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## *Wherever You Smile, We Make It Brighter.*

It is a pleasure to introduce Whiter Image and we hope to first earn your respect as a potential business partner in the explosive, \$14 billion teeth whitening industry. Whiter Image is a proven leader in 10 countries with premier accounts including **Trump Towers, ULTA, Wynn Las Vegas, Starwood VO, Treasure Island, Boca West, Planet Beach Contempo Spa Group, and more totaling over 1500 locations.** We are also a founding member of the *Council for Cosmetic Teeth Whitening* and co-authored the Best Practices Protocol. Whiter Image has also been featured in numerous industry publications including **Global Cosmetics Industry (GCI), SELF, Beauty Store Business, Modern Salon, NAILS, BOHO, Spa Magazine, and Salons Unlimited.** We mention this because we want to demonstrate a reputation for excellence and a dedication to helping our accounts realize results and profits as we build a strong business partnership together.

Everyone wants a whiter, brighter smile and Whiter Image is proud to offer some of the most innovative, effective, and beautifully packaged teeth whitening solutions in the market. For instant results, we offer one of the most advanced, yet simplified, products in the industry with our **Premium Prefilled Tray Whitening Kit** featuring patent pending European technology. This product is self-administered by your customers and delivers immediate gratification when used with our **Advanced LED light system.** This product offers incredible profits and outstanding results for your customers.

For whitening on-the-go, we offer our stylish and effective toGO Pens. Each of our pens feature beautiful, elegant packaging and offer the latest in applicator technology. The **"Whiter Image toGO Pen"** includes 60+ applications of our triple-action, stabilized hydrogen peroxide whitening gel supported by hydrators and accelerators designed for results even with sensitive teeth. Second is the Whiter Image **"Chic-Flic toGO Duo Pen"** featuring both our premium whitening gel and our proprietary Lip Shine Plumper in one stylish casing with white stones and mini LED lights and mirrors built in for easy application. The Lip Shine Plumper is **80% organic** and goes on very smooth and clear with a blue base for the customer's whitest smile! This is the first product of its kind in the market offering beauty, convenience, and results at an affordable price for all of your female clients!

At Whiter Image, we recognize the importance in offering only the finest solutions with quality, technology, and innovation in mind. Our focus and determination is to provide superior teeth whitening results and a unique and aggressive business plan to ensure success. We look forward to a relationship together and hope you will take a moment to review the attached information and click on the following link to review our online multimedia presentation.

<http://www.brainshark.com/elementalhealth/WhiterImagePF>

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# Premium Teeth Whitening for the Beauty Industry

Chosen by Industry Leaders

Offering Instant Results  
with Our Prefilled Tray  
and LED Light System



Exclusive Patent Pending Technology  
Easiest in the Industry. No Hassle, No Mess



POP Unit



Table Tent

Marketing  
Support  
Package

- Table Tents
- Window Clings
- Trifold Brochures
- POP unit

Featured in Premier Industry and Consumer Publications

• Salons Unlimited • Us Weekly • Beauty Store Business • Modern Salon • Behind the Chair

## Incredible On-The-Go Retail Items



Whiter Image toGO Pen  
Whiten Wherever  
you Are!

Incredible value  
with 60+ applications!  
Wholesale: \$15  
Sug Retail: \$29.95

Chic-Flic toGO Pen  
Teeth Whitening  
& Lip Shine Plumper  
all in one



Includes Mini LED lights  
and mirror for easy application!  
Wholesale: \$20 Sug Retail: \$39.95

## Why Teeth Whitening?

- Massive Appeal – Everyone Wants a Whiter Smile
- Minimal labor time – Profits up to \$150+ Per Hour
- Instant Results up to 8+ shades in Just 30 Minutes
- Year-Round Appeal – Never A Slow Season

## Why Whiter Image?

- Finest Quality, Service & Support in the Industry
- Exclusive Patent Pending Prefilled Tray Technology
- Incredible Results and Easiest to Use in the Industry
- Premium Grade LED Whitening Light
- Extensive Marketing System and Support

### Chair-Side & toGO Pen Value Starter Package

- 1 Premium LED Whitening Light
- 30 Prefilled Tray Kits
- 100 Brochures & 5 Table Tents
- 18" by 24" Double Window Cling
- 6 Whiter Image TOGO Pens
- 6 Chic-Flic TOGO Whitening/Lip Plumper Pens
- POP Merchandising Unit
- Brainshark Technology Training System

Wholesale Cost: \$1,995  
Revenue Potential: \$2,478

### toGO Pen Only Value Starter Package

- 6 Whiter Image toGO Pens
- 6 Chic-Flic toGO Whitening/Lip Plumper Pens
- 5 Promotional Table Tents
- POP Merchandising Unit
- Brainshark Technology Training System

Wholesale Cost: \$229  
Revenue Potential: \$420

**WHITER IMAGE**  
Wherever You Smile,  
We Make it Brighter.

FOUNDING MEMBER  
**CCTW**  
COUNCIL FOR COSMETIC TEETH WHITENING



# The **Hottest** Retail Trend for the **Beauty Industry**

**Chosen by Industry Leaders:** Trump Towers, Starwood VO, Fred Segal, Wynn & Encore, Boca West, Treasure Island and Premier Distributors in 10 Countries Worldwide



## Whiter Image toGO Teeth Whitening Pen

**Wholesale: \$15 Sug. Retail: \$29.95**

- Proprietary, triple-action teeth whitener for a brighter, healthier smile
- Quick results and perfect to maintain your smile after dark foods and liquids
- Compact, brush-on applicator for easy use on-the-go with NO messy trays, strips or rinsing
- Offers maximum coverage to whiten your entire smile
- Safe for sensitive teeth, mint flavor to freshen your breath, and kills germs and bacteria
- Double the applications of other pens (60+ uses) and superior results with higher strength formula

**Works in 30 seconds!**



## Chic-Flic toGO Teeth Whitening & Lip Gloss Plumper Pen

**Wholesale: \$20 Sug. Retail: \$39.95**

- The first teeth whitener and lip gloss plumper in one convenient pen with Celebrity Style
- The same benefits and features as our Whiter Image toGO Teeth Whitening Pen plus advanced lip gloss plumper
- Illuminating wand has mini LED lights and mirror for easy use in the dark and on-the-go (and a great purse flashlight!)
- Vanilla flavor plumper has a blue base that goes on clear and showcases your white smile without stickiness
- Proprietary, 80% organic gloss enriched with vitamins & minerals for gentle plumping that LASTS and goes on silky smooth
- Includes double the applications of similar products that maximizes features and benefits

**Whitening & Plumping All in One!**



**Includes Mini LED lights and Mirrors For Easy Application and a Mini Purse Flashlight!**



**As Seen In...**



- Us Weekly
- New Beauty Magazine
- SELF
- Modern Salon
- BOHO
- Spa Magazine
- NAILS
- Salons Unlimited
- Beauty Store Business
- DailyMakeover.com



**Initial Order Includes Stylish Merchandising Unit**



# WHITER IMAGE

**Wherever You Smile,  
We Make it Brighter.**



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[www.whiterimage.com](http://www.whiterimage.com)

## Why Whiter Image for the Spa, Salon, & Beauty Markets?

**Whiter Image. Where Beauty Begins.** The person who comes in for a facial, massage, tan, or hair coloring cares about his or her appearance and is the same person who will buy teeth whitening products. Why shouldn't they buy from you instead of somewhere else? You have the relationship and the opportunity. Beauty and great first impressions begin with a beautiful smile. Great clothes, hair, skin, nails and make-up are all less meaningful if a bright smile doesn't accompany them. This is a key part of someone's appearance, and a product like this sells in these markets because customers know and understand that.

### What is the fit for these industries?

- This is a rapidly growing trend in the beauty market. It is about finding new ways to drive sales with products that compliment current offerings for the aesthetically driven customer.
- These products often lead to repeat sales with current customers.
- Word of mouth communication is a large selling tool. Once a customer buys it he or she won't hesitate to tell friends and family.
- There is opportunity to promote with other local businesses. There has been success in dress shops, bridal stores, and with photographers as well as wedding planners. Any business where a great smile is important to the customer!

### Why teeth whitening?

- The customers that are walking into salons and beauty stores are the same people who buy their teeth whitening products elsewhere. Aesthetic driven customers are always willing to try products that improve appearance. By already having a relationship with that customer, he or she trusts you to provide products to make this possible.
- Teeth whitening products are very easy to cross-promote with existing product lines.
- Teeth whitening products are some of the fastest growing in the beauty industry. It is important for your spa to be a leader in providing these products.
- A lot of spa customers are women. They buy for themselves as well as their significant others. These women will buy the products for themselves and a second for the men in their lives.

### Why Whiter Image products?

- Whiter Image is already being carried by a number of elite locations across the world. It is important to be a leader in your industry. Wouldn't you want to carry the products other top spas are also carrying?
- There is an immediate return on investment from the existing customer base. Just by displaying the POP and mentioning it to customers, the products will sell.
- It adds a new product to promote locally. This will influence both existing and new customers to come take a look.
- The products make great gifts. With the stylish appearance and fabulous results, the pens are particularly great for the holiday season.



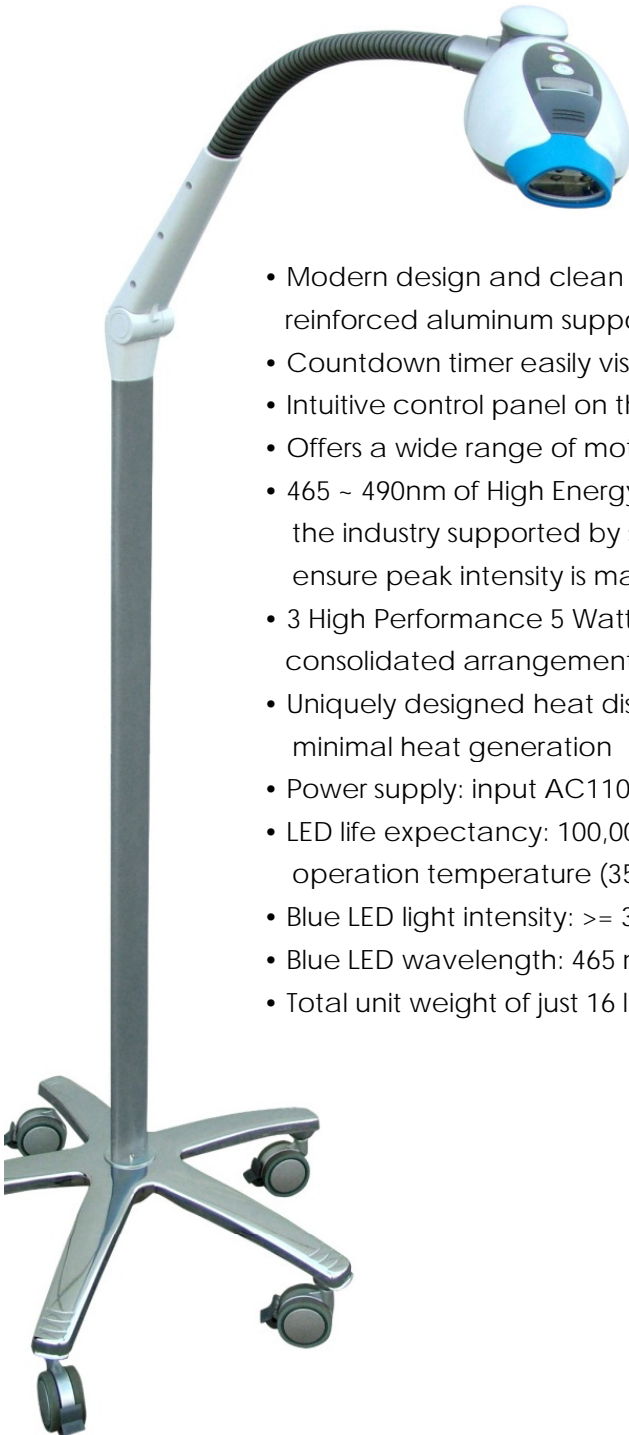
# Premium Designed L.E.D Whitening Light

WHITER IMAGE™  
a smile design company

## Advanced Technology with Mobility, Convenience, and Style

Whiter Image offers *one of the most advanced tooth whitening* systems available. It is safe, fast, and convenient with industry leading features:

- Modern design and clean lines with a compact, yet sturdy central frame made from reinforced aluminum supported by a steel rolling base for mobility
- Countdown timer easily visible to the customer located directly on the light head
- Intuitive control panel on the head enables the customer to operate with ease
- Offers a wide range of motion to reach and accommodate all sitting positions
- 465 ~ 490nm of High Energy Visible Light with the most advanced LED light technology in the industry supported by state-of-the-art drivers from the industry leader in the USA to ensure peak intensity is maintained at all times
- 3 High Performance 5 Watt LED lights with narrow wavelength technology are set in a consolidated arrangement to ensure target focus of the light (Total Wattage is 12 Watts)
- Uniquely designed heat dissipation system allows for maximum light strength with minimal heat generation
- Power supply: input AC110V~240V, 50/60Hz
- LED life expectancy: 100,000 hours; silent automatic internal cooling fan to ensure ideal operation temperature (35°C ~ 45°C)
- Blue LED light intensity:  $\geq 3650$  Lux, or  $100\sim120\text{mW}/\text{cm}^2$
- Blue LED wavelength: 465 nm ~ 490 nm
- Total unit weight of just 16 lbs standing 5 ft tall



# NEW Premium Prefilled Tray Whitening Kit

By: **WHITER IMAGE**  
a smile design company

*Exclusive Technology for Use with LED or UV Light  
The Most Unique, Easy-to-Use Solution in the Industry*



## Key Features

- *Unique, European patent pending technology that is easy to use with instant results and no mess...all packaged in a beautiful, compact glossy box for display!*
- *Each kit includes a mouth tray already prefilled with our new, advanced whitening solution in a paste format that is vacuum sealed in a foil pouch to ensure freshness and stability. The whitening solution includes hydrators designed for sensitive teeth. The customer simply opens the pouch and inserts the mouthpiece with the gel already included!*
- *All supplies are included with each kit including a bib, disposable shade guide, teeth wipe, and vitamin E swabs for use on the lips for optimum comfort!*
- *With each kit individually packaged and our more advanced gel, you can offer individual whitenings for stronger profits and more frequent visits. See Sug. Retail Below:*

Individual Items & Package Concepts	Sug Retail
1 Prefilled Tray Whitening Kit	\$69.00
2 Prefilled Tray Whitening Kits	\$99.00
3 Prefilled Tray Whitening Kits	\$129.00
1 Prefilled Tray Kit & Whiter Image toGO Pen	\$99.00
2 Prefilled Tray Kits & Whiter Image toGO Pen	\$129.00

# ***Prefilled Kit Instructions***

## ***Easy, Convenient, & Immediate Results!***



### **Step 1 - Open the Kit**

Open the box and lay out the supplies. You may use the disposable shade guide to determine your beginning shade prior to the whitening if you prefer.



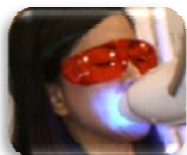
### **Step 2 - (Optional) – Teeth Wipe & Vitamin E**

Use the teeth wipe to brush across your teeth to remove any residue. You may use one or both of the included Vitamin E swabs on your lips for comfort or use your own lip moisturizer (Chapstick™, etc). Simply snap the end with the red stripe to let the Vitamin E flow to the swab on the other end and apply to the lips.



### **Step 3 – Insert the Tray & Turn On the Light**

Open the foil pouch and bite down gently in the middle of the paste in the prefilled tra. Let your lips rest on the lens in the front of the mouthpiece. Make sure to AVOID any contact of the gel with your eyes. Put on the eyewear, make sure the LED light is set for 15 minutes and position it ½ inch away from the lens of your mouthpiece. Push the button to turn on the LED light and relax. When completed, dispose of the mouthpiece and use the blue napkin to wipe your mouth if needed. Repeat this step if using additional prefilled kits and you can use the disposable shade guide to see your final results. Ask about other Whiter Image Retail Products to help keep your bright results!



**What kind of results can I expect?** Depending on the types of teeth discolorations and desired whitening results, most customers use 1 up to 3 Prefilled Tray Kits consecutively. Customers average between 2 to 6 shade changes with one or two consecutive kits when used with the LED light and may use a 3<sup>rd</sup> kit if needed. How often you choose to purchase and use the Prefilled Tray Kits is up to your discretion as with any retail teeth whitening product. See below for general usage suggestions that can vary by each individual's situation and preferences. It is highly recommended that you maintain regular visits to your Dentist for optimum oral health and in conjunction with using whitening products.

# of Kits Used	General Repeat Frequency
1 Prefilled Tray Kit	1 to 2 months
2 Prefilled Tray Kits	2 to 4 months
3 Prefilled Tray Kits	3 to 6 months

Ask about other Whiter Image Retail Whitening Products for Your Whitest Smile!

**How long will the results last?** Each person responds to whitening different. The longevity of your results depends on the number of kits you use, the types of food and drink you consumer, and how well you maintain your results. The other Whiter Image Retail Products are ideal for maintenance!



# Beautiful & Professional Marketing Collateral

NOTE: Renderings are not to scale

## Tri-Fold Brochures



## Slim POP Merchandising Unit (3 of Each Pen) 5.5" by 5.5" by 9" tall



## Double Sided Table Tents - 5" by 6"



## Double Sided Window Cling - 18" by 24"

