

## REAL SCIENCE

Colgate® Optic White Professional is clinically proven to deliver fast, easy and effective whitening. Colgate® Optic White Professional removes both surface and embedded stains from teeth. It is formulated to prevent dehydration of the teeth and the viscous gel enhances retention on tooth surface.

## REAL WHITENING

Professional supervision, personalised treatment, and powerful whitening agents contribute to the outstanding results of Colgate® Optic White Professional.

## REAL CONVENIENCE

Colgate® Optic White Professional, in partnership with your dental practitioner, offers the option that best fits your whitening needs. With its sleek, reusable case, you will be able to take Colgate® Optic White Professional with you wherever you go.



Because you **trust Colgate®**  
and your Dental Practitioner  
to give you a **whiter,**  
**brighter smile.**

Schedule your appointment today!

**Colgate®**  
YOUR PARTNER IN ORAL HEALTH



Questions? Comments?  
(Free Call) 1800 802 207 (Australia)  
or 0800 441 740 (New Zealand).  
[www.colgateprofessional.com.au](http://www.colgateprofessional.com.au)  
[www.colgateprofessional.co.nz](http://www.colgateprofessional.co.nz)

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**Colgate®**  
**OPTIC**  
**WHITE™**  
**PROFESSIONAL**  
WHITENING SYSTEM

**TAKE-HOME**  
**WHITENING**  
**SYSTEM**

**VISIBLY**  
**WHITER TEETH**  
**IN 3 DAYS.\***

**CAUTION**  
Rinse off all tooth or contact  
with water after use. Do not  
swallow or ingest.

**Colgate®**  
**OPTIC**  
**WHITE™**  
**PROFESSIONAL**  
WHITENING SYSTEM

4 x 3.1g NET WT. SPRINKLES

**CAUTION**  
Rinse off all tooth or contact  
with water after use. Do not  
swallow or ingest.

**Colgate®**  
**OPTIC**  
**WHITE™**  
**PROFESSIONAL**  
WHITENING SYSTEM

2 x 3.1g NET WT. SPRINKLES

TOTAL NET WT. 6.20g

\*Mohan et al: Journal of Dentistry 36 (2008) 21-26

# HAVE YOU EVER...

**Considered** whitening your teeth?

**Wondered** whether whitening is safe for your teeth?

**Been dissatisfied** with over the counter whitening?

**Decided** not to whiten your teeth with brands you have never heard of?

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## IF YOU AGREED WITH ANY OF THE ABOVE, WE HAVE GOOD NEWS FOR YOU!

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Colgate is pleased to offer dental patients **Colgate® Optic White Professional** – take-home teeth whitening system. Colgate® Optic White Professional, in partnership with your dental practitioner, offers you **professional whitening options that are fast, easy and effective.**

## FREQUENTLY ASKED QUESTIONS

### What causes tooth discoloration?

There are many causes; the most common include aging, coffee, red wine and smoking.

### Am I a good candidate for whitening?

Almost anyone can benefit from professional whitening. Generally, those individuals with healthy teeth respond best. Your dental practitioner can help you make the best decision based on an evaluation of your teeth.

### Are whitening procedures safe?

Research and clinical studies have proven that tooth whitening under the supervision of a dental practitioner is safe for teeth and gums. Colgate® Optic White Professional is dentist-dispensed. Your dental practitioner is the best person to recommend the appropriate treatment for you.

### Are there any side effects?

In some instances, you may experience mild sensitivity. If sensitivity occurs during the process, consult your dental practitioner. If you have a history of sensitive teeth or gums, mention this to your dental practitioner during your evaluation.

### What is the difference between professional whitening and retail store whitening?

Professional supervision is a key factor for successful whitening. You get a personalised evaluation by your dental practitioner. You also get a custom-fit tray that ensures a comfortable fit over your teeth and enhances the delivery of the active ingredients to your teeth. Furthermore, professional systems generally have higher strength whitening agents.

### What is a professional take-home procedure?

Professional take-home whitening is dispensed by your dental practitioner and typically involves wearing a custom tray in your own home. Colgate® Optic White Professional provides visibly whiter teeth in 3 days\* with only 30 minutes of wear time once a day.

### I'm interested, what do I do next?

Tell your dental professional that you are interested in Colgate® Optic White Professional whitening. After completing an oral exam, your dental professional will recommend the procedure that is best for you and will guide you through the entire process.



**Ask your dental practitioner today how you can get a whiter, brighter smile with Colgate® Optic White Professional.**