



INSTRUCTIONS FOR APPLICATOR KIT

Indications for use: This kit contains a twist-and-click pen **with 16% hydrogen peroxide, the highest concentration in the cosmetic teeth whitening industry.** The gel is to be applied directly to the teeth without the use of a syringe or a mouth tray.

IMPORTANT NOTES:

- 16% hydrogen peroxide is a sensitive gel and it **should be kept in refrigeration** or in a cool place (especially in the summer time). If the gel is left in the sun or in a warm room, this could cause the gel to break down. Please keep the gel refrigerated at all times until 1 hour before the treatment. By the time of the application, the gel should be at room temperature. If the gel is cold it will affect the results.
- If your customer does not want to do 3 sessions and you have gel left in the pen, do **NOT** give this to the customer under any circumstance. 16% hydrogen is a very strong gel and therefore is **NOT suitable for home use**, where customers will use it without your supervision and may hurt themselves. If they want to continue the whitening process, we suggest that you sell your customers a metallic touch-up pen. This pen was designed for home use and it contains a mixture of 12% hydrogen peroxide and carbamide peroxide.

1. Using the Cheek Retractor

The customer should use a cheek retractor (blue plastic piece) to keep his/her lips apart during the treatment so that the teeth can be exposed to the light. You should demonstrate to the customer how to use the cheek retractor because for many people it is not very intuitive. Also, you might want to hold a mirror in front of the customer to make it easier on him/her. The customer should hold the cheek retractor in a vertical position (that is, with the semi-circle pointing towards the ground,) with the side that has the curved flanges towards the face (Image 1).

Then the customer should slip one side of the mouth into the smooth, round groove on one side of the cheek retractor. Note that the straight flange of the cheek retractor will be outside the mouth. (Image 2).

Now the other side of the mouth has to be slipped onto the other side of the cheek retractor. (Image 3). When finished, customer's teeth should be completely visible (Image 4).

If the customer experiences difficulties when introducing the cheek retractor, try adding a very small amount of vaseline on the sides to make it smoother.



Image 1



Image 2



Image 3



Image 4

2. Applying the Gel

The customer needs to apply the gel him/herself. You cannot help them or do it for them. The pen has an air-bubble so that if the gel expands during shipping it will not go all the way to the brush (or sponge – some of the pens have a brush and some a sponge, and they both basically work the same way). Hence, when the customer first starts to turn the dial on the pen, usually no gel will extrude through the brush for several twists. In order to not have the customer wondering why there is no gel coming out, you might want to twist the pen several times before giving it to the customer so that he/she can start applying it to the teeth immediately. You can do this while the customer uses the finger wipe for example.

The customer will have to twist the pen several times during every application. Generally speaking, the pens should be twisted (for more gel to come out onto the sponge) every time the customer has applied the gel on 2 teeth. Ask the customer to apply the peroxide gel from the pen directly onto the teeth with the help of a mirror ensuring the entire front tooth surface is covered. It's important that the customer applies the gel to each tooth, doing so using a vertical motion, doing one tooth at a time until all the visible teeth are done. Make sure that there is a good, **THICK** coat of gel on every visible tooth (at least



the front 8 upper and 8 lower teeth). If the customer doesn't apply enough gel per session, the whitening results may be mediocre. If after 3 sessions the customer still has gel in the pen, this may be a sign that the customer didn't apply enough gel during the sessions. Remember, after 3 teeth whitening sessions there should be little or no gel left in the pen.

TIP: Your customer should apply the gel to the upper teeth first, then **tilt their head back** to apply the gel to the **LOWER teeth**. If they don't tilt their head back, the accumulated saliva will mix with the gel that is being applied to the teeth, which will cause gum irritation. Also make sure your customer is **RECLINED** during the treatment, otherwise he/she will accumulate too much saliva and drool, also causing more gum irritation and poor results.

TIP: For best results, have the customer DRY the teeth off with a tissue or paper towel before applying the gel to the teeth. This will make it easier for the gel to adhere to the teeth and the saliva will not dilute the gel.

3. The Light

Place the lamp in front of the customer's mouth and make sure he/she keeps the front teeth completely exposed to the light for 15-20 minutes. Ask the customer to sit completely still and to NOT move his/her head at all during the treatment. If you notice that the customer's head has moved and that the light is not shining on all of the teeth, move the light so that it is. Once the timer stops, ask the customer to remove the cheek retractor and rinse his/her mouth with water. If the customer is getting additional treatments, go to Step 4. Otherwise, go to Step 5.

4. Multiple Treatments

When the customer is ready, ask him/her to reinsert the cheek retractor and apply more gel just as was done in Steps 1 and 2 above, and run the light for another 15-20 minutes. Repeat Steps 1-3 for as many treatments as the customer is receiving. When finished with last treatment, proceed to Step 5. Most people will need 2 treatments total, but some might need a third. With the applicator pen you can do up to 4 or 5 treatments.

5. Vitamin E Swab

After the customer has rinsed, hand him/her the Vitamin E swab so that he/she can apply the Vitamin E liquid to the gums and lips. Cheek retractors keep the lips away from saliva, its natural moisturizer, occasionally causing dryness during the teeth whitening treatment. Because this teeth whitening kit/procedure very rarely produces any gum irritation at all, most or all of the liquid should be applied to the lips, especially to any areas of the lips that became particularly dry. However, if there are any white areas on the


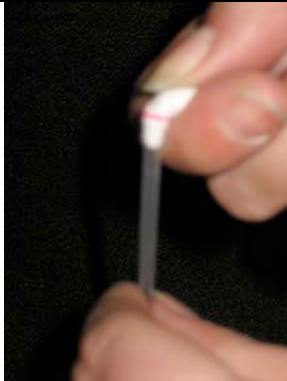
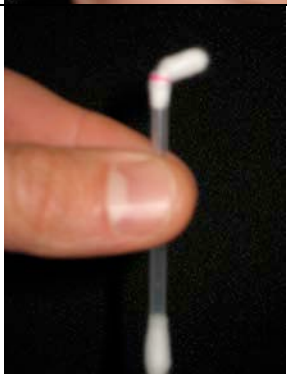


gums, which would be an indication of gum irritation, the Vitamin E liquid should be applied to those areas first, and any remaining liquid should be applied to the lips.

Vitamin E swab instructions:

The swab provided in the kit contains aloe vera and vitamin E. It can either be used to moisturize and protect the gums DURING the teeth whitening treatment or to rehydrate the gums and lips AFTER the treatment. With this Applicator Kit, we recommend that the Vitamin E swab be used after the treatment, mostly on the lips.

Instructions on how to use the Vitamin E swab:

<p>1. Hold swab vertically. Make sure that the end of the swab with the RED line is higher than the end with no red line.</p>	
<p>2. Snap the head of swab at the red line. Air will enter the tube and gravity will push down the liquid into the lower end of the swab.</p>	
<p>3. Keep the tip with the red line up until all or most of the liquid has flowed into the lower end of the swab.</p>	



4. Rub the end containing the liquid on the lips or gums (wherever it is most needed).



Twist-and-Click Pen instructions:

Turn the handle a few clicks until gel extrudes through the brush tip. Paint gel onto teeth making sure a good, thick coat is applied to each tooth, and turn the handle again when more gel is needed. Pen will have to be twisted repeated times to release enough gel to cover all the teeth.

Adjusting the Cheek Retractor:

While wearing the cheek retractor, some customers might feel some discomfort on their gums because the cheek retractor could be pressing against the upper gum. This situation is easily remedied by having the customer press the bottom of the cheek retractor slightly towards the chin. This removes the pressure from the upper gum.

Potential Tooth Sensitivity:

Since the concentration of hydrogen peroxide in the whitening pen included in the Applicator Kit is high some people with sensitive teeth might experience tooth sensitivity for 24-48 hours after receiving a DOUBLE or TRIPLE treatment back-to-back. Explain to the customer that this is temporary and that it only occurs to few people.

Protection of the gums (optional):

If you want to reduce the risk of gum irritation, you can have the customer apply petroleum jelly (Vaseline) on the gums before the treatment. While the customer has the cheek retractor in the mouth, apply Vaseline on both tips of a regular swab and give it to the customer together with a hand-held mirror. The customer should apply the Vaseline ONLY on the gums, not on the teeth, as the Vaseline would interfere with the adhesion of the gel to the teeth during the treatment. Once the session is over, BEFORE the customer rinses the mouth, give him/her a clean swab or a paper towel to take the Vaseline off the gums. If they don't remove it before rinsing, the Vaseline will be mixed with the saliva and could stick to the teeth.