



BLANCONE



This manifesto has been conceived
to explain why instead of what.
To answer the question:
“What is BlancOne doing for us?”

This is BlancOne.



A PROFESSIONAL WHITENING TREATMENT FOR EVERYBODY

In a world where **the ideal of a white smile** is a train on which low quality products jump, products with uncertain ingredients and short-lived results or very expensive ones, not at all delicate, we strongly believe that only a **professional** product, from a network of experts, is able to **give the right value** to the smile of those looking for a safe and efficient solution.

Smiling is part of ourselves. It has always been so.

By smiling we communicate also when words are failing us, out of shyness or respect...

Taking care of our smile cannot be a privilege for a few people.

BlancOne does not require distinctive features.

*You are never
fully dressed
without
a smile*

✓
Martin Charnin

BlancOne is for:

THOSE

who would like to be
more self-confident;

THOSE

who want to be happy with
themselves notwithstanding
what other people think;

THOSE

who want to be
successful;

THOSE

who want to improve
themselves and feel at
ease on every occasion;

THOSE

who always want
to be flawless;

THOSE

who, even if they do not like
to admit it, deep inside like
to be complimented;

THOSE

who want to give love
and comfort even only
with a small gesture;

THOSE

who love making new
friends and sharing
carefree moments;

THOSE...

A smile is for everyone.

It goes *beyond* gender, age, skin colour, social status.

Thanks to our product BlancOne Click, the ideal starting point for a safe and effective whitening treatment, we provide **health** and **beauty**; unconditionally, safely, quickly and at a very reasonable price, at everybody's reach..

Only 10 minutes and your smile can have a new brightness and a new life.



THE PROMISE

Thanks to BlancOne people can gain a new awareness, self-confidence and serenity. A genuine smile is the first step towards honest social interactions.

BlancOne shall work, grow and change with the sole aim not to miss this goal.

*Smiles get us closer
than steps and open
more doors than keys*

Ezio Bosso

Despite having been my first tooth whitening session, I have to admit the result is definitely noteworthy. Very satisfied.

Andrea

I like smiling and having white teeth makes me feel more confident. Now I smile even more. Very satisfied!

Tiziana

Incredible in 10 minutes.

Touret

Excellent whitening treatment. Fast, painless, and satisfactory.

Maurizio

Surprising results! Thank you.

Mara

Wonderful!!! Quickly and at a reasonable price. Super satisfied!

Marina

It was all fast and effective... the change after my first treatment is already visible. Very happy and ready to continue with the treatment.

Lisa

I recommend it, very easy and fast. Thank you BlancOne!!!!

Inma

Happy. My teeth have changed considerably.

Emanuela

Definitely happy both for the time and the result, but especially because it has no contraindications.

Miriam

A man with a beard and sunglasses, wearing a blue and white checkered shirt, is smiling broadly. A woman with blonde hair, wearing a yellow top, is embracing him from behind, also smiling. The background is a soft-focus indoor setting with blue and white geometric patterns.

😊 | OUR FLAG: A SMILE

A smile is a **universal value**. It is something that can **open communications** between people, it is **kindness**, it opens our **hearts**, it is a **gift** to other people, it's looking at life without taking things too seriously.

This is our world. Not only whitening treatment professionals, but also **smile ambassadors**. BlancOne gives you another **reason** to smile.

We should all smile more.
For ourselves and for other people.
A smile has a huge **value**.
It is the **soundtrack of our lives**.



BLANCONE IS



smile
lightness
harmony
well-being



care
happiness
passion
freedom

brightness
simplicity
amazement
promise
authenticity
coherence





BLANCONE IS NOT

boredom
exclusivity
luxury
disappointment
uncertainty
deception
abstruseness
sadness
deceit
greyness



OUR ARCHETYPES – OUR SOUL

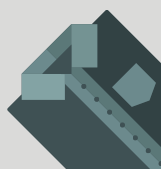
COMMON MAN

Driven by a sense of belonging, the COMMON MAN believes that everybody is equally important, notwithstanding origin, age, ethnic group, or faith.

This personality believes that happiness can be found in anything that is ordinary and normal.

VALUES:

simplicity
loyalty
sharing



EXPLORER

Innovative and ambitious, the EXPLORER is constantly looking for different perspectives and new horizons. The EXPLORER is famous for trespassing the boundaries and enjoy unexpected discoveries. He acquires experiences in order to grow and creates opportunities out of everyday routines.

VALUES:

challenge
adventure
freedom

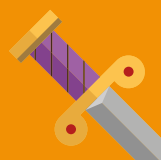


HERO

The HERO acts to redeem society, overcoming difficulties and successfully completing extraordinarily strong, bold, and kind actions. The HERO tries to understand the strength of his inner life and the full expression of his self to face difficulties, going towards a new destiny and new challenges.

VALUES:

strength
action



MAGICIAN

Dynamic, influential, and charismatic, the MAGICIAN is aware of the importance of concentrating on the best results and believes that all answers are accessible by inner truths. The MAGICIAN lives beyond the ordinary and wants to catch every opportunity to experiment and innovate.

VALUES:

innovation
charisma





We communicate through words.

BlancOne is the link between two different but very close worlds. With our voice we can make this distance even shorter.

1. Dental Practices and White Professionals

2. Patients

Dental Practices and White Professionals

OUR TONE OF VOICE IS:

EXPERT - ATTENTIVE - VISIONARY
INNOVATIVE - ENTHUSIASTIC
BRILLIANT - OPTIMISTIC
EMPATHETIC - AUTHENTIC

We follow dental practices and dental hygiene professional towards a new concept of care and beauty of the smile. Not only a medical and prevention practice but a chance to enhance it and contaminate it with extraordinary meanings, which become an incentive towards a more complete idea of wellbeing and a higher awareness for the individual.

Each product is described using a professional language which is never distant but is direct without catchphrases.

This is due to the passion with which we take care of our products, to their value and to the quality of their ingredients.

We prefer to be informal but clear in what we communicate.

Patients

OUR TONE OF VOICE IS:

ENTHUSIASTIC - EMOTIONAL
INFORMAL - FRIENDLY
DIRECT - HONEST - AUTHENTIC

Our products convey a new idea of dental wellbeing and make us discover nuances that have never fully been enhanced in a professional context.

We are well aware of people wishes concerning the wellbeing and care of their aspect.

We communicate with them in a friendly and passionate way.

**ANYWAY... BLANCONE
IS NOT ONLY WORDS
BUT ALSO AND
ESPECIALLY LISTENING**



This is BlancOne

Anything we do is based on a constant and constructive interaction with anybody who approaches the BlancOne world.

We are absolutely sure that this interaction can only result in the most extraordinary and stable relationships.



OUR PALETTE

Communicating through colours

LIGHT BLUE

safety
communication
technology
loyalty
wisdom

WHITE

purity
balance
peace
precision
minimalism

COLOURS FOR THE PRODUCTS





OUR HASHTAGS

#clickyoursmile #whiteteeth
#blancone #blanconeclick #smile
#blanconerituals #dentalhygienist
#dentist #professionaldentalbleaching

😊	OUR MASCOTTE
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BLANCONE

Wonderfulfor the first time I have no pain after a whitening treatment. Normally my teeth become quite sensitive... after this treatment I could even bite an icicle instead. Excellent!

Concetta _____

Fantastic.
The satisfaction of a good result after the first treatment.

Enrico _____

The treatment is comfortable and non-invasive with zero discomfort and zero pain. A fully satisfactory professional treatment. It even exceeded my expectations as the result is better than imagined. The top.

Giovanni _____

Wooowww magic!

Guido _____

Simply wonderful!

Roberta _____

Extraordinary! The difference between before and after is amazing.

Maria _____

Wonderful treatment, I recommend it to all those who want to have a bright smile.

Anna _____

Now I can finally smile light-heartedly.

Maria _____

Amazing effect!

Tommaso _____

Wonderful!

Simona _____

Absolutely delighted with the results, was a bit sceptical as my teeth are already pretty white but was amazed by how much whiter they became. Fantastic product. Will most definitely be using again. Thank you.

Elaine _____



당신은 미소

anda tersenyum مستبت ๓ คนยิ้มได้ SOME Gülümse

thu gaire நீங்கள் சிரிக்க **SORRIDI**

あなたは笑顔 *sorridai*

☺ **יִיחַל כָּל**

你的微笑

да се усмихваш

σας χαμόγελο

Tabasamu

သင်္ဃာတိသင်္ဃာတိ

vous sourir

तपाईं मुस्कान

bạn mỉm cười

oe maluu oluolu

zâmbești

вы улыбаетесь

ataata koe

somriure

você sorri

się uśmiechasz

sonreír

Gülümse

ยิ้มได้ Gülümse

SORRIDI

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This is **BLANCONE**