

PREMIUM WHITENING

CAVEX WHITEPAPER

Everything you should
know about at-home
teeth whitening.

YOUR
IMPRESSION
IS OUR
SPECIALTY

CAVEX

P R E M I U M W H I T E N I N G

EVERYTHING YOU NEED TO KNOW ABOUT AT-HOME TEETH WHITENING

-

TEETH WHITENING TREATMENTS HAVE BECOME INCREASINGLY POPULAR OVER THE LAST YEARS. ALL ACROSS THE WORLD, PEOPLE ARE LOOKING FOR THE BEST WAY TO WHITEN THEIR TEETH AND MAKE THEIR SMILE BRIGHT AND RADIANT AGAIN.

When it comes to teeth whitening, there are various methods available. This whitepaper will focus on at-home teeth whitening and will provide you with all the information you need to achieve the best results.

Topics covered

- Why is teeth whitening so popular?
- Three misconceptions about whitening
- Do-it-yourself teeth whitening trends
- How does whitening work and why
- ABC Masterkit: The unique 3 step system
- Ready 2 Use: Economic whitening solution
- ABC Masterkit: before and after results

We will make sure you are an expert on the topic after you finish reading. So grab a cup of coffee and let's get started.



W H I T E P A P E R

CAVEX

PREMIUM WHITENING

WHY IS TEETH WHITENING SO POPULAR?



TEETH WHITENING IS BECOMING INCREASINGLY POPULAR AND FOR GOOD REASON. A BRIGHTER AND WHITER SMILE CAN MAKE YOU LOOK YEARS YOUNGER AND BOOST YOUR SELF-CONFIDENCE. STUDIES EVEN SHOW THAT A STAGGERING 85% OF THE POPULATION CONSIDERS A BRIGHT SMILE TO BE THE MOST IMPORTANT FACTOR FOR A PERSON'S ATTRACTIVENESS.

Teeth whitening has become the most popular dental treatment in the last few years. Why? People are always searching for beauty and having a bright smile is a big part of this. Even in ancient times people used substances like vinegar and pumice to whiten their teeth. Luckily for us today, we can rely on professional whitening solutions that give excellent long-term results.

Nowadays teeth whitening treatments have become easy, fast, effective and affordable. Therefore, everybody can have a bright and radiant smile for a very long time.



WHITEPAPER

CAVEX

PREMIUM WHITENING

UNFORTUNATELY, THERE ARE STILL MANY MISCONCEPTIONS ON THE TOPIC OF TEETH WHITENING. LET'S HAVE A LOOK AT THESE MISCONCEPTIONS AND FIND OUT THE TRUTH ABOUT THEM ONCE AND FOR ALL.

THREE MISCONCEPTIONS ABOUT WHITENING

1. TEETH WHITENING IS HARMFUL TO TOOTH ENAMEL

Fun fact: tooth enamel is the hardest tissue in the human body. It ranks number 5 on Mohs hardness scale (between steel and titanium).

There have been claims that teeth whitening could be harmful to tooth enamel. Is this true? The answer is that it depends on the conditions in the mouth during the whitening treatment, specifically the pH value. Saliva naturally present in the mouth has a pH value slightly above six.

The optimal pH value for whitening is around seven/eight which is relatively neutral. This value should be achieved before starting the whitening treatment. If this guideline is followed then teeth whitening products may be in contact with intraoral structures for longer periods of time and may be used daily to whiten the teeth¹.

So how can you achieve the optimal pH value in your mouth for a whitening treatment? The Cavex ABC Masterkit uses a pre-treatment activator paste to raise the pH to the optimal value, ensuring maximum whitening results while minimizing the risk of potential damage.

We advise to use professional products due to the strict rules and regulations these products have to conform to before entering the market. Professional whitening solutions are prescribed by the dentist. When using them follow the dentist's and manufacturer's instructions carefully to ensure safe results.

¹Source: The pH of tooth-whitening products – R.B. Price, M. Sedarous, G.S. Hiltz

2. RADIANT WHITE TEETH CAN BE ACHIEVED AFTER ONLY ONE TREATMENT

While professional whitening solutions are highly effective, expecting completely white teeth after just a single treatment is not realistic. It generally takes multiple treatments before you will start to see a difference. It also depends on the percentage of hydrogen peroxide used in the whitening gel. At-Home whitening solutions in the European Union generally contain around 6% hydrogen peroxide, and therefore require multiple whitening sessions to achieve maximum results.

3. THE MORE WHITENING GEL, THE BETTER THE RESULT

Dentists recommend to use small drops of whitening gel if you use an at-home whitening solution. You do not need more than a small drop per tooth. A larger amount of whitening gel does not speed up the whitening process. Moreover, it could irritate your gums.

P R E M I U M W H I T E N I N G

DO IT YOURSELF TEETH WHITENING TRENDS



-
FROM SOCIAL MEDIA TO WELL-MEANT ADVICE AT BIRTHDAY PARTIES, MOST PEOPLE HAVE HEARD ABOUT “DO-IT-YOURSELF” WHITENING SOLUTIONS. THEY ARE CHEAP AND OFTEN USE COMMON INGREDIENTS. A FEW EXAMPLES ARE TURMERIC, BAKING SODA, LEMON JUICE, CHARCOAL AND COCONUT OIL.

If a do-it-yourself teeth whitening solution seems too good to be true, it most likely is! Lets discuss a few of the most common ones.

- BAKING SODA AND LEMON JUICE

Is it possible to remove stains and plaque from teeth by using baking soda and lemon juice? A report in the Journal of Clinical Dentistry looked at five clinical studies that tested the effectiveness of baking soda in removing plaque from teeth. The studies concluded that baking soda alone had some effect in removing plaque.

However, a 2015 study found that lemon juice damages tooth enamel, which protects your teeth from decay. Tooth enamel doesn't regrow like for example nails. So with the risk of permanently damaging your tooth enamel, keep in mind it's best to use a professional whitening solution.

Source: Enhancement of plaque removal efficacy by tooth brushing with baking soda dentifrices: results of five clinical studies - Mark S. Putt, Kimberly R. Milleman, Annahita Ghassemi, Linda M. Vorwerk, William J. Hooper, Pramod M. Soparkar, Anthony E. Winston, Howard M. Proskin.

Source: Influence of Various Acidic Beverages on Tooth Erosion. Evaluation by a New Method. - Stefan Zimmer, Georg Kirchner, Mozghan Bizhang, and Mathias Benedix.

- CHARCOAL

Charcoal is a trend in wellness and cosmetics. It's an ingredient in face masks and scrubs, and some people use it on their teeth.

Charcoal is a black carbon residue produced by heating wood or plant materials. It's used medically to absorb and remove toxins. There are several charcoal toothpastes available today. But do they work for teeth whitening?

Activated charcoal in toothpaste may help to remove some surface stains on your teeth, due to its abrasiveness. There is no evidence that it has any effect on stains within the enamel and dentin. In order to whiten teeth, a product has to have an effect on extrinsic as well as intrinsic discolorations.

While charcoal could have some effect on removing surface stains, there isn't enough scientific evidence to support it as an overall effective whitening solution.

Source: The Effect of a Charcoal-based Powder for Enamel Dental Bleaching - M.C. Franco, Jls Uehara, B.M. Meroni, G.S. Zutton, M.S. Cenci.

W H I T E P A P E R

CAVEX



P R E M I U M W H I T E N I N G

HOW DOES WHITENING WORK AND WHY

-

HOW DOES IT WORK?

After discussing how “do-it-yourself” whitening solutions don’t work and could potentially cause damage to your teeth, lets dive into how professional whitening solutions actually do work. First, we need to determine if the discoloration of the teeth has an intrinsic and/or extrinsic cause.

-

EXTRINSIC CAUSE

In some cases, teeth discoloration has a slight extrinsic cause. These are stains on the tooth surface. These stains can be a result of smoking or consuming colored foods and drinks, like coffee and red wine. To remove extrinsic stains, an abrasive toothpaste can best be used. Cavex StainLess toothpaste is specifically designed to remove extrinsic stains and is part of our unique 3-step at-home whitening system.

-

INTRINSIC CAUSE

The main portion of the tooth, the dentin, is the part of the tooth that’s responsible for the base color. Molecules within the dentin and enamel become discolored, causing the teeth to become yellow or grey. This is what we call an intrinsic cause.

Cavex Bite&White whitening gel can penetrate the enamel and break down the discolored molecules within the dentin, through the formation of radicals. In almost all cases, teeth discoloration has a primarily intrinsic cause. This makes whitening gel containing hydrogen peroxide the only effective treatment.

-

HOW DOES CAVEX BITE&WHITE WHITENING GEL WORK?

Most professional whitening gels contain stabilized hydrogen peroxide (HP), like carbamide peroxide (CP) or polyvinylpyrrolidone (PVP). These are the active ingredients that are responsible for whitening the teeth. To get whiter teeth, the colored molecules within the dentin and enamel need to be broken down. This is what the peroxide does. During a whitening treatment, hydrogen peroxide (H_2O_2) breaks down into water (H_2O) and oxygen (O_2). This releases radicals and breaks down the colored molecules within the dentin and enamel, resulting in whiter teeth. By repeating the procedure several times, most of the colored molecules will eventually be broken down. After completing the full treatment the discoloration will have disappeared and the teeth will be naturally white again.

W H I T E P A P E R

CAVEX

PREMIUM WHITENING

CAVEX BITE&WHITE ABC MASTERKIT



AT-HOME WHITENING TREATMENT WITH THE CAVEX BITE&WHITE ABC MASTERKIT

At-home whitening treatments under the supervision of a dentist can be a highly effective solution. There are a wide variety of at-home whitening solutions to choose from. Everything from custom made individual whitening trays, pre-filled trays, strips and whitening pens. If you are looking for the best whitening results, the ABC Masterkit is exactly what you need. This innovative system uses a custom whitening tray and restores the natural, white color of your teeth in 3 simple steps.

3 SIMPLE STEPS TO SUCCESS

Cavex developed a unique whitening system to safely whiten your teeth at home. The **Cavex Bite&White ABC Masterkit** guarantees professional results in three steps: **Activating, Brightening, Conditioning.**



STEP 1: ACTIVATING

First, brush your teeth with **Cavex Bite&White StainLess**. This special activation paste has two functions:

- It removes superficial staining and dental plaque, increasing the effectiveness of the whitening gel.
- It raises the pH value in your mouth to seven/eight, the optimal value where the whitening gel will achieve maximum effectiveness.

STEP 2: BRIGHTENING

Fill your custom made whitening tray with small drops of whitening gel. Place the tray in your mouth and leave it in for 30 to 60 minutes. There is no need to keep the tray in your mouth any longer. The highly effective whitening gel combined with an optimal pH will ensure a safe and fast whitening result. The added sodium fluoride strengthens the enamel and potassium nitrate minimizes sensitivity. The whitening gel should be stored in the refrigerator. This way it can be used up till three years. If you require a touch-up just take the whitening gel from the refrigerator and start the process again from step 1.

STEP 3: CONDITIONING

Wash the whitening gel from your tray and fill the tray with **Cavex Bite&White ExSense**, which provides essential aftercare for your teeth. Keep the tray in your mouth for ten minutes. ExSense is based on 2% hydroxyapatite that seals the tubules and microcracks in the enamel using a hydro-dispersing sol. In doing so, it completely closes off any sensitive areas. The addition of 0.1% potassium nitrate also restores the micro-hardness of the elements. In addition to complete closure, crystallization takes place which supports and accelerates the remineralization process. It also polishes the tooth surface.

WHITEPAPER

CAVEX

PREMIUM WHITENING

CAVEX BITE & WHITE ABC MASTERKIT



-

RECOMMENDED BY PROFESSIONALS

The Dental Advisor tested our Cavex Bite&White ABC Masterkit. After a clinical evaluation by a team of dentists, our whitening solution was rewarded with a clinical rating of no less than 87%. Dental professionals rate the ABC Masterkit as an effective solution that is easy to use. To read the full report go to dentaladvisor.com/evaluations/cavex-bite-white-abc-masterkit or [click here](#).

-

CONSULT YOUR DENTIST

Cavex Bite&White is only available through your dentist. Always consult a dental professional before you start the treatment. He or she can prepare your teeth and provide you with useful tips to maximize the results.

WHITEPAPER



PREMIUM WHITENING

CAVEX BITE & WHITE READY 2 USE

AN ECONOMIC AND EASY TO USE WHITENING SOLUTION

Cavex Bite&White Ready 2 Use is a professional, unique, quick, safe, and above all, easy to use whitening kit for at-home. Our second generation Ready 2 Use teeth whitening kit has been upgraded with our patented Hydrogen Peroxide Superior (HPS) technology.



HYDROGEN PEROXIDE SUPERIOR

HPS is an extremely quick and effective whitening gel, developed and patented by Cavex. The HPS technology is composed of very pure hydrogen peroxide of 6% in a gel with a neutral pH value.

Results are reached after bleaching for just eight days, 15 minutes per day. On top of that, this home whitening kit is immediately ready for use. Due to the stability of Hydrogen Peroxide Superior, the new Cavex Ready 2 Use does not need to be stored refrigerated. Also, the product is very user-friendly. Unlike other systems that require whitening trays to be worn for an hour or even overnight. Treatment with Cavex Ready 2 Use takes just 15 minutes per day.



EASY TO USE

Unpack the individually packed tray, place the standardized pre-filled whitening tray in the mouth, and enjoy the results in just in just 8 days (15 minutes per day). Upper and lower teeth are whitened simultaneously by the pre-filled whitening tray.



WHITEPAPER

CAVEX

PREMIUM WHITENING

BEFORE AND AFTER RESULTS

THIS 22-YEAR-OLD PATIENT WAS LOOKING FOR A WAY TO WHITEN HER TEETH. AS A FASHION MODEL AND ACTRESS, HER APPEARANCE IS IMPORTANT TO HER. THEREFORE SHE WANTED BRIGHTER, WHITER TEETH THAT WOULD STILL LOOK NATURAL.



RECOMMENDATION

She consulted her dentist who recommended her to start using the **ABC Masterkit**, because of the unique 3-step formula and ease of use.

At the start of the treatment the dentist examined her oral health, and took pretreatment photos to determine her initial teeth color. Then the dentist made an impression of her teeth to ensure the custom made whitening tray would fit perfectly.

PRACTICAL INSTRUCTIONS

The dentist gave instructions on how to properly use the **ABC Masterkit**. The step-by-step instructions are clearly illustrated with pictures on the inside of the lid. In addition, a QR code is displayed that directly links to an instructional video. Easy reference when starting the whitening treatment at home. After each whitening session it is recommended to avoid smoking, and consuming colored foods and drinks for a period of 8 hours. Therefore, the best time to start the treatment is an hour before going to bed.

RESULTS

After fifteen days of at-home whitening, her teeth were nine shades lighter! Moreover, she found the 3 step program very easy to follow. Her dentist provided support throughout the treatment which was also a great help.

"Every day I could see my teeth getting whiter. This really motivated me to keep going. I am very happy with the results, and would definitely recommend the **ABC Masterkit** to my friends and family."



before



after

WHITEPAPER

CAVEX

PREMIUM WHITENING

START YOUR TEETH WHITENING JOURNEY

LOOKING FOR A SAFE WAY
TO BRIGHTEN YOUR SMILE?

Visit your dentist to start your journey to whiter and brighter teeth. Our teeth whitening solutions are only available through dentists.

Are you a dental professional?

Go to cavex.nl/distributors to discover where the products are available.

All the best on your teeth whitening journey!

CLICK FOR
YOUR DISTRIBUTOR



YOUR
IMPRESSION
IS OUR
SPECIALTY

CAVEX

ZYHOIEN.00