

PRESS RELEASE

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FOR IMMEDIATE RELEASE

The Whiten™ Challenge Promises Whiter Teeth in 10 Minutes

Customers encouraged to take the home teeth whitening challenge to see for themselves

IMLAY CITY, Mich. — Whiten LLC has launched the Whiten™ Challenge. Users will have whiter teeth in 10 minutes and their whitest smile by the fifth treatment, or they can return the kit for a full refund. The kit can be ordered through the company's website.

“Our patented technology is unlike any other [home teeth whitening](#) product on the market today,” said Joe Dwyer, president of Whiten LLC. “By combining all three of the required elements for effective whitening—light, heat and pressure—the Whiten™ system delivers [professional teeth whitening](#) results quickly and effectively.”

The Whiten™ Kit consists of an easy-to-use, hands-free device that involves just three simple steps. The kit includes a luminator light, micro-pin USB charger, mouthpiece with case and 12 single-treatment gel tubes.

The Whiten™ system was developed for people looking for a fast, effective and long-lasting teeth whitening solution. It allows people to whiten their teeth at home at a fraction of the cost of in-office treatments, and there are no harmful UV rays involved.

“In addition to whiter teeth, the Whiten™ system removes germs and bacteria that cause plaque and cavities. You get whiter teeth and a healthier mouth at the same time,” Dwyer said.

Explaining why Whiten™ is different from other whitening products on the market, Dwyer noted that other over the counter home teeth whitening products only clean the surface of the tooth, which is why the results don't last.

“The Whiten™ system goes further and does a deeper cleaning by getting into the pores, the cracks and crevices of the tooth, and removes all of the buildup that other whitening products and brushing alone cannot do,” said Dwyer.

Dwyer added, "Other teeth whitening products claim that you will have a whiter smile, but we guarantee it. We encourage people to take the Whiten™ Challenge and see for themselves."

For more information on the Whiten™ Challenge, visit <http://www.whitensmilemore.com/take-whiten-challenge/>.

About www.WhitenSmileMore.com

WhitenSmileMore.com is the online home of Whiten™, a patented 10-minute home teeth whitening system that achieves the same results as professional office treatments. Unlike some other products, Whiten™ is easy to use and causes no sensitivity issues. The Whiten™ system also removes germs and bacteria that cause plaque and gum disease, leaving you with a healthier mouth, in addition to a whiter smile. To learn more, visit <http://www.whitensmilemore.com>.

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