



Whiter Image™

Wherever You Smile, We Make it Brighter™





"I love the Whiter Image products! My patients love them and I used them as giveaways at the American Music Awards and Golden Globes. They were incredibly popular! Whiter Image is a company I know we can trust."

– Dr. Tracie Battle, DDS

Wherever You Smile, We Make it Brighter™

Now more than ever, finding innovative ways to build your practice and bolster your bottom line is absolutely essential. Whiter Image in-office and take-home solutions deliver trend-setting style, high-end branding and eye-catching curb appeal to your practice, without compromising professional results.

Our proprietary technologies and delivery systems place a premium on patient comfort and safety with CE, ISO 9001 and ISO 13485 quality standards. They offer a unique, easy-to-use and effective whitening experience that's sure to impress. A foundation of our line is the unique hydrogen peroxide and carbamide peroxide gel blend in our products that delivers rapid results but is designed to be safe for sensitive teeth.

The products of Whiter Image offer you a high-perceived value in a surprisingly affordable package. Both in-home and in-office products can be used as marketing tools to not only drive new patients but to generate substantial word-of-mouth buzz. They're perfect as a referral or thank you gift, a post treatment whitening package or even stand-alone profit center. If you're looking to take your practice to the next level, then take a look at everything that Whiter Image has to offer.

At Whiter Image, we deliver quality and performance on all fronts:

Simplicity – User-friendly products for patients and staff.

Comfort – Treatment systems designed with patient comfort in mind.

Style – Consumer curb appeal to catch the eye, connect emotionally and generate buzz.

Service – Truly dedicated account managers help ensure your success.

Value – Priced to deliver value for the patient and the doctor.



ISO ISO
13485 9001 CE
Quality Standards

"It's not often I'm impressed. Having been a dentist for more than 26 years, I feel like I've seen it all. But, this year, I found something that is truly unique, amazingly innovative, and well worth a look from Whiter Image."

– Dr. Chris Brady, DDS - The Brady Group



Features mini LED lights and mirrors for use anywhere.



Chic-Flic TOGO Teeth Whitening & Lip Gloss Plumper Pen

Patients love 'em and practices can't keep up with the demand! The Chic-Flic TOGO Pen is the first ever dual-sided tooth whitener and lip-gloss plumper in one.

- Fits in any pocket or purse, in a sexy red casing with built-in mirrors and mini LED lights
- Use it on-the-run or even in the dark
- Includes a patented, clinically proven lip plumper ingredient for unsurpassed results
- Delivers short and long-term volume enhancement, while moisturizing, for smooth, round, age-defying lips
- Matched with the whitening power of 26% mint flavored carbamide peroxide whitening gel with 50+ applications
- Delivers visibly whiter teeth in just a few applications, without causing sensitivity
- Instantly wipes away the film from red wine and coffee
- Ideal as a marketing tool. Use it as a giveaway for cosmetic consults or as an incentive for recall visits.



Whiter Image TOGO Teeth Whitening Pen

The most convenient solution in whitening. Brightens teeth on-the-go without messy strips, trays or rinsing.

- Features an easy brush-on applicator
- Maximum strength, mint flavored 12% hydrogen peroxide gel for quick, noticeable results
- Instantly dissolves the film from red wine and coffee
- For use by both men and women
- Includes over 60 applications with 4.5 ml of gel in a pocketsize, sleek aluminum casing
- Ideal as a marketing tool. Use it as a giveaway for cosmetic consults or as an incentive for recall visits.



"The whitening gels from Whiter Image have been a huge hit with our patients. They love the results and have no sensitivity discomfort! And the instant impression tray in the Home Edition Kit is a great idea. It makes home whitening quick and easy."

– Dr. Mark Sayeg, DDS



Whiter Image™ Deluxe Home Edition Kit

A premium-quality whitening solution from the convenience of your patients' home.

- Features the Whiter Image proprietary soft silicone mouthpiece for an instant custom impression
- Designed with a special vent for easy breathing and patient comfort
- Convenient storage case included
- Offers four advanced 3 ml whitening syringes with 15-17 applications
- Uses the unique Whiter Image hybrid formula with a proprietary 12% hydrogen peroxide base
- Added carbamide peroxide maximizes stability and reduces sensitivity



Whiter Image™ Teeth Whitening Gel Syringes (4 x 1.2 ml syringes per package)

- Delivers rapid results but designed for sensitive teeth
- Uses the unique Whiter Image hybrid formula with a proprietary 12% hydrogen peroxide base
- Added carbamide peroxide maximizes stability and reduces sensitivity
- For use with custom whitening trays





"I am thrilled with the Whiter Image products. The high quality ingredients, beautiful packaging, and ease of application are huge selling points for my patients. And they truly stand behind their dedicated support to my practice."

- Dr. Jolanda Warren, DDS



Whiter Image™ EVA Flexible Tray Material (12 per pack)

- Uniform density for high compressive strength
- Provides superior shock absorption with excellent tensile strength and softness
- Available in .04" thickness
- Patient storage container for custom trays



Whiter Image™ Remi Paste

Take-home paste that reinforces whitening results every time patients apply it to their teeth.

- A naturally derived topical paste with CPP-ACFP to arrest the process of dental erosion
- Reduces sensitivity after whitening procedures, while enhancing enamel remineralization
- Restores minerals lost during the bleaching process and everyday wear-and-tear
- Removes the risk of "whitening rebound" often seen immediately after a procedure
- Use for in-office and take-home
- Contains 8 grams of paste for 35-45 applications





Whiter Image™ In-Office Whitening Premium Prefilled Tray

A revolutionary new system using modified foam absorption strips that fit comfortably against the upper and lower teeth for maximum whitening without cheek retractors, gauze or painting.

- Unique 26% hydrogen peroxide gel with added carbamide peroxide delivers strong results, but is designed for sensitive teeth
- Vacuum sealed for freshness
- Features a special vent for easy breathing and patient comfort
- Optimizes profit, without sacrificing ease-of-use for staff and patients
- Can replace current in-office patient kits
- Economically priced for use as a promotional tool to drive in new patients with value-priced whitening services
- Can be used with or without an accelerator light



Whiter Image™ Gingival Barrier (4 x 1.2 ml syringes per package)

- Uses a light-cured resin base that provides perfect leak-proof gingival protection for isolating tissue adjacent to teeth being whitened
- Eliminates the need for a rubber dam setup
- Protects tissue and patient comfort



"As a dentist, I think the new Prefilled Trays from Whiter Image for in-office whitening are a far superior whitening process than any other system available. We have had incredible results and will continue using them as our primary whitening solution."

- Dr. Michael Freimuth, DDS



35% Hydrogen Peroxide Chairside Teeth Whitening Kit

Key Advantages

- Designed for maximum efficacy & user-convenience
- Gingival protection guarantees patient comfort
- Desensitizing additives minimize sensitivity during and after procedures
- Great value - each kit is enough for 5 procedures



Value Pricing

5 Patient Kit : \$140 (\$28 per Patient)

1 Patient Kit : \$40

Description

An In-office gel type tooth whitening system designed for maximum efficacy with minimum time. It's uniquely formulated gel with 35% H₂O₂ is pre-mixed which completely eliminates in-office measuring and mixing. Brighter smiles can be achieved in only 30 minutes. The results can be further improved by the aid of our proprietary tooth whitening LED light unit, or any other tooth whitening units available on the market.

5 Patient Kit Contents:

- | | |
|------------------------------------------------------|---------------------------|
| 2 - 6.4ml 35% H ₂ O ₂ syringes | 5 - Dappen dishes |
| 5 - Photo-blocking tips | 5 - Face Covers |
| 5 - Gingival barrier syringes | 1 - iBrush Paint-on brush |
| 2 - Cheek retractors | 5 - Lip protection cream |
| 5 - Pre-bent needle tips paint-on brush | 5 - Application brushes |

1 Patient kit contents:

- | | |
|--------------------------------------|--------------------------|
| 3 - 1.2cc 35% HP gel | 5 - Dappen dishes |
| 1 - 1.2cc Gingival | 4 - Pre-bent Needle Tips |
| 1 - Disposable mini brush | 1 - Face cover |
| 1 - ProAngle Disposable Prophy Angle | 1 - Cheek Retractor |
| 1 - Instruction manual | |



See inside pocket for pricing sheet.



Whiter Image™ Premium LED Whitening Light

The Whiter Image Premium LED Whitening Light uses the most advanced light technology to deliver brilliant, professional results.

- Makes professional whitening easy with an intuitive control panel and high performance LED lights
- Uses narrow, high-energy wavelengths to accurately focus the lights for maximum effectiveness
- Produces minimal heat for maximum comfort
- Features a modern design with compact, durable frame and rolling base for mobility





Purchase Order

Items	Unit Qty	Units in a Case	Unit Price	Case Cost	Units Ordered	Case Units Ordered	Total Cost	Special Stipulations
LED Light	1	N/A	\$920	N/A				
26% HP In-Office Prefilled Whitening Trays (8 Patient Kit)	1	24	\$12	\$288				
35% HP In-Office (5 Patient Kit)	1	N/A	\$140	N/A				
35% HP In-Office (1 Patient Kit)	1	N/A	\$40	N/A				
Gingival Barrier Syringe (1.2 ml)	4 Pack	4	\$25	\$100				
Remi Paste Post Whitening Care Pen	1	6	\$16	\$96				
Chic-Flic TOGO Whitening & Plumper Pen	1	12	\$13.50	\$162				
Whiter Image TOGO Whitening Pen	1	12	\$10	\$120				
Deluxe Home Edition Kit	1	12	\$20	\$240				
Whitening Syringes (1.2 ml) \$2.38 per Syringe	4 Pack	12	\$9.50	\$114				
Whitening Syringes (1.2 ml) \$2.28 per Syringe	30 Pack	N/A	\$68.40	N/A				
EVA Flexible Tray Material	12 Pack	6	\$10	\$60				
Tray Case	1	12	\$1	\$12				
Resin Spacer (1.2 ml)	4 pack	4	\$30	\$120				
Promotional Items	-	-	-	-	-	-	-	
1. Promotional Table Tent Displays For Pens	5 Pack	-	\$6					
2. Point-of-Purchase Counter Display For Pens	1	-	\$6					
3. Promotional DVD - Optional	1	-	\$6					

NOTE: The three promotional items above are available for free with the purchase of 12 Whiter Image toGO Pens or 12 Chic-Flic toGO Pens. If your order meets this criteria, please place a "1" beside each of the items you would like us to include in the "Units Ordered" column and leave the "Total Cost" field blank.

Main Order Subtotal

Shipping & Handling (per unit)
NOTE: For example a case of pens would be 12 units and a case of Remi would be 4 units

Total

Shipping and Handling

Grand Total

# of Units	Shipping Cost
0 - 12:	\$9.95
13 - 24:	\$12.95
25 - 36:	\$14.95
37 - 60:	\$18.95
61 - 96:	\$24.95
97 - 144:	\$29.95
145 - 168:	\$34.95
169 - 216:	\$38.95
217 +	\$44.95

LED Light: Add \$50 Flat Rate

Buyer Account & Payment Information

Dr. Name _____ Office Contact _____

Practice Name _____ Office Phone _____ Fax _____

Dr. Email _____ Office Contact Email _____

Best Day of the Week to Call _____ Best Time During Day to Call _____

Billing Address: _____ Suite _____ City _____ St _____ Zip: _____

Shipping Address: _____ Suite _____ City _____ ST _____ Zip _____

Name on Credit Card: _____

CC Type: _____ CC# _____ Expiration Date _____ CV _____

Date: _____ Sales Representative: _____

Please Return by Fax To:
WHITER IMAGE
Fax: 678.623.3854

Buyer Signature: _____

How Did You Hear About Whiter Image Dental _____



"I want you to know how pleased I have been with Whiter Image. I have been using different whitening products for many years and have found yours to be very effective and cost efficient. I will continue to use your system with my patients. Thank you."

- Dr. Steven Weinstein, DDS

"Cosmetic whitening is a service that is now embraced by teens to 80 year olds. For the image-conscious female who not only wants to have whiter teeth but fuller lips there is the Chic-Flic Pen, a beautifully packaged lipstick-size lip plumper on one end and tooth whitening on the other. This comes from Whiter Image™ with an LED light and mirror. Female patients and team members all want one!"

- Linda Miles, Practice Management Speaker

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Quality Standards