

BlancOne®: whitening treatment

fast, effective, gentle with your enamel

The BlancOne® treatments are the result of a **15-year research period**, leading to a **different approach to tooth whitening** and to the development of **new technologies**.

Thanks to the energy of light and to special photosensitive accelerators, in office BlancOne® treatments act at a **speed impossible to attain by traditional whitening treatments**.

In just a few minutes, the BlancOne® treatments release **singlet oxygen**, the most effective, safe and scientifically proven tooth whitening agent.

The innovative BlancOne® technology allows a **significant reduction of both times and concentrations**, eliminating thus side effects and guaranteeing a **safe, effective and easy tooth whitening treatment**.

Sensitivity is the typical side effect connected to traditional tooth whitening treatments, this is the reason why these all include agents which reduce sensitivity and repair the enamel.

BlancOne® treatments, thanks to their fast action, **do not create sensitivity or damage the enamel** and, for this reason, they are the only treatments available on the market free from desensitising and re-mineralising agents. **The rapid action of BlancOne® treatments mean that do not require gum protection, lead to sensitivity or damage tooth enamel.**

As a result, they are the only treatments available on the market containing no desensitising or re-mineralising agents.

By respecting the enamel thanks to a physiological PH, **you won't have to follow a specific diet after the BlancOne® treatment.**



The BlancOne® Centre:

the tooth whitening excellence

BlancOne® doesn't only mean **innovative and safe treatments**, it also guarantees that the latter are **carried out by a qualified centre as provided for by the European Directive** concerning tooth whitening treatments. BlancOne centres are dental offices specialised in tooth whitening, equipped with the most **innovative tools to guarantee a fully satisfying experience**.

We supply our Centres with an App to document with pictures the treatment results and share them with you.

A dedicated on-line area will be at your disposal where you might:

- Consult your card with **before and after photos**.
- **Rate the BlancOne treatment**, because your opinion counts!
- Monitor your teeth shade by means of our **personalised maintenance programmes**.



Clean&White



Authorised Centre



www.blancone.eu



BlancOne® is an IDS SpA – Italy registered trade mark

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Find out the feeling of a whiter smile



The teeth whitening for you



The importance of a bright smile

According to a survey of the American Academy of Cosmetic Dentistry, 96% of people believe that **a bright smile makes us more attractive**, while 72% think that **an unattractive smile may damage our chances of success at work**. 32% state that they are worried about the appearance of their teeth, while 18% admit that they hide their smile in photos.

Other than a gracious smile, healthy teeth and gums, **the beauty of our smile also depends on its shade**. Unfortunately, with time, **our teeth tend to absorb pigments** from food, drinks, smoke and these end up **altering their brightness and making them look darker**.

How do you get a whiter, healthier smile?

Toothpaste and other whitening products can remove or hide stains on the surface of our teeth, **but they can't act on pigmentation within the enamel**. Scientific literature has shown how, **the only effective principle in neutralising pigmentation is the oxygen released by professional whitening treatments**.

The European Directive on tooth whitening, created to protect end users, **has limited concentrations** of products with oxygen release **and confined their use only to dental offices**.

It all starts with the health of your smile: your trusted dental professional will take care of the health of your teeth and gums **through regular dental hygiene sessions**.

For the first time now you will be able to realise how satisfyin **a whiter and brighter smile might be** just after your dental hygiene.

Ask for the option **Clean&White** To combine the whitening treatment **BlancOne® CLICK** To your dental hygiene session.

It all starts with a CLICK: brighter teeth in just 10 minutes

The BlancOne® technology has allowed development of BlancOne® CLICK, a fast treatment which can be combined to the dental hygiene session.

BlancOne® CLICK is the ideal starting point, conceived to allow everybody **to try**, **in a fast and convenient way**, **the difference a brighter and whiter smile makes**.

In just 10 minutes on the dental chair, **without gingival barriers** **and for a price at everybody's reach**, BlancOne® is ideal to obtain immediate and surprising results and have a brighter and whiter smile!

With a typical **improvement of 4-5 shades** and a **popularity rating of 4,5 over 5**, and over **1 million treatments performed**, in the last year in Italy only, BlancOne® CLICK has already become **number one choice of dentists and patients**.

1st Million smiles



How to get the most from your smile and keep it looking its best

Once you've tried BlancOne® CLICK, you will have the option to speak to a dental professional **to achieve an even more surprising, long-lasting result**. Here are four strategies:

CLICK Repeat CLICK treatment every three to six month

BlancOne® CLICK is an **ultra-gentle** treatment. It's available at a reasonable price, which **means it can be repeated frequently**. It's the ideal companion for your hygienist sessions.



TOUCH Boost the result with intensive TOUCH treatment

BlancOne® TOUCH is the intensive version of CLICK and involves multiple applications in the same session. **This gentle, effective whitening procedure will give your smile a deeper, more long-lasting white colour.**



HOME Combine it with the HOME treatment

You can combine the **immediate results of CLICK** with the **longevity of BlancOne HOME** thanks to our home applications kits. HOME is available in two versions: **DAY (two hours)** and **NIGHT (overnight)**.



RITUALS Maintain Thanks to the RITUALS line

BlancOne® RITUALS line of products includes a range dedicated to the beauty and daily health of the smile and can be combined to any **in office treatment in order to enhance and prolong its results**. Our Rituals products include:

- The toothpaste gels DUETTO ACTIVE and DUETTO CARE
- The whitening pen BlancOne®STICK
- The stain removing toothbrush BlancOne® BRUSH
- The lip balms BlancOne® LIPS

These products are available both individually and within the **Rituals box for a maintenance programme lasting 3 months**.



IN THE PRACTICE

AT HOME