

A BEAUTIFUL SMILE WITH WHITER, BRIGHTER TEETH

A confident bright smile can be a real asset in both our personal and professional lives.

With the PURE range of whitening products, you are opting for a treatment that effectively increases the enamel's natural luminosity.

- The gel penetrates the enamel and dentin, and dissolves staining
- Results are quick and look natural

If you are confronted with any of the following:

- Teeth yellowed by tobacco
- Discolored non-vital teeth
- Tooth discoloration caused by medication (such as tetracycline)
- Dental fluorosis (overexposure of teeth to fluoride)
- Time discolored teeth

Then have your dental professional recommend the PURE treatment best suited to your needs.



Before



After

QUESTIONS & ANSWERS

Why should I have my teeth brightened by a professional rather than by using commercially available products?

Hydrogen Peroxide (HP), the main active ingredient used in whitening products, works effectively at a concentration of 6% and above. Only dental professionals are authorized to use these products. The HP concentration found in commercially available products is typically below 3%. Their effectiveness is therefore extremely limited.

Your dental professional will examine your situation and be able to recommend the treatment best suited for you, in terms of formulation and wearing time. If you opt for a take-home treatment, a custom made tray will be provided and the product used is designed to prevent sensitivity.

How much brighter will my teeth actually become?

The level of brightness achieved varies from patient to patient and therefore cannot be predicted. It depends on a number of factors, such as the initial shade of your teeth, your tooth structure, the quality of the enamel, the cause of the staining

How long after the treatment will my teeth remain brighter?

The duration of the whitening depends on your lifestyle. Maintaining good oral hygiene by brushing your teeth twice a day, flossing regularly, and limiting your intake of teeth staining beverages (tea, coffee, wine) will prolong the duration of the whitening.

Does the whitening treatment bring discomfort?

If done properly, teeth whitening treatment brings no discomfort. Some people may experience temporary sensitivity. But this will subside a few hours after treatment. The formula of PURE contains potassium nitrate and sodium fluoride, ingredients that both prevent sensitivity and remineralize the enamel.

Are there any contraindication to the whitening treatment?

Teeth whitening is contraindicated to children, pregnant and breast-feeding women, diabetic patients, or patients undergoing medical treatment.



www.itena-clinical.com

Medical products for use by dental professionals only.
Read the instructions in the package leaflet carefully before using the product.
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ITENA[®]
CLINICAL PRODUCTS

PURE

MY NEW SMILE?

**IT'S DAY
AND
NIGHT!**

DENTAL OFFICE TREATMENT

PURE OFFICE

Delivers instant results

- Time-saving and convenient: treatment by your dental professional in a single session lasting 45 minutes
- For the whitening of vital and non-vital teeth
- Formulated with 35% Hydrogen Peroxide



AT-HOME TREATMENTS TO SUIT YOUR LIFESTYLE

PURE DAY

Use it like your favorite cosmetics

- Designed for custom made mouthpiece trays
- Tray wear time of 2 hours per day for 7 days*
- Formulated with 6% Hydrogen Peroxide



PURE NIGHT

Forget about it during nighttime

- Designed for custom made mouthpiece trays
- Tray wear time of 7 hours per night for 7 days*
- Formulated with 16.5% Carbamide Peroxide



* Average observed time; each case is unique and the time taken can vary from patient to patient.