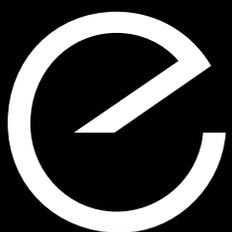




ENLIGHTEN<sup>®</sup>

GUARANTEED  
WHITER SMILE



# WIDELY ACKNOWLEDGED AS THE MOST EFFECTIVE WHITENING SYSTEM IN THE WORLD.

## EXTRAORDINARY WHITENING RESULTS GUARANTEED

Enlighten's B1 guaranteed whitening system delights patients every time, resulting in more word of mouth and more confidence for dentists and their teams. Our integrated system includes everything you will need from impression materials to proprietary lab work, gels, desensitisers and toothpastes.

95% OF PATIENTS  
WHITEN TO VITA  
SHADE B1 OR WHITER  
IN 2 WEEKS.



## EVOLVED LAB WORK

With ground breaking research and development Enlighten lock sealed trays undergo a rigorous quality control process.

Consistent accuracy is matched by dated courier delivery.



## THE WORLD'S MOST EFFECTIVE GELS

Enlighten gels are manufactured fresh every month.

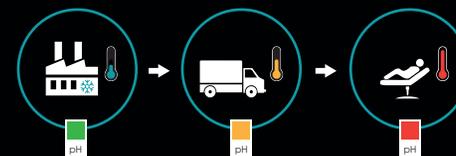
Enlighten is the only manufacturer to refrigerate the supply chain, end to end, minimising batch variability across our proprietary formulae.



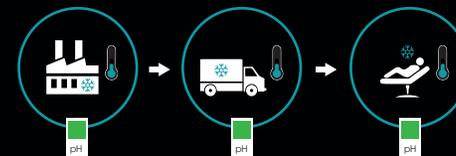
## MADE NEUTRAL, STAYS NEUTRAL

Our formulae is produced to be pH neutral. Unlike other brands, Enlighten's stays neutral. By ensuring that the gel is temperature controlled from production, during transportation and through to time of treatment, the pH is stabilized and stays neutral.

BRAND X



ENLIGHTEN



## ADVANCED SMILECARE

Enlighten Tooth Serum with nano - HydroxyApatite powerfully addresses sensitivity whilst minimising white spots.

Revolutionary Evo-white Whitening paste both inhibits and breaks down stain and plaque by affecting saliva surface tension, whilst producing lower abrasion than regular daily toothpaste.



## BESPOKE KITS

Practice logos are directly printed on outer packaging whilst logo colours are replicated on internal surfaces (minimum order 12 kits).



## PERSONALISED SUPPORT

Our team of dentists and customer support staff will always be on hand to resolve clinical or marketing issues

## PROVEN MARKETING SYSTEMS

Our highly effective marketing systems educate patients on the benefits of a 5 star whitening treatment, whilst enhancing the appeal of your cosmetic dental service. This is combined with a multimedia campaign to push the right patients to partner practices.



## THE RESULTS



Before



After Enlighten Whitening

## TESTIMONIALS



"A very well-designed system which overcomes many of the weak areas of other products, Enlighten has become my go-to product for challenging bleaching cases"

DR CHRISTOPHER ORR



"If you want a guaranteed result this is the system I would go for. Enlighten have overcome so many of the problems associated with other whitening systems."

DR RHONA ESKANDER



"Enlighten is not just a whitening system. The thought and research that has been implemented has resulted in a product, which allows me to offer guaranteed stress free results with total confidence. The team are a pleasure to work with and a happy patient means a happy dentist!"

DR SAM JETHWA



"Olivers 7 dentist team provide advanced restorative treatments and for many years have recommended the excellent Enlighten whitening system."

DR MICHAEL OLIVER



"Not only is this system very attractive to patients and well branded, the most important aspect is it's clinical efficacy - this never disappoints for me. This is why Enlighten Teeth Whitening has been a part of my clinical practice for over 6 years."

DR ANDREW CHANDRAPAL



"Enlighten is my go to whitening system as it is the only system I trust to give me predictably consistent results every time."

DR RICHARD FIELD



Enlighten has featured in numerous press articles and TV makeover shows. Our products have been used by a number of celebrities and we are routinely called by media companies for our expert opinion...

### **DAILY EXPRESS**

"Enlighten 10/10, Britesmile 9/10, Smile Studio 7/10."

### **THE TIMES**

"Enlighten is a nationwide chain that offers a quicker and cheaper solution."

### **Men's Fitness**

"Does it work? It certainly does. Does it hurt? Not at all."

### **OK!**

"A natural looking brighter smile to break a thousand hearts."

### **MAXIM**

"Divine intervention: lighten teeth by 10 shades."

### **Daily Mail**

"Get a Hollywood smile in your lunch hour with Enlighten."

### **sky**

"One of the coolest products this year."



"The Clear winner in our test."  
(Richard & Judy)

## **WHAT TO DO NEXT**

Simply book onto a free Enlighten online training session. They are live and hosted by experienced dentists who stay on the line throughout to answer questions. The training takes 1 hour and is eligible for verifiable CPD - so ask your whole team to attend. Appointments are available daily until 7pm and broadband is required. All clinical and marketing areas are covered.

Call 0207 424 3270 or email [education@enlightensmiles.com](mailto:education@enlightensmiles.com)