

BlancOne® CLICK: the tooth whitening treatment which will completely change your practice

The innovative BlancOne® technology has allowed to develop BlancOne® CLICK, a revolutionary and unique tooth whitening treatment; it's fast and can be combined to the hygiene session.

Effective at low concentrations

For the first time we have made in-office whitening effective even at low concentrations of hydrogen peroxide (<6%), in compliance with the European Directive 84/2011, the most advanced set of regulations for the safety of consumers.



No gingival barriers

We developed the only in-office whitening treatments which do not need protection for the mucous membranes, removing the most difficult passage of the procedure which can be carried out in a simple and safe way.



Effective in only 10 minutes

Thanks to BlancOne® photochemical technology, the breaking down of carbamide peroxide at 16%, which normally takes hours, is hyper accelerated in a few minutes. The treatment is much faster and comfortable and can be combined to the dental hygiene session.



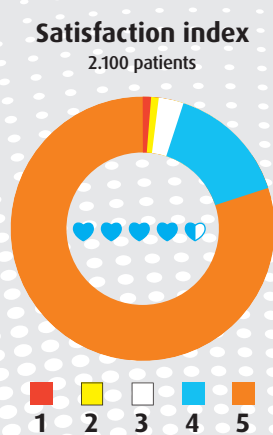
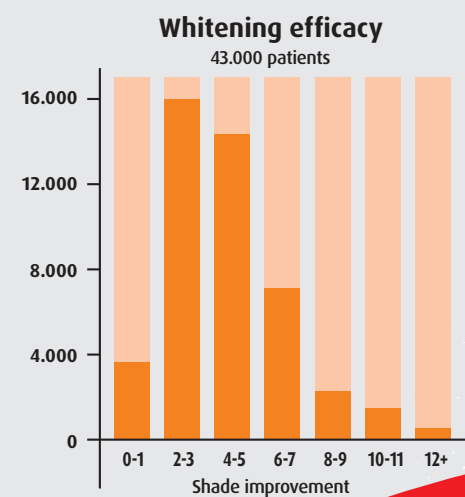
No pain or sensitivity

Thanks to their very fast action, all the BlancOne® in-office treatments are not aggressive and do not dehydrate the enamel, they do not induce pain or sensitivity, in fact they are the only ones on the market without desensitizing and remineralising agents.



Accessible and repeatable

With fast sessions and at a low cost, BlancOne® CLICK can be offered at a price accessible for all. Ideal for a first approach to whitening, it can be repeated regularly and it's a gateway to more intensive treatments.



	Treatment type	Indications	Active principle	Treatment cycle	Strong points
IN OFFICE	Fast teeth whitening CLICK	In office fast	Carbamide Peroxide 16% (HP 5,6%)	1 application of 10 minutes*	Effectiveness Stability
	Intensiveteeth whitening TOUCH	In office cosmetic	Carbamide Peroxide 16% (HP 5,6%)	3 applications of 8 minutes each*	Effectiveness Stability
	ULTRA	In office medical	Hydrogen Peroxide 35%	3/4 applications of 8 minutes each*	Effectiveness Stability
TAKE HOME	HOME FAST	Day fast whitening treatment	HP 6.0% nHAP 0.5% Booster Vitaminico Attivatore	10-15 applications 45 minutes	Effectiveness Stability
	HOME NIGHT	Night whitening treatment Endodontic whitening treatment	CP 12% (HP 4,2%) nHAP 0.5% Booster Vitaminico	10-15 applications at night	Effectiveness Stability
	HOME EVER	Orthodontic aligners Sensitive teeth Maintenance	CP 7% (HP 2,4%) nHAP 1.0% Booster Vitaminico	10-15 applications at night	Effectiveness Stability
	Maintenance RITUALS	3 months maintenance program	BRUSH Spazzolino sbiancante DUETTO Active Dentifricio smacchiante DUETTO Care Dentifricio rigenerante STICK - Penna sbiancante CP 16% (HP 5,6%) LIPS Proteggi labbra	Daily use	Effectiveness Stability

* light activation with Arcus bleaching lamp

BLANCONE

www.blancone.eu/pro
helpdesk@blancone.eu

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[blancone team pro](#) (professional group)



IDS Spa - Via San Cristoforo, 28/10 - 17100 Savona - Italia
Tel. 019 862080 - Fax 019 2304865 - email: info@idsdental.it - www.idsdental.it

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BlancOne is an IDS Spa registered trademark



CLICK

Click your smile

Light up your smile in 10 minutes

BLANCONE

Your teeth whitening

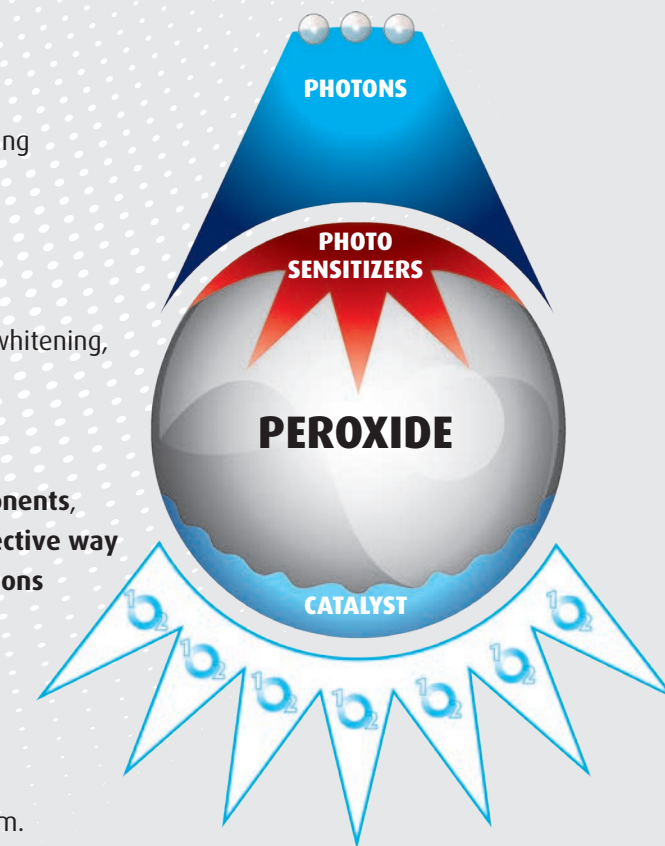
BlancOne® : A New Milestone in tooth whitening

The BlancOne® treatments are the result of a 15-year research leading to a new approach to tooth whitening, based on the development of new photochemical technologies.

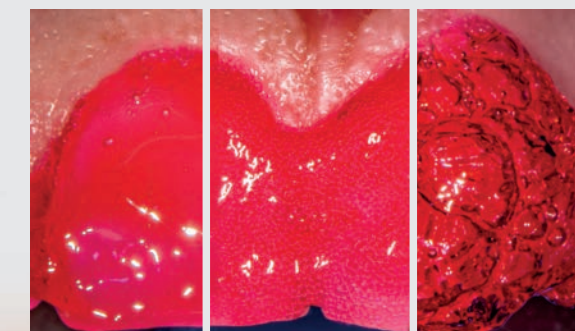
It's a proven fact that the light emitted by whitening lamps does not increase effectiveness of the peroxides used during tooth whitening, it only slightly accelerates the reaction by means of the heat transferred to the gel.

BlancOne® photochemical gels, instead, include two special components, in addition to the peroxide, which can break it down in such an effective way and at a speed which cannot be achieved by the chemical reactions of the traditional whitening systems.

- PHOTOSENSITIZERS**, special colouring agents which use the photons emitted by a lamp with specific wave lengths and reach an "excited state" transmitting a considerable amount of energy to the whole system.
- CATALYSTS**, which synthesize this energy and trigger a series of chain reactions hyper accelerating the breaking down of the peroxides.



SINGLET OXYGEN



Applied gel After 5 minutes After 10 minutes

This "explosive" energy mechanism can develop, in a few minutes, a different kind of oxygen: **SINGLET OXYGEN**, an atomic form of non-radical oxygen, capable of performing a much faster, deeper and safer oxidising action, compared to the free radicals (ROS) produced by the traditional whitening systems.



BlancOne®
Video

It all starts with a CLICK

With a typical **improvement of 4-5 shades of white***, a cost for the patient amounting to a **few dozen euros** and a comfortable **session only a few minutes long**, BlancOne® CLICK is a **new concept treatment**, an **IDEAL starting point** conceived to allow everybody to try the experience of an immediately whiter and brighter smile

- ✓ **IDEAL to approach whitening**
- ✓ **IDEAL for those who have a limited budget**
- ✓ **IDEAL finalisation of each hygiene session**
- ✓ **IDEAL for the promotional marketing of the office**

With more than 100,000 treatments performed in the last year in Italy only, and a patient's satisfaction index of 4.5 on a total of 5, BlancOne® CLICK has already become the n.1 choice of dentists and patients!

Shades assessed thanks to the Vita Classic Shade Guide adjusted for whitening. Data collected on 10,956.00 cases recorded thanks to BlancOne® PRO app.



Now, for the first time,
you can offer
the joy of a new smile,
whiter and brighter
after each dental hygiene session.

Discover the programme

BLANCONE
Clean&White
Dental Hygiene & Teeth Whitening



www.blancone.eu/pro/cleanandwhite

How to achieve the best results for your patients' smile

After having surprised your patients with BlancOne® CLICK you can show them **how to obtain even more surprising and lasting results**.

According to their preference, compliance and budget you will be able to offer them 4 different strategies:

CLICK **Repeating** CLICK treatment every 3-6 months

BlancOne® CLICK is a **very delicate treatment**, which **anybody can afford** and can therefore **be repeated often**. The ideal addition to each hygiene session.

TOUCH **Enhancing** the result thanks to the intensive treatment TOUCH

BlancOne® TOUCH is the intensive version of CLICK based on 3-4 applications in each session. A **delicate and effective whitening treatment** which can result in a **deeper and more lasting shade of white**.

HOME **Combining** to the home treatment HOME*

You can combine the **immediate results of CLICK** with the **longevity of BlancOne HOME*** thanks to our home applications kits. HOME* is available in three versions **FAST** (fast daytime), **NIGHT** (night) and **EVER** (night for maintenance, sensitive teeth and aligners).

RITUALS **Maintaining** with the RITUALS line

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

- DUETTO ACTIVE and DUETTO CARE gel toothpaste
- The whitening pen BlancOne® STICK
- Our whitening toothbrush BlancOne BRUSH
- BlancOne® LIPS, lip balms

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

ULTRA **Tooth discolorations** **medical treatment**

For **difficult cases and demanding patients**, the BlancOne® range includes ULTRA+, a **medical treatment with photochemical activation, 35% hydrogen peroxide**. Suitable for important **discolorations**, such as tetracycline stains and nonvital teeth, ULTRA+ requires the use of gingival barriers and allows up to 4 shorts cycles in the same session to reach truly surprising results without sensitivity.

BlancOne® ULTRA+ is a medical treatment (EU Directive 93/42). Its use might be limited by local regulations in some EU countries.



IN THE PRACTICE

AT HOME

Photo activating lamp BlancOne® ARCUS

The BlancOne® technological innovation is made possible also thanks to the exclusive BlancOne® ARCUS lamp which **offers several advantages**:

- ✓ The **BlancOne® treatments have been conceived** for a top performance with **BlancOne® Arcus** lamp.
- ✓ 10 powerful 5 watt led lights guarantee **top effectiveness and the fast times indicated** by BlancOne® protocols.
- ✓ The broad arch and the location of the led up to its edges guarantee the **complete activation of the gel on the whole dental arch**, sides included.

BlancOne® ARCUS* is available in two versions: mobile on casters or to be fixed on dental units.

Each ARCUS* lamp is supplied with **two kits**:
CUBE Starter Set with BlancOne® treatments
CARE Accessory set for safe and comfortable treatments

Marketing

BlancOne® offers you a series of programs and tools to **grow your teeth whitening business**.

- **Marketing tools** to help you promote whitening treatments.
- **Dedicated app** for treatment management.
- **Promotions dedicated to patients**, White for Life loyalty programs and the Open Day initiative.
- **Social and web channels** you can connect to receive lots of new patients.
- **Map of BlancOne® authorized centers** to allow new patients to find you.



New patients are looking for you...



Become a BlancOne® qualified professional Make your practice a center of excellence in teeth whitening

For patients, BlancOne® is not only synonymous with innovative and safe treatments, but also a **guarantee** that these are carried out by a **qualified dental professional**, as required by the European Directive on teeth whitening.

By scanning the QR codes of the treatments with the BlancOne PRO app and through the courses of the BlancOne Academy, you acquire **training credits to increase your professional qualification** and that of the Centre. The treatments included in the CUBE starter set and the basic tutorials available on the BlancOne Academy website are enough to **accredit your office among the BlancOne Authorized Centers published on the official website** for patients and **receive the Welcome Kit**.

In parallel with the training credits, through BlancOne treatments and courses you also acquire fan shop points with which you can **receive free RITUALS products, gadgets and marketing materials** to better promote teeth whitening and gratify your patients.

Register now as a BlancOne professional on the blancone.eu/pro website or by downloading the BlancOne PRO app and access the benefits for you and your practice.

BlancOne® PRO App: A powerful tool dedicated to BlancOne® professionals

In addition to acquiring training credits to increase your professional qualification and that of your Centre, the BlancOne® PRO app offers you numerous advantages to make your BlancOne® teeth whitening treatments even more special.

As an alternative to simply scanning the QR code, the app allows you to **profile your patients**, obtaining a **case difficulty index** and an indication of the **recommended treatments**. You can quickly and easily create a **treatment card** where you can collect all the information (type of treatment, before and after shade and photos, any unwanted effects, add-on maintenance products, check-ups, etc.).

The system will send a **certificate of the treatment performed to your patient** who will be able to **leave a review**.

Through this tool you will have available, in your reserved area on the BlancOne® portal, a **database and statistics** that will allow you to **monitor and develop your bleaching business**.

Download the BlancOne® PRO app now

BlancOne® Academy The state of the art in teeth whitening

The Academy offers BlancOne® professionals **complete and professional training on the topic of teeth whitening** based on solid **scientific research** and the **experience shared** by an international team of dentists and dental hygienists.

Through **webinars, face-to-face events and on-demand courses**, you will be able to increase your skills to propose and best implement whitening treatments, choosing the most suitable solution for each patient based on her needs.

Academy courses are divided into 3 areas:

- ✓ **SCIENCE** - learn more about the **processes and scientific evidence** behind teeth whitening
- ✓ **CLINIC** - discover the best **techniques, protocols and tricks** to deal with each case
- ✓ **EXPERIENCE** - the right way to **offer whitening and ensure a positive experience**

Access the BlancOne® Academy now with your professional account academy.blancone.eu



BLANCONE
Academy