

Colgate®


OPTIC
WHITE*


LIGHT UP


ACCELERATED TEETH WHITENING WITHOUT THE HASSLE



**CLINICALLY TESTED RESULTS.
PROFESSIONAL WHITENING THAT IS A GAME-CHANGER.**

 DRAMATICALLY WHITER
TEETH IN 30 MINUTES*

 DESIGNED FOR NO
TOOTH SENSITIVITY

 NO MORE GINGIVAL
BARRIERS REQUIRED

Learn more & buy now at

 HENRY SCHEIN®

*Refer to leaflet for full instructions.



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



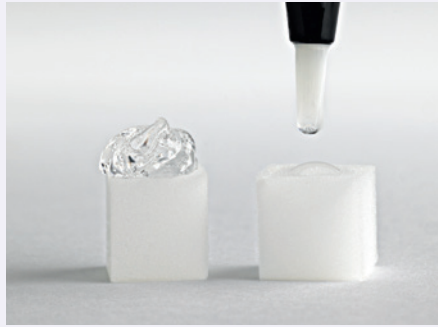
UNIQUE EXPERIENCE FOR WHITER TEETH



APPLY

Precision application without gingival barriers

The precision pen allows you to apply serum accurately without needing to protect the gingiva.



DRY

Quick-dry serum that effectively whitens

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



AMPLIFY

High-energy LED accelerates whitening

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



REPEAT 2 TIMES

Remove the serum and repeat the above process 2 more times.



PATIENT KEEPS LED

Send patient home with LED. Our touch-up pen* can help them maintain their results.

*Touch-up pen sold separately.



Advanced, quick-dry formula that sticks to the tooth for penetration of hydrogen peroxide

The polymer in Optic White helps to maintain the hydrogen peroxide in contact with teeth, minimizing the removal by water or saliva.



Dramatically whiter teeth in 30 minutes**

Up to 5.75 shades whiter teeth in 1 visit.# Zero reports of sensitivity or pain in a clinical trial, giving patients results they want in 1 short visit.



SCAN TO WATCH
HOW TO VIDEO

**In-chair product only. Results seen after 30 minutes of use. Individual results may vary.
#RCT Double Blind Clinical, 79 people (18-70). Treatment time: 10 min x 3.

COLGATE® OPTIC WHITE® LIGHT UP

AT-HOME WHITENING KIT



WHITEN AT HOME WITHOUT THE HASSLE

Our whitening treatment is designed for no sensitivity and offers more control, no mess, and precision application.

REAL, DRAMATIC RESULTS IN 10 DAYS.†

In a clinical study, patients saw up to 7 shades whiter teeth after 10 days.



APPLY

Precision application without custom trays

Our easy-to-use application pen allows for targeted tooth whitening to avoid sensitive areas.

DRY

Quick-dry serum that effectively whitens

The serum dries rapidly and allows greater retention of hydrogen peroxide.

AMPLIFY

High-energy LED accelerates whitening

Our unique LED device with 410 nm wavelength activates the breakdown of hydrogen peroxide to accelerate whitening.

AT-HOME MAINTENANCE

From the #1 Whitening Brand in Australia‡



SCAN TO WATCH HOW TO VIDEO

†Take-home product only. Results seen after 10 minutes of use/day for 10 days. Individual results may vary. Use as directed.

‡After 10 minutes of use/day for 10 days. Individual results may vary. Use as directed.

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

Colgate®



OPTIC⁺
WHITE
LIGHT UP

AT-HOME PROFESSIONAL WHITENING

THAT WORKS FOR YOUR PATIENT



**CLINICALLY TESTED RESULTS.
REVOLUTIONARY EXPERIENCE.**



**MORE PATIENTS,
LESS CHAIR TIME**

Feel confident giving patients an at-home treatment that works.



**FAST, PROFESSIONAL-LEVEL
RESULTS AT HOME**

In 10 days, your patients will have a dramatically brighter smile.



**HASSLE-FREE
EXPERIENCE**

No messy gels or custom trays required.

Learn more & buy now at

HENRY SCHEIN®

