



GIVE YOUR PATIENTS A VISIBLY WHITER SMILE

Matilda Rice

MATILDA RICE
COLGATE OPTIC WHITE™
BRAND AMBASSADOR

Colgate®

Colgate® Optic White™
Professional
Whitening System





Hydrogen Peroxide

Colgate® Optic White™ Professional

is a professional whitening system,
providing fast and effective results.

Clinically proven whitening efficacy[^]
– visibly whiter teeth in 3 days[^]

Easy 30 minute once-a-day wear time

Viscous gel formula

- ✓ Enhances retention on tooth surface
- ✓ Allows the hydrogen peroxide to rapidly break down extrinsic and intrinsic stains
- ✓ Helps prevent dehydration of the teeth
- ✓ Contains 0.25% sodium fluoride

Available in:

Premium 4-syringe Full Kit (12.44g) in **6%** or **9%** Hydrogen Peroxide
Convenient 2-syringe Touch Up Kit (6.22g) in **6%** or **9%** Hydrogen Peroxide

[^]Mohan et al: Journal of Dentistry 36 (2008) 21-26

Colgate®

Colgate® Optic White™ Professional whitening system is available in 2 convenient kits:



Full Kit

6% or 9%
Hydrogen Peroxide

- Premium portable kit
- 4 x 3.11g syringes (total 12.44g)
- Mouth tray storage case
- Dentist instructions
- Patient information

Touch Up Kit

6% or 9%
Hydrogen Peroxide

- 2 x 3.11g syringes (total 6.22g)
- Patient information

Harness the **branding** power of Colgate®

Colgate® Optic White™ is supported by extensive advertising and promotional spending.

✓ **Patients have confidence in brands that they already know and trust** and are more likely to pro-actively ask about whitening from a trusted brand.

✓ **Boost your whitening business** Promote your whitening business with Colgate® Optic White™ Professional marketing materials. Ask your Oral Care Consultant or contact the Colgate Call Centre for more information.

✓ **More ways for your patients to maintain their Colgate® Optic White™ smile!** Ensure your patients maintain their professional whitening treatment with the complete Colgate® Optic White™ range.



For further information or to place an order, contact your Colgate Oral Care Consultant or the Colgate Call Centre

Ph: 0508 265 4283 Fax: 0508 866 842 7874

The Colgate logo, featuring the word 'Colgate' in a white, serif font with a registered trademark symbol, positioned above a white, curved smile graphic.