

Colgate®

OPTIC⁺
WHITE[®]
LIGHT UP

**ACCELERATED
TEETH WHITENING
WITHOUT THE HASSLE**



**AT-HOME
WHITENING KIT**

— SCAN TO WATCH HOW TO VIDEO —

OUR BEST AT-HOME WHITENING TECHNOLOGY FOR DRAMATICALLY WHITER TEETH.

Colgate® Optic White® Light Up provides results you'll love with no discomfort or mess.*

Our advanced formula is designed for no sensitivity, and it's clinically tested and easy to use so you can achieve dramatically whiter teeth.

Up to 7 shades whiter teeth**

Patients saw up to 7 shades whiter teeth using the Colgate® Optic White® Light Up At-Home product.



Extraordinary whitening made simple

The paint-on application method allows for precise delivery of the serum where you want it, and to avoid gums.



For a professional whitening experience that will change your world, talk to your dentist.

*UK Home Use Test with 104 participants, 2022. Use as instructed. **After 10 minutes of use/day for 10 days. Individual results may vary.

HOW WE REVOLUTIONISED AT-HOME WHITENING



Simple application for less mess

The precision tip helps you apply the serum easily and avoid sensitive areas like the gums.



Quick-dry serum that effectively whitens

The serum dries rapidly and forms a layer for targeted and effective whitening.



High-energy LED accelerates whitening

Our unique LED device accelerates whitening with a short 10-minute wear time.

AT-HOME MAINTENANCE FROM THE #1 WHITENING BRAND IN AUSTRALIA#



#Data sourced from Circana MarketEdge based on 2023 data definitions provided by Colgate-Palmolive Pty Ltd.

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OPTIC⁺
WHITE®

LIGHT UP

WHITEN YOUR TEETH WITHOUT THE HASSLE

IT'S EASIER THAN EVER TO GET A SMILE YOU'LL LOVE

COLGATE® OPTIC WHITE® LIGHT UP
IN-CHAIR WHITENING KIT



Let the dentist or hygienist
get you dramatic results with
just one 30-minute treatment.

COLGATE® OPTIC WHITE® LIGHT UP
AT-HOME WHITENING KIT



Enjoy a simple treatment
you can do yourself in just 10
minutes a day for 10 days.



TALK TO YOUR DENTIST TO SEE WHICH OPTION IS RIGHT FOR YOU.