



## Teeth Whitening Start Kit

Art no: 120098

### Whiter teeth in 30 minutes

#### Claims:

- Whiter teeth in 30 minutes
- Up to 4 shades whiter teeth in 10 days
- Safe and without side effects
- Customized and reusable mouth trays
- Safe, fast and gentle

#### Product description:

The Beconfident® Teeth Whitening Start Kit is a complete product with everything needed to easily and safely whiten teeth at home. It contains thermoform mouth trays that are individually fitted in hot water and our 32% sodium bicarbonate gel which lifts stains off teeth without any side effects.



#### Active ingredients / How it works in short:

There are several active ingredients that all work together. One of them is Sodium Bicarbonate.

The Beconfident whitening effect comes partly from dissolution of stains on the surface of the tooth as well as oxidizing organic compounds causing discolorations deeper in the enamel and dentine.

The formulation consists of a combination of cleaning substances (surfactants, Surface Active Agents) and actively whitening free carbonates released from the gel ingredient Beconfident 32% Sodium Bicarbonate. Contrary to whitening products containing Hydrogen Peroxide, that can cause irritation and pain, our active ingredients are gentle and free from any negative side effects.

The initial effect comes from the cleaning ingredients during the first two minutes of contact between the gel and the tooth surface. The surfactants lower the surface tension and bind chemically to the stains while lifting them away from the tooth. This process paves the way for the second phase and the temperature in the gel increases due to the body heat. The increased temperature together with the naturally occurring enzyme in the saliva – alkaline phosphatase – splits the Sodium Bicarbonate and forms free carbonates. The free carbonates oxidize – dissolves – the organic discolorations within the enamel and dentine.

These processes in combination are patented (US 8580232 B2) and the reason behind Beconfident unique whitening effect.

The products also contain 0,05% Sodium Fluoride in order to remineralize the enamel.

For the gel to work effectively the kit contains thermoform mouth trays that shall be individually shaped through heating and can be reused minimum 5-6 complete treatments. After a Start Kit has been used, a refill gel can be used to repeat procedure when necessary.

Group Beconfident Europe AB

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Beconfident- Top Quality Teeth whitening and Skincare systems are designed in Sweden & Made in USA and Sweden. Beconfident® + WhiteAmin® + Simplesmile® are registered trademarks in Europe and Beconfident® is a registered trademark in United States of America. IOS and Android Intelligent Apps belong to Beconfident Skincare AB. Other brands are pending.

# beconfident®

## Product Data Sheet



We recommend anyone to complete the entire whitening process until there is no gel left. Best is to do the cure 15 minutes for 10 or so consecutive days.

### General advice:

Teeth whitening lightens teeth and helps to remove stains and discoloration. Whitening is not a one-time procedure. It will need to be repeated from time to time if you want to maintain the brighter white teeth colour – See Beconfident Teeth whitening Refill.

### Unique Competitive Advantages:

- Good Gel formulation with proven clinical results, supported by Beconfident intelligent App for best instructions.
- 2-4 shades whiter teeth
- Individually fitted mouth trays for best product efficiency and to penetrate all areas of the teeth for even whitening end result.
- Contains Aloe Vera. Gentle to gum and teeth, no side effects.
- Contains 0,05 Sodium Fluoride
- Designed in Sweden and Made in USA

### Ingredients:

#### Beconfident Teeth Whitening Gel:

*Glycerin, Sodium Bicarbonate, Aroma, Xylitol, Chondrus Crispus Powder, Polysorbate 20, Sorbitol, Aloe Barbadensis Leaf Juice, Punica Granatum Extract, Chamomilla Recutita Extract, Sodium Fluoride, Linalool, Limonene.*

### The Start Kit contains the following items:

- 1) 10 days treatment - 10 ml tube with our 32% Beconfident Sodium Bicarbonate gel
- 2) 3 trays (one extra)
- 3) Intl. Instruction sheet in Multilanguage's (SE, NO, DK, FI, DE, NL, ES, IT and English)
- 4) Shade guide.

Beconfident is not conducting any testing on animals.

### Product Data:



Art No for multilanguage version	Dimension WxDxH	Gross Weight (packaging included)	Net Weight (Product only)	Units Display Box	Units mastercarton	Unit EAN
120098	23 x 120 x 175	61g	37g	6	96	7350064168653
CPNP Code	GMP ISO 22716	Country of Origin	Quality Test Pharmacies	Box bio-degradable	Pallet	RRP Euro incl VAT(+/-)
1536510	Follows	Sweden & USA	Yes	Yes	12	29,50 €uro

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