

# Enlighten<sup>®</sup>



No Ordinary  
Whitening





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# The difference with Enlighten whitening is the results.

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Having used almost all of the reputable tooth whitening brands, I can comfortably say that Enlighten is head and shoulders above the rest. In my experience, my patients achieve a lighter shade in less time, with less sensitivity when using Enlighten compared to other systems. The Evo 4 kit has only served to enhance this, with technology that allows the whitening trays to sit tighter against the teeth, stretching Enlighten's lead over the competition even further.

Dr. Matt Parsons



Before

After Enlighten whitening

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# No Ordinary Whitening

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Teeth whitening is one of the easiest ways to enhance your looks. Whether you want to add a sparkle to your smile for your wedding day or perfect your look for business meetings, whitening is simple, affordable and safe.

Many people say that they feel years younger after the treatment, having erased the effects of aging, coffee, red wine and cigarettes.

The difference with Enlighten whitening is the results. Follow your dentist's guidelines and teeth will whiten beyond any other system.

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## Four Key Benefits of Enlighten

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### 01. Guarantee

Enlighten guarantees any patient will whiten to the whitest natural shade: VITA shade called B1.

### 02. Lifestyle

No dietary or lifestyle changes are required before, during or after the treatment. You can continue to drink coffee or red wine. Results are not affected by smoking or vaping either.

### 03. Longevity

Longer lasting results which can last forever with a simple at-home top-up regime.

### 04. Time

Works quicker – your smile shade will change quickly with minimal complications.

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# Enlighten White

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Try our new revolutionary whitening toothpaste, Enlighten White. Its novel surfactant technology inhibits both stain and plaque propagation. Stain breakdown is achieved by breaking down stain proteins instead of harsh abrasion, so it's completely enamel safe.



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# Your Questions Answered

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Enlighten Whitening works by increasing the tooth's permeability to oxygen which breaks down stain molecules. The treatment follows a 3-week whitening process, with no follow-up, in-chair appointment with your dentist.

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## **How white will my teeth get?**

Enlighten Whitening can whiten up to 16 shades, results vary but if used correctly all teeth will whiten dramatically.

## **Will they look too white?**

No, natural teeth rarely look too white. Sometimes very white crowns can look wrong because they are made of porcelain.

## **Will my crowns, veneers or fillings change colour?**

No, sometimes you may need to change some of these after whitening.

## **Is there pain or discomfort?**

You may get some sensitivity; however, your dentist will give you easy-to-use desensitisers to take home, which will work immediately. You will also receive a tube of Enlighten Serum toothpaste to brush with, while you wait for your trays, this also helps with sensitivity.

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## **How long does it take?**

3 weeks after your dentist delivers your Enlighten whitening trays. The first 2 weeks the trays are worn overnight. On the third week for 1 hour a day.

## **How long does it last?**

Results can last indefinitely with some very simple maintenance, wearing the trays for 1 night every other month. Continuing to brush with Enlighten White will also prolong results.

## **Is it safe?**

Completely, the materials used in Enlighten Whitening have been used in dentistry for over 100 years.

## **Can I spread the cost of treatment?**

Ask your dentist, who may be participating in an easy payment plan.

For further information about tooth whitening contact your dentist.

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For information on Enlighten products

Contact us on:

+44 (0)20 7424 3270

Or visit:

enlightensmiles.com

Follow us:

@enlightensmiles

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Enlighten has featured in numerous press articles and TV makeover shows. Our products have been used by a number of celebrities and we are routinely called by media companies for our expert opinion ...

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### **Daily Mail**

"Get a Hollywood smile in your lunch hour with Enlighten."

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### **THE TIMES**

"Enlighten is a nationwide chain that offers a quicker and cheaper solution."

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### **OK!**

"A natural looking brighter smiler to break a thousand hearts."

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### **DAILY EXPRESS**

"Enlighten 10/10, Britesmile 9/10, Smile Studio 7/10."

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### **Men's Fitness**

"Does it work? It certainly does. Does it hurt? Not at all."

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### **MAXIM**

"Divine intervention: lighten teeth by 10 shades."

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### **sky**

"One of the coolest products this year."

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### **4**

"The Clear winner in our test."  
(Richard & Judy)



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NEGATIVE**

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