

# PRESS RELEASE

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FOR IMMEDIATE RELEASE

## Whiten™ Reduces Teeth Whitening Cost Due to Strong Growth

*Company streamlines production, passes savings onto customers*

IMLAY CITY, Mich. — Whiten LLC recently announced that it has managed to significantly reduce the price of its popular home teeth whitening system. The company has cited the overall commercial success of its product as the driving force behind this price reduction.

The Whiten™ [home teeth whitening](#) kit is a safe and effective system that can achieve professional results without an expensive visit to the dentist. Combining the three most important elements of teeth whitening—light, pressure and heat—the Whiten™ system can effectively whiten teeth in just 10 minutes.

The Whiten™ system consists of a comfortable and easy-to-use mouthpiece, Luminator light, micro-pin USB charger, storage case and 12 single-use gel treatment tubes.

“The Whiten™ home teeth whitening system is a highly effective way to achieve lasting results at home,” said Joe Dwyer, president of Whiten LLC. “The response from our customers has been outstanding, and our system has been so successful that we’ve managed to reduce production costs. We’re passing the savings on to our customers, so more people can benefit from our truly ground-breaking teeth whitening system.”

While similar procedures may range upwards of \$400-\$700 from a professional dentist’s office, the Whiten™ [professional teeth whitening](#) system is now available at a reduced price of \$149—down significantly from the former MSRP of \$199.

“While most over-the-counter teeth whitening products are limited to the surface of your teeth, the Whiten™ system works differently,” said Dwyer. “The whitening agents used in the Whiten™ system gets deep within the pores of the teeth, providing a deeper, more resilient whitening. This allows our teeth whitening system to eliminate the bacteria that causes unsightly plaque and build-up in places that other whitening products and brushing cannot reach.”

In addition to whitening teeth, the Whiten™ system improves dental health by killing germs and bacteria in the mouth, providing a significant dental health benefit not offered by other brands of teeth whitening products.

The Whiten™ system also comes with a total satisfaction guarantee. If customers are unhappy with the results achieved by the system by their fifth treatment, they can return it for a full refund.

The Whiten™ teeth whitening system is available for purchase online through the company's website at <http://www.whitensmilemore.com>.

**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. It 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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