



clean&white

BLANCONE<sup>®</sup>

**clean&White**

Have your hygiene sessions  
skyrocketing



BLANCONE®

# Clean&White

Hygiene & Teeth Whitening



Clean&White  
**Xpower**





# Clean&White

## Hygiene and Tooth Whitening In a single, fast and comfortable session

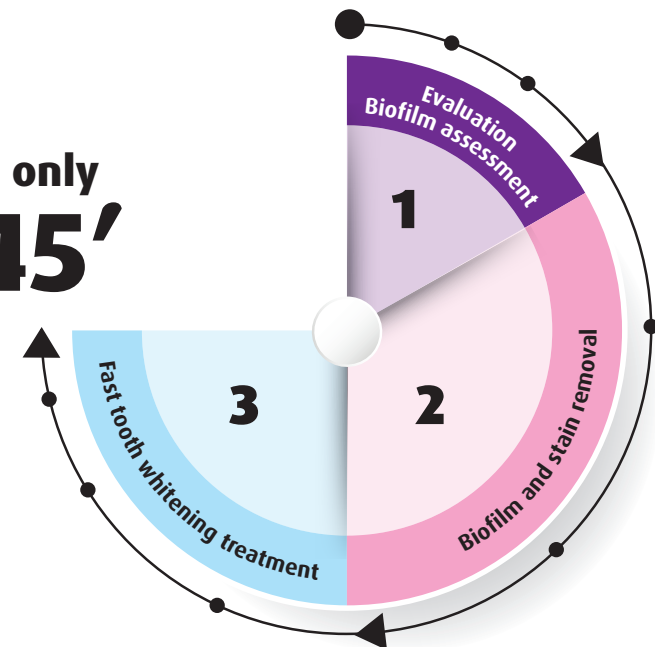
The programme **BlancOne® Clean&White** combines,  
in a single session,  
The **most advanced protocols and tools** available at the moment  
for a comfortable and **mini-invasive dental hygiene**  
to a **fast tooth whitening treatment**  
with **no sensitivity**.



CLICK

ARCUS<sup>+</sup>

In only  
**45'**







# Advantages for patients

BlancOne® Clean&White guides your patients, in a simple, immediate and affordable way, towards **advanced dental hygiene sessions** where **oral health is promoted** and the **delicate tooth whitening treatment** becomes a natural extension of the dental hygiene session, turning this into a **pleasant experience crowned by a shining smile.**

- **Dental well-being:** an advanced hygiene session, quick and comfortable, combined to a fast and painless whitening treatment in only 10 minutes.
- **Advanced technology:** thanks to the combined use of painless scaling and prophylaxis powders combined to a safe and effective whitening treatment with photoactivation.
- **Very gentle:** a fast and mini-invasive treatment which does not result in pain, sensitivity or irritation of the oral tissue.
- **Affordable price:** a high value treatment at everybody's reach





# Advantages for the office

BlancOne® Clean&White is **an innovative and modern solution** of professional hygiene aimed at **reaching and maintaining the health and beauty of a shining smile.**

The **perception and value given** to the hygiene session **are extremely amplified**, **increasing patients compliance** with home hygiene and **motivating them to repeat it regularly.**

- **Increasing patients number and loyalty:**  
intercept new patients and offer them a safe, innovative and high-quality service.
- **Stand out amongst competitors:**  
introduce a modern office equipped with the best devices and protocols
- **High level hygiene sessions:**  
use Xpower, the revolutionary device guaranteeing a delicate and effective hygiene session thanks to the guided removal of biofilm by means of prophylaxis powders.



# More value for your time

The Clean & White concept  
includes **frequent hygiene sessions**  
which allow to **maintain the health of teeth and gums**  
thanks to a faster and less invasive session,  
**minimising building and calcification of biofilm.**

Thanks to **the advanced Xpower device for dental hygiene**  
it is now possible to perform a **fast and comfortable**  
**removal of biofilm** thanks to a targeted action,  
by means of the **plaque detector**,  
and the use of **prophylaxis powders.**

The session is then completed  
by **BlancOne® CLICK**, the **fast whitening treatment**  
which **restores the enamel brightness in 10 minutes**,  
without any gingival barrier  
and **without sensitivity.**

**All this in only 45 minutes...**

**... with 10 minutes of complete relaxation  
for you and your patient!**





# Potential revenues from a day of dental hygiene sessions

## Traditional hygiene session



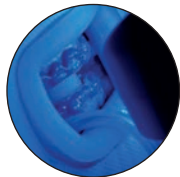
**12** hygiene sessions x € 80 each  
(average Italian price)

45'



**€ 960**  
Daily income

## Clean&White Igiene + Sbiancamento



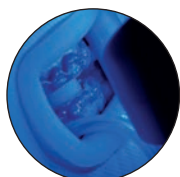
**12** Clean&White sessions x € 149 each  
(average Italian price)

45'



**€ 1.788**  
Daily income

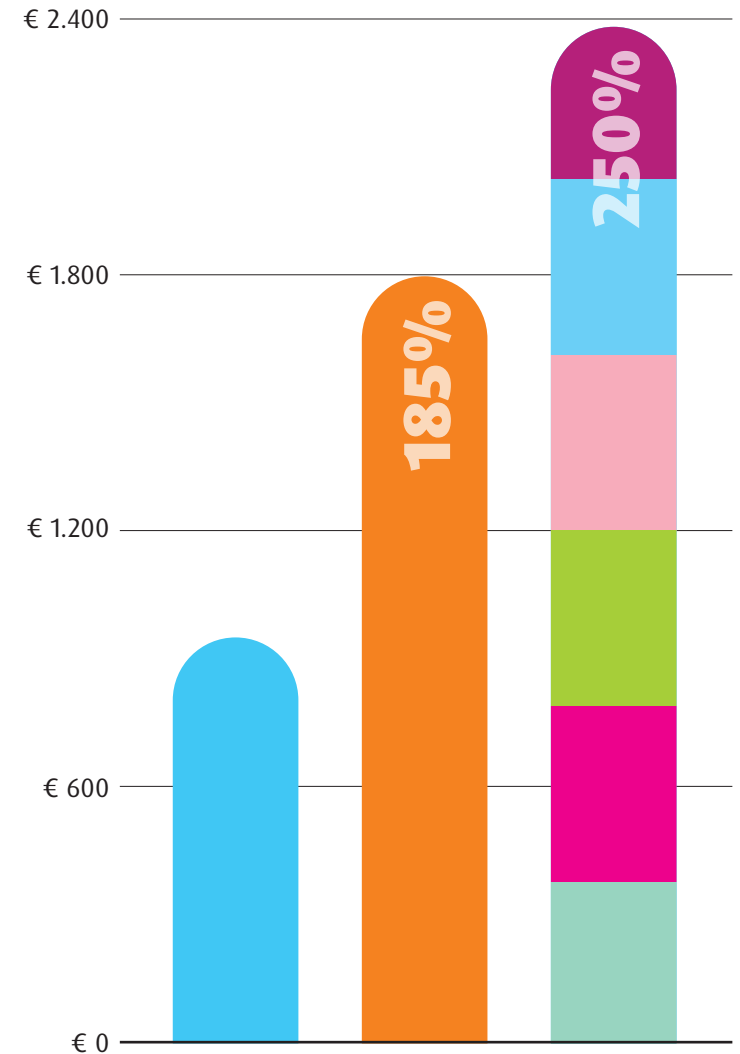
## Clean&White Igiene + Sbiancamento + Rituals



45'



**€ 2.388**  
Daily income



**12** 12 Clean&White sessions + Rituals x € 199 eac  
(average Italian price)



# Increased revenues from hygiene and cosmetic dentistry

This **new perception** encourages patients  
to require more **intensive whitening treatments**  
(BlancOne® TOUCH, ULTRA e HOME)  
to reach even **more satisfying results**,  
and to purchase **maintenance products** (BlancOne® RITUALS)  
while being more prone to **conservative  
and cosmetic orthodontic interventions**.

Clean&White becomes **the engine driving  
your office** revenues  
both with regards to dental hygiene  
and aesthetic dentistry.

## Clean&White

# 80%

«I have increased my revenues  
from whitening treatments»\*

# 95%

«I have increased my patients compliance  
with dental hygiene»\*

# 95%

«I have increased my patients  
loyalty»\*

# 92%

«I am happy and recommend  
BlancOne® CLICK to colleagues»\*

\* CLICK customer experience 2020  
700 Keystone Italian dentists and dental hygienists



# Programmes and packages

Thanks to its higher frequency,  
the session becomes shorter and more comfortable.

With a reduced chair time,  
you can offer cost-effective annual packages.

<b>Clean&amp;White</b>		<b>Recommended price for patients</b>
<b>Individual session</b>	<ul style="list-style-type: none"> <li>- Check-up visit</li> <li>- Biofilm assessment</li> <li>- Biofilm removal</li> <li>- Fast tooth whitening session</li> </ul>	<b>€ 149</b>
<b>Clean&amp;White Annual set</b>	<b>Prezzo consigliato al paziente</b>	<b>Recommended price for patients</b>
<b>2 sessions</b> Every 6 months	<b>€ 259</b>	€ 129 per session
<b>3 sessions</b> Every 4 months	<b>€ 359</b>	€ 119 per session
<b>4 sessions</b> Every 3 months	<b>€ 459</b>	€ 109 per session
		<b>Recommended price for patients</b>
<b>Maintenance Kit</b> 3 months	<ul style="list-style-type: none"> <li>- BRUSH Whitening toothbrush</li> <li>- STICK Whitening stick</li> <li>- DUETTO Active Whitening toothpaste gel</li> <li>- DUETTO Care regenerating toothpaste gel</li> <li>- LIPS 100% natural lip balm (x2)</li> </ul>	<b>€ 49</b> <b>Only with C&amp;W</b>





## Technical Specifications:

Power adapter input .....100VAC - 240VAC 50Hz/60Hz

Main unit input.....200VA

Frequency .....30kHz±5kHz

Inlet air pressure .....5.5 bar-7.5 bar (0.55Mpa-0.75Mpa)

Water temperature.....≤45°C

Powder output .....0.1g/min—8g/min

Dimensions.....320\*330\*120mm

Weight .....4.0 Kg



**Clean & White**  
**Xpower**



# Advanced 2 in 1 device for professional oral hygiene

C&W Xpower combines  
a high-frequency ultrasonic scaling handpiece  
with optical fibre to the high-performance air polisher  
with automatic switch over  
between the two systems according to the handpiece chosen.

## 5 operating modes: General scaling, Perio, Endo, Air polishing and Cleaning

C&W Xpower allows a fast and easy removal of  
dental calculus, pigmentation, plaque, soft deposits,  
tartar and stains from the teeth surface,  
prosthetics, implants and orthodontic brackets.  
The cleaning programme allows easy maintenance of the device  
which can therefore be efficient and ready for use at all times.





# 5 handpieces with sterilising kits

## **S - Scaling**

Handpiece for  
Supra and subgingival scaling,  
torque wrench, box

## **AP - Air Polishing**

Handpiece for supra-gingival  
air polishing,  
box

## **PAP - Perio Air Polishing**

Handpiece for subgingival and  
interproximal air polishing  
20 disposable tips



**S**  
**2x**



**AP**  
**2x**



**PAP**  
**1x**





## LCD touch screen control system

C&W Xpower wide and elegant LCD 7-inch screen allows easy view and implementing of controls, with the possibility of accurately adjusting with a single touch, vibrating power, powder and water flow.



## Wireless multifunction foot control

C&W Xpower identifies and automatically commutes the foot control in wired or wireless modes.

The control includes easy to use multifunction controls. The 5.0 ULP Bluetooth technology guarantees reduced consumption and extra-long stand-by time.



Dry mode



Boost mode

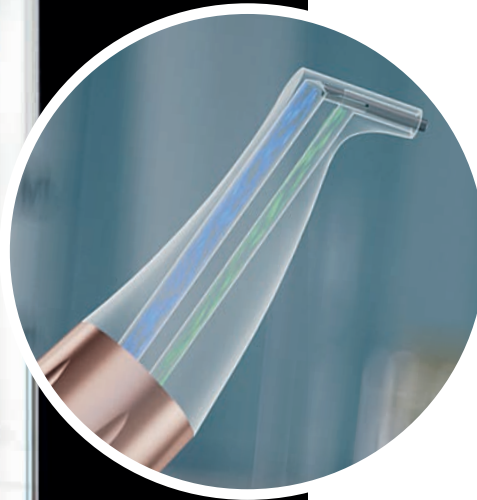


Cleaning mode



# **Powder tank with funnelled reservoir for a uniform jet.**

The C&W Xpower plug-and-play tank is easy to install and load with powder. The aerodynamic double radiant design of C&W Xpower tank allows uniform jets and high treatment effectiveness.



## **High performance clog free system**

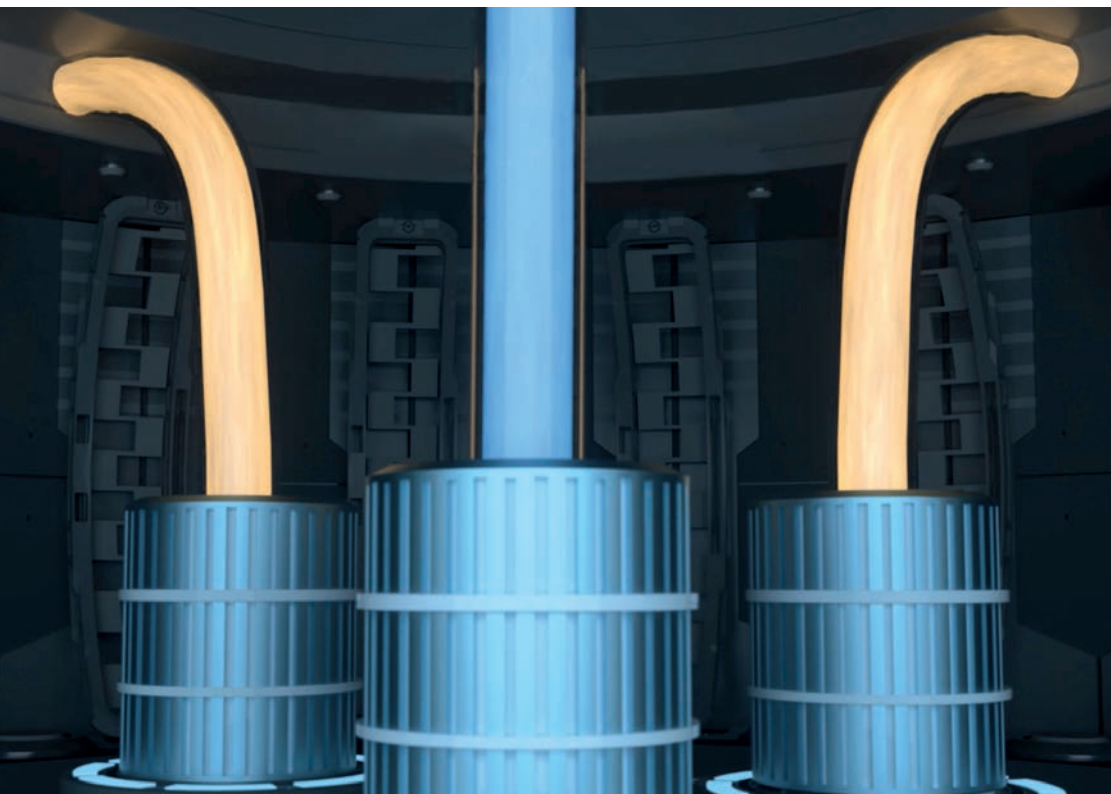
Equipped with a filtering system to obtain dry air and avoid humidity in the powder, the special nozzle with process control of C&W Xpower effectively reduces clogging, preventing the powder to become humid by means of water reflux.





## Wide tank for water and solutions, easily rechargeable

C&W Xpower 800ml water tank reduces the need of water recharging, simplifying and accelerating operations. C&W Xpower allows the use of chemical solutions such as hydrogen peroxide sodium hypochlorite and chlorhexidine to increase the treatment clinical effectiveness. The special C&W Tabs have a pleasant flavour and guarantee easy maintenance of the hydraulic system.



## Automatic water temperature control for your patients comfort

C&W Xpower is equipped with an automatic heating system which maintains water at a constant temperature (30°C) guaranteeing a stable performance and comfortable treatment.



# Elliptic vibration for comfortable scaling and polishing

C&W Xpower is equipped with an automatic frequency tracking system, according to the tip used together with high frequency and micro-oscillation (1-90μ) equal to one third of the diameter of a human hair.

The vibration, with its elliptic trajectory, reduces the impact on the tooth preventing pain for an extremely comfortable scaling for patients.

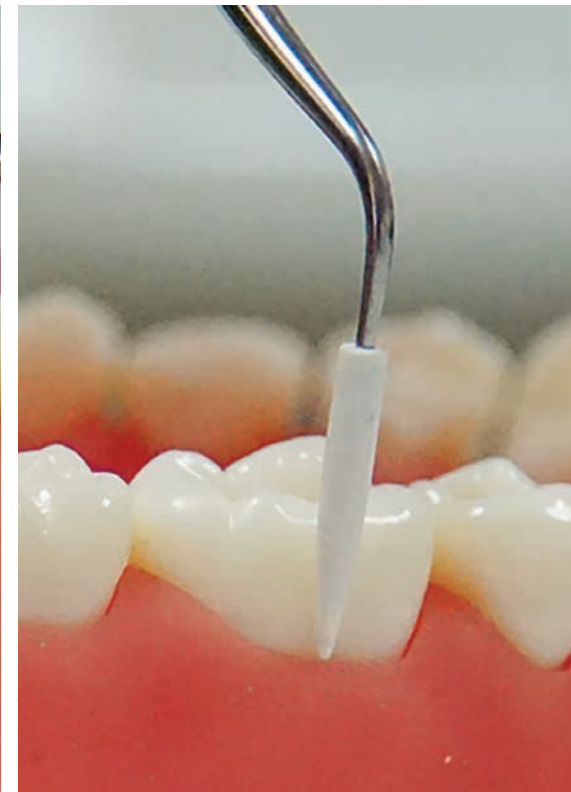
## Special extra delicate scaling tips

### **Titanium Perio Tip (P59T)**

For mini-invasive treatments of the root cement

### **Coated tip (P90)**

Ultra delicate for the cleaning of implants





# Wide range of standard fittings

**C&W Xpower is supplied  
with a wide range of standard fittings including:**

- **5 handpieces:**
  - 2 Scaling (S),
  - 2 Air Polisher (AP),
  - 1 Perio Air Polisher (PAP)
- **2 powder tanks:**
  - 1 for FAST powders (65mµ),
  - 1 for MILD powders ( $\leq 25\text{m}\mu$ )
- **12 scaling tips:**
  - 1 for supra-gingival scaling (G4),
  - 3 for subgingival scaling (P1, P3, P4),
  - 1 super comfortable titanium tip for subgingival scaling (P59T),
  - 2 tips for root planing (P2R, P2L),
  - 1 tip with soft end for implant cleaning (P95)
  - 4 endodontic tips (E3, E3D, E6, E62)
- **2 bottles of powder (bicarbonate 65mµ, glycine 65mµ)**
- **20 disposable perio tips (PAP handpiece)**
- **4 sterilising boxes**
- **2 torque wrenches**
- **Set of cleaning needles**
- **Wireless foot control**
- **Cables, fittings, accessories and spare parts**

**REF 540300**

**Clean&White XPower**

Ultrasonic Scaler & Air Polisher





# Prophylaxis powder

**Ideal comfort, mini-invasive,  
maximum prevention**

Low hardness ingredients  
and fine particles reduce the possibility of  
damaging soft tissues and enamel.

Anti-inflammatory,  
Anti-bacterial and anti-decay materials  
for a fast and effective cleaning.

**REF 540301**

**Clean&White Xpower SBC 65**

Sodium bicarbonate - FAST 65µm  
Package - 4 bottles 300 gr each

**REF 540303**

**Clean&White Xpower GLC 65**

Glycine - FAST 65µm  
Package - 4 bottle 200 gr each

**REF 540306**

**Clean&White Xpower GLC 25**

Glycine - MILD 25µm  
Package - 4 bottles 120 gr each





# Wide range of clinical applications

**FAST**



Supra-gingival scaling

**FAST**



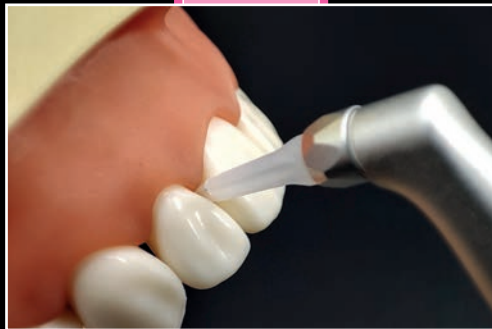
Supra-gingival scaling

**MILD**



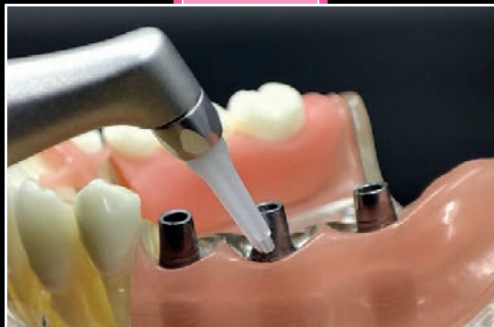
Periodontal cleaning (>3mm)

**MILD**



Interproximal cleaning

**MILD**



Abutment and implant cleaning

**MILD**



Orthodontic brackets cleaning

	<b>FAST</b>	<b>FAST</b>	<b>MILD</b>
Model	SBC65	GLC65	GLC25
Granulometry	65pm	65pm	25pm
Aromatic composition	Sodium bicarbonate Sodium carbonate Silica	Glycine Silica	Glycine Silica
Packaging specifications	300g	200g	120g
pH	8.1	6	6
Implant	✗	✗	✓
Orthodontic brackets	✗	✗	✓
Implants	Hybrid composite	✗	✓
	Glass ionomer	✓	✓
Soft tissues	Gums	✗	✓
	Tongue and palate	✗	✓
Teeth	Stains and initial stages of calculus	✓	✓
	Enamel	✓	✓
	White enamel lesions	✗	✓
	Pits and fissures	✗	✓
	Dentin	✗	✓



# Standard dental hygiene tips

## Supra-gingival

5400G4

**G4**

Removing supragingival and interproximal deposits



## Subgingival

5400P1

**P1**

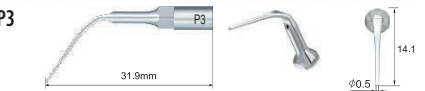
Removing shallow pocket subgingival deposits



5400P3

**P3**

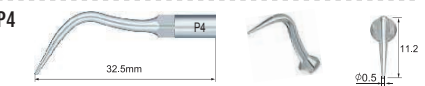
Removing shallow pocket subgingival deposits



5400P4

**P4**

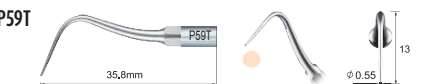
Removing shallow pocket subgingival deposits



5400P59T

**P59T Ultra-comfortable titanium tip**

Applicable for all buccal and lingual area

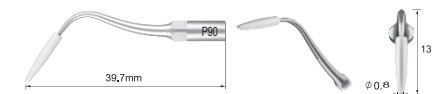


## Implant cleaning

5400P90

**P90 Soft tip**

Implant cleaning



## Root planing

5400P2R

**P2R**

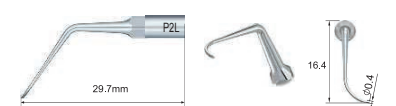
Right angle instrument to remove calculus from very narrow inter-root space and furcation



5400P2L

**P2L**

Left angle instrument to remove calculus from very narrow inter-root space and furcation



5400P3D

**P3D Diamond tip**

Diamond coated for root planning after the periodontal flap surgery



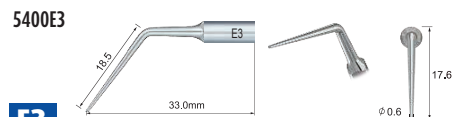


# Endodontics tips

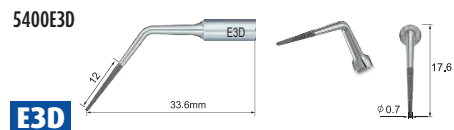
# Other hygiene tips

(not supplied with Xpower)

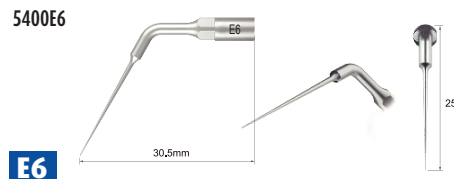
## Endodontics



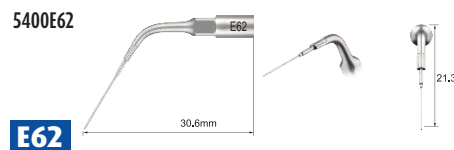
Gutta percha fusion



Diamond tool for root canals widening and file access

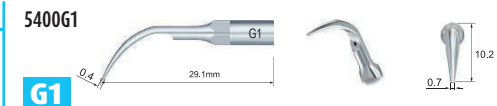


Titanium tool for the removal of broken endodontic files within the canal

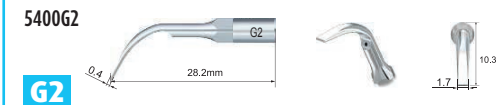


Smooth surface tool for canal irrigation

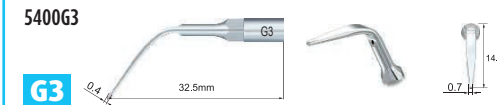
## Supra-gingival



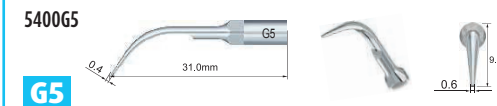
Removal of supra-gingival deposits in all quadrants



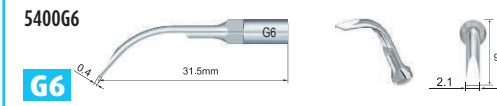
Removal of calcified supra-gingival deposits in anterior teeth



Removal of supra-gingival deposits in all quadrants included interproximal and sulcus areas



Removal of supra-gingival deposits in all quadrants



Removal of large supra-gingival deposits



# BLANCONE<sup>®</sup> **Clean&White** **Water Jet Tablets**

Water jet tablets

Fast dissolving dental effervescent tablets.

A pleasant mint flavour,  
these give the water a soothing blue colour evoking  
hygiene and cleanliness.

Keeping the dental hygiene device  
fresh and perfumed  
they prevent deposit build-ups along the pipes.

They improve biofilm removal  
releasing fluoride to prevent  
tooth decay and reinforcing the enamel.



REF 340500  
**C&W Water Jet Tabs**  
Water jet tablets 120 pieces



# BLANCONE Clean & White Reveal

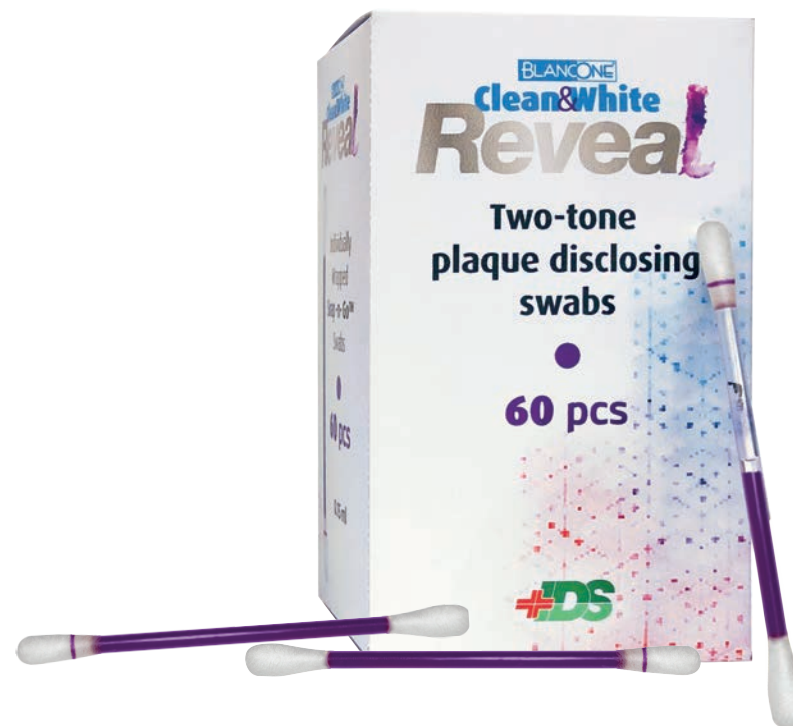
## Biofilm Disclosing Swabs

Two tone biofilm plaque disclosing swabs,  
Snap -n- go™

Practical swabs,  
pre-loaded with two-tone plaque detector in hygienic  
individual packaging.

These detect in a clear way recently deposited biofilm  
and calcified deposits.

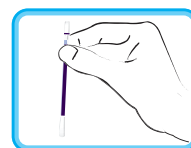
By folding the tip end with the ring,  
the opposite end of the swab is soaked  
with liquid for a clean and targeted application



## Biofilm Detection

### For ideal results:

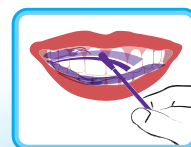
To avoid finger contamination while opening the swab  
we recommend to:



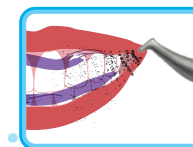
1) Remove the swab from the packaging. Hold the swab with the round coloured sign towards the top. Place fingers next to the ring.



2) Gently fold on one side by the coloured round sign. The liquid will flow to the lower end of the cotton tip.



3) Sponge teeth and gingival margin. Gently rinse and check results by means of a mirror.



4) Proceed with the dental hygiene, paying attention to the highlighted arease.

REF 340401 C&W Reveal - Disclosing swabs 60 pieces



# BLANCONE Clean & White OxyGel

## Biofilm Soaking Gel

**Pre-surgery gel for dental hygiene  
and cleaning of periodontal pockets**

Thanks to the combined action of urea,  
hydrogen peroxide (CP11%) and disodium EDTA (1%)  
it dissolves biofilm while softening the calcified deposits.

The peroxide carries out a haemostatic action,  
the gel furthermore contains hyaluronic acid  
to improve healing of the soft tissues  
together with potassium nitrate to reduce sensitivity.

The hygiene session will be faster and more comfortable  
maximising the subsequent penetration  
of the whitening principles.



REF 340345 C&W Oxy Gel - Pre-surgery gel 5ml



CLICK

*Click your smile*  
**Brighten your patients  
smile  
in just 10 minutes**





# BlancOne® CLICK: a revolutionary and unique fast whitening treatment, to be combined to the dental hygiene session.



## Effective at low concentrations

For the first time we made effective in office whitening treatments with low concentration of hydrogen peroxide (<6%), according to what provided for by European Directive 84/2011, the most advanced regulation with regards to consumers safeguard.



## Without gingival protection

We created the only in office whitening treatments which do not require protection of the mucous membrane, removing the most delicate passage of the procedure which can be performed in a safe and simple way.



## Only ten minutes

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



## Without pain or sensitivity

Thanks to a very fast action time, all in office BlancOne® treatments do not attack or dehydrate the enamel, and do not create pain or sensitivity, they are in fact the only products on the market free from desensitising and remineralising agents.



## Accessible and repeatable

Thanks to its fast sessions and contained costs, BlancOne® CLICK can be recommended at an affordable price. Ideal for those who want to approach whitening treatments, it can be repeated frequently and introduce more intensive treatments.



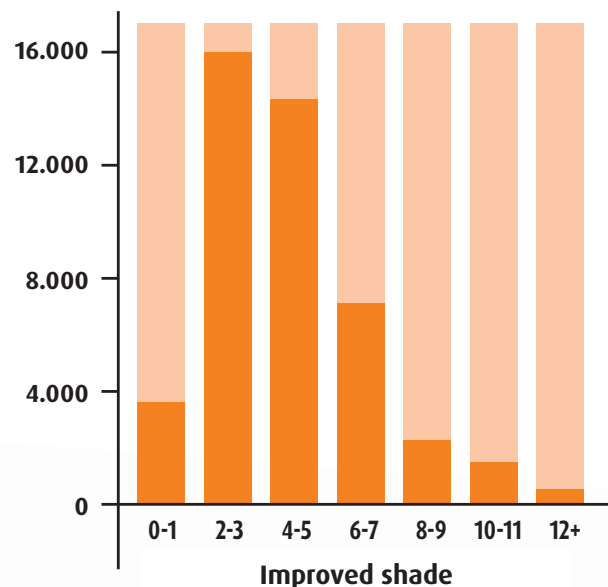
**REF 013012 BlancOne® CLICK**  
12 fast post-hygiene CP16%  
tooth whitening treatments kit.



# A satisfying experience

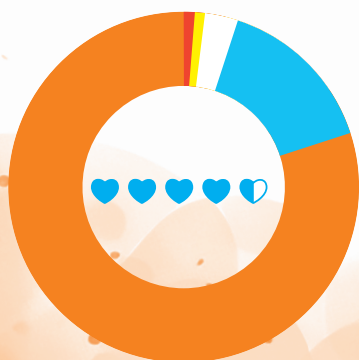
## Effective whitening

43.000 patients



## Satisfaction index

2.100 patients



# Photoactivating lamp BlancOne® ARCUS



BlancOne® technological innovation has been made possible also thanks to the exclusive BlancOne® ARCUS+ lamp with its **numerous advantages**:

- **BlancOne® treatments have been designed** for a top performance thanks to **BlancOne® Arcus lamp**.
- 10 powerful 5 watt led lamps guarantee **maximum effectiveness and speed within the time** indicated by BlancOne® protocols.
- The extended span and the led lamps located also at both ends guarantee a **complete activation of the gel on the whole arch**, laterals included.
- CARE Kit included with all **its accessories** for a **safe and comfortable whitening** treatment together with **maximum communication** with patients.



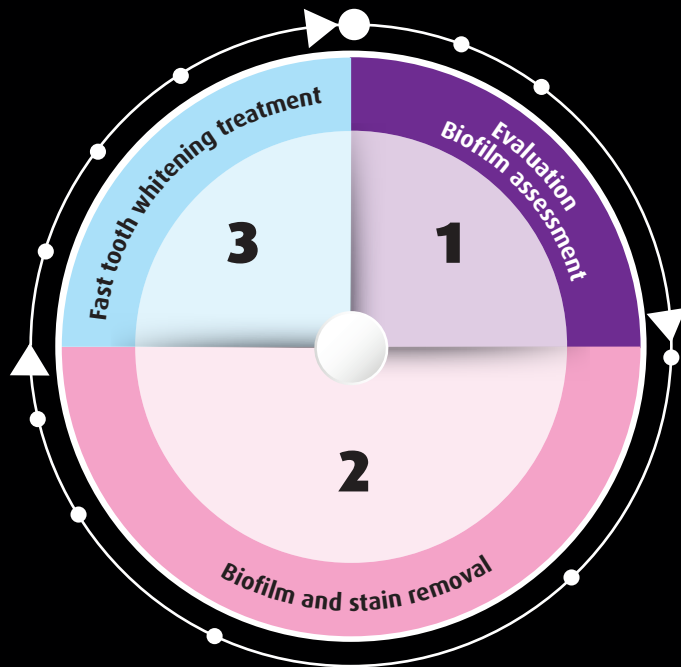


# First session

This kind of session is indicated as the **first part of a C&W journey**, for those patients who undergo hygiene sessions only once a year or very occasionally, with an important build-up of **biofilm and calcification of hard deposits**.

Ideal also for patients with **special needs** such as dental implants, orthodontic brackets, deep pockets or extensive superficial stains requiring a thorough professional hygiene.

It requires careful assessment of the tissues and suitable **motivation by the patient** towards a correct home dental hygiene, together with an extensive use of supra and subgingival scaler and perio air handpiece (PAP).



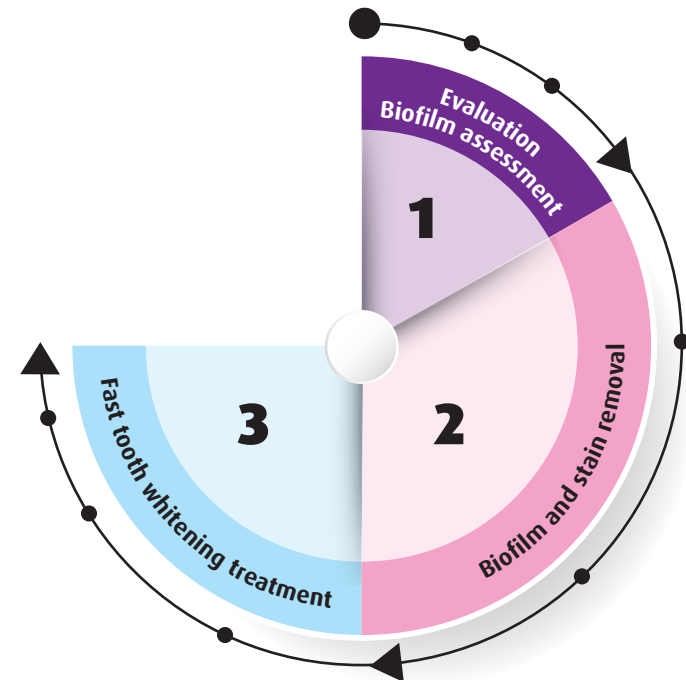
**60 minutes**

# Following sessions

This can be planned as a **maintenance session after the initial one**, for those patients who do not have particular needs and who follow a **C&W programme** including **2 to 4 sessions per year**.

According to the frequency of the C&W sessions **the hygiene time can be reduced** completing the C&W protocol in 45 minutes or less.

The **session** will therefore be **very fast, comfortable and satisfying for your patients**.



**30-45 minutes**



# Clean&White

## Step by step session protocol

### 1. Assessment and Detection

#### 1.1 Assessment

Evaluation of the condition of the oral cavity soft and hard tissues and initial photographic report.



- a) Rinsing with antiseptic mouthwash.
- b) Anamnesis.
- c) Assessment of teeth brightness.
- d) Initial photographic report.



## 1.2 Biofilm detection

The practical C&W Reveal swab, preloaded with two-tone plaque detector, allows the localization of biofilm while distinguishing between recently formed and calcified one, encouraging patients motivation and guaranteeing the complete biofilm removal.



- a) Apply the plaque detector with the preloaded C&W Reveal swab.
- b) Rinse with a syringe and remove the detector in excess by means of suction.
- c) Photographic report with plaque detector.



## 1.3 Patient motivation

Patients synergy between in office sessions and home oral hygiene is fundamental for the care of their smile.

By means of a mirror and of the plaque detector, we can help and motivate patients to perform a correct home hygiene procedure and safeguard the health of tissues until the next session.

**A healthy patient = a radiant and healthy smile = happy patient.**



## 2. Biofilm and stains removal

The removal of biofilm, concretions and stains by means of the advanced C&W Xpower dental hygiene device is extremely comfortable for the patient and can achieve ideal results in a shorter time compared to a traditional hygiene session.

Several of the following steps depend on the specific condition of the patient (calcified biofilm, smokers, implants, periodontal disease, etc.).

For most patients with healthy oral cavities, who follow a proper home hygiene and undergo frequent Clean & White sessions, the exclusive use of prophylaxis powder is generally sufficient for a fast removal of supra-gingival biofilm (2.2).

Protect patients with goggles, BlancOne® LIPS and BlancOne® face protections.

### 2.1 Pre-treatment (OxyGel)

In case of calcified biofilm concretions, apply the carbamide peroxide and hyaluronic acid based periodontal gel C&W OxyGel to soften calcified deposits, decontaminate pockets and soothe soft tissues.

This passage allows a faster and more comfortable removal of the deposits.



- a) Apply OxyGel in the gingival sulcus and on the concretions of calcified biofilm.
- b) Leave to work for 1-2 minutes.
- c) Remove gel by suction.



## 2.2 Removal of supra gingival biofilm

Use the Xpower AP (Air Polishing) handpiece, Xpower powders type MILD\*.  
Remove protections and ask the patient to rinse.



## 2.3 Rimozione dei depositi calcificati

Use the Xpower S (Scaling) scaling handpiece:



Supra-gingival scaling tips type G\* or P\*,  
programme G (General scaling).  
• Subgingival scaling, tips type P\*,  
programme P (periodontal).

\* Check the Xpower scaling tips and prophylaxis powders tables for further details.

## 2.4 Removal of sub gingival biofilm

Use the Xpower PAP (Perio Air Polishing) handpiece, Xpower powders type MILD\*.  
Remove protections and ask the patient to rinse.

## 2.5 Stains removal

Use the Xpower AP (Air Polishing) handpiece, Xpower powders type FAST\*.



## 2.6 Remove protections and ask the patient to rings



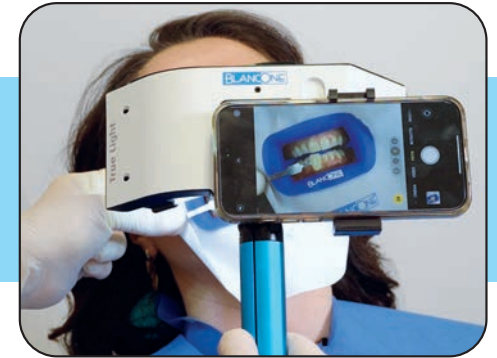
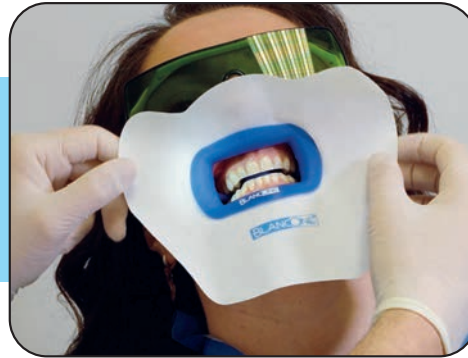
## 3. Whitening

To complete the dental hygiene session, BlancOne® CLICK is performed, this is the sole cosmetic whitening treatment which can be performed in a few minutes immediately after the dental hygiene session.

BlancOne® CLICK is extremely gentle on teeth and gums, without the need for gingival barriers and with no sensitivity.

### 3.1 Patients preparation

- a) Apply BlancOne® LIPS again, make sure patients are wearing BlancOne® check retractor, BlancOne® face protections and blue light filtering goggles.
- b) Assessment of teeth brightness.
- c) Post-hygiene/pre-whitening photographic report



### 3.2 Whitening gel application



Once the whitening gel has been prepared, apply a layer, 1-2mm thick, on the labial surface of the teeth to be treated.

### 3.3 Whitening gel photo-activation

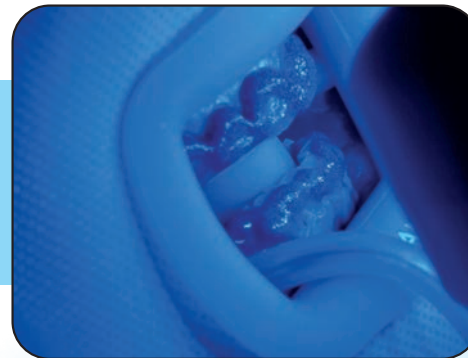


Photo-activate the whitening gel for 10 minutes by means of BlancOne ARCUS photo-activating lamp, keeping the head of the lamp at a distance of 5-10 cm from the patient's mouth.



### 3.4 Removal of whitening gel



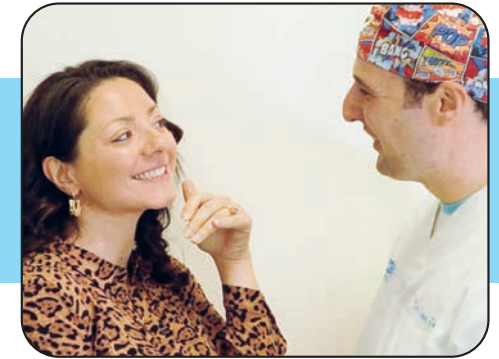
Remove the exhaust gel with by means of a cotton roll, remove residuals by suction and rinse with the air-water syringe.

### 3.5 Polishing and enamel treatments

Polish teeth according to the preferred mode applying possible enamel treatments.

### 3.6 Diagnosis and follow-up

Complete the session by sharing the results with the patient by means of a mirror.



- Assessment of teeth brightness.
- Final photographic report.
- Sharing and discussing results with the patient.
- Proceed with final session diagnosis and define follow-up:
  - In case the patient wishes to further improve smile brightness, suggest a BlancOne® intensive whitening treatment (TOUCH-ULTRA) or at home (HOME).
  - If the patient is happy with the final result, make an appointment for the next Clean&White session in 3-6 months.



# Clean&White

## Materiale marketing

C&W Bag  
C&W Table board  
C&W Patient Brochure  
C&W 3 posters set

C&W Roll up  
C&W Selfie sticks  
C&W Video for waiting room  
C&W Materials for social networks (download)







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