweetener. Its makeup differs from regular sugar (in most foods and drinks) which is a 6-carbon sugar. Regular sugar feeds bacteria in your mouth, causing the bacteria to multiply rapidly. This metabolic process produces acids that cause demineralization of enamel and an increased potential for tooth decay. Because the bacteria in the mouth causing caries are unable to digest xylitol, their growth is greatly reduced. The result is less acidic waste product, which creates less potential for cavities. It is recommended to get 5 exposures to xylitol a day, particularly using gum or mints after meals and drinks.

Understanding Fluoride

When plaque forms on teeth, bacteria use it as a place to live. As the bacteria establish themselves in the plaque mass, byproducts of their waste create a low pH or acidic condition on the tooth. The acids produced by the bacteria cause hydrogen ions (H+) to enter enamel and start to remove minerals (calcium Ca++) from the enamel – this is known as “demineralization”. Fluoride (a mineral) will exchange ions (F-) with the newly demineralized areas, and thereby “remineralize” the affected area. This remineralization aids in the prevention of caries.



Supports Tooth & Gum Health

Strep. oralis KJ3
Strep. uberis KJ2
Strep. rattus JH145

The probiotic bacteria are natural residents of healthy mouths and utilize the body's natural mechanisms to promote oral health. With daily replenishment, the healthy bacteria re-establish the natural microbial balance in the mouth to support tooth and gum health.

Naturally Whitens Teeth

Strep. oralis KJ3
Strep. uberis KJ2

The probiotics naturally release a low dose of hydrogen peroxide that provides a gradual and gentle whitening effect. This provides consistent, round-the-clock whitening activity.

Naturally Freshens Breath

Strep. oralis KJ3
Strep. uberis KJ2

Keeping bacteria in check is key to long-lasting fresh breath. The probiotic blend works to balance the oral environment which results in fresh breath that lasts, as opposed to a temporary “mask.”