



#### + DAY

6% Hydrogen Peroxide Gel (Fast Results - should see within a week) Worn for 1 hour.

#### + NIGHT

16% Carbamide Peroxide Gel (Fast Results - should see within a week) Worn for 4 hours, or overnight.

- + Manufactured in the USA
- + Basically a 2.5/3 to 1 ratio
- + The syringes do contain more gel than some of the other brands, each is 3ml.
- + Hydrogen Peroxide and Carbamide Peroxide do the same thing but HP releases the Oxygen Radicals 2.5/3 times faster than CP hence the % difference.
- + **Price** – The ethos of the Boutique brand is to offer a very competitive price – just one flat rate no further discounts or buy so many get so many free.
- + **Contains Potassium Nitrate** - this has desensitising properties, allowing the dentist to eliminate using a separate desensitiser, making the process a little quicker.
- + **High Viscosity** - enabling it to stick to the teeth better and helping to eliminate wash out from saliva.
- + **Reduce Dehydration** – Water integrated gel
- + **Neutral PH Balance** – helps protect the enamel as some whitening products can be acidic.
- + **Packaging Presentation** – the kits and refills are packaged to a very high spec.
- + **Customising/Personalising** – the kits can be personalised to have the Dental Practices Logo on the packaging, though there is a minimum order of 10 kits for this. Not sure of the turn around on this Charlie is still awaiting info.
- + **Whitening Trays** – If trays are required they can take the £55 option and the dentist can take the impression and send it to the Lab Boutique are using, these will then be made and sent back.
- + **Competitors** - Optident – Opalescence 1.2ml syringe - At the moment we are the only wholesaler selling the product, however Boutique does sell direct to dentists.